

Ohio University

CoLab

creativity | entrepreneurship | innovation

Series

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Grantwriting for
the Entrepreneur

January 17

Thursdays 12-1pm • Alden 301 • Free Pizza



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Grantwriting for Entrepreneurs

Co-Lab Presentation – 15 January 2019

Faith Knutsen

Social Enterprise Ecosystem

CONTRACTS	GRANTS
<ul style="list-style-type: none"> • A binding agreement between a buyer and a seller to provide goods or services in return for consideration (usually monetary). 	<ul style="list-style-type: none"> • A flexible instrument designed to provide money to support a public purpose.
<ul style="list-style-type: none"> • Governed by Federal Acquisition Regulations 	<ul style="list-style-type: none"> • Governed by the terms of the grant agreement
<ul style="list-style-type: none"> • Relatively inflexible as to scope of work, budget, and other changes 	<ul style="list-style-type: none"> • Flexible as to scope of work, budget, and other changes
<ul style="list-style-type: none"> • Significant emphasis placed on delivery of results, product, or performance 	<ul style="list-style-type: none"> • Diligent efforts are used in completing research and the delivery of results
<ul style="list-style-type: none"> • Payment based on deliverables and milestones 	<ul style="list-style-type: none"> • Payment awarded in annual lump sum
<ul style="list-style-type: none"> • Frequent reporting requirements 	<ul style="list-style-type: none"> • Annual reporting requirements
<ul style="list-style-type: none"> • High level of responsibility to the sponsor for the conduct of the project and production of results 	<ul style="list-style-type: none"> • Principal Investigator has more freedom to adapt the project and less responsibility to produce results

Appalachian Regional Commission (ARC): Recent Awards

ARC Projects Approved in Fiscal Year 2016

The Appalachian Regional Commission approves funding for more than 400 projects annually throughout the 13-state Appalachian Region. These projects include:

				ARC	MATCH
Ohio	Beaver Wastewater Treatment Plant Improvements	Community Infrastructure	OH-18576	250,000	399,100
Ohio	Washington State CC Auto/Diesel Program Enhancement Equipment	Career & Technical Education	OH-18577	87,900	210,064
Ohio	Woodsfield Water System Improvements	Community Infrastructure	OH-18589	164,250	1,291,000
Ohio	Muskingum Discovery Center Equipment	Career & Technical Education	OH-18596	100,000	439,187
Ohio	Crooksville Water System Improvements Project	Community Infrastructure	OH-18597	250,000	5,959,000
Ohio	Eastern Gateway Community College Dental Lab Equipment	Career & Technical Education	OH-18598	23,985	47,970
Ohio	Jackson County Health Center Dental Services Equipment	Healthcare Access	OH-18602	142,715	203,879
Ohio	Seaman Wastewater Treatment Plant Improvements	Community Infrastructure	OH-18629	240,000	300,000
Ohio	Common Wealth, Inc. Food Hub Capital Equipment Growth Project	Sector-based strategies	OH-18665	60,000	122,162
Ohio	Allison Avenue Sanitary Sewer Improvement Project	Community Infrastructure	OH-18666	190,000	531,109
Ohio	Adams County Waterline Extension	Community Infrastructure	OH-18667	250,000	435,000
Ohio	OH Valley Regional Development Commission Admin Grant	LDD Administrative Grant	OH-707-C43-D	209,000	444,000
Ohio	Buckeye Hills Hocking Valley Regional Development District Admin Grant	LDD Administrative Grant	OH-707-C45-B	209,000	278,667

Athens County Foundation Select 2017 Awards

SPRING 2017 Rocky Community Improvement Grants		
Appalachian Peace and Justice Network	Ally Healthy Relationships Training	\$3,000
Big Brothers Big Sisters of Athens	Caring Mentorship for Nelsonville Youth	\$2,990
Factory Street Studio	Nelsonville Neighbors Summer Outreach P	\$2,000
Flying Horse Farms	2017 Sidekick Volunteers at Family Weeke	\$1,000
Health Recovery Services, Bassett House	Seeking Growth	\$2,160
Meigs United Methodist Cooperative Parrish	Food for Meigs Cooperative Food Pantry	\$1,750
Nelsonville Food Cupboard	The Egg Money Project	\$2,468
Nelsonville Public Library	Public Fountain and Water Education Proje	\$6,055
Nelsonville-York City Schools	Technology for Assistive and Augmentative	\$1,700
York Township Fire Department	York Township Christmas Baskets	\$5,000
Child Conversation League Fund		
Athens County Child Advocacy Center	Educational Outreach Program Improveme	\$3,685
Health Recovery Services	Teen Institute Youth Leadership Academy	\$3,000
Live Healthy Appalachia	Healthy Eating and Active Living Education	\$2,000
SPRING 2017 Grants Athens County Foundation		
Athens City-County Health Department	Syringe Exchange Program	\$4,500
Big Brothers Big Sisters of Athens	Mentor Appalachia Program	\$5,980
Community Food Initiatives	Southeast Ohio FOODLINK: Operational Su	\$2,500
Rural Action	Youth Environmental Stewardship Project	\$3,250
Sheriff Department	D.A.R.E program	\$1,167
Stuart's Opera House	Appalachian Music Program	\$3,250

Buckeye Hills Regional Development District Local Grant Program: Types of Awards

- Meigs–Village of Racine \$8,775: window replacement project in the Municipal building.
- Monroe–Wayne Township \$6,660: new natural gas heating furnace for the Township Building.
- Morgan– The Village of Malta \$10,000: roof on its Village Hall.
- Perry– The Village of New Straitsville \$10,000: electric service and wiring, install central heating and cooling, replace windows, and install a generator and security hardware.
- Washington– Muskingum Township \$8,952: installation of a back-up power supply generator for Oak Grove for use as a command center in emergencies.

Regional Sites

US AGENCY FOR INTERNATIONAL DEVELOPMENT

>50 countries, ~3,900 fulltime staff, >1800 contract/grant projects



Looking for grants

1. PIVOT: <https://pivot.cos.com/session/login>
2. LOCAL: Corporations; e.g.
<http://giving.walmart.com/walmart-foundation/community-grant-program>
3. STATE; e.g.
<https://oac.ohio.gov/>
4. FEDERAL
<https://www.grants.gov/>

“Mission fit”

1. What is the funder’s mission?
2. What kind of individual or enterprise would seek support from this funder?
3. When your hypothetical applicant has won and successfully completed your grant for this funder, what will the funder want from you?
4. When you, as the applicant, have won and successfully completed your grant for this funder, what will YOU have gained?

“Competitive landscape”

Go to your chosen funder’s website and find a list of prior grants that have been funded.

- What general category of grant?
- How much money given?
- How long-lasting?
- Any repeat grants?
- How would you fill a ‘gap’ in this funder’s grant recipient dbase?

Components of a good grant proposal

1. Clear, Concise Implementation Plan
2. Strong Prior Experience
3. Appropriate Partners
4. Comprehensive Gantt (Tasks-Deliverables-Timeline)
5. Compelling Implementation Team
6. Achievable Impact Metrics and a Plan to Capture Them
7. Realistic Budget
8. Strong Executive Summary

Cover Sheet

Project Summary

Table of Contents

Project Description

- Level 1
- Level 2
- Level 3

References Cited

Biographical Sketches

Budget and Budget Justification

Current and Pending Support

Facilities and Equipment

Supplementary Documents

NSF TOC

Required TOC elements in black, in automatic TOC levels



IV. Statement of Work

PAGE LIMIT 20 PP, UP TO PROPOSED SERVICES SECTION; NOT INCL APPENDICES

A. Overall Structure and Function of the Regional Entrepreneurial Network

1. Describe the key regional strengths and assets. Discuss the sources of high-potential technology-based company deal flow. Define the key industry sectors that are the targets for Client recruitment in the region, and describe the opportunities and challenges.

NOTE: Term of Project - The Project is the plan of activity or activities that make up the total scope of work for which an award of Ohio Third Frontier Funds is made, for which a Proposal is approved. The Project Period during which the activities under the Grant will take place shall be no more than two years, from January 1, 2015 until December 31, 2016.

Additional notes from the evaluation or project description sections



Start text here.....

Subsection description from the RFP



2. Describe the structure and function of the entrepreneurial network. Describe the role of the Lead Applicant and Collaborator organizations and how they contribute to the overall regional entrepreneurial system. In addition, please describe each individual organization in more detail in Appendix C - Description of Lead Applicant and Collaborator Organizations. For the incubators and accelerators that were previously funded directly by the Ohio Third Frontier, please include any major strategic changes since the previous funding period and the progress toward implementing these changes in Appendix C - Description of Lead Applicant and Collaborator Organizations. Limit each description to no more than one page per organization.

Start text here.....

B. Client Management Plan

Please address each of the following elements, noting which elements constitute collaborative efforts across multiple organizations and the nature of the collaboration: authorized to make decisions and to obligate the company and its resources. This facility must be owned by the company or be subject to a long-term lease. As is characteristic of businesses in one of these three phases of commercialization, the companies will typically not be sufficiently mature to attract venture capital or other forms of commercial financing.

'Start here' prompts in required font



Start text here.....

GOOD WRITING

- Clear
- Concise
- Grammatical
- Detailed
- Simple

BAD WRITING

- Confusing
- Long-winded
- Ungrammatical
- Imprecise
- Pretentious

Writing Prep

(names changed from original)

Universities, colleges and community colleges worldwide have developed campus-wide entrepreneurship education and recognized a need to build innovation spaces designed for student ideation, innovation and entrepreneurial activity. For example, LCCC recently invested \$3m into constructing the Hall for Entrepreneurship and Innovation and the University of Mexico's Sandlands Entrepreneur Institute developed the Sand Studios, an entrepreneurially focused learning community. Spaces on campuses in the US include, innovative learning classrooms, pre-incubation facilities, ideation labs, informal meeting spaces, formal conference rooms, MIT fab labs and in some cases dorms. It is proposed that this local grant enable us to further assess practices and undertake a business plan on a unique network of student focused entrepreneurship spaces on our campus. The proposed network will facilitate team organization, collaboration and will provide tools and resources to students to develop enterprising skills and competencies. The project has four drivers."

Writing Exercise

- Use the ‘pyramid’ writing scheme (most important first)
- Be very succinct, but ensure all key points are included.
- Remember your audience. What do they know and not know? What do they need to hear?

This grant will fund Lorain County Community College’s student leaders to engage in a needs assessment and product pilot, resulting in a full business plan for an interconnected network of student-focused entrepreneurship spaces on the campus. The project is driven by four indicators of need: (a) increased demand amongst students for “experiential” learning; (b) a need to better organize existing resources within the innovation ecosystem on campus for student accessibility; (c) an identified desire among alumni to mentor students; and (d) a need to facilitate cross-disciplinary entrepreneurial teams focused on student-led venture creation. The proposed will build on, coordinate and expand existing resources to facilitate team organization and collaboration, providing training, tools and resources to students as they develop entrepreneurial skills and competencies.

Messaging

STATE-FUNDED SCHOOL SALAD BAR

This was a simple, low-cost, winning grant application to the State of Ohio for a local elementary school fresh-food salad bar and affiliated programming. What standard grant elements does it include and would you have funded it, if you were the decider?

- » Format was pre-determined by funder
- » Overarching, high-level executive summary
- » Detailed plan of work with ‘markers’ for reader comprehension
- » Visual of the timeframe for quicker understanding
- » Compelling personnel write-up
- » Detailed budget indicating State-funded and in-kind contributions
- » Evaluation factors with metrics for success assessment

SAMPLE GRANT