



Grant Writing Made Easy

Grant Writing Mastery

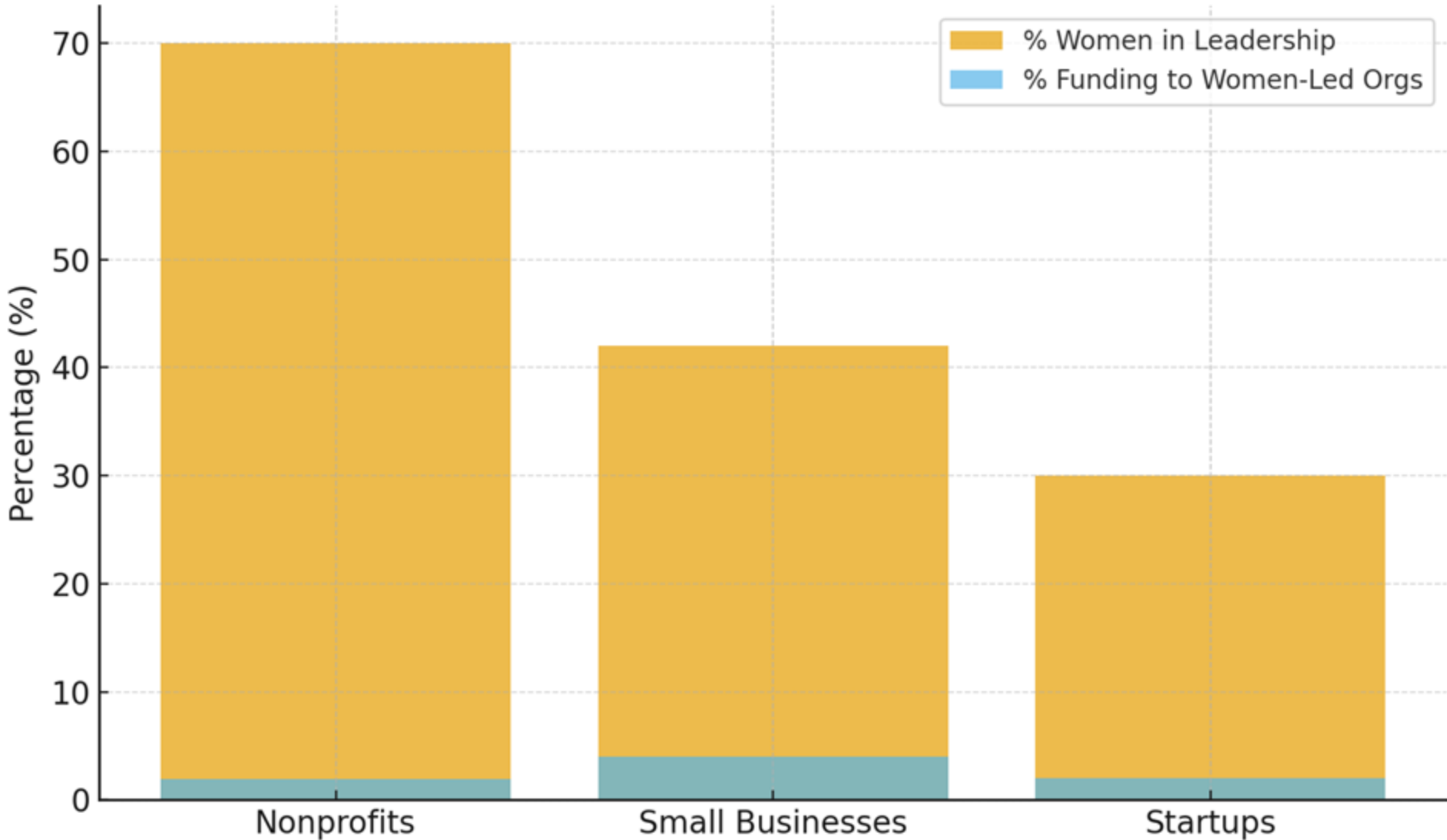
Turning Vision into Impact

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Why This Matters

Where Women Are Leading — But Not Funded



Sources: Women's Philanthropy Institute (2023); SBA Office of Advocacy (2023); Federal Reserve Bank of New York (2023); Crunchbase (2024); PitchBook/NVCA (2023).

Today's Objectives

- Deconstruct the grant development process
- Learn how to identify funding opportunities
- Build confidence to write winning proposals
- Leave with a actionable next steps and the confidence to move from idea to implementation



Types of Grants

- **Nonprofit Grants:** Foundation, Corporate, Government, Donor-Advised Funds
- **For-Profit & Social Enterprise Grants:** Mission-aligned corporate, SBIR/STTR, state/local innovation grants, associations & fellowships
- **Partnerships**



Where to Find Grants

- <https://www.grantwatch.com/cat/13/small-business-grants.html> (\$250)
- <https://www.insidephilanthropy.com/state-of-american-philanthropy> (\$397)
- <https://www.grantmakers.io/>
- <https://knowcares.org/grant>
- <https://www.serenaventures.com>
- <https://www.ifundwomen.com/grants/apply-for-grants>
- <https://ambergrantsforwomen.com/get-an-amber-grant/>
- <https://www.cartierwomensinitiative.com/>
- <https://www.toryburchfoundation.org/fellows/>
- [Angel Investing Explained](#)



Finding the Right Fit

- Key Questions: Affinity, Amount, Approach
 - Does our mission align with their priorities?
 - Does this funder support organizations like mine?
 - What is their average grant award?
 - How do we approach this funder?
- Tools: Candid (990 search)
- Pro Tip: Set up Google alerts, follow funders on LinkedIn, sign up for newsletters



5 Part Proposal Framework

1. Need Statement: Define the problem with data and lived experience
2. Project Description: Goals, activities, expected outcomes
3. Budget & Justification: Reflect real costs, include staffing and indirect costs
4. Evaluation: How success will be measured
5. Sustainability Plan: What happens after the grant ends



Telling Your Story

- Lead with mission and impact
- Use clear, compelling language - backed by facts
- Include the human story, success and/or testimonial
- Tell your story through the funder's lens



Building a Strong Budget

- Align expenses with goals
- Include salaries and indirect costs
- Add notes explaining assumptions (i.e., inflation, tariffs)
- Explain discrepancies in notes
- Ensure numbers match your narrative
- Include other funding sources



Mistakes to Avoid

- Mission creep
- Spray & pray approach
- Underestimating your budget needs
- Not being intentional about stewardship



Where to Start

1. Identify 3-5 potential funding sources
2. Create a concept note
3. Build your grants process / outsource
4. Reach out to funders / leverage your network
5. Set a goal: Submit 1 proposal in the next 90 days



“Perfect is the enemy of good.”

– Voltaire



Thank You

Grant Development • Strategy • Impact

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