GRANT WRITING IN TIMES OF CRISIS
• Remember why the heck we are doing all of this detailed work!

• Grant writing is a calling – you have the opportunity to help people you may never meet; you are introducing those in need to those who have the financial ability to help them.

• For such a time as this! Be a modern-day Esther!
THINGS ARE MOVING AT A CRAZY SPEED –
HERE IS WHAT OUR EXPERIENCE WITH
CLIENTS IS SHOWING US TODAY
Two types of organizations on continuum ends with others falling in the middle:

- Your NFP is providing mission-critical services
- Your NFP is not providing mission-critical services, but is continuing to provide services
- Your NFP is closed down/some staff working remotely
THREE TYPES OF FUNDERS

1. Those in mission-critical lane and staying there
2. Those not typically in mission-critical lane, but moving there to respond to crisis
3. Those not in mission-critical lane and staying in their lane
We can’t sugar coat this. The reality is that some funders will pause or stop their giving based on losses in the stock market or business impact.

Corporate funders, due to corporate social responsibility, will probably feel pressure to keep giving.

Family and individual funders more likely to pause.
REGARDLESS OF HOW YOU IDENTIFY
NOW, YOU HAVE OPPORTUNITIES!
NOW IS NOT THE TIME TO STOP YOUR
GRANT SEEKING

• Events are canceled or on hold
• Difficult to meet with donors
• Individual donors are uncertain with finances
  (as are some foundations)
• Most NFP services on hold
• Grants are your main open door!
LESSONS FROM THE HOUSING CRISIS

• Pathways to Growth flourished and expanded during those difficult years
• Our clients grew and won grants
• This is a bigger crisis, but we believe this will hold true through this crisis. Of course, that depends on the length of the crisis.
MOMENTUM IS A LEADER’S BEST FRIEND

- Don’t lose your momentum!
- It will be hard to restart!
- It is always more difficult to move something that is standing still.
If your NFP is mission-critical:

- Start with your current funders
- Opportunities are growing daily – respond quickly
- Get on the Foundation Center or similar and start new research
- Stalk funder websites
- Sign up for newsletters
- Think short term and long term (innovate)
- Federal opportunities will be coming next - find ways to collaborate!
If your NFP is not mission-critical:

- Define specifics of how the crisis has impacted/will impact your NFP and who you serve – don’t assume you cannot apply for crisis centered grants
- Start with your current funders – will they allow change to overhead? Help address your crisis issues?
- Get on the Foundation Center or similar and start new research. Respond quickly to RFPs.
- Stalk funders websites/Sign up for newsletters
- Think short term and long term (innovate)
- Federal opportunities will be coming next – find ways to collaborate!
If your NFP is not mission critical:

✓ Spend this time preparing for the future so you won’t always be working right up to the deadline – work on your grant calendar. Develop proposals as much as able.

✓ Most grants take 3 to 6 months to receive. Write for what you expect to see when this is over. Take time to perfect it and have it waiting in the future.

✓ Spend time researching new stats, look at measurable outcomes, update stories, develop visuals and infographics.
• Bottom line, you must think like a business.
• Plan ahead and innovate.
• Create new methods, services.
• Be flexible – pivot!
Leaders should identify opportunities to address budget gaps if giving falls below anticipated levels. These contingency measures should be summarized in a short statement to be shared with donors both individually and through organizational communications. The statement should address how or whether the organization will:

• Make up for any lost revenue or interest.
• Pay back any loans secured or reinstate programs and services. It may ask for more from donors post-crisis.
• Cut the budget if need be.
• Assure donors you are making strategic choices to deliver your core programs and services.
Current local grant updates

- United Way COVID Funds and Funds Sought in February
  https://unitedwaysuncoast.org/what-we-do/community-investment-opportunities/
- CF Tampa Bay COVID-19 Funds
  https://cftampabay.or/nonprofitneed/
- Pinellas County SAF
- Pinellas CF Resiliency Fund
  https://pinellascf.org/grants/tbrf/
- Wells Fargo
- Rays
Take advantage of government business funding

- SBA Economic Injury Loan
  www.disasterloan.sba.gov

- Paycheck Protection Plan Act
  (https://www.sbalenders.com/top-sba-lenders-florida/)
Future of government grants through CARES Act – think of how you fit regionally with other NFPs

- $8.8 billion – Child Nutrition Program
- $15.5 billion to SNAP
- $450 million to Emergency Food Assistance Program
- $955 million to Aging & Disability Services
- $453 million to Bureau of Indian Affairs
- $1 billion to Community Services Block grants
- $750 million to Head Start
- $75 million to National Endowment for Arts & Humanities
- $50 million for Institute of Museum & Library Sciences
- $5 billion to Community Development Block grants
- $2 million to National Domestic Violence Hotline
- $25 million to Runaway & Homeless Youth
Visit www.pathwaystogrowth.us or www.grantpathways.com to sign up for our updates.

www.independentsector.org
• Questions and Answers
• Contact:
  • jule@pathwaystogrowth.us