T2-PSL-v19.0

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Grant Writing 101

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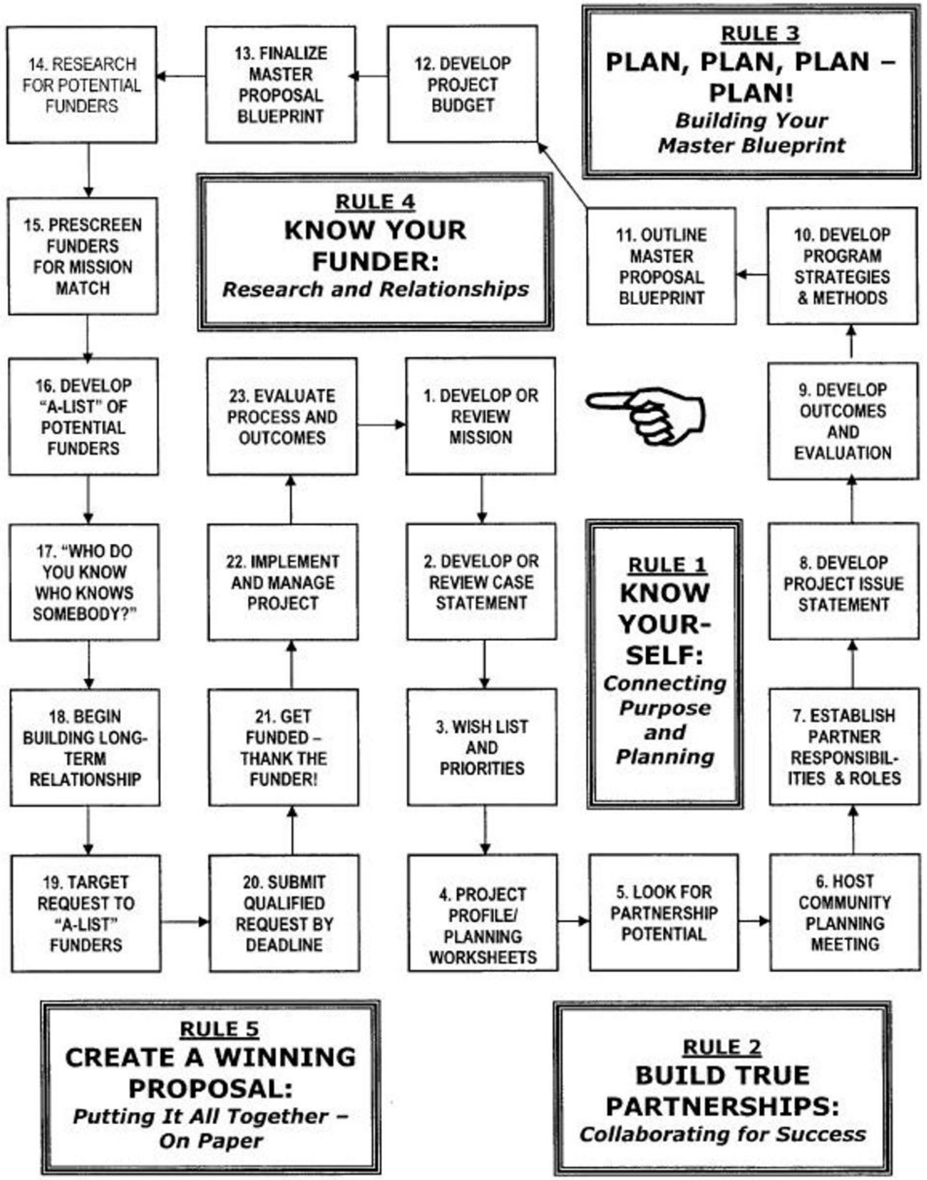
Content

- Grantsmanship Game Board
- Identifying Funders and Opportunities
- Qualifying Funders and Opportunities
- Leverage Networks and Partnerships
- Understanding Grant Review Criteria
- Common Grant Writing Mistakes
- Interactive QnA

Why write a proposal?

- Universe:
  - Has problems
- Researchers:
  - Have ideas: Innovation
- Donor:
  - Has funding: is **<u>INVESTING</u>** in your ideas
- Compromise:
  <u>VALUE FOR MONEY SOLUTION</u>
    - Innovation → WILDEST THOUGHTS
    - Cost effectiveness
    - Time & Lives saved

This flow chart takes you through the grantseeking process, from program development to evaluation.



Reasons to Prepare a Proposal

- **To WIN**
- To place among the outstanding finalists
- To gain attention and respect as a serious new competitor

❖Not all of our proposals will be awarded **but all of our proposals MUST be winning.**

❖**Proposals are examples of the quality of our work!**

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Funding Landscape Shifts

UK aid budget cut to fund defence increase

March 2025 update

NIHR is pausing the second Development Awards call, while we understand the impact to the Global Health Research Programme's funding from the Prime Minister's announcement to temporarily reduce Official Development Assistance (ODA) to the equivalent of 0.3% of GNI by 2027. Further information will be supplied as soon as it is available.

GLOBAL NEWS #Swiss aid ACTU
Published on January 29, 2025 19:12. / Updated on February 14, 2025 11:26.

Switzerland to slash funding for UN agencies

A look at the foreign aid cuts across Europe

Trump's USAID freeze must serve as a wake-up call for Africa

The top 10 foundations funding development

March 2025

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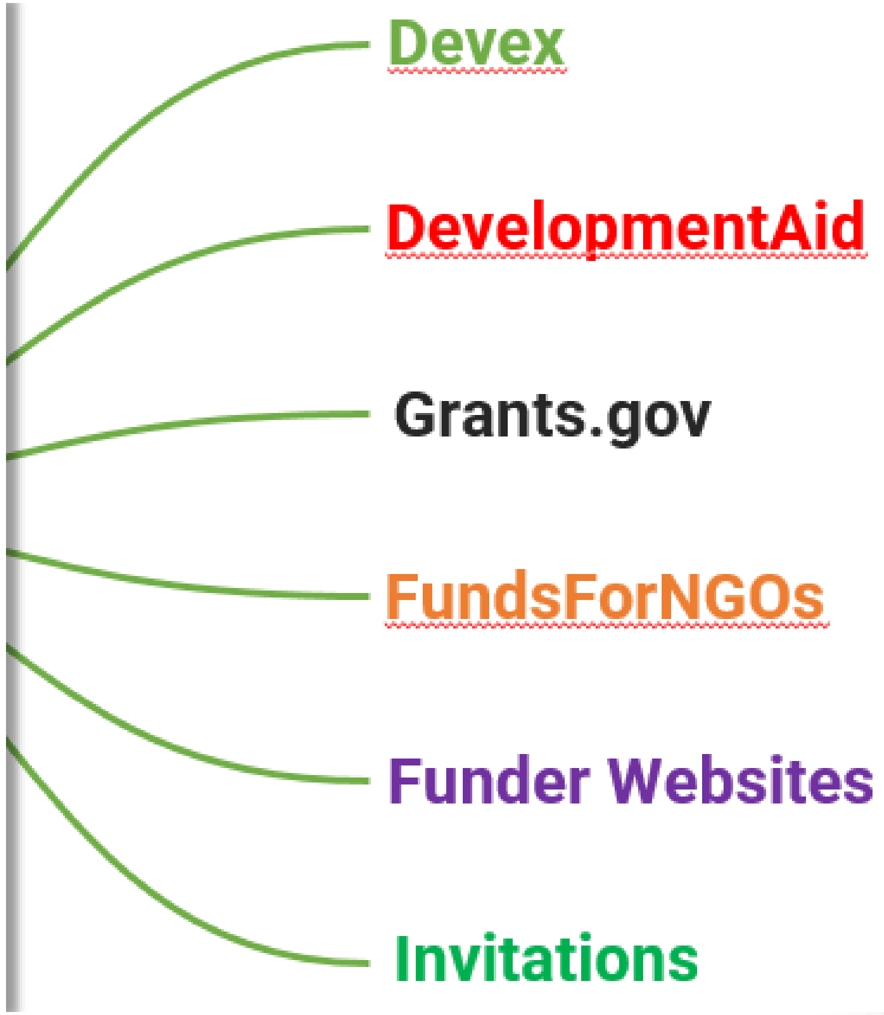
Identifying Funders and Opportunities

Understand Your Mission: Organizations must have a clear understanding of their mission, goals, and specific funding needs.

Research Tools: Utilize tools like Devex, Foundation Directory Online and fundsforNGO’s to identify potential funders

Prioritize Alignment: Focus on funders whose interests and funding scope match the organization's strategic aspirations.



The Pareto Principle in Fundraising

In fundraising, the Pareto Principle of 80/20 means that you **focus more of your effort and resources on the 20% of funders who are most likely to give you 80% of your future revenue.**

Qualifying Funders and Opportunities

Evaluate and determine whether a potential funder or funding opportunity is a good match for your organization’s goals, needs, and capabilities.

Assess whether the funder's mission, focus areas, and strategic priorities align with your organization's mission and the idea you need funding for.

Shortlist funders and calendars by deadline. There is always a due date for submission/decision. Can you submit a quality proposal given time left?

Leverage Partnerships and Networks

Build Strong Partnerships:

Seek partnerships with organizations that complement your organization's strengths, leverage existing networks to form strategic alliances.

Collaboration Strategies:

Develop collaborative strategies that aligns with funder priorities and demonstrate the value of multidisciplinary teams.

Funder Conditions Compliance

- **Understanding Requirements:**

Thoroughly understand all donor conditions, including financial management, reporting, and ethical guidelines while evaluating your capacity to comply.

- **Internal Alignment:** Ensure that internal processes, such as financial systems and project management tools, align with the donor’s requirements.

- **Continuous Monitoring:** Set up systems for continuous monitoring and compliance checks throughout the project lifecycle to meet all donor conditions.

Understanding Grant Review Criteria

Who are the Reviewers (AUDIENCE)?

IDEAL REVIEWER

- Like minded, enthusiast of the field
- Subject matter experts
- People with plenty of time to read every detail
- Fair and impartial

THE REALITY

- Overworked, overwhelmed & underpaid
- Skeptical & highly critical
- Risk adverse
- Looks for quick & easy way to review
- Already has too many proposal to read

First off → MENTORSHIP

- "writers (EXPERTS) are not born but made" ~unknown

- **<u>CONSULT</u>**
  - A colleague/peer → fellow young scientist
  - An expert in your field → senior scientist

- **Create deadlines – deliver drafts to your mentors**

>> <u>Be open to constructive criticism</u> <<

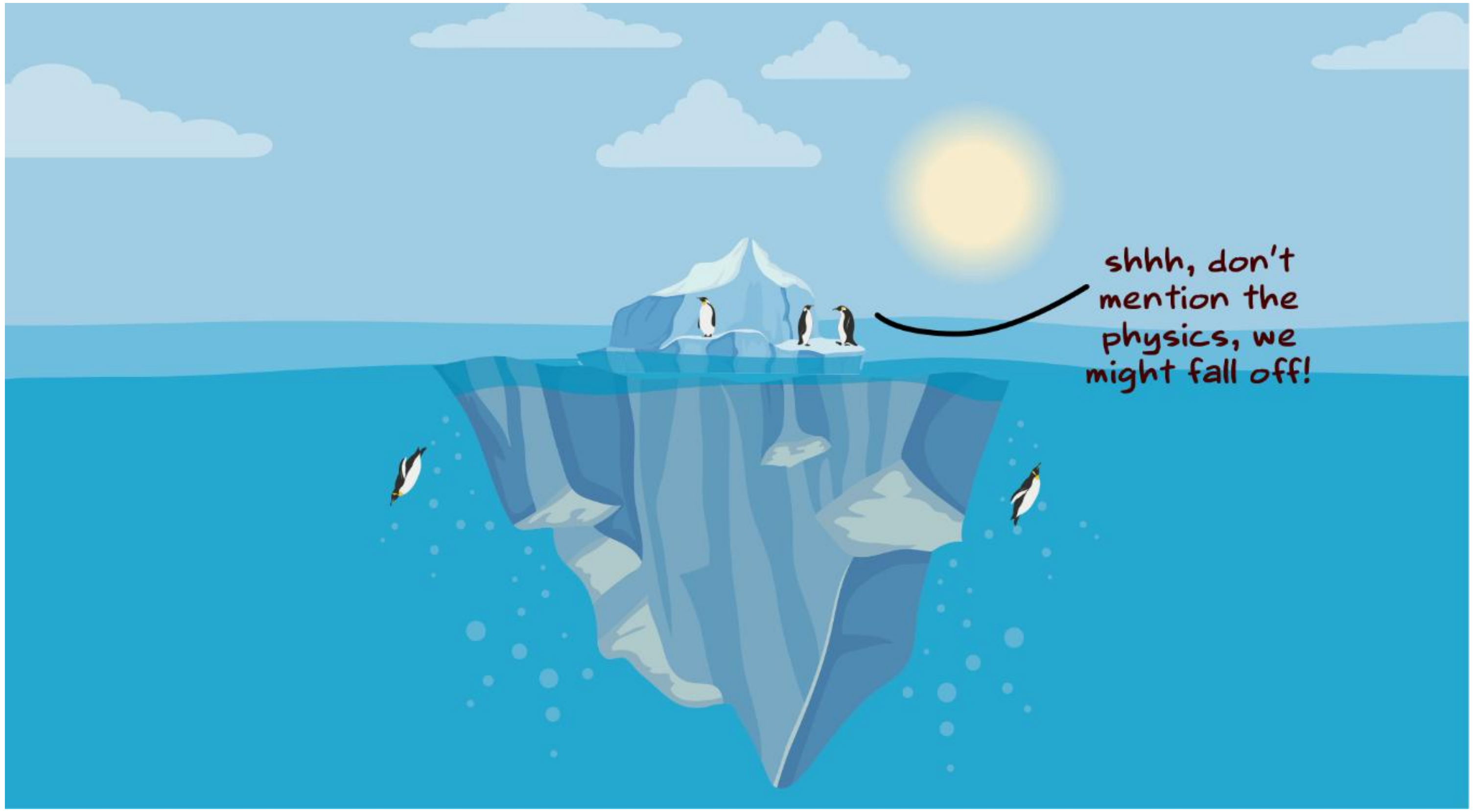
take "**<u>nothing</u>**" personal

A Winning Proposal

- Easy to read by an intelligent non-expert reviewer
- Easy to evaluate against application guidelines (evaluation criteria)
- Is Complete, Compliant & Correct → low/no risk
- No jargon or highly technical language
- Compelling narrative

NOT GENERIC

Grant Writing is a PROCESS……



Tips and Tricks for Writing a Winning Bid

- **Read and <u>Analyze</u> the Request for Proposals**
  - Word for Word → understand the caveats
- Assess your own Eligibility
  - Go or No-Go
  - Strategic Partnership
- Funder Guidelines for how to write
  - Sections and headings → the evaluation criteria
- Refine Ideas
  - Clearly align your project idea with the funding call
- Write TO WIN
  - Your concept note is the “answer book”

Demonstrate:: Value for Money

- Best time to get started working with your budget is as soon as you identify a call relevant to your idea.

- **WHY?**
  - Align with donor requirements
    - Allowable and Disallowable Costs

- Your budget **MUST**:
  - Align with proposed objectives
  - Be feasible with the proposed timeline
  - Be consistent with institutional rules and regulations

Reasons why proposals FAIL

Reasons why Proposal FAIL

1. Submission deadline **NOT** met
2. Submission guidelines **NOT** followed
3. Proposal **NOT** organized into distinct sections that can be easily matched against RFP evaluation criteria
4. Study/Project **NOT** a priority topic to the funder
5. Proposal lacks clarity
6. Misaligned team: applicants versus expertise required to implement
7. Cost misalignment: too high, too low…

……………………

Interactive QnA

Qn 1: Use and Declaration of AI

- You should declare your use AI.
    - No funder wants to risk funding an AI generated application (if the call does not seek that).
- Be sure to review your work so that if shortlisted, you can defend it to the same rigor
    - You are the implementer not your AI tool

Qn 2. Research Vs Side Hustle

- Research takes passion. Success rates in grant applications are quite low, so it takes passion for it to persevere through the negative responses before the win.
- The wins are great and well worth the wait!

Qn. 3: Big versus Small Grants

- Your low value grant applications build your CV in grant management.
  - You learn how institutional systems work → quick take off
  - You learn ethical approval structures → national and international regulations governing your research interests (compliance)
  - You learn partner relationship management → funding and collaborating partners
    - Builds your network of strategic alliances
- When the Big grant opportunity arises, you have a track record to show for it.

Qn 4: Negative results

- Try and Try and Try Again.
- We tend to only see the awards of others → if you speak to the recipients, they have many declined proposals.
- Continue to refine and fine tune your application → in due time, you will be awarded too.