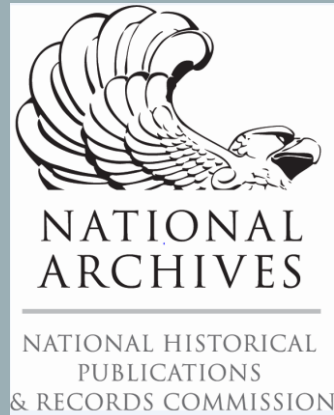


GRANTS & GRANT WRITING FOR VERMONT'S PUBLIC LIBRARIES

Rachel Onuf, Director
Vermont Historical Records Program
On Teams, May 17, 2022





AGENDA

- Introductions
- Grants: The Big Picture
 - Internal Readiness
 - Situational Awareness
- Diving In
 - Conceptualizing your project
 - Preparing to draft your proposal
 - Proposal tips and strategies
 - Common concerns with grant proposals

GRANTS: THE BIG PICTURE

INTERNAL READINESS ASSESSMENT

- Get those ducks in a row!
 - Mission statement
 - Current strategic plan or identified priorities
 - Collection Development policy and procedure documents
 - Gather all the data you can (circulation stats, meeting room use, program attendance, building maintenance log)
 - Institutional/municipal commitment
 - Research and connect with relevant external experts



SITUATIONAL AWARENESS

- Funding trends
- Different types of funders
- Resources for locating funders
- Researching prospective funders

FUNDING TRENDS

- Online applications
- Increased volume of proposals received by funders
- Importance of a compelling narrative in the proposal
- Measurable deliverables required
- **Interest in reaching underserved communities**
- Interest in alignment of proposed project with institution's strategic plan
- Interest in building institutional capacity
- Interest in long-term impact and sustainability
- Interest in collaborative projects

GOVERNMENT VS. OTHER FUNDERS

- Set by legislation
- Known application processes
- Firm deadlines
- Technical assistance
- More bureaucratic
- Usually lengthier proposals
- More requirements
- Frequent reporting
- Often provide more funding
- May need to be invited to apply
- May be better source for local needs
- Better source for start up
- Less complex proposals
- Easier to administer
- Priorities may change
- Limited staff
- May not explain rejection

FEDERAL GOVERNMENT FUNDERS

Institute of Museum and Library Services
(IMLS)

National Endowment for the Arts (NEA)

National Endowment for the Humanities
(NEH)

National Historical Publications and Records
Commission (NHPRC)

<https://www.codaworx.com/projects/i-was-here-2/>



Funders in Vermont

- VTLIB!
- Vermont Arts Council (cultural facilities grants)
- Vermont Division for Historic Preservation (VDHP)
- Vermont Humanities Council
- Vermont Community Foundation
- Don't overlook the local: Municipality, Banks, Businesses

RESOURCES FOR LOCATING FUNDERS

- Foundations:
 - The Vermont Directory of Foundations Online
<https://fdovermont.foundationcenter.org/>
 - The Foundation Center’s “Visualizing Funding for Libraries” tool
<http://libraries.foundationcenter.org/>
- Peer institutions:
 - Word of mouth
 - Where does *their* grant funding come from?

The Vermont Directory of Foundations Online

Describe what you are trying to fund:

Subject Area

What needs funding. Ex: Biodiversity, Education

Geographic Focus

Where funding will be used

Population Served

Who will be affected. Ex: At-risk youth, Veterans

Grantmaker Name

Name of specific grantmaker

Location

Location of grantmaker

Who's Who

Someone serving in organization

Additional Filters

Support Strategy

Type of program support given/received

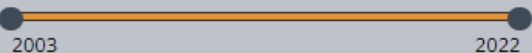
Transaction Type

Type of monetary support given/received

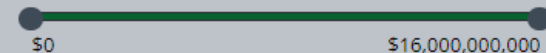
Grantmaker Type

Type of grantmaker

Year(s)



Assets



Total Giving



Keyword

Search for a specific term across all FDO

SEARCH

Made possible by the generous support of the Bay and Paul Foundations, the A.D. Henderson Foundation, and the contributors to the VCF's Philanthropic Leadership Fund. Special thanks to Christine Graham who worked closely with the VCF in developing this resource.

SHOWING 12 SEARCH RESULTS FOR "Public libraries 🌐, Building and renovations 🌐, Years from 2003 to 2022 🌐, Assets to \$16,000,000,000 🌐, Total Giving to \$5,000,000,000 🌐"

✕ CLEAR ALL 🗑️ EDIT

Grantmaker	City	State	Country	Total Assets	Total Giving 🌐	Amount Funded 🌐	Grant Count
New York Community Trust	New York City	NY	United States	\$2,567,643,255	\$169,491,860	\$2,250	2
Sarah K. de Coizart Article TENTH Perpetual Charitable Trust	New York City	NY	United States	\$33,041,238	\$1,500,000	\$40,000	1
Lorber Foundation	Barrington	RI	United States	\$6,007,057	\$299,870	\$25,000	1
New Hampshire Charitable Foundation	Concord	NH	United States	\$817,470,117	\$46,029,915	\$20,000	1
Richard E. and Deborah L. Tarrant Foundation, Inc.	Winooski	VT	United States	\$4,457,077	\$1,896,659	\$20,000	1
Friends of the Charlotte Library	Charlotte	VT	United States	\$70,069	\$547,353	\$15,951	1
The Philadelphia Foundation	Philadelphia	PA	United States	\$414,429,037	\$27,490,847	\$8,500	1
Mascoma Savings Bank Foundation	Lebanon	NH	United States	\$6,327,501	\$318,989	\$7,500	1
Vermont Community Foundation	Middlebury (village)	VT	United States	\$290,175,712	\$22,423,516	\$7,000	1
The Ettinger Foundation, Inc.	Wilmington	DE	United States	\$11,964,190	\$538,000	\$5,000	1
Oregon Community Foundation	Portland	OR	United States	\$2,274,086,320	\$116,759,208	\$3,000	1
Henry O. Schaefer Family Foundation	Pittsboro	NC	United States	\$1,251,402	\$48,300	\$1,500	1

Number of Grants
15

Value of Grants
\$180,701

Number of Funders
13

Number of Recipients
13

FUNDERS

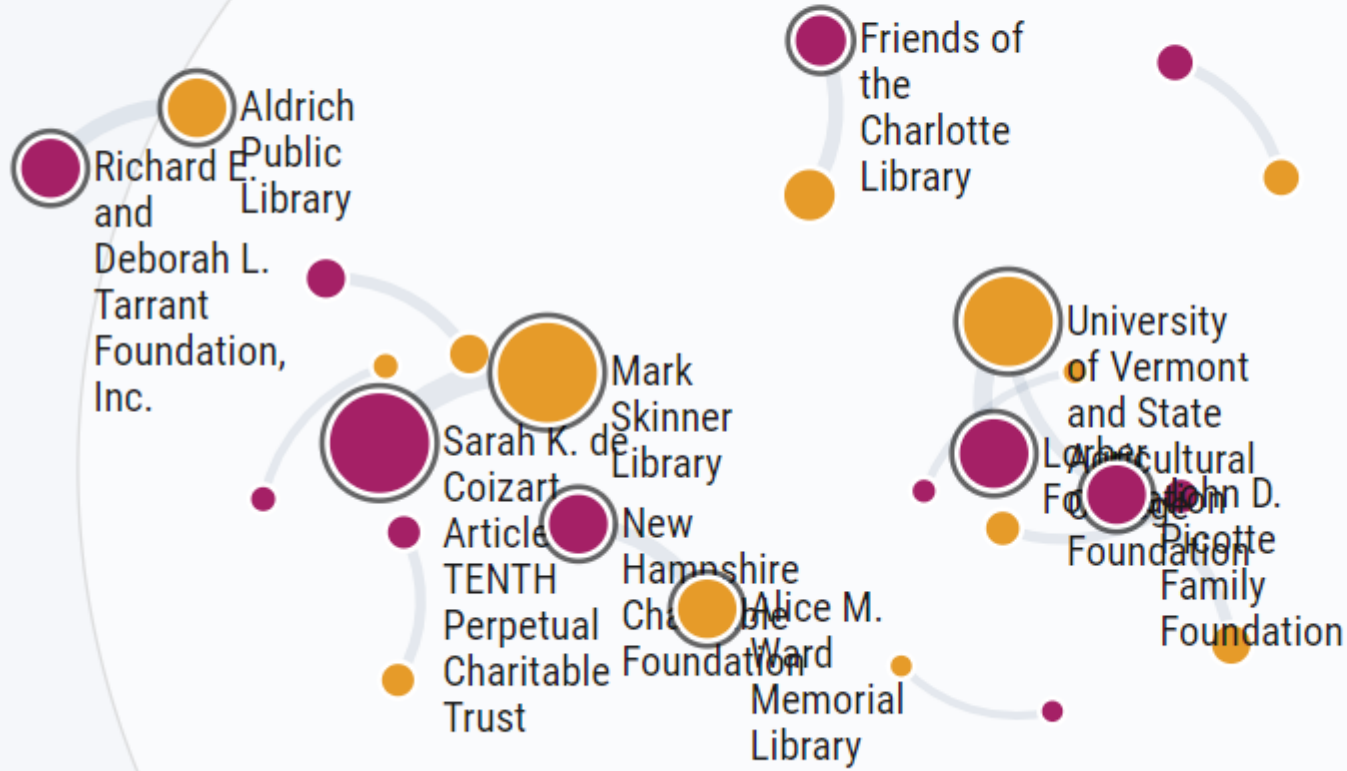
RECIPIENTS

GRANTS

15 grants to organizations based in Vermont (United States); for Building and renovations; starting in year(s) 2006 to present

Funder Name	Recipient Name	Year ▼	* Value of Grant
Friends of the Charlotte Library	Charlotte Library	2019	\$15,951
Richard E. and Deborah L. Tarrant Foundation, Inc.	Aldrich Public Library	2018	\$20,000
John D. Picotte Family Foundation	University of Vermont and State Agricultural College Foundation	2018	\$10,000
Oregon Community Foundation	Friends of the Pierson Library	2018	\$3,000
Henry O. Schaefer Family Foundation	South Hero Library Foundation	2018	\$1,500
New York Community Trust	Wardsboro Library, Friends of the	2018	\$250
New Hampshire Charitable Foundation	Alice M. Ward Memorial Library	2016	\$20,000
John D. Picotte Family Foundation	University of Vermont and State Agricultural College	2016	\$10,000
Mascoma Savings Bank Foundation	Royalton Memorial Library Assoc	2016	\$7,500
Lorber Foundation	University of Vermont and State Agricultural College Foundation	2013	\$25,000
The Philadelphia Foundation	Rochester Public Library	2013	\$8,500
Vermont Community Foundation	Brandon Free Public Library	2012	\$7,000

Grants to organizations based in Vermont (United States); for Building and renovations; starting in year(s) 2006 to present; 14 of 15 links



John M. Bissell Foundation Inc.

Stowe, VT, United States | [Who's Who](#) | [+ Contact Info](#)

FUNDING INTERESTS

ABOUT

APPLICATIONS

and Giving Limitations

FINANCIALS

for fiscal year 2018, 990s

WHO'S WHO

Officers, staff, job openings

CONTACT

[BACK TO TOP](#) ↑

Funding Interests



SUBJECTS

Adult education
Arts and culture
Arts services
Communication media
Film and video
[+ View all](#)

GEOGRAPHIC FOCUS

Vermont

POPULATION GROUPS

Academics
Adolescents
Children and youth
Students

SUPPORT STRATEGIES

Capital and infrastructure
Equipment
Presentations and productions
Recordings

ORGANIZATION TYPES

Independent foundation

RESEARCHING PROSPECTIVE FUNDERS

- General internet searches for the identified prospect
- Visit funder's web site
- Track funding cycles
- Check out annual reports
- Identify funders with best fit for your priorities
- Make contacts
- Read guidelines closely – is your library or your Friends of the Library eligible?
- Maintain prospect sheet





MATCH
INSTITUTIONAL
PRIORITIES
&
THE PRIORITIES OF
FUNDERS!

DIVING IN

Conceptualizing your project

Preparing to draft your proposal

Proposal tips and strategies

Common concerns with grant proposals

CONCEPTUALIZING YOUR PROJECT

- Project should connect your library's values, interests, and needs with the interests of the funder
- Balancing act between developing a project your library needs and for what projects funding is available
- Develop a list of projects you would like to undertake
- Work with others to develop your project ideas
- Collaboration is important; get agreement in writing from partners or consultants before grant is developed
- Start small
- Set both real and realistic goals

PREPARING TO DRAFT YOUR PROPOSAL

- Read and reread funding guidelines/grant application package
- Write each grant application with the specific funder in mind
- Make contact with funder. Ask questions!
- Conduct background research so you can make the best case
- Deadline is critical: set a writing schedule and stick to it
- Remember that grantors really DO want to give out money

PROPOSAL TIPS

- Read successful proposals
- Follow the funder's guidelines
- Prepare to sell your project
- Demonstrate significance of proposed project for your audience(s)
- Demonstrate you have prepared for the proposed activity
- Have boilerplate language on the history of the library and description of recent activities ready to go

MORE PROPOSAL TIPS

- Use outline and punchlist
- Come up with a catchy title
- Write in the third person
- Use clear and concise language
- Use “active” verbs
- Avoid jargon
- Use bulleted lists, white space, illustrations
- Start and end strong

JUST A FEW MORE PROPOSAL TIPS

- Include substantive support letters
- Use outside reader(s) – both colleagues and generalists
- Submit all documentation, in the correct order, with the correct file names

THE IMPORTANCE OF THE WOW FACTOR

OTHER CONSIDERATIONS

What to expect when working with a consultant

The accounts you need BEFORE you can apply for Federal grants: SAM, DUNS, UEI and grants.gov

THE BUDGET

Identify potential sources of cost share match: individual donors, pass the hat fundraising, volunteer time

Don't pad your budget

COMMON CONCERNS WITH GRANT APPLICATIONS

- Lack of communication with a Program Officer
- Failure to follow current guidelines
- Collections poorly described and quantified
- Lack of detail in Project Work Plan
- Typos
- No letters of support or commitment
- Missing information on project staff
- Budget errors



We are here to help!

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