

”Show Me the Money”

Grants and Other Funding Opportunities

ELIZABETH MORGAN BURROWS, JD

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About Me

- My Story
 - My First Grant
 - Now, I am addicted
 - Why do I keep doing this? What keeps me going with grants?
- Success Story
 - Since 2014, we have secured over \$150,000,000 in grant funding for our clients
 - I secured over \$25,000,000 in grants for organizations prior to starting my company!



What makes you unique?

What makes you proud of your clinic/organization? What makes you different?

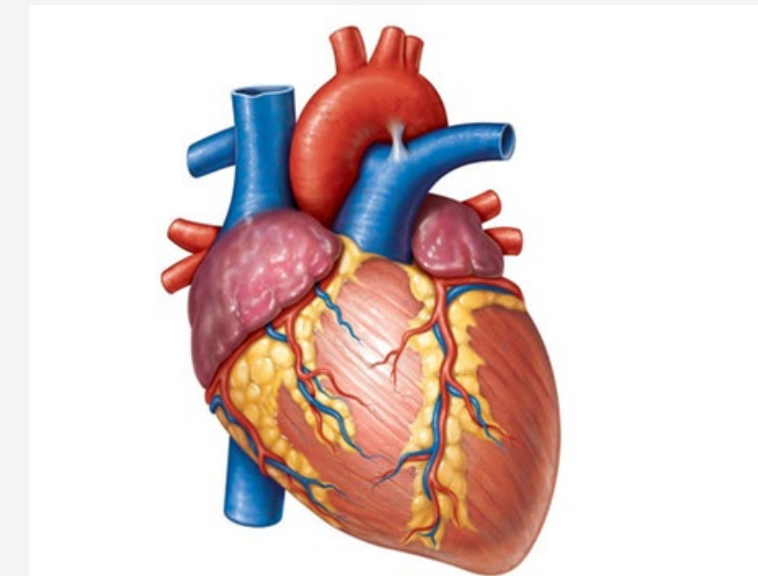
- Do you offer special services?
- Do you have any success stories?
- What makes your town/county/state special?
- Do you offer unique services through specialized staff?

Know your why!

- Why do you want money?
- Why are you a good investment?
- Why do you want to do this?
- Why is there a need for this?
- Why will your idea/proposal solve the problem?



How Do You Get Started?



Grant Basics: Where To Look

- Research online
 - Grants.gov
 - Ruralhealthinfo.org
 - USDA.gov
 - Your state's website
 - Instrument1/ Grantstation / others
- Go to your local community foundation
- Talk to people!



Check out [Instrument1](#) to search and track your grants!

Small Business Grants



- USDA
- SBA
- SBDC
- Local Universities
- State Commerce Department
- Labor Dept

Grants Require Partnerships

- Make friends with organizations that serve similar groups of people
- Find “unlikely” friends – I got a lot of money for being an FQHC that was best friends with a CAH fifteen years ago before it was “cool.”
- Find friends in other parts of the state or country.
- Have partners that you can count on!



Find Funding Through Networks

- Network with high level people
- Visit local Congressional offices
- Visit your local Chambers of Commerce or Economic Development Agencies
- Always have your “elevator pitch” ready!
- Grants require partnerships – make friends with organizations that serve similar groups of people.



Fall is the the BIG Grant Season!

Current Funding Opportunities:

- The Google Ad Grant
- Employee Retention Credits
- Grants.gov
- Instrumentl



instrumentl



For the organization/entity you are writing for:



- What is their mission statement?
- What is on their “wish list?”
- Have you read the org’s strategic plan?
- Do these three items align with the NOFO/guidance/grant information?
- Do you have the organization’s corporate documents?
- Does the organization’s board need to be involved?



Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.

Margaret Mead

Gathering the Necessary Information



Who do you need to meet with?

Why do you want the money?

How are you going to use the money?

How are you going to oversee and track measures?

What is going to happen?

When is this going to be implemented?

How will this be carried out?

Who are the “personnel responsible?”

Write Out Your Why and Tell Your Story



Write out your story



State your “elevator pitch” to your committee



Write your story and have someone that knows nothing about it read it and ask you questions



Re-read your story with an open clear mind when you are not being interrupted



Discussion: “Why” are you wanting to write grants?

Developing a Grant Plan/Timeline

- Enlist a Proofreader EARLY in the process
 - ([grants.gov](https://www.grants.gov/blog) Blog)
- Set your deadline! This should be 4 days prior to the grant deadline
- Make a list of items that you need from others within your organization or community
- Review your already written story
- Write your story into the questions/ items that must be discussed in the grant
- Divide tasks
- Start writing ASAP!

Outlining The Grant

- Type Out the Grant Outline
 - Enlist others to help on certain sections
 - Gather facts! (Upcoming workshop)
 - Gather stories!
 - Gather supporters
- Fill in every line possible
- Address every question
- Include every attachment
- Meet with the grantor if possible
- Listen to any grant calls or review the online FAQs



Managing the Grant



Respond to your funder if they call/email/reach out in any way.



Determine how the funds are distributed.



Make sure appropriate individuals in your organization understand the grant terms.



Give credit to your funder.

Do they want press?

Do they want recognition via signage?

Write a thank you note!

What Do You Do Next?



Questions?

Elizabeth Morgan Burrows, JD

Elizabeth@burrowsconsulting.net

765-505-3896

www.burrowsconsulting.net

