

Hello all and welcome to beginning grant writing week six.

We're back to continuing the proposal template. You'll be happy to know we're in the home stretch. This week we will tackle four sections, but each can be fairly short.

Sustainability

Grant makers want to know your projects will continue, especially if they give you a grant, but also if they don't. How will you continue to operate next year and the year after that? Its best if you have a long-range business plan which spells out the details.

Within your budget and other financial reports, grants can account for a portion of your funding. It's perfectly fine, even a good idea, to let future grant-makers know about past grants you've received. It indicates others believe your programs are worthwhile. Remember being the "most needy" is not the only criteria for grant-makers.

Example:

We expect to periodically apply for other small grants as time permits. We have received small grants from Petco, The Pajeau Wildlife Foundation, REMC Community Fund and The Donald Levin Family Foundation.

Our adoption fees sustain us and will rise, if our overall intake numbers increase. Our overall donations are also on the rise thanks to aggressive online marketing and presence as shown in our Petfinder.com statistics that are approximately 4 times the average.

Stats Overview...

Total pet views: 456,234 (460.38 pet views per day)

In the last 7 days: 3,879 (554.14 pet views per day)

(The average for all Petfinder shelters was 164.67)

Please see our budgets for 2007 and 2008 to get further details about our overall financial situation and how we intend to sustain ourselves for the long term.

What is funding is not secured?

Always stay positive in this section! Never imply your organization will cease, if the grant check doesn't arrive. If you really get stuck just leave it out. But you might prepare yourself informally in case the grant-makers call and asks this question.

Example:

Friends of Animals will stay in operation, although certainly NOT at the increased level we would prefer. Much needed county-wide programs to help people and animals will require more time to implement.

If necessary, we will slightly scale back our planned spay and neuter program from monthly to quarterly.

Nonetheless, dedicated volunteers will continue to work toward a better future for these animals. We are committed to our cause for the long term.

Evaluation and follow-up

Example:

Our overall improvement in 2008 can be verified and measured if we're able to increase our overall numbers of adoptions.

Statistics on weekly staff hours and total number of adoptions per month are fairly straight-forward and are currently being tracked. With additional funding we can and WILL show a marked increase in these areas.

On-going evaluation is important to our board of directors. Our shelter has increased its "out alive" percentage for six years running and we fully intend to continue in that positive direction. (This could also be mentioned in your accomplishments sections, or in both places.)

Our organization completes follow-up with all our adoptive families and encourage them to stay in touch with us. We fill out follow-up forms (with questionnaires) which we can share with the John H. Doe Foundation.

We would be pleased to send you a detailed follow-up report(s) along with “happy endings” pictures. It would highlight how your funds directly helped the animals of our county and the surrounding counties.

Summation

Example #1:

In closing, we want to do our best for the animals in our care, who are so often the silent victims of abuse and neglect. They are our number one priority at all times. We’re hopeful the John H. Doe Family Foundation can help us in our efforts on their behalf.

If you have any questions, please don’t hesitate to contact us. Thank you very, very much for your time and consideration. We hope to hear from you soon.

Example #2:

In summation, we strive daily to do our best for the companion animals of Lilac County. We speak for those who can not. We’re hopeful the Clark Charitable Trust can help us grow and thus assist more animals in desperate need. Your kind support would be a blessing that helps us save more lives, more often.

If you have any questions, or want to discuss this further by phone or email, please don’t hesitate to contact us. We would love to discuss our programs in more detail. Thank you for your consideration.

Questions, concerns, problems?

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