

Susan G. Komen Northeast Ohio  
Grant Writing 101





# Agenda

- Grant writing basics
- Komen's Grants eManagement System (GeMS)
- Komen's grant application components
- Grant writing resources



# Learning Objectives

By the end of this webinar, you should be able to:

- Utilize planning and writing techniques to make any grant application stronger
- Understand basic functions of GeMS
- Incorporate writing techniques into the appropriate sections of Komen NEO's grant application





# Acknowledgement

Komen Northeast Ohio would like to acknowledge

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Associate Professor of Nutrition, Youngstown State  
University

Scientific Staff, Summa Health System

Faculty, Consortium of Eastern Ohio MPH Program  
(CEOMPH).





# **Grant Writing Basics**



# What is Grant Writing?

- A process
- Requires skills, persistence, and practice
- Begins with a well-planned project idea
- Articulates the project idea through effective writing
- Depends upon a good fit between applicant organization and mission of the funder





# Planning the Proposal

- Read everything!
- Consider the funding priorities and Guiding Principles in Grantmaking carefully
- Discuss ideas with decision-makers in your organization
- Explore opportunities for collaboration
- Prepare proposal together



# Things to Keep in Mind

During proposal development:

- Good organization is critical
- ALWAYS follow the funding agency's guidelines
- Be brief, neat, and clean
- Be positive
- Seek good proof readers
- Collaborate with others
- Be persistent





**The Grant Seeking  
Process:  
Planning, Writing,  
and Submitting  
the Proposal**



# The Grant Seeking Process

## Essential Planning Steps

- Identify your topic
- Assess the capabilities of your organization and complete IRB process (if applicable)
- Refine the project idea and gather data to support it
- Identify collaborative partners
- Develop a logic model
- Identify funding source(s) and gather submission requirements

## Writing and Submitting the Proposal

- Build a problem statement based on what you learned in the planning phases
- Gather and compose elements of the proposal
- Conduct a final review
- Review, submission, and notification

The flowchart above suggests one way to organize the grant writing process.



# Essential Planning Steps

## Step 1: Identify your topic

- Breast health and/or breast cancer
- What point on the continuum of care will be your program's focus?

## Step 2: Assess organizational capacity

- Do we have necessary expertise on staff?
- Does the staff have adequate time and resources available to implement the project?
- Is the project in line with the organization's mission?





# Essential Planning Steps

Step 3: Refine project idea and collect data to support it

- Komen NEO Community Profile
- Abstracts of funded programs
- Perform a literature review
  - Isolate your topic
  - Define your scope
  - Keywords
  - Consider informational needs
  - Locate information
  - Read, absorb, integrate





# Essential Planning Steps

## Step 4: Identify collaborative partners

- Collaborate at all levels
- Maximize strengths, experience, skills, and knowledge
- Should take a holistic approach
- Eliminate duplication





# Essential Planning Steps

## Step 5: Develop a logic model

- Present a picture of how your initiative is supposed to work
- Purpose is to convey underlying set of assumptions as to why the program will work
- Convey relationship between inputs, processes, and outcomes





# A Bit More About Logic Models

Why use logic models in grant writing?

- Identify resources (inputs) needed
- Lay out the short- and long-term impact of program (outcomes)
- List program activities (interventions)
- Link program elements to their expected outcomes
- Can assist in identifying areas of possible collaboration





## A Bit More About Logic Models

What are the benefits of a logic model?

- Integrate planning, implementation, and evaluation
- Prevent mismatches between activities and effects
- Leverage partnerships
- Enhance accountability
- Set priorities for allocating resources
- Reveal data needs
- Define a shared language and shared vision for community change





# Essential Planning Steps

Step 6: Gather submission requirements

- Everything you need is in the RFA!





# Writing and Submitting the Proposal

## Step 1: Build a problem statement

- Lay out the issue, needs, or problem your program will address
- The planning process should have answered the question “**What** is the problem?”
- The problem statement will answer the question “**Why** should we do something about the problem?”





## Developing a Statement of Need

1. State national objective related to target health problem
2. Identify the health problem in global terms, and support your statements with national and state data
3. Show that the health problem affects your target population and support this assertion with data
4. State your solution BRIEFLY (name and goal of program)
5. State what can be gained in terms of values and benefits to the decision-maker
6. State why you think you'll be successful
7. Provide references to support your claims



# Evaluating a Statement of Need

How do you know when you've written enough about the problem?

- Did you use recent research?
- Did you include statistical indicators?
- Did you give the reader enough information to understand the problem?
- Did you present recent findings of your own?
- Did you use words that will create compassion?
- Did you stay focused on the NEED?





# Writing and Submitting the Proposal

Step 2: Gather and compose elements of the proposal

Step 3: Conduct a final review

Step 4: Submit application for review





# **Komen's Grant eManagement System (GeMS)**



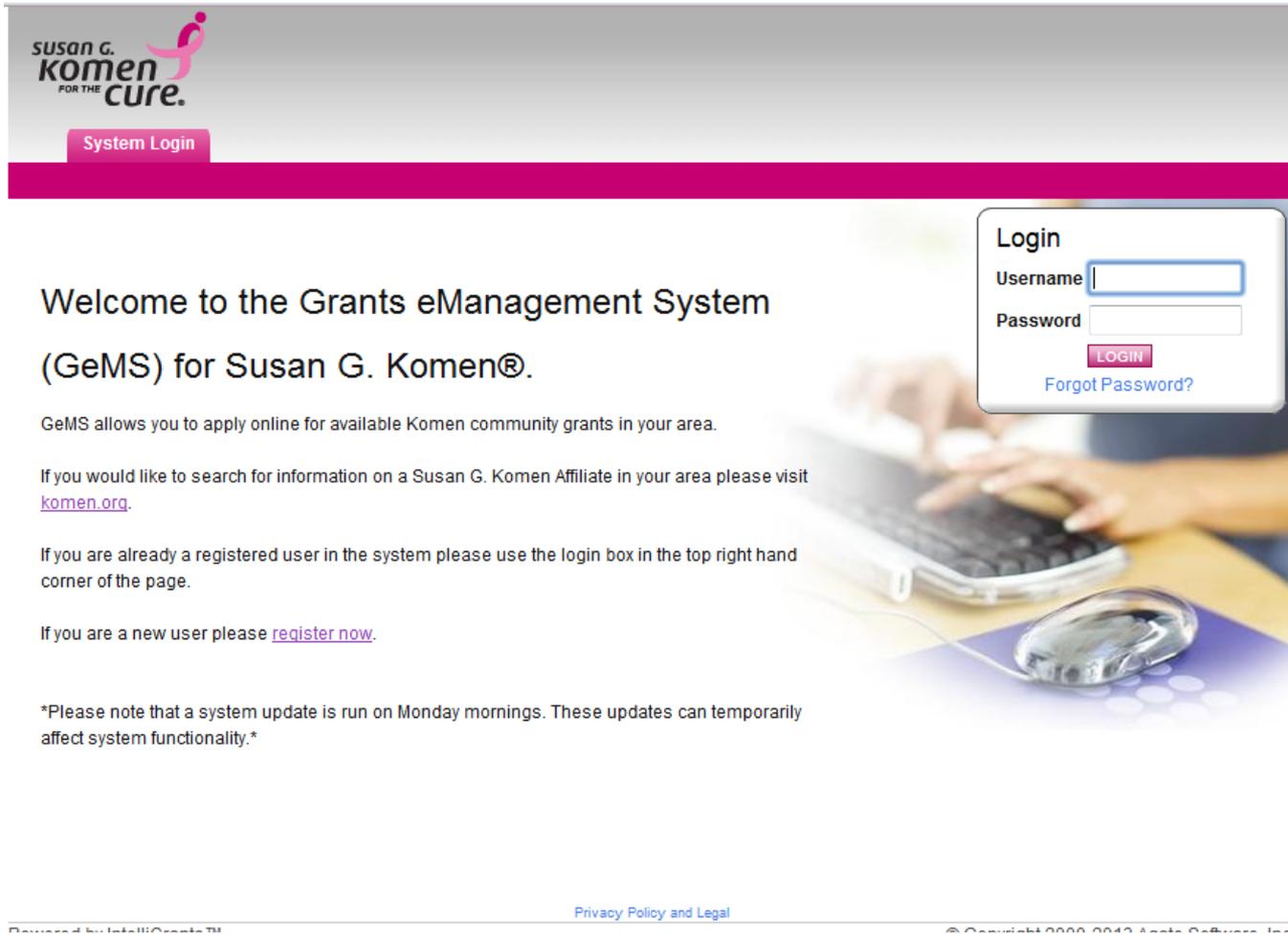
## GeMS

The central location for all Komen applicants and grantees to complete all tasks associated with the Komen grant process.



# GeMS – Web Link

<https://affiliategrants.komen.org>



**Susan G. Komen FOR THE cure.**

System Login

## Welcome to the Grants eManagement System (GeMS) for Susan G. Komen®.

GeMS allows you to apply online for available Komen community grants in your area.

If you would like to search for information on a Susan G. Komen Affiliate in your area please visit [komen.org](http://komen.org).

If you are already a registered user in the system please use the login box in the top right hand corner of the page.

If you are a new user please [register now](#).

\*Please note that a system update is run on Monday mornings. These updates can temporarily affect system functionality.\*

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# In-Person GeMS Training

**September 16 and September 17, 2015**

3:00pm-5:00pm

Komen Northeast Ohio Offices

26210 Emery Road, Suite 307

Cleveland, OH 44128

**Required in-person training** for any new applicants, new program staff, or returning applicants who have not applied in over five years.

To register for the training, please email

[gchicotel@komenneohio.org](mailto:gchicotel@komenneohio.org)





# **Komen's Grant Application Components**



# The Grant Application

- Project profile
- Organization summary
- Project abstract
- Project narrative
- Project target demographics
- Project work plan – goals
- Project work plan – objectives
- Project work plan summary
- Salaries & key personnel
- Consultants
- Supplies
- Travel
- Patient Care
- Sub-Contracts
- Other
- Indirect
- Project budget summary





# I. Project Profile

Contains basic organization and project information.

- Contact information and the distinction between various titles/roles
- Title of program should not include the words “Komen,” “for the cure,” or “find the cure”
- Letters of support should be obtained from every partner who will contribute to the completion of the program
- System issue with five year funding history





## II. Organization Summary

Collects information related to the applicant's organization.

- Organizational history
- Organizational structure
- Diversity and inclusion statement
- Important to note that the information should be provided for the organization as a whole, not just one particular department or unit





### III. Project Priorities and Abstract

The CP funding priority you select should be in direct alignment with the primary project category.

CP Funding Priority	Project Category
Accessibility	Screening, diagnosis
Quality of Care	Treatment, treatment support, survivorship
Education	Education
Healthcare system performance improvement	Healthcare delivery/systems change





### III. Project Priorities and Abstract

Contains the main focus of the proposed project.

Components of abstracts:

- Subject – What is the project about?
- Purpose – Why is the project being done? What is the problem or need being addressed?
- Activities – What will be done? What methods will be used?
- Target population – What special group is being studied or served?
- Location – Where is the work being performed?
- Outcomes – What types of findings will result? To whom will these be useful?





## IV. Project Narrative

The *Project Narrative* is the core piece of the application. Detailed information is required in this section.

After reading the Project Narrative an individual should fully understand the components of your program and what the program intends to complete





## IV. Project Narrative

The Project Narrative consists of the following six sections:

- Statement of Need
- Project Design
- Organizational Capacity
- Monitoring and Evaluation





## V. Project Target Demographics

Collects information regarding the various demographic groups the project intends to target.

- Target populations listed are not necessarily the target populations of the Affiliate





## VI. Project Work Plan

Includes the main goal, objectives, and activities for the entire project. Divided into two sections.

- Project goal
- Project objectives
  - Timeline
  - Interventions
  - Responsible personnel
  - Anticipated number of individuals served
  - Evaluation tools and forms

*More information on developing goals, objectives, and an evaluation plan are included in the Monitoring & Evaluation 101 presentation on [Komen NEO's website](#).*





## VII. Project Budget

The *Project Budget* includes all the financial information related to the requested funding. It is broken into eight sections:

- Salaries and key personnel (required)
- Consultants
- Supplies
- Travel
- Patient care costs
- Sub-contracts
- Other
- Indirect
- Project budget summary





# **Grant Writing Resources**

## Additional Weblinks

- Websites Every Grants Professional Should Have Bookmarked - <http://charitychannel.com/websites-every-grants-professional-should-have-bookmarked/>
- The Community Toolbox - <http://ctb.ku.edu/en>
- Current Komen NEO grantee abstracts – <http://komenneohio.org/grants/applying-for-community-grants/>





If you have any additional questions, please  
contact Gina Chicotel at  
[gchicotel@komenneohio.org](mailto:gchicotel@komenneohio.org).