

# Welcome.

We're happy you're joining us today.

The Empowering People and Communities Series (EPCS)

has the mission to equitably bring health education, resources, and hope to people, populations, and communities in Louisiana by increasing awareness and empowering people, populations, and communities about tobacco and tobacco-related issues.

# Are You Grant Ready?

Creating A  
Non-Profit  
Organization

The Louisiana Campaign  
for Tobacco-Free Living

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Empowering People  
and Communities  
Series

# Today's Panelist



Feamula Bradley, MSEd  
Regional Manager,  
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Jaime Cyprian, MPH  
Sr. Regional Manager  
Southeast Louisiana (Region 9)  
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Kenyatta I. Royal, BSPH, CHES  
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The Louisiana Campaign  
For Tobacco-Free Living (TFL)

# Objectives

- Share basic knowledge on how to become a non-profit organization
- Provide tools to assist learners in determining grant readiness
- Learn basic grant writing principles
- Increase knowledge of grant writing leads, research, and internet sources

# If You Were A Funder What Would You Do?



# Grant Readiness



# Grant Readiness

## Nonprofit Organization

A business organization that operates and provides services with the goal of not making money. The intent is to serve public interest.



# Grant Readiness

(Becoming A Nonprofit Organization)

- Choose A Name
- Mission Statement
- Articles of Incorporation
- Bylaws
- Tax Exempt Status (501c3)



# Grant Readiness

## Choosing A Name

1. Conduct A Name Search
2. Be Professional
3. Embody The Mission of the Organization
4. Will The Name Age or Remain Relevant Over Time (**Branding**)
5. Do Not Abbreviate

**Ask yourself...**

Does the name raise questions, or does it peak interest?

# Grant Readiness

## Sample Names

Louisiana Public Health Institute

The Louisiana Campaign for Tobacco-Free Living

4 Cancer Research

Doctors Without Borders

Autism Speaks

# Grant Readiness

## The Mission Statement

A mission statement is a short statement of why an organization exists, what its overall goal is, identifying the goal of your organization.

### Ask yourself...

1. Is diversity, equity and inclusion (DEI) reflected in our mission statement?
2. What issue am I working to address, and why?
3. Who will benefit from this work? Who am I trying to help?
3. What specifically will I do to address the issue (s) that drive the work?
4. What difference or impact will my work make on the issue?

# Grant Readiness

<https://dei.extension.org/>

## What Is Diversity, Equity and Inclusion (DEI)?

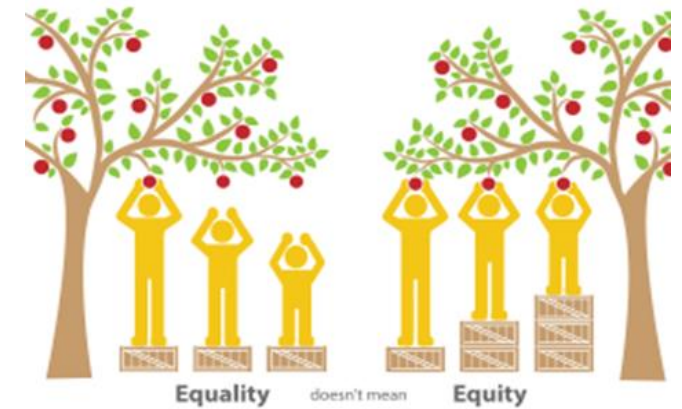


**Diversity** is the presence of differences that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis)ability, age, religious commitment, or political perspective. Populations that have been-and remain-underrepresented among practitioners in the field and marginalized in the broader society.

# Grant Readiness

<https://dei.extension.org/>

## What Is Diversity, Equity and Inclusion (DEI)?

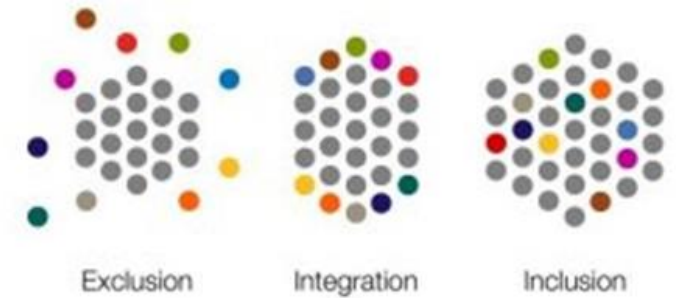


**Equity** is promoting justice, impartiality and fairness within the procedures, processes, and distribution of resources by institutions or systems. Tackling equity issues requires an understanding of the root causes of outcome disparities within our society.

# Grant Readiness

<https://dei.extension.org/>

## What Is Diversity, Equity and Inclusion (DEI)?



**Inclusion** is an outcome to ensure those that are diverse actually feel and/or are welcomed. Inclusion outcomes are met when you, your institution, and your program are truly inviting to all. To the degree to which diverse individuals are able to participate fully in the decision-making processes and development opportunities within an organization or group.



# Grant Readiness

## Sample Mission Statements

### Louisiana Public Health Institute (LPHI)

LPHI leads and partners with communities to ensure that everyone has fair and just opportunities to be healthy and well.

### PCI's

PCI's mission is to empower people to enhance health, end hunger and overcome hardships.

### The Women's Center

The mission of The Women's Center is to significantly improve the mental health and well-being of all members of the community through counseling, education, support, and advocacy.

# Grant Readiness

## Board Of Directors

- Carefully select board members
- Use recruitment strategies that encourage Diversity, Equity and Inclusion (DEI)
- As a board, commit to make DEI the mission, not just a part of the mission statement
- Create and implement DEI board and program policies
- Responsible for organizational oversight, advise and fiduciary management, key decision making, etc...
- Begin holding director's meetings, appoint/elect officers and prepare to organize documents and bylaws
- Keep minutes for all meetings



# Grant Readiness

## Articles of Incorporation (Louisiana)

(also known as Certificate of Incorporation, Corporate Charter, Articles of Association)

- Formal documents filed with a government body to legally document and legitimize the creation of a corporation
- Articles of Incorporation contain pertinent information, such as the organization's name, street address, agent for service of process, and the amount and type of stock to be issued, etc...

# Grant Readiness

## Articles of Incorporation

- Names and addresses of the initial board of directors
- Number and type of authorized shares
- Duration of the corporation, if it wasn't established to exist perpetually
- Name, signature, and address of the incorporator, who is the person in charge of setting up a corporation
- Filing fees are applicable and vary from state to state
- Articles of incorporation must be filed, **prior to applying for nonprofit status**

# Grant Readiness

## Nonprofit Bylaws

- Legal teeth of an organization
- Work alongside of the Articles of Incorporation
- Guides the board of directors' decision-making and actions
- Regularly reviewed
- Over time amendments may be necessary

# Grant Readiness

## Tax Exempt Status (501c3)

### Pros:

- Exempt from paying federal income and unemployment taxes
- Donors are allowed to claim tax deductions
- Eligible to receive government and private grants
- Retail discounts
- Free Public Service Announcements (PSA's)
- Discounts on food and supplies



# Grant Readiness

## Tax Exempt Status (501c3)

### Cons:

- No longer belongs to the founder (mission-focused organization that belongs to the public)
- Restricted to specific operations per the 501c3 guidelines
- Financial information is publicly accessible

# Grant Readiness

## Tax Exempt Status (501c3)

This status is unique and can only be obtained by organizations with dedicated missions like:

1. Churches
2. Charities
3. Private Foundations

Acquiring this distinction means that organizations can avoid federal income and unemployment taxes.

# Grant Readiness

## Tax Exempt Status (501c3) Options

Form 1023-EZ	Form 1023
<ul style="list-style-type: none"><li>Option for organizations with gross annual receipts not more than \$50,000 for the first 3 years of operation</li></ul>	<ul style="list-style-type: none"><li>More Rigorous Process</li></ul>
<ul style="list-style-type: none"><li>Simplified vetting process</li></ul>	<ul style="list-style-type: none"><li>Perception that organizations are more serious, more prepared, and interested in doing business long-term</li></ul>
<ul style="list-style-type: none"><li>Greater risk of IRS revocation in the event of an audit</li></ul>	<ul style="list-style-type: none"><li>Vetting process at the federal level makes organizations more attractive to larger funders</li></ul>
<ul style="list-style-type: none"><li>Does not require detailed financial information</li></ul>	<ul style="list-style-type: none"><li>More Costly</li></ul>
<ul style="list-style-type: none"><li>May experience hesitancy with major donors</li></ul>	<ul style="list-style-type: none"><li>3-6 months or longer</li></ul>
<ul style="list-style-type: none"><li>Less Expensive</li></ul>	
<ul style="list-style-type: none"><li>2-4 weeks processing time</li></ul>	

# Basic Grant Writing Principles

# Basic Grant Writing Principles

## Types of Grants

- Local
- State
- Federal
- Foundation
- Corporate
- Capacity Building

# Basic Grant Writing Principles

- Very Competitive Process
- Demonstrate capacity to fulfill programmatic obligation
- Strong governance
- Capacity to manage finances
- Collaboration and Community Buy-In
- Evaluate successes
- Sustainability





# Basic Grant Writing Principles

## Things You Should Have Before Searching for A Grant Proposal

- Description and justification of the need
- Executive Summary
- Organizational Overview
- Project Overview
- Budget
- Budget Narrative
- Supportive Documentation



This



Not This

# Basic Grant Writing Principles

- Research the funder; cultivate a relationship whenever possible
- Familiarize yourself with the grant proposal
- **Follow directions**
- Write clearly; avoid pretension
- Write in active voice (the subject performs the action)

**Example:**

**The Board approved the budget.**

**instead of**

**The budget was approved by members of the Board.**

# Basic Grant Writing Principles

- Seek advice
- Consider shadowing or mentoring an established organization
- Invest... Take a grant writing course
- Understand and articulate your assignment
- Delegate

# Basic Grant Writing Principles

- **Follow Directions...Answer the Questions**
- Create a memorable impression
- Inform, Inspire, Persuade (Tell Your Story)
- Be succinct, stick to the point, make it clear
- Formulate a justifiable, line-item budget and narrative
- Present a Realistic Timeline
- **Proof, Proof, Proof!**

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# Basic Grant Writing Principles

## Additional Guidance

### YouTube Videos

Grant Writing Basics-2/23/22

Grant Writing 101 Webinar

Grant Writing for Nonprofits: Real Application

Tips for getting grants for new and small nonprofit

Grant 101 (Aplos) How to Get a Grant -Sept 28, 2017



# Basic Grant Writing Principles



# **Grant Writing Leads, Research & Internet Sources**

# Grant Writing Leads, Research & Internet Sources

- Information Sharing/Word of Mouth
- Relationships with Community Partners
- Public Library
- Solicitations
- Google.org
- Search Engines
- Databases (often a user fee or membership required)
- Local/Parish/State Municipalities
- Government Agencies
- Grants.Gov
- State/Government Officials
- Nonprofit Organizations
- Foundations

# Grant Writing Leads, Research & Internet Sources



LOUISIANA HEALTHY  
COMMUNITIES COALITION

Jaime Cyprian

Louisiana Healthy Communities Coalition

# Grant Writing Leads, Research & Internet Sources



LOUISIANA HEALTHY  
COMMUNITIES COALITION

- Our **Vision** is that Louisiana is a state where communities can thrive in good health, expressed as *“Healthy Communities, Healthy Louisiana!”*
- Our **Mission** is to improve health and quality of life by mobilizing people to develop and implement policy, systems and environmental changes in order to build healthy, thriving communities.

- Since 2019, we've funded 50 projects that fight obesity and tobacco use.
- Individual project funding ranges from \$1,000 to \$3,000.
- Our approach to shifting poor health outcomes is through Policy, Systems, and Environmental change strategies. (PSE)

# Grant Writing Leads, Research & Internet Sources



LOUISIANA HEALTHY  
COMMUNITIES COALITION

LHCC fund grants in communities across the state to help them develop and implement policy, systems, and environmental changes. Policy, Systems, and Environmental (PSE) changes are the "upstream" factors that can improve our health.

**Policy, Systems and Environmental** change approaches seek to go beyond programming and into the systems that create the structures in which we work, live and play.

Eligible organizations include non-profits (with 501c3 status), government entities (e.g. village, town, city, or parish governments), universities, schools, and other community-based organizations (e.g. community health centers, FQHCs, or churches). LHCC does not fund individuals, but they are welcome to partner with an eligible organization.

# Grant Writing Leads, Research & Internet Sources



LOUISIANA HEALTHY  
COMMUNITIES COALITION

## Why fund PSE ?

- Ongoing, long term, and sustainable change
- Foundational shift: often produces behavior change over time
- Community/population level reach
- Effective at reducing health disparities and improving health equity



Frieden, T. R. (2010). A Framework For Public Health Action: The Health Impact Pyramid. *American Journal of Public Health*, 100(4), 590-595.

# Grant Writing Leads, Research & Internet Sources



- Completeness of application
- Innovation
- Partnership building (collaboration with regional LHCC and/or other local coalition)
- Alignment with LHCC values and mission
- Community need
- Organizational capacity to execute project
- Degree that proposal aligns with policy, system, or environmental change to address obesity and/ or tobacco.
- Intervention's impact for public good
- **Impact on health disparities**
- Sustainability of project beyond grant funding
- Environmental friendliness



# Grant Writing Leads, Research & Internet Sources



**Kenyatta Royal**  
**Next Era**

# Grant Writing Leads, Research & Internet Sources



TFL's Goal 1 aims to prevent initiation of tobacco use among young people. Founded in 2017, Next Era is TFL's statewide youth movement uniting teens across Louisiana as agents of change to promote healthy, tobacco-free lifestyles. Next Era empowers high school teens to work toward meaningful change in their communities.

**The NextEra grant issues a request for proposals (RFP) annually.**

# Grant Writing Leads, Research & Internet Sources



Region 7 Next Era Training: Retooling Individuals to Pursue Excellence (R.I.P.E.)



Region 6 Next Era Training: Central Louisiana Area Health Education Center

# Grant Writing Leads, Research & Internet Sources



Youth from Pathways Next Era Group were the featured presenters for the Region IV Steering Committee Virtual Learning Series.



Not using tobacco or vaping will provide a better life for our youth.  
M. Vaughn

It is important to educate youth on the dangers of tobacco and vaping so they can make an informed decisions and have a brighter future.

T. Johnson



Standing up to big tobacco is important because it shows that young kids are deciding not to use tobacco.

A. Vaughn



# Grant Writing Leads, Research & Internet Sources



# Conclusion

Let's recap.

# Who Wins?

- Sound Governance
- Demonstrate capacity to fulfill programmatic obligations
- Capacity to demonstrate grant management practices
- Good financial steward
- Evaluate successes (SWOT)
- Sustainability
- Intentional and Persistent

# Q&A Session


Let's start a conversation.



# Takeaways and Resources

Empowering  
People  
and  
Communities  
Series

Resources



Are You Grant Ready?  
Creating A Non-Profit Organization

Finding The Right Boards Members for Your Nonprofit	<a href="https://www.councilofnonprofits.org/tools-resources/finding-the-right-board-members-your-nonprofit">https://www.councilofnonprofits.org/tools-resources/finding-the-right-board-members-your-nonprofit</a>
Why Diversity, Equity, and Inclusion Matter for Nonprofits	<a href="https://www.councilofnonprofits.org/tools-resources/why-diversity-equity-and-inclusion-matter-nonprofits">https://www.councilofnonprofits.org/tools-resources/why-diversity-equity-and-inclusion-matter-nonprofits</a>
Sample Nonprofit Bylaws	<a href="https://www.aplos.com/academy/nonprofit/nonprofit-management/sample-bylaws/">https://www.aplos.com/academy/nonprofit/nonprofit-management/sample-bylaws/</a>
Sample Articles of Incorporation	<a href="https://howtostartanilc.com/form-a-nonprofit/articles-of-incorporation-louisiana">https://howtostartanilc.com/form-a-nonprofit/articles-of-incorporation-louisiana</a>
Filing Business Documents in Louisiana	<a href="https://www.sos.la.gov/BusinessServices/FileBusinessDocuments/Pages/default.aspx">https://www.sos.la.gov/BusinessServices/FileBusinessDocuments/Pages/default.aspx</a>
Apply for 501(c) (3)	<a href="https://www.irs.gov/pub/irs-pdf/p4220.pdf">https://www.irs.gov/pub/irs-pdf/p4220.pdf</a>
Apply for an Employee Identification Number (EIN)	<a href="https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online">https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online</a>
Grants.gov	<a href="https://www.grants.gov">https://www.grants.gov</a>  You Tube How to Register at Grants.Gov <a href="https://www.youtube.com/watch?v=si3X2XPAQ5g">https://www.youtube.com/watch?v=si3X2XPAQ5g</a>
Top 20 Websites for Grant Seekers	<a href="http://www.ewbncsu.org/wiki/images/7/7d/EWB_Top20Websites.pdf">http://www.ewbncsu.org/wiki/images/7/7d/EWB_Top20Websites.pdf</a>
Federal Grants Website	<a href="https://www.federalgrants.com/grant-websites.html">https://www.federalgrants.com/grant-websites.html</a>
You Tube Video	7 Steps to Writing a Winning Grant
Community Foundation of North Louisiana	<a href="https://cfnl.org/grants/">https://cfnl.org/grants/</a>
Louisiana Healthy Communities Coalition	<a href="https://healthylouisiana.org/grants">https://healthylouisiana.org/grants</a>
Next Era Grant	<a href="https://tobaccofreeliving.org">https://tobaccofreeliving.org</a>

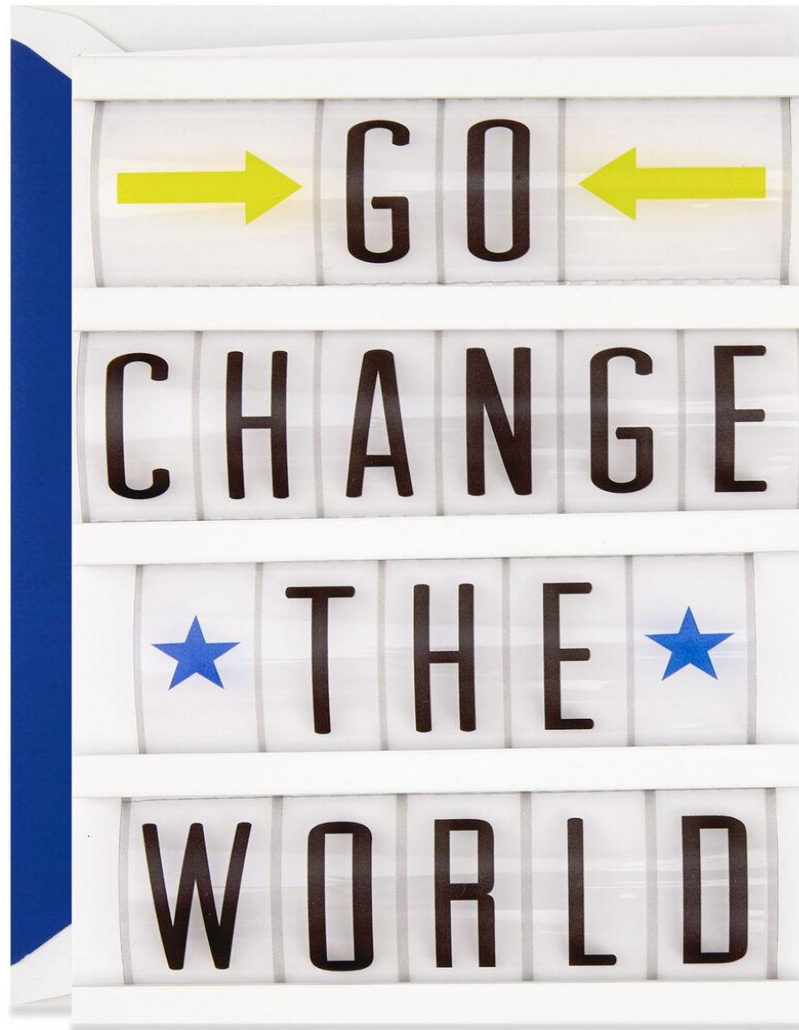
# Takeaways and Resources

## Save The Date

February 9, 2023  
12:00 p.m. - 1:00 p.m.  
(Virtual Experience)

*Are You Grant Ready Series (Part 2)*  
*Creating A Winning Grant Proposal*

# Are You Ready?



# Thank you.

We look forward to seeing you again.