

RURAL **HEALTH** WORKSHOP

Postworkshop Learning Session: Grant Writing Training



Speaker

- Jennifer Jones Santos, MSHS
 - President
 - J2 Strategic Solutions
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 - Director of Consulting
 - J2 Strategic Solutions



Grant, Grants, Wonderful Grants

Jennifer Jones Santos, MSHS

Agenda

- ▶ Getting Started
- ▶ Opportunities
- ▶ Project Development
- ▶ Submission
- ▶ Post-Award

Questions?

How many of you
have previously
applied for a
federal grant?

How many of you
have been
successful?



Whether you are writing yourself or using a grant writer, you need to understand the process.

Grant writing is joint adventure. Even if the grant writer is driving the bus, they can't get you where you want to be, if you don't know how to get onboard.



Where do I start?

Du What?

Dun & Bradstreet

- Free. Unless you just don't have time, there is no need to pay someone to do this.
- <https://www.dnb.com/duns-number/get-a-duns.html>

Sam.gov (Transitioning to UEI)

- Do NOT lose the MPIN number
- Make sure and select that you want federal assistance

Grants.gov Ebiz POC

Grants.gov



Opportunities

We have never done this before...

- ▶ Government grants are the easiest to get, but the hardest to write.
 - ▶ No experience required
 - ▶ Government willing to take a risk on new (to them) organizations
 - ▶ Larger awards
 - ▶ Lots of compliance, reporting, and paperwork
- ▶ Foundation grants are the hardest to get, but the easiest to write.
 - ▶ Foundations fund established entities that are known to them
 - ▶ They don't like taking risks on unproven organizations without someone advocating on your behalf
 - ▶ Smaller awards (in general)
 - ▶ Less paperwork and requirements post-award

Announcement Jargon

- ▶ Federal Opportunity Announcement (FOA)
- ▶ Notice of Funding Opportunity Announcement (NOFA)
- ▶ Request for Application (RFA)
- ▶ Request for Proposals (RFP)
- ▶ Request for Qualifications (RFQ)

...they all mean money available!



Finding Opportunities

WWW.GRANTS.GOV

Basic Search

SEARCH GRANTS

BASIC SEARCH CRITERIA:

Keyword(s): rural health

Opportunity Number:

CFDA:

SEARCH

OPPORTUNITY STATUS:

☒ Forecasted (247)

☒ Posted (780)

☐ Closed (2,035)

☐ Archived (30,822)

FUNDING INSTRUMENT TYPE:

☒ All Funding Instruments

☐ Cooperative Agreement (445)

☐ Grant (606)

☐ Other (78)

☐ Procurement Contract (30)

ELIGIBILITY:

☐ Small businesses (347)

☐ Special district governments (351)

☐ State governments (411)

☐ Unrestricted (i.e., open to any type of entity above), subject to any clarification in text field entitled 'Additional Information on Eligibility' (201)

CATEGORY:

☒ All Categories

☐ Agriculture (33)

☐ Arts (see 'Cultural Affairs' in CFDA) (5)

☐ Business and Commerce (13)

[Search Tips](#) | [Export Detailed Data](#) | [Manage Searches](#) | [Save Search »](#)

SORT BY: Relevance (Descending) [Update Sort](#)

DATE RANGE: All Available [Update Date Range](#)

1 - 25 OF 1027 MATCHING RESULTS:

« Previous 1 2 3 4 5 6 ... 42 Next »

Opportunity Number	Opportunity Title	Agency	Opportunity Status	Posted Date	Close Date
HRSA-22-114	Delta Region Rural Health Workforce Training Program	HHS-HRSA	Posted	10/20/2021	01/25/2022
HRSA-22-059	Rural Health Network Development Planning Program	HHS-HRSA	Posted	10/29/2021	01/28/2022
HRSA-22-092	Rural Health and Economic Development Analysis Program	HHS-HRSA	Forecasted	06/25/2021	
HRSA-22-058	Rural Veterans Health Access Program	HHS-HRSA	Posted	09/09/2021	12/10/2021
USDA-RHS-ERHC-2021	Emergency Rural Health Care (ERHC) Grant Program	USDA-RHS	Posted	09/13/2021	
HRSA-22-117	Rural Public Health Workforce Training Network Program (RPHWTN)	HHS-HRSA	Forecasted	10/08/2021	
HRSA-22-064	Rural Communities Opioid Response Program - Behavioral Health Care Technical Assistance	HHS-HRSA	Forecasted	06/25/2021	
HRSA-22-061	Rural Communities Opioid Response Program – Behavioral Health Care Support	HHS-HRSA	Forecasted	06/25/2021	
RFA-CA-20-051	Social and Behavioral Intervention Research to Address Modifiable Risk Factors for Cancer in Rural Populations (R01 Clinical Trial Required)	HHS-NIH11	Posted	09/15/2020	01/18/2022
HRSA-22-094	Rural Residency Planning and Development Program	HHS-HRSA	Posted	10/20/2021	12/21/2021
HRSA-22-057	Rural Communities Opioid Response Program-Implementation	HHS-HRSA	Posted	10/15/2021	01/13/2022
HRSA-22-062	Information Services To Rural Hospitals Flexibility Grantees	HHS-HRSA	Forecasted	06/25/2021	
HRSA-22-044	Primary Care Training and Enhancement - Physician Assistant Rural Training (PCTE-PAR) Program	HHS-HRSA	Posted	09/09/2021	12/09/2021

Forecasted vs Posted

- ▶ Forecasted: Indicates **probable** future opportunity
 - ▶ Allows you time to plan
 - ▶ Develop partners
 - ▶ Strategize
- ▶ Posted: Available now!
 - ▶ Hard due date
 - ▶ 30-90 day turn around



Small Health Care Provider Quality Improvement Program
Department of Health and Human Services
Health Resources and Services Administration

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FORECAST

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Print Forecast Details



NOTE: This is a Forecasted Opportunity.

General Information

Document Type: Grants Notice	Version: Forecast 1
Opportunity Number: HRSA-22-093	Forecasted Date: Jun 25, 2021
Opportunity Title: Small Health Care Provider Quality Improvement Program	Last Updated Date: Jun 25, 2021
Opportunity Category: Discretionary	Estimated Post Date: Dec 21, 2021
Opportunity Category Explanation:	Estimated Application Due Date: Mar 21, 2022
Funding Instrument Type: Grant	Estimated Award Date:
Category of Funding Activity: Health	Estimated Project Start Date: Aug 01, 2022
Category Explanation:	Fiscal Year: 2022
Expected Number of Awards: 32	Archive Date:
CFDA Number(s): 93.912 -- Rural Health Care Services Outreach, Rural Health Network Development and Small Health Care Provider Quality Improvement	Estimated Total Program Funding: \$6,400,000
Cost Sharing or Matching Requirement: No	Award Ceiling: \$0
	Award Floor: \$0

Eligibility

Eligible Applicants Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education
State governments
Native American tribal governments (Federally recognized)
City or township governments
Special district governments
County governments
Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education
Public and State controlled institutions of higher education

Additional Information on Eligibility:

Additional Information

Agency Name: Health Resources and Services Administration

Description: ?The purpose of the Small Health Care Provider Quality Improvement (Quality) Program is to provide support to rural primary care providers for implementation of quality improvement activities.



PA-FPH-22-003
Funding to Address Dire Need for Family Planning Services
Department of Health and Human Services
Office of the Assistant Secretary for Health

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General Information

Document Type:	Grants Notice	Version:	Synopsis 9
Funding Opportunity Number:	PA-FPH-22-003	Posted Date:	Nov 10, 2021
Funding Opportunity Title:	Funding to Address Dire Need for Family Planning Services	Last Updated Date:	Nov 17, 2021
Opportunity Category:	Discretionary	Original Closing Date for Applications:	Dec 14, 2021 No Explanation
Opportunity Category Explanation:		Current Closing Date for Applications:	Dec 14, 2021 No Explanation
Funding Instrument Type:	Grant	Archive Date:	Jan 13, 2022
Category of Funding Activity:	Health	Estimated Total Program Funding:	\$9,250,000
Category Explanation:		Award Ceiling:	\$1,500,000
Expected Number of Awards:	10	Award Floor:	\$150,000
CFDA Number(s):	93.217 -- Family Planning Services		
Cost Sharing or Matching Requirement:	No		

Eligibility

Eligible Applicants: Independent school districts
Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education
Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education
Public and State controlled institutions of higher education
Small businesses
Native American tribal organizations (other than Federally recognized tribal governments)
City or township governments
Special district governments
State governments
County governments
Public housing authorities/Indian housing authorities
Native American tribal governments (Federally recognized)

Additional Information on Eligibility: Any public or private nonprofit entity located in a State (which includes one of the 50 United States, District of Columbia, Guam, the Commonwealth of Puerto Rico, the Northern Mariana Islands, the U.S. Virgin Islands, American Samoa, the U.S. Outlying Islands (Midway, Wake, et al.), the Marshall Islands, the Federated State of Micronesia, and the Republic of Palau (hereafter, States)) is eligible to apply for a grant under this announcement. Faith-based organizations and American Indian/Alaska Native/Native American (AI/AN/NA) organizations are eligible to apply for Title X family planning services grants.



PA-FPH-22-003
Funding to Address Dire Need for Family Planning Services
Department of Health and Human Services
Office of the Assistant Secretary for Health

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Select Grant Opportunity Package

PLEASE READ BEFORE APPLYING!

If you view and complete your application package using Grants.gov downloadable PDF forms, you MUST have Adobe Reader installed. You may receive a validation error using incompatible versions of Adobe Reader. To prevent a validation error, it is now recommended you uninstall any earlier versions of Adobe Reader and install the latest compatible version of Adobe Reader. If more than one person is working on the PDF forms, ALL applicants must be using the same Adobe Reader version. [Click for more information on Adobe Reader Compatibility.](#)

Opportunity Package(s) Currently Available for this Funding Opportunity:

CFDA	Competition ID	Competition Title	Opportunity Package ID	Opening Date	Closing Date	Actions
93.217	PA-FPH-22-003-095101	Funding to Address Dire Need for Family Planning Services	PKG00270028	11/10/2021	12/14/2021	Preview Apply

Preview Opportunity Package Details

?

Opportunity Package Details:

Agency Contact Information:

Program Requirements or Technical Assistance:
Office of Population Affairs
Mousumi Banikya-Leaseburg
240-453-2800
FY22.TitleXNOFO.DireNeed@hhs.gov

Who Can Apply: Organization Applicants

PACKAGE FORMS:

Download Instructions

Mandatory Forms (Click to Preview)	Optional Forms (Click to Preview)
<div>» Application for Federal Assistance (SF-424) [V3.0] » Budget Information for Non-Construction Programs (SF-424A) [V1.0] » Assurances for Non-Construction Programs (SF-424B) [V1.1] » Disclosure of Lobbying Activities (SF-LLL) [V2.0] » Project Abstract Summary [V2.0] » Project Narrative Attachment Form [V1.2] » Budget Narrative Attachment Form [V1.2] » Attachments [V1.2]</div>	---

Close

What am I looking at?

- ▶ Goals and/or Activities
- ▶ Eligible Applicants
- ▶ Performance Period (1 year, 5 years)
- ▶ Award Amount per Year
- ▶ Funding Priorities or Preferences
 - ▶ Indicates applications that address these items will be prioritized for funding

Getting Organized

- ▶ Allow plenty of time to prepare. Approximately 40-80 hours is needed for a small application.
- ▶ Whether you are writing yourself or working with a grant writer, proposal development is a **team effort**.
- ▶ Read the application package in its entirety (narrative, budget requirements, attachments, FAQs).
- ▶ If you have any questions, contact the competition manager or refer to the application package.






Project Design



Part Art

Part
Science



A 3D rendering of a grey puzzle with one red piece standing out. The red piece is in the center, and the text is overlaid on it. The puzzle is set against a background with vertical bars of purple, black, and pink on the left and right sides.

Align the design with
your overall strategic
direction.

Don't do something
just for the sake of
the grant.

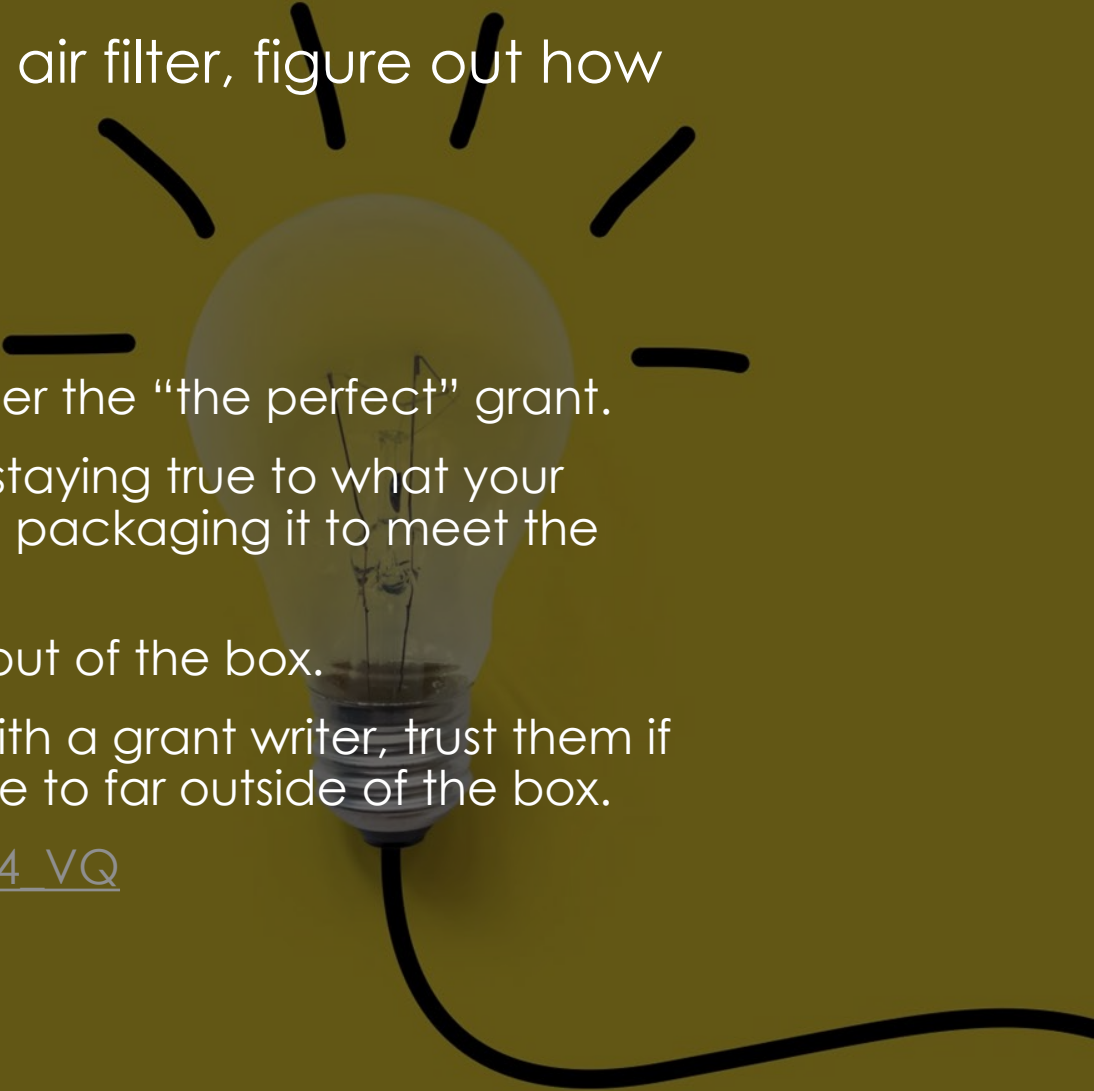
“

A square peg
and a round
hole.

It has to be
government
work.



If what you need is an air filter, figure out how to make it work.*

- 
- ▶ The truth is...there is never the “the perfect” grant.
 - ▶ Good project design is staying true to what your organization needs and packaging it to meet the grant requirements.
 - ▶ Creativity and thinking out of the box.
 - ▶ But if you are working with a grant writer, trust them if they tell you that you are too far outside of the box.
 - ▶ https://youtu.be/ry55--J4_VQ

*within reason

True Story...

*"I have a **great** idea for a grant. Let's get a grant to lower the cost of gas to \$2.00 a gallon so gas will be cheaper for us and then we can sell it to others for \$3.00 a gallon!"*

- Quote from someone seeking grant writing services.

The project still needs to be logical.



Who
What
Where
When
Why
How

A young man with a red beanie and a denim jacket is captured mid-jump, leaping over a multi-story building. The background is a bright blue sky with scattered white clouds. The image is framed by a dark teal overlay, with purple and pink geometric shapes on the left and right sides.

Break It Down

READING A NOFO

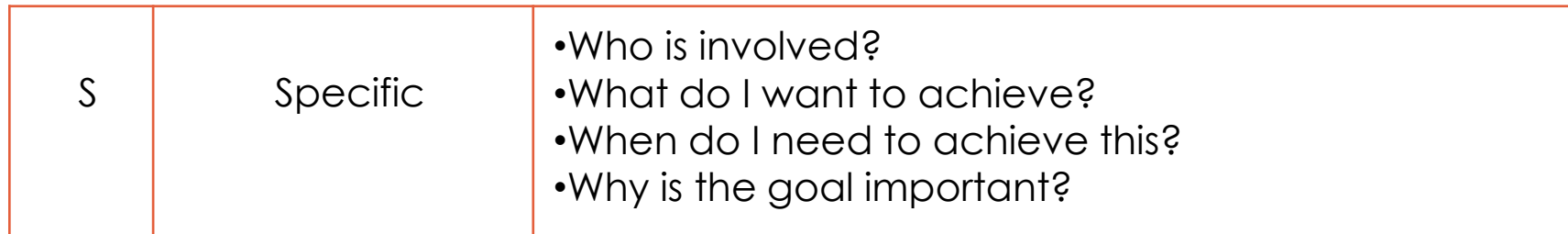


Grant Sections

Need

- ▶ County Health Facts
- ▶ UDS Mapper (Maps and Data)
- ▶ Census Quick Facts
- ▶ March of Dimes PeriStats
- ▶ National Center for Health Statistics
- ▶ Kaiser Family Foundation (KFF)
- ▶ Behavioral Risk Factor Surveillance System
- ▶ Youth Risk Factor Surveillance System





S	Specific	<ul style="list-style-type: none">•Who is involved?•What do I want to achieve?•When do I need to achieve this?•Why is the goal important?
M	Measurable	<ul style="list-style-type: none">•How will I measure my progress?•How will I know if my goal is achieved?
A	Achievable	<ul style="list-style-type: none">•Will it be clear when the goal is complete?•Is it reasonable to complete the goal in the time allotted?
R	Relevant	<ul style="list-style-type: none">•Is this goal related to my overall success (or the success of my business/organization)
T	Time-Bound	<ul style="list-style-type: none">•How long should it take to accomplish this goal?•When will I check in on whether or not the goal has been completed?•Am I ready to start work on the goal?

Budget

- ▶ Personnel is typically your most expensive budget category.
- ▶ You can't give someone X dollars for working on the grant. It has to be tied to time and effort using a base salary rate.
 - ▶ 20 hours per week X \$50K annually=\$25K budgeted in grant
 - ▶ Staff paid based on actual effort on grant and NOT the budgeted amount.
- ▶ Justify the work and compensation rate of every line item including all contracts.
- ▶ Most federal grants allow a 10% de minimus of modified total costs to cover administration (overhead).
 - ▶ This is easier than outlining these costs in the budget.
 - ▶ Has to be used consistently across federal grants.

Application Tips

- ▶ Align Needs, Goals, Activities, Outcomes.
- ▶ Structure your narrative with the required sections.
 - ▶ Use Review Criteria to ensure you have addressed all of the questions. Sometimes things will be phrased differently in the Review Criteria.
- ▶ Pay careful attention to the language that you use - be clear, concise, and specific.
- ▶ Justify your funding request. Costs must be both **reasonable** and **necessary**.
- ▶ Do NOT underestimate the cost of administration. Most federal grants allow a 10% de minimus administration
- ▶ Follow the formatting guidelines.
- ▶ Proofread your proposal.

Application Organization Tips

Do NOT
wait

Do NOT wait until the last minute to submit your application.

Know

Know the specific deadline date and time and time zone.

Have

Have a fresh pair of eyes read your proposal before submission including all uploads.

Make

Make certain that all required forms and attachments are included.

Count

Count your pages early! Leave some extra pages.

Common Mistakes

- ▶ Failing to allow enough time to submit.
- ▶ Failing to allow partners enough time to respond.
- ▶ Not reading the application package in its entirety.
- ▶ Not following formatting guidelines.
- ▶ Failing to proofread.
- ▶ Over the page limit.



Questions?

RURAL HEALTH WORKSHOP

Thank you for joining us!

