Beginning Grant Writing Workshop
Successful Grant Apps & Making Your Case with Data

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Project Coordinator
University of Missouri

June 3, 2020

POWER UP YOUR PANTRY

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Housekeeping

- Reminders
  - Materials, assignments, additional resources at https://foodsecurity.missouri.edu/power-up/power-up-your-pantry-beginning-grant-writing-workshop/
  - Facebook page at https://www.facebook.com/powerupyourpantry/
  - Roll Call: Please type your name and food pantry in the chat
  - Workshop Objective: Gain the skills, knowledge, and confidence to apply for small grants
- Assistance from Jordynn Hundley, MU student and summer intern

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Funding provided in part by the Missouri Foundation for Health
Thanks to Suzanne Hansford Bowles, Resource Strategist, MU Extension, for providing content for this presentation.

facebook

Incentive Awards

- Incentive Awards
  - Participation Award = $200
  - Competitive Award = at least $1000 for up to 15 groups
- Participation Agreement
  - Be located within the *84-county Missouri Foundation for Health Service Area*
  - Attend four out of five scheduled Zoom meetings
  - Complete **all** homework assignments

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Incentive Awards

- Participation Agreement, continued
  - Actively participate in Zoom meetings either by using the chat feature or speaking
  - Be a 501c3 non-profit food pantry or be a food pantry officially sponsored by a 501c3 non-profit organization
  - Submit an IRS W-9 form to the University of Missouri (this is how we cut you a check for any incentives or awards).
  - Submit or complete other related documents as requested.

Incentive Awards

- Competitive Award
  - Complete a grant application
  - Will most likely be able to reuse info from homework assignments
  - Grant funds can be used for a variety of purposes
    - Equipment – fridges, freezers, shelving, computers, carts, etc.
    - Infrastructure – fixing a leaky roof, new paint for the waiting room, awning to keep people out of the weather, etc.
    - Non-food supplies – cooking supplies/equipment to host classes, gardening supplies/equipment for pantry garden, reusable shopping bags, etc.
    - Food
    - Other
  - $1000 may be use for all or part of a project

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Review of Webinar #1

- Consider why you need a grant? What type of expenses would a grant help with? What are your most pressing needs?
- Become more aware of what grants will pay for and what grants won't pay for.
- Know the parts of a grant and the basics of good grant writing
- Understand and provide some introductory information and documents needed when applying for a grant (Cover Sheet)
- Begin the process of searching for and evaluating grants (Grant Search)

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Homework #1 – Cover Sheet

- Good examples of using data to describe target populations
- Liked seeing itemized lists of costs and justifications when talking about budget/grant request
- Good descriptions of partners
- Customer counts:
  - Duplicated vs. Unduplicated (separate, unique)
  - Time period for reference
- If you don't have a website, do you have a Facebook page?
- With forms in general, use "NA" or "n/a" there is no info
- Be sure to only include requested documents
- W-9: Make sure all boxes are checked; sign and date!

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Today's Objectives

- Discuss what makes a grant application successful
- Review successful grant applications (homework)
- Understand the difference between primary data and secondary data
- Learn about methods for collecting primary data
- Learn about sources of secondary data
- Use data to describe the needs in your area and the population you serve

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What makes a grant application successful

- Follow directions and answer questions carefully
  - Repeat the question in your answer; don't provide unnecessary info
- Make the need compelling (relevant to the funder, use data)
- Make your goal clear (aspirational)
- Make your objectives obtainable and measurable (under-promise and over-deliver)
- Be organized (short paragraphs, topic sentences, bulleted lists, headings and subheadings)
- Be concise (especially follow word or character limits)
- ***What would you add to this list?***

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From the homework assignment

How well does Grant Application 1 address the following issues? Check the appropriate boxes.

	Not well at all	A little bit	Fairly well	Very well	Extremely well	Not applicable
Answers the prompts directly						
Makes the need compelling						
Makes good use of data						
Is easy to read and understand						

Overall, what is good about this grant?
Overall, how could this grant be better?

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Why do you need to be concerned about data?

In almost every grant, you will need to justify or describe the need you are trying to address ***with numbers.*** Actual prompts below:

- *Please provide the committee with a brief description of the community need/problem for which you are requesting a grant. (i.e. Need in the community, Need of the population served, etc.)*
- *Describe and document the community-level issue(s) to be addressed by the proposed program. Utilize objective, relevant information, including data from reliable sources.*
- *Describe and document the population(s) to be addressed by the proposed program. Utilize objective, relevant information, including data from reliable sources.*

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Primary vs. Secondary Data

Primary Data

- Collected through original, first-hand research
- Surveys, internal records
- Pros: Specific, local data about your target population; you get to ask the questions
- Cons: Time consuming; challenging to create good questions; may be challenging to analyze

Secondary Data

- Data that has been collected in the past by someone else
- Many different methods used, but surveys are most common
- Data collected by the gov't (Census), through market research
- Pros: Available if you can find it
- Cons: May not be specific to your concern or geographic area

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Collecting your own data

- Food Pantry Guest Feedback Survey on our website
  - Uses mostly closed-ended questions
  - Edit, print copies, attach to clip boards
  - Ask guests to complete and return while waiting
  - Tally and share the results with board and other leader and guests
  - Check the website for an example
- Your own records!

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Collecting your own data

- Sample questions:
  - How likely are you to recommend this food pantry to a friend or family member who is in a similar situation to you?
  - How often do staff at this food pantry treat you with respect?
  - How often do you visit this or another food pantry?
  - Does anyone in your household have any of the following health issues or food preferences that affect the foods you/they can eat? (select all that apply)

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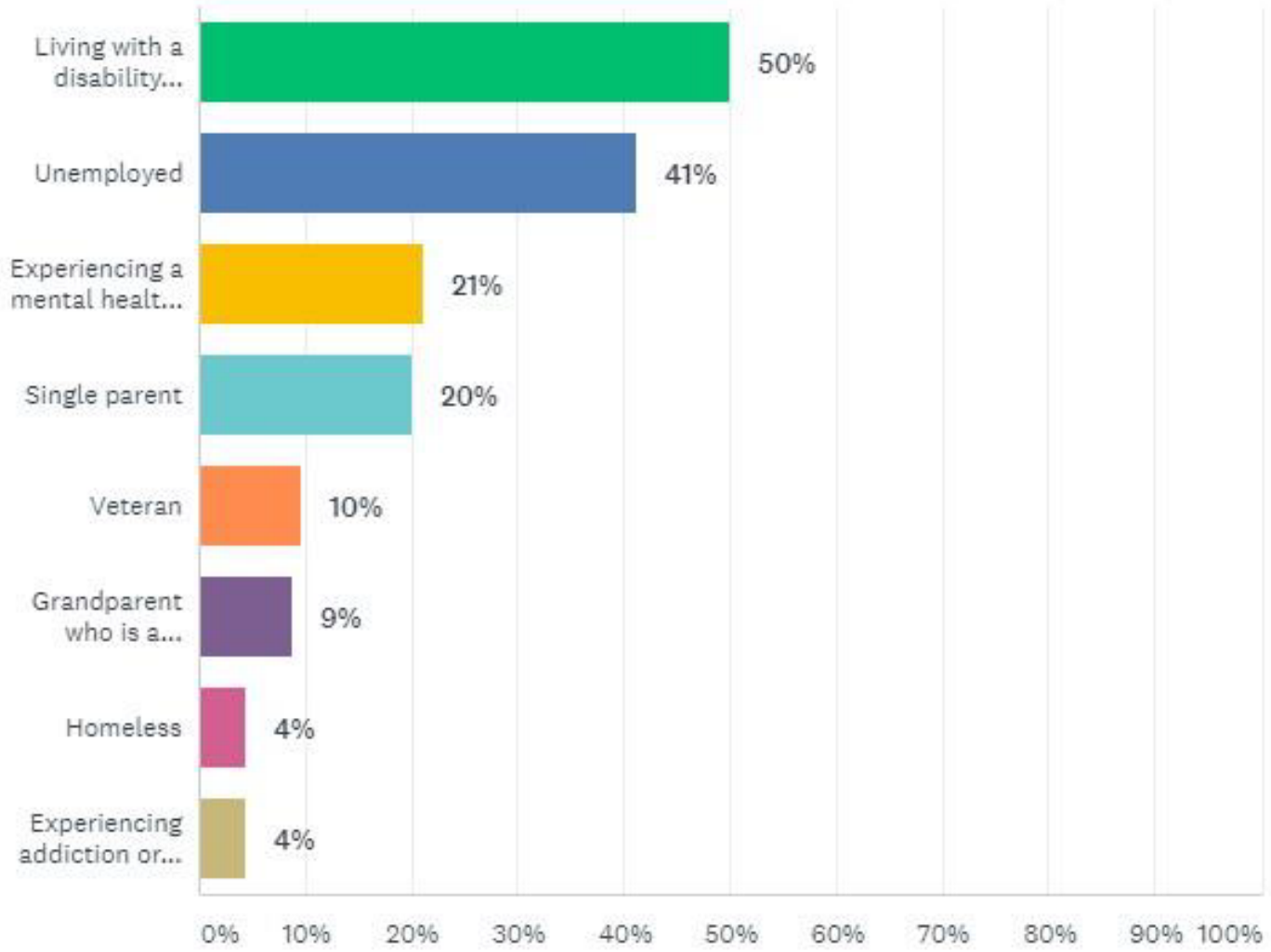
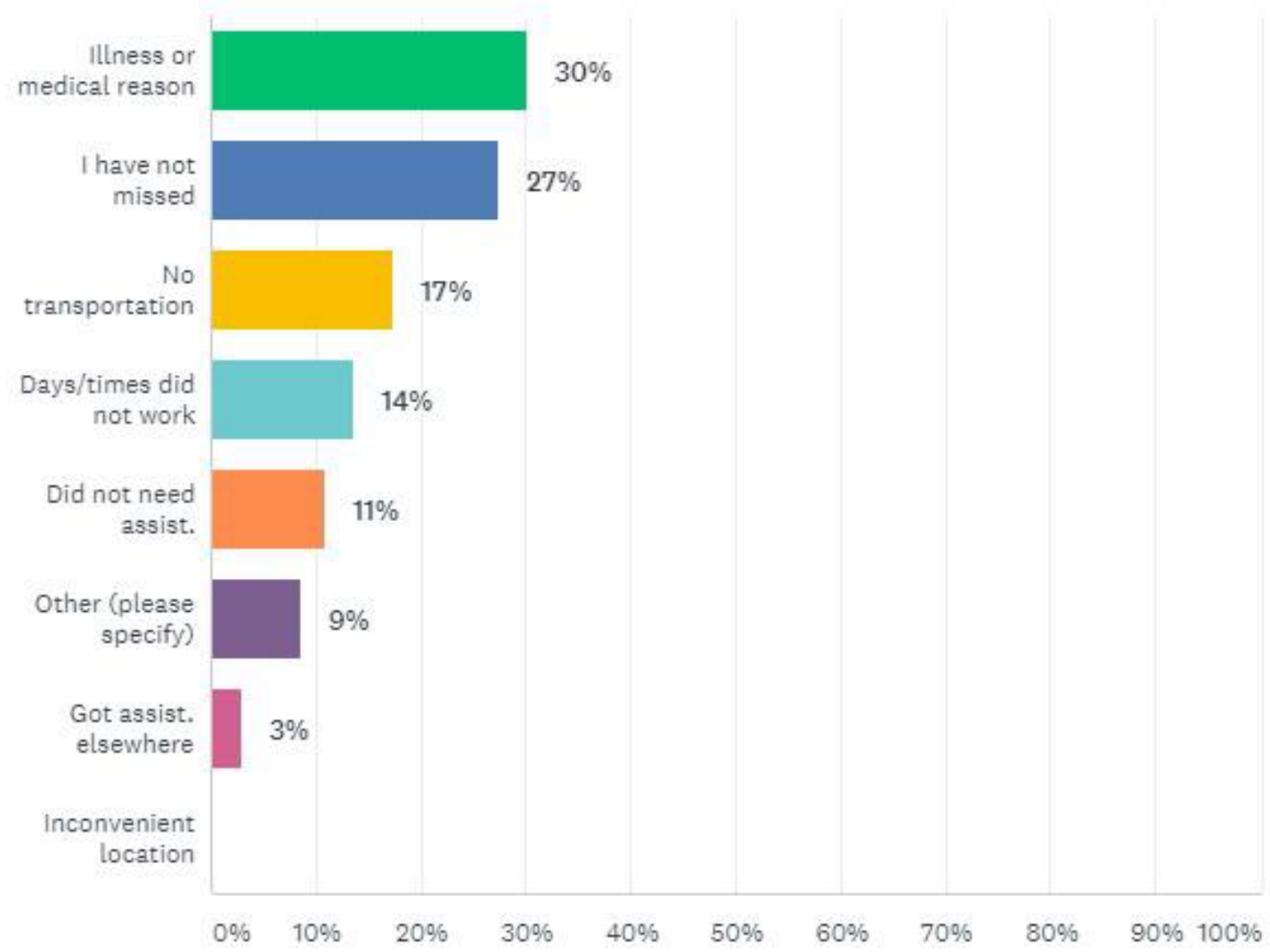
Do any of the following descriptions currently apply to you? (Optional. Select all that apply.)

Answered: 114 Skipped: 39



Did you miss a monthly visit to this food pantry for any of the follo reasons during the last year? (select all that apply)

Answered: 139 Skipped: 15



WE HEARD YOU ...

We recently surveyed more than 150 households who use Food Pantry XYZ asking for feedback. We asked questions such as, "How well has this pantry met your needs?" and "What could this food pantry do better?" Now, we want to share what we found:

Overall, participants were happy with our services.

- 98% of participants answered that they are "always" or "mostly" treated with respect at Food Pantry XYZ.
- 69% of participants said the pantry was meeting their needs "very well" or "extremely well."

But we are always trying to improve.

What we heard:
When asked what the pantry could do better, the most common suggestion was to improve way pantry goers sign in. People wanted shorter wait times and didn't want to stand in line in the hallway for a number anymore.

What we're doing about it:
First, the food pantry now has a sign-in sheet for those who arrive early. Pantry workers will call your name in the order of that list to come get a number. So, if you must come early, you can sign that list and sit comfortably in the waiting room, knowing your spot in line is safe.

We also encourage our participants to come later in the day. Most people who come in an hour before we close have a wait of 10 minutes or less.

What we heard:
Participants were confused about the red card system.

Finding and using secondary data

- Missouri Hunger Atlas (MU)
- Map the Meal Gap (Feeding America)
- All Things Missouri (MU)
- U.S. Census Quick Facts
- County Health Rankings (Robert Wood Johnson Foundation)
- Kids Count (Annie E. Casey Foundation)
- Google
  - "[your county/city] community health needs assessment"
- ***What data sources do you use?***

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Missouri Hunger Atlas

NEED INDICATORS	COUNTY	STATE	RANK
Food Uncertainty 2017			
% Individuals Food Uncertain	11.8	14.2	Very Low
% Individuals < 18 Food Uncertain	17.0	17.5	Low
% Individuals Food Uncertain w/ Hunger	4.4	5.3	Very Low
Supplemental Nutrition Assistance Program (SNAP/Food Stamps) 2018			
% Total Population Income Eligible	18.2	19.4	Average
% < 18 Years Income Eligible	25.3	26.1	Low
National School Lunch Program (NSLP) 2018			
% Students NSLP Enrolled	37.8	49.5	Very Low
Women, Infants, and Children Program (WIC) 2017			
% < 5 Years Income Eligible	40.5	43.3	Very Low

PERFORMANCE INDICATORS	COUNTY	STATE	RANK
Supplemental Nutrition Assistance Program (SNAP/Food Stamps) 2018			
Number of Monthly Participants	5,815	720,543	-
% Total Population Participating	10.3	11.8	Low
% Income Eligible and Participating	59.4	63.2	Low
Number of Monthly Participants < 18 Years	2,763	325,938	-
% < 18 Years Participating	19.3	23.6	Low
National School Lunch Program (NSLP) 2018			
% Students NSLP Enrolled and Participating	69.0	74.7	Very Low
Women, Infants, and Children Program (WIC) 2017			
Number < 5 Years Participating, Monthly	616	89,338	-
% < 5 Years Eligible and Participating	43.3	55.9	Very Low
Food Bank Distributions 2018			
Total Pounds Distributed in County	748,018	140,373,817	-
Lbs Per Capita Below 100% Poverty Level	105	163	Low

LINCOLN COUNTY

OVERALL RANK*	
NEED	PERFORMANCE
Very Low	Very Low

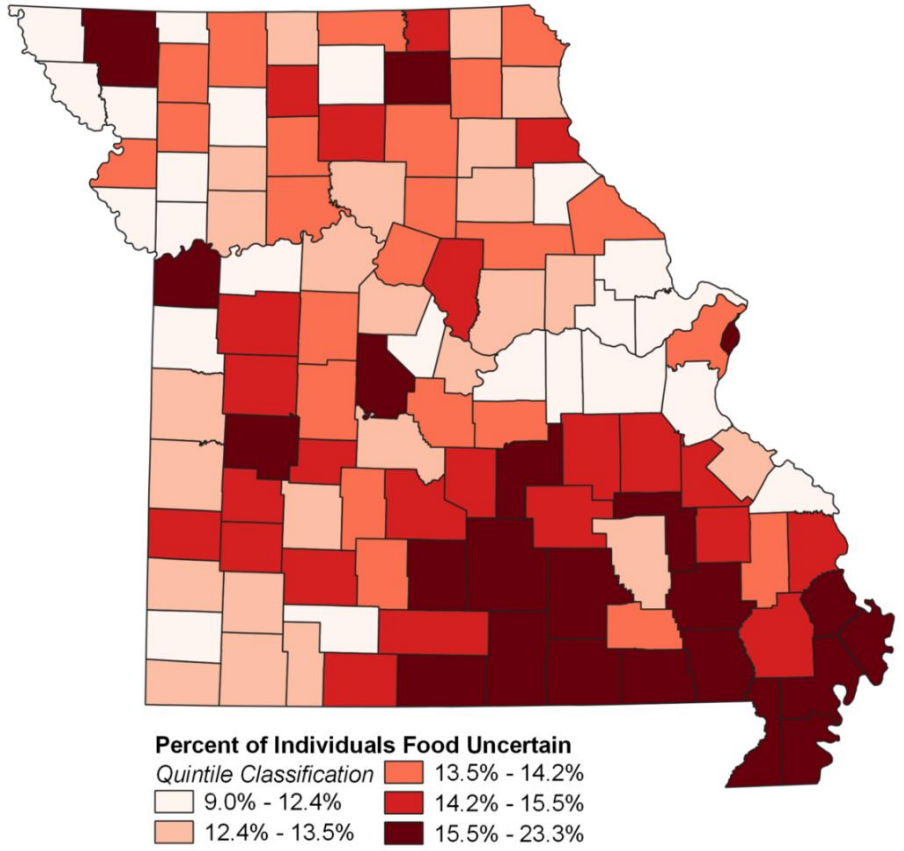
***Overall Rank: Need** is from a composite score including % food uncertain, % SNAP eligible, % NSLP enrolled, and % < 5 WIC eligible.

Performance is from a composite score including % eligible and participating in SNAP, NSLP,WIC, and pounds of food distributed per capita < 100% poverty.

COUNTY PROFILE	COUNTY	STATE		COUNTY	STATE
Demographic Indicators 2017			**Economic Indicators 2017**		
Total Population	56,183	6,113,532	Population Below Poverty Level	7,122	861,679
Population < 18 Years	14,315	1,382,971	% < 18 Below Poverty	18.1	20.0
Population > 64 Years	7,430	1,007,033	% > 64 Below Poverty	8.4	8.8
Health Indicators 2016			Median Household Income ($, Annual)	58,603	51,542
Obesity Prevalence (%)	33.8	31.2	Unemployment Rate (%)	3.6	3.8
Diabetes Prevalence (%)	9.6	11.1	Single-Parent Households (%)	17.7	16.2
Hypertension Prevalence (%)	39.1	33.7	Food Affordability (%)	15.0	16.0

Food Uncertainty (2017)

Feeding America Map the Meal Gap



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Map the Meal Gap

https://map.feedingamerica.org/county/2018/overall/missouri

Food Insecurity in Missouri

Click on the map or use the search bar to start exploring.

Search

Missouri GO

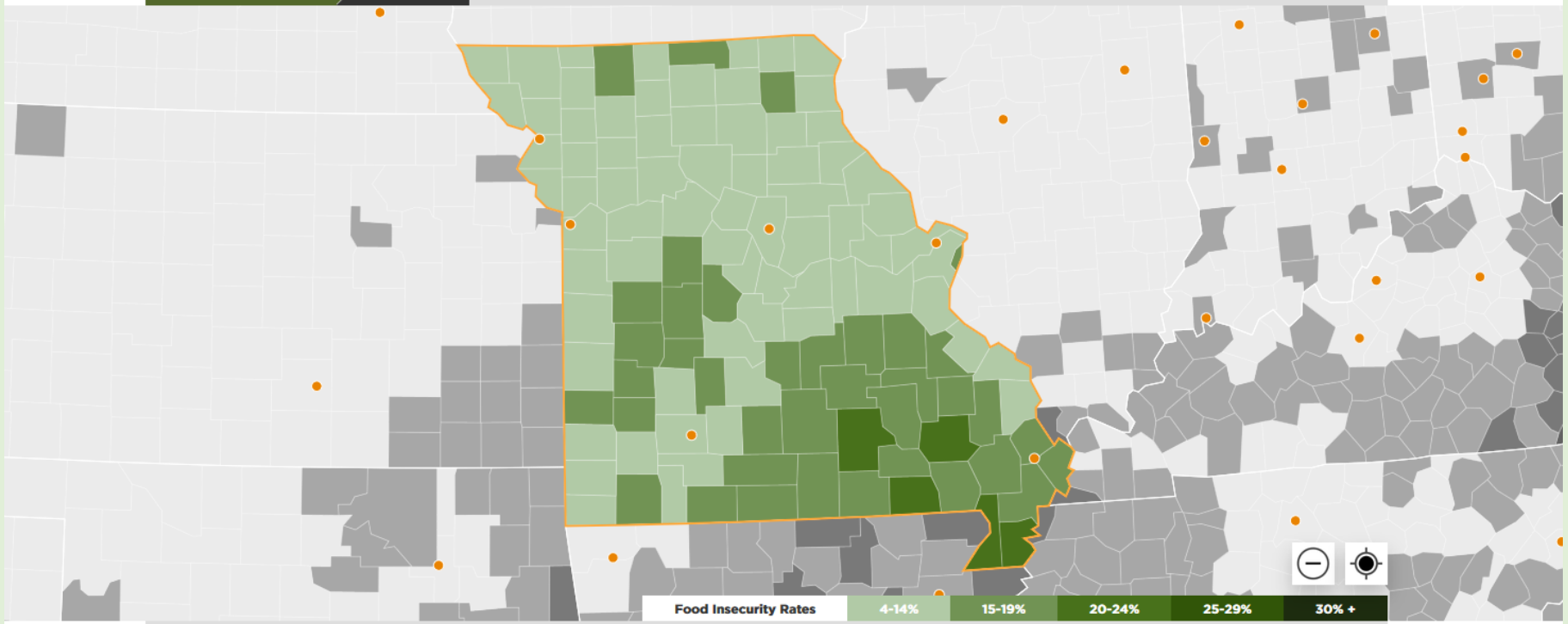
Demographic: Overall | Child

Location: Missouri

Map Type: County | District

Year: 2018 | 2017 | 2016

The United States > Missouri



2018 Overall County Food Insecurity in Missouri

FOOD INSECURE PEOPLE IN MISSOURI

813,840

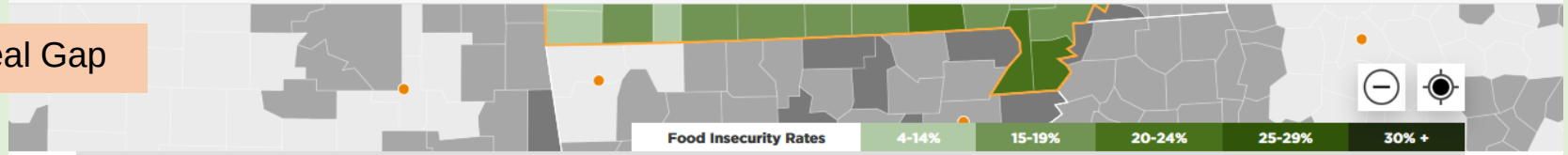
FOOD INSECURITY RATE IN MISSOURI

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN MISSOURI

40% Above Other Nutrition Program threshold of 185% poverty

Map the Meal Gap

https://map.feedingamerica.org/county/2018/overall/missouri



2018 Overall County Food Insecurity in Missouri

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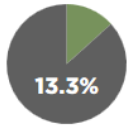

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN MISSOURI

40%	Above Other Nutrition Program threshold of 185% poverty
13%	Between 130%-185% poverty
48%	Below SNAP threshold 130% poverty

AVERAGE MEAL COST

$2.87

ANNUAL FOOD BUDGET SHORTFALL

$395,122,000

Feeding America has published the *Map the Meal Gap* project since 2011, thanks to the generous support of Conagra Brands Foundation and Nielsen, to learn more about the face of hunger at the local level.

You can learn more about our methodology, read our report, and access data by county and congressional district for each state.

HOW WE GOT THE MAP DATA

FOOD INSECURITY REPORT BRIEFS

REQUEST THE DATA

What is food insecurity and what does it look like in America? | How is program eligibility determined? | What is the safety net for people who are food insecure? | How do you calculate the dollars needed and the meal costs?

What is food insecurity and what does it look like in America?

Food insecurity refers to USDA's measure of lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods. Food-insecure households are not necessarily food insecure all the time. Food insecurity may reflect a household's need to make trade-offs between important basic needs, such as housing or medical bills, and purchasing nutritionally adequate foods.

Select your state and county from our interactive map above and start learning more about your neighbors struggling with hunger and the food banks that serve them. Read more about the findings of *Map the Meal Gap* in our report briefs, access local food insecurity data or learn about our methodology.

Using Data

- Use reputable and respected sources
- Cite your sources
- Include a baseline reference
  - Your city/county/region vs. the state
    - Example: Our county has higher than average rates of diabetes. Fifteen percent of county residents are affected by diabetes. The state average is 11.1%.

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Homework #3

- Evaluating Successful Grant Applications & Making Your Case with Data
- Due Monday, June 15 by 12:00pm
- https://foodsecurity.missouri.edu/power-up/power-up-your-pantry-beginning-grant-writing-workshop/

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Questions and Discussion

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Webinar Schedule

- ***Office Hours – Wednesday, June 10, Noon to 1pm or by appointment***
- **Wednesday, June 17:** Budgets and Budget Narratives + Evaluation
- **Wednesday, July 1:** Putting the Pieces Together
- **Wednesday, July 15:** Review and Discuss Submitted Grant Proposals

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Thank you for joining us!

GET INVOLVED

LIKE "POWER UP YOUR PANTRY" ON FACEBOOK.

DOWNLOAD "POWER UP YOUR PANTRY" GUIDE SHEETS FOR FREE AT: FOODSECURITY.MISSOURI.EDU/POWER-UP/

CONTACT US FOR QUESTIONS OR INPUT. WE APPRECIATE THE FEEDBACK!

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