



# Rocky Mountain Aerospace Education Conference 2020

---



## Writing and Winning Grants

Capt Blanche Cohen

RMR External AEO

(and sometimes, Aircrew-Blacksheep Squadron, Colorado Wing)

[blanche.cohen@cowg.cap.gov](mailto:blanche.cohen@cowg.cap.gov)



# Rules of Engagement

---



Questions? Please enter message in the chat block.

Please mute your mic

Feel free to email me any time after the session

My educational consulting fee is a pint of Ben & Jerry's  
Chocolate Fudge Brownie ice cream



# Individual Grants Awarded

---



CAP Grant \$100

Wolf Foundation Grant \$250

US West \$1.3 Million

Team member on multiple commercial  
aerospace proposals (\$ millions)



# The Process



- The grant proposal is a sales pitch
- Why do you need the grant? What are your goals?
- What resources do you already have, and what do you need?
- How will you determine success?
- Homework – Finding grants
- Request for Proposal – RFP
- The Proposal
- Submission
- You won....what now?



# Why do you need the grant?



---

This is not a casual process – spend time, do it right

Do your homework first

What activity or project are you pursuing?

How will it benefit CAP and at what level?

What are the expected costs?

How will the funds be managed? Squadron account or ???





# Finding Grants



Everything imaginable!

[www.grants.gov](http://www.grants.gov)

Colorado Aeronautical Board (CAB) grants [www.colorado-aeronautics.org](http://www.colorado-aeronautics.org)

Civil Air Patrol

- [www.gocivilairpatrol.com/programs/aerospace-education/programs/grants](http://www.gocivilairpatrol.com/programs/aerospace-education/programs/grants)

Air Force Association

- [www.afa.org/education/k-12-educator-grants](http://www.afa.org/education/k-12-educator-grants)

AIAA

- [www.aiaa.org/get-involved/students-educators/aiaa-foundation-classroom-grant-program](http://www.aiaa.org/get-involved/students-educators/aiaa-foundation-classroom-grant-program)

Sporty's Foundation

[sportysfoundation.org](http://sportysfoundation.org)

USA Grants

[usagrantapplications.org](http://usagrantapplications.org) (third party)



# More Grants



---

Local companies such as banks, engineering and manufacturing

Walmart

Ask any company you deal with – you never know.





# The IRS & CAP



---

CAP is 501(c)3 – non-profit organization tht benefits society (IRS rules)

EIN is the number issued by the IRS to prove 501(c)3

This identifier is known as the Determination Letter by the IRS

This letter is also known as a unit tax exempt letter or subordinate organization letter and simply states that the unit in question is an administrative subdivision and eligible to use CAP's EIN and nonprofit status. All units may request the letter directly from the CAP Development Office at [giving@gocivilairpatrol.org](mailto:giving@gocivilairpatrol.org)

Other than CAP grants, AFA, AIAA and WAA contact your squadron commander and financial officer for help with CAP requirements for grant proposals

Check R173-1, R173-4





# IRS Letter (partial)



 **IRS** Department of the Treasury  
Internal Revenue Service  
P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248230137  
Oct. 18, 2018 LTR 4168C 0  
75-6037853 000000 00  
00012151  
BODC: TE

CIVIL AIR PATROL  
% DONNA BASS  
105 S HANSELL ST BLG 714  
MAXWELL AFB AL 36112

022380

Employer ID number: 75-6037853  
Form 990 required: Yes

Dear Taxpayer:

We're responding to your request dated Oct. 09, 2018, about your tax-exempt status.

We issued you a determination letter in August 1947, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).



# The Proposal



Understand the granting organization (the Grantor)

What types of groups have been awarded grants from them?

What type of projects do they favor?

The Grantor usually has a specific format for the proposal

Follow it to the letter!

Format vs Content

Don't get cute.

Ask questions! The Grantor will be happy to help you



# Content of a Proposal

---



Cover letter

Executive Summary

Statement of Need

Goals & Objectives – define the requirements

Methods & Strategies – how will you address the requirements

Plan of Evaluation

Budget Projections

Organization Information



# Avoid Mistakes



---

Create a meaningful title

Compelling & coherent story – clear beginning, middle & end

Demonstrate you know what you're doing

Too much detail is as bad as too little detail

Use active voice, be confident in the writing but don't be arrogant

Be friendly

Avoid jargon & buzzwords

Make it easy to read

Think like a reviewer!





# Proposal Evaluation



---

Some Grantors use a numeric process

Each section of the proposal receives a number

At the end, total up the numbers

There will be a cutoff based on total value and funding

Evaluation criteria will be in the RFP





# Scope Mistakes

---



Don't be overly ambitious

Create reasonable goals & outcomes

What are the dependencies (Task A depends on Task B but....)

The kitchen sink is not a grant option

Do all participants have the skills and time to successfully participate?



# Budget Mistakes



Don't be afraid to ask for what you need

- Don't ask for too little
- Don't ask for too much

The RFP may have a defined pot of money – find out!

Budget must be realistic regarding the goals & objectives

Map each grant activity or goal to a line item in the budget

Check your arithmetic!



# Grant Submission

---



Outside reviewers

Proofread.

Proofread again.

Check the numbers!

Submit well in advance of the deadline

Follow Grantor instructions **TO THE LETTER!**



# You Won ... What Now?



---

Use the money wisely

Accomplish your goals

Succeed!

The Grantor will require a final report, possibly periodic reports on progress, accomplishment of goals and specifics how the money was spent





# Other Resources



---

There are state-specific grants.

<https://www.linkedin.com/learning/grant-writing-for-education/welcome?u=4417116>

<https://snowballfundraising.com/nonprofit-grant-writing-guide/>

<https://learning.candid.org/resources/knowledge-base/finding-grants/>

<https://www.google.com/nonprofits/eligibility/>

