



## How to Write a 2-Page Grant Proposal

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### Your Presenter: Cheryl Smith

CEO of Dewlyn  
Nonprofit Services &  
CommunityHeroes.us

Former Nonprofit  
Board Chair.

Nonprofit trainer for  
SCORE.org and  
Udemy.com instructor.

Nonprofit consultant  
and grant-writer.

Author of book: *21  
Ways to Fund a  
Nonprofit.*

Masters Degree in  
Public Administration.

Member of the  
American Grant  
Writers Association.

25 years experience in  
the nonprofit sector.

Helps over 3,000  
nonprofit  
organizations across  
the U.S. annually.

*C. Smith*



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## You're in the right place if...

- You manage a charitable program.
- You haven't reached funding goals.
- You want to mitigate denials.
- You want to learn something new.
- You are ready to make necessary changes.



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## Today's Discussion

- The purpose of a grant-proposal.
- How to develop a 2-page grant proposal.
- Why grant proposals are denied.
- Best sources for finding grants.



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# What is a 2-Page Proposal?

Short-form proposal package that includes:

1. Letter of Inquiry
2. Board List
3. Budget(s)
4. IRS Letter of Determination



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# Letter of Inquiry

A letter of inquiry (LOI) is a 2 -4-page document that is used to seek funding.



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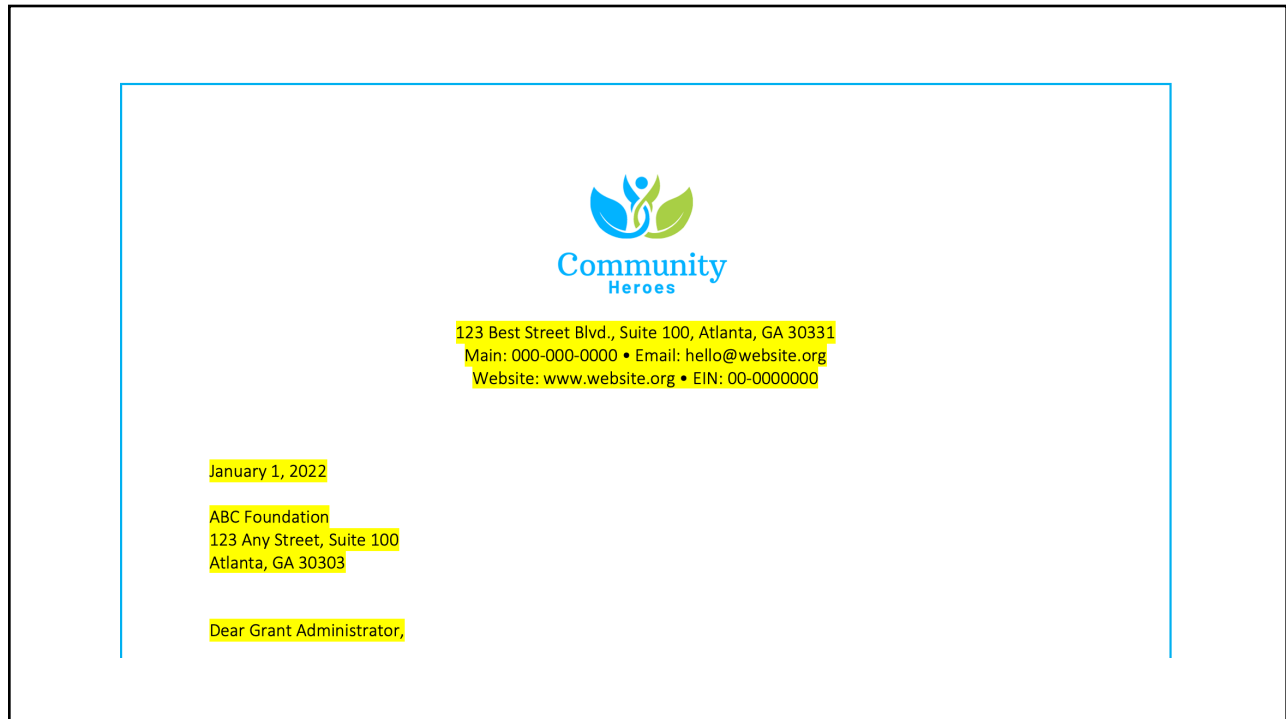
# What's Included?

• **The Letter of Inquiry (LOI) includes:**

- Who *you* are
- Organization Background
- Program Name & Description
- Statement of Need
- Target Population
- Goals
- Request Details



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January 1, 2022

ABC Foundation  
123 Any Street, Suite 100  
Atlanta, GA 30303

Dear Grant Administrator,

I hope this letter finds you in good health. My name is Jane Doe. I am the Board Chair for Community Heroes, Inc., a nonprofit organization dedicated to providing clean water resources for the metro Atlanta residents. Our mission is to provide safe water solutions for Georgia residents. In our search for mission-aligned funding opportunities, we came across the ABC Foundation. In harmony with your giving priorities that include support for environmental charities, we work to ensure our community has access to clean water resources that are affordable and beneficial for health. I am writing to share exciting information about the program and to request your support in helping us expand our services statewide.

### About us

Community Heroes, Inc. is nonprofit 501(c)(3) organization established January 2015, and located in Atlanta, GA. Our Board of Directors is made up of 5 dedicated local philanthropists (including myself). We established Community Heroes to give back to society by helping low-income metro Atlanta communities access clean water supplies. In doing so, we help our residents access a resource that is vital to their health and livelihood. We are committed to this work because we know unclean drinking water is a public health concern that can be solved with the right supports in place. Since inception, Community Heroes has provided low-income communities with XXX gallons of clean drinking water which has potentially saved millions of lives every year.

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### Why we do this

Although access to clean drinking water is a fundamental human need, unclean water supplies continue to be a persistent and visible issue in the United States. In fact, drinking water systems serving millions of people across the U.S. fail to meet state and federal safety standards. And according to the U.S. Environmental Protection Agency (EPA), drinking water with unsafe levels of contaminants, can cause health effects, such as gastrointestinal illnesses, nervous system or reproductive effects, and chronic diseases such as cancer. Sadly, based on CDC reports, diseases from dirty water kill more people every year than all forms of violence. By contrast, when people have access to clean water, they have more time to go to school, earn an income, and maintain their health. We are seeking funding to help offset our costs to acquire a new prefabricated water storage tank so that we can produce more clean water units for immediate distribution to low-income communities.

**Program name:** Community Heroes Water

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**Program name:** Community Heroes Water

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Our target area includes people living in low-income metro Atlanta communities that have limited access to clean drinking water.

## Our goals

Our chief aim is to provide safe drinking water for low-income communities in our target area.

### Program SMART Goals

1. To acquire a prefabricated water storage tank that can hold up to 10,000 gallons of water by December 31, 20XX.
2. To rehabilitate up to 3 high-quality water-point structures by December 31, 20XX.
3. Reinforce concrete slabs for 2 residential wells December 31, 20XX.
4. Distribute 500 handpump water sensors for residents with well by December 31, 20xx.
5. Disburse 10,000 gallons of water every quarter (40,000 gallons total) of clean water units to low-income communities by December 31, 20XX.

## About our request

We are requesting \$10,000 to help us offset the cost of a new prefabricated water storage tank that will allow us to test, rehabilitate, store, and disburse water supplies in our target area.

## Our program budget

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## About our request

We are requesting \$10,000 to help us offset the cost of a new prefabricated water storage tank that will allow us to test, rehabilitate, store, and disburse water supplies in our target area.

## Our program budget

Program Budget: \$90,300. (See attached)

Thank you in advance for your time and consideration. I look forward to the opportunity to share more about our program, partners, and successes with you!

Kind Regards,

*Jane Doe*

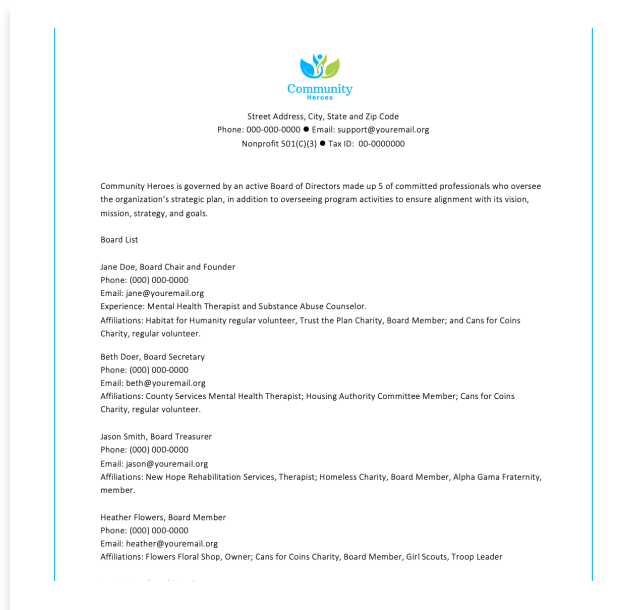
Mrs. Jane Doe, Board Chair  
Community Heroes, Inc

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# Board List

## What is a Board List?

This is a formatted list of everyone that sits on your nonprofit board.

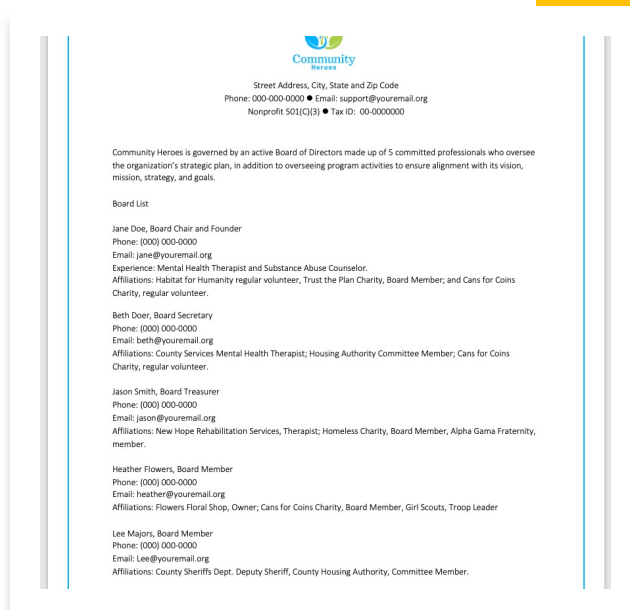


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# Board List

## Example:

**Jane Doe:** Board Chair and Founder  
**Phone:** (000) 000-0000  
**Email:** jane@youremail.org  
**Experience:** Mental Health Therapist  
**Affiliations:** Habitat for Humanity regular volunteer, Trust the Plan Charity, Board Member; and Cans for Coins Charity, regular volunteer.



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Street Address, City, State and Zip Code  
 Phone: 000-000-0000 • Email: support@youremail.org  
 Nonprofit 501(C)(3) • Tax ID: 00-0000000

Community Heroes is governed by an active Board of Directors made up of 5 committed professionals who oversee the organization's strategic plan, in addition to overseeing program activities to ensure alignment with its vision, mission, strategy, and goals.

**Board List**

Jane Doe, Board Chair and Founder  
 Phone: (000) 000-0000  
 Email: jane@youremail.org

Experience: Mental Health Therapist and Substance Abuse Counselor.

**Affiliations:** Habitat for Humanity regular volunteer, Trust the Plan Charity, Board Member; and Cans for Coins Charity, regular volunteer.

Beth Doer, Board Secretary  
 Phone: (000) 000-0000  
 Email: beth@youremail.org

**Affiliations:** County Services Mental Health Therapist; Housing Authority Committee Member; Cans for Coins Charity, regular volunteer.

# Budgets

## What is a budget?

A financial document that outlines your anticipated income and expenses for the program year.

Street Address, City, State and Zip Code  
 Phone: 000-000-0000 • Email: support@youremail.org  
 Nonprofit 501(C)(3) • Tax ID: 00-0000000

**Operations Budget FY 20xx**

Income	Organization	Program	Description
<b>Private Foundation Grant</b>	\$11,035		Seeking assistance with operations - Salaries & Fringe (\$11,035)
<b>Private Foundation Grant</b>	\$11,035		Seeking assistance with operations - Salaries & Fringe (\$11,035)
<b>Private Foundation Grant</b>	\$6,830		Seeking assistance with operations - Business Fees (\$3080), Insurance (\$3000), Postage (\$250) and Permits (\$500)
<b>Private Foundation Grant</b>	\$3,300	\$3,300	Seeking assistance with Chemicals/Treatment (\$800), Sampling (\$1,000), Materials, Parts & Repairs (\$1,500)
<b>Private Foundation Grant</b>	\$8,000	\$8,000	Seeking assistance with (1) Contractor for testing and distribution work
<b>Private Foundation Grant</b>	\$20,000	\$20,000	Seeking assistance with purchase of prefabricated water tower (50% of \$40,000)
<b>Private Foundation Grant</b>	\$20,000	\$20,000	Seeking assistance with purchase of prefabricated water tower (50% of \$40,000)
<b>In-kind (Pro Bono labor and materials)</b>	\$14,000	\$14,000	Seeking assistance with materials and labor to reinforce concrete slab for well
<b>Corporate contributions</b>	\$5,000	\$5,000	Seeking assistance with purchase of 500 handpump water sensors
<b>Corporate contributions</b>	\$10,000	\$10,000	Seeking assistance with purchase of water for distribution
<b>Fundraising Board Contribution</b>	\$10,000	\$10,000	Seeking assistance with purchase of water for distribution
<b>Board Contribution</b>	\$5,000	\$5,000	Commitment of Board (\$5,000)
<b>Total</b>	<b>\$24,200</b>	<b>\$85,300</b>	
Expenses	Organization	Program	Description
<b>Salaries</b>	\$20,000		Part-time Executive Director (\$24,000)

# Operational Budget

Includes: income, expenses, and descriptions for admin and program services.


Street Address, City, State and Zip Code  
 Phone: 000-000-0000 • Email: support@youremail.org  
 Nonprofit 501(C)(3) • Tax ID: 00-0000000

**Operations Budget FY 20xx**

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<b>Total</b>	<b>\$24,200</b>	<b>\$85,300</b>	
Expenses	Organization	Program	Description
Salaries	\$20,000		Part-time Executive Director (\$24,000)

# Program Budget

Includes expenses for direct program services and line-item descriptions.

  
 Street Address, City, State and Zip Code  
 Phone: 000-000-0000 • Email: support@youremail.org  
 Nonprofit 501(C)(3) • Tax ID: 00-0000000

**Program Budget 20xx**

Expenses	Amount	Description
Chemicals and Treatment	\$800	Added chemical disinfectants (such as chlorine, chloramine, or chlorine dioxide) to kill any remaining parasites, bacteria, or viruses.
Sampling	\$1,000	Representative portions of water collected for testing.
Materials, Parts & Repairs	\$1,500	Water flow meter, level pump, digital multimeter, well liner, other replacement parts.
Contractors	\$8,000	2 contractors needed for water testing and deliveries (4 hours per week for 40 weeks at \$25 per hour 2 ppl = \$8,000)
Water Tower	\$40,000	Prefabricated water tower capable of holding up to 10,000 gallons
Well Reinforcement	\$14,000	Reinforce concrete slab (for 1 wells @ \$14,000 including labor and supplies)
Handpump Water Sensors	\$5,000	Handpump water sensors - wholesale (\$10 x 500= \$5,000) for residents with wells.
Water Purchase	\$20,000	Wholesale Purchase and Distribution of 40,000 gallons of drinking water x \$.50 = \$20,000 (includes packing and shipping costs)
<b>Total</b>	<b>\$80,300</b>	



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Contractors	\$8,000	2 contractors needed for water testing and deliveries (4 hours per week for 40 weeks at \$25 per hour 2 ppl = \$8,000)
Water Tower	\$40,000	Prefabricated water tower capable of holding up to 10,000 gallons

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**Using the below Program Budget as an example, consider requesting funding in this manner:**

- Request \$800 for Chemicals and Treatment from **Funder 1.**
- Request \$1,000 for Water Sampling expenses from **Funder 2.**
- Request \$1,500 for Materials, Parts, and Repair expenses from **Funder 3.**
- Etc. (and so on...)

**Program Budget FY 2023**

Expenses	Program	Description
Chemicals and Treatment	\$800	Added chemical disinfectants (such as chlorine, chloramine, or chlorine dioxide) to kill any remaining parasites, bacteria, or viruses.
Water Sampling	\$1,000	Representative portions of water collected for testing.

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# IRS Tax Determination Letter

- Accounting Period End Date
- Public Charity Status
- Form 990 Required
- Effective Date of Exemption

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

YOUR NONPROFIT, INC.  
P. O. BOX 123  
MISSION WAY, CA 95050

Employer Identification Number:  
12-3456789  
DIN:  
123456789910  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required  
Yes  
Effective Date of Exemption  
January 3, 2002  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because of this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

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## How to Apply for Nonprofit Funding

Prepare your mini proposal package and follow funder guidelines to submit your application for funding. If the funder doesn't provide guidelines, always include the following documents:

1. The Letter of Inquiry
2. Your Board List
3. A copy of your organization and program budget
4. A copy of your IRS Tax Determination Letter

Signature

Date

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## Applying for Nonprofit Funding: Online Applications

Preparing a Letter of Inquiry will help you respond to common questions asked in online grant applications too! This includes questions like:

1. Please describe your organization's history.
2. Explain why this program is needed.
3. Describe the program that you are seeking funding for?
4. Explain how the requested funding will be used. Be specific.

**Questions the LOI doesn't typically answer, but you should prepare for include:**

1. How will you measure the program's impact?
2. How will you sustain the program beyond the grant period?
3. How will the program collect and utilize feedback from participants?



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## Applying for Nonprofit Funding: Online Applications

**How will you measure the program's impact?**

Track water distribution metrics, health impact surveys, and community feedback for program improvement.

**How will you sustain the program beyond the grant period?**

Partner collaborations, community engagement, revenue activities, and ongoing grant applications to ensure long-term operation.

**How will the program collect and utilize feedback from participants?**

Collect through surveys, community meetings, and social media; analyze for program adjustments and enhancements.



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## Applying for Small Business Funding!

Preparing a Letter of Inquiry will help you respond to common questions asked in small business grant applications:

1. What does your business do?
2. How do your services impact the community?
3. How would support from this grant program impact your business and help it grow?
4. We want to hear what makes you proud of your business. What's your biggest accomplishment to date?



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## Why Proposals Are Declined

### Guidelines not followed

- Was not mission aligned
- Deadline not met
- Didn't adhere to character/word count
- Didn't include requested documents
- Incomplete

### Poorly written

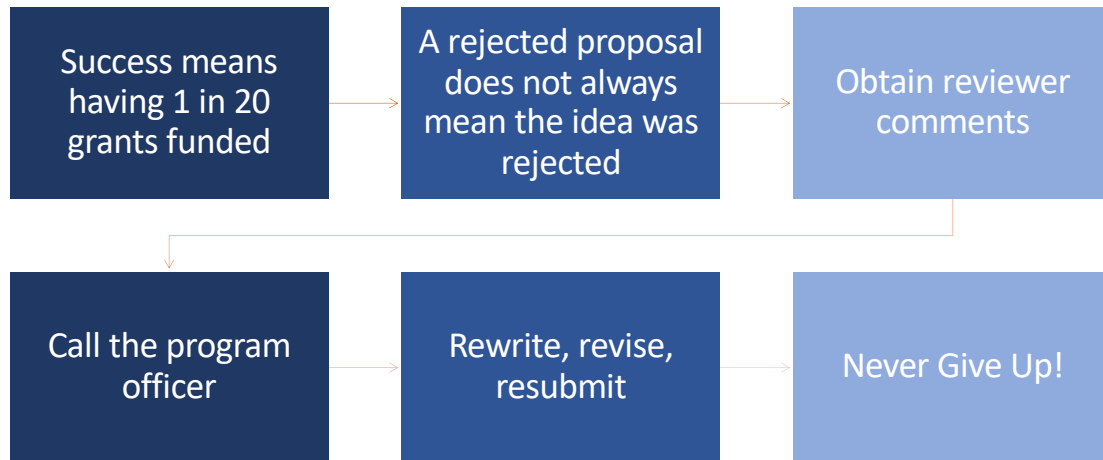
- Poor statement of need
- Program methodology is weak or missing
- Failed to demonstrate capacity/ability

### Other

- Unrealistic budget
- Cost greater than benefit
- Highly competitive
- Funder depleted funds

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# Recycle your Proposal



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## Awesome Grant Databases

### Grantmakers.io

- Free access to thousands of grant-making funders. Visit: <https://www.grantmakers.io>

### Foundationcenter.org

- Free access to Foundation Center database and resources at a location near you at no cost. Visit: <http://https://fconline.foundationcenter.org>

### GrantGopher.com

- Free Search Available: Yes. Visit: <https://grantgopher.com>

### HelloAlice.com and USChamber.com

Business grants, loans, and other resources for small business owners.

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# Ending Thought

The path to your desires is paved with stones of persistence, not paved with the feathers of wishful thinking.

Step firmly and keep moving forward.

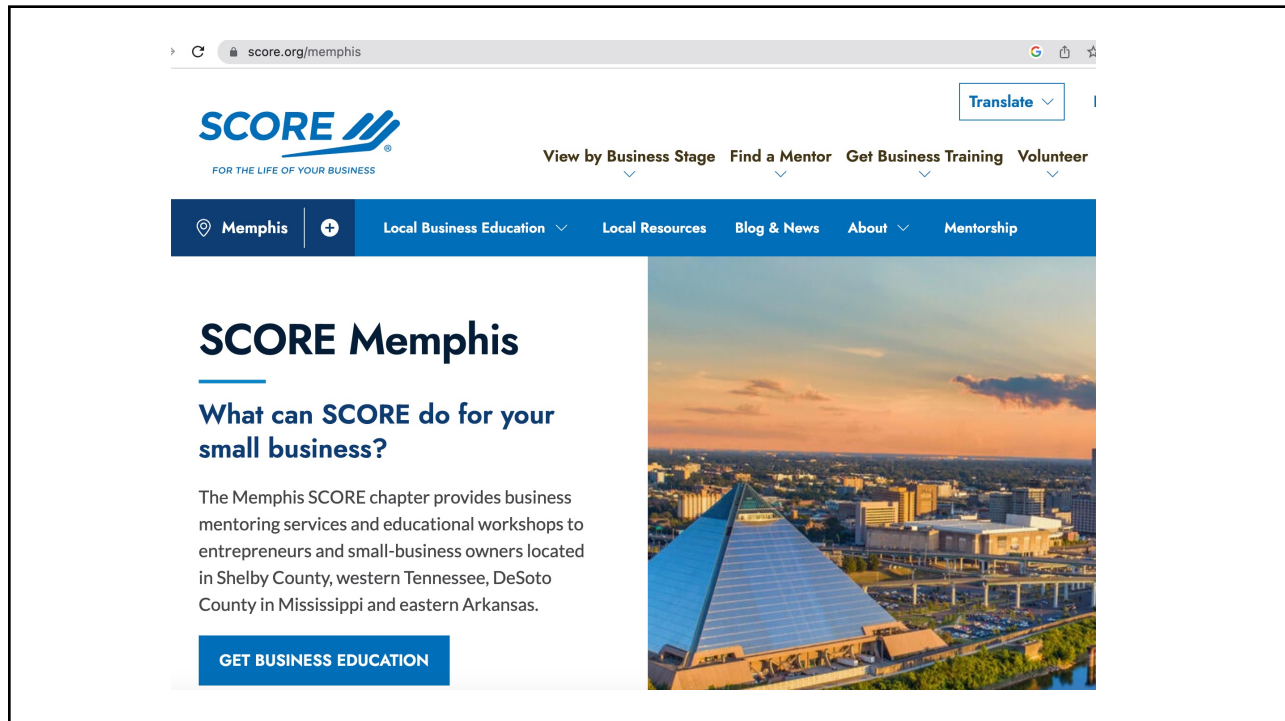


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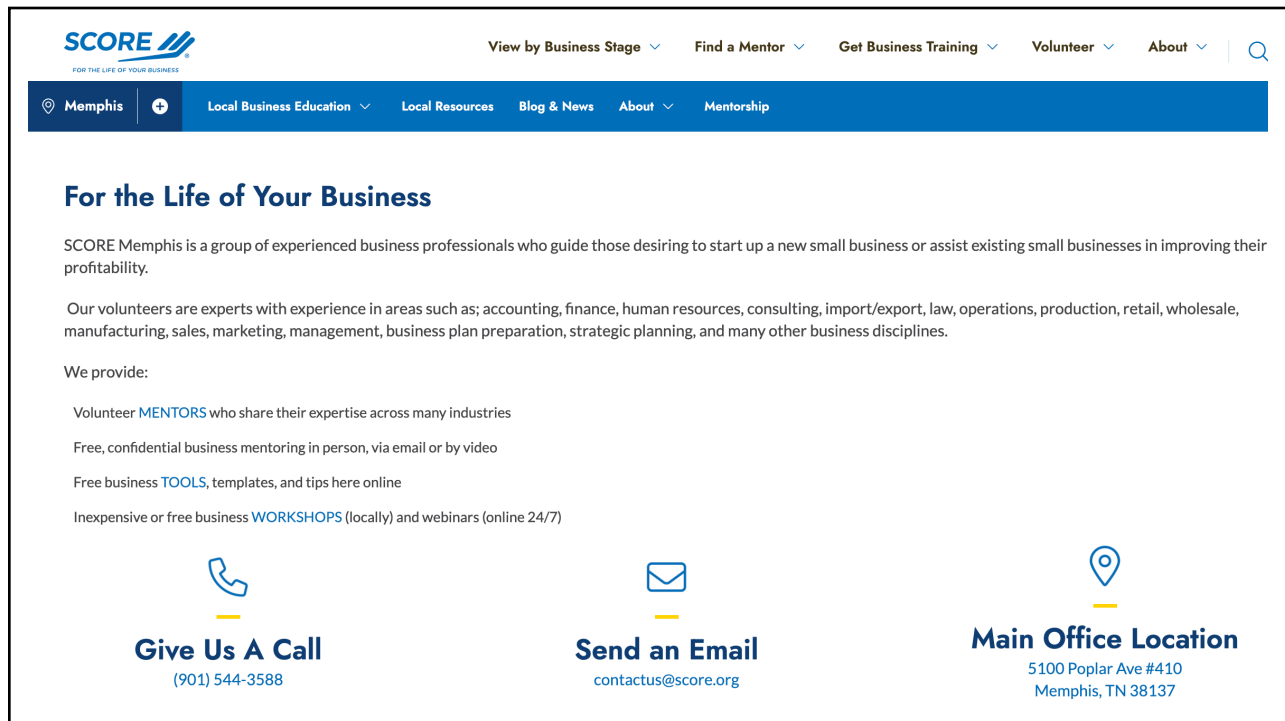


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Cheryl Smith, CEO  
Dewlyn Nonprofit Services  
National Nonprofit Trainer & Coach

## Our Services

1. Establish nonprofit organizations
2. Grant proposal-writing
3. Professional mentoring
4. Group coaching and training
5. Nonprofit grant lists



Website: Dewlyn.com  
Website: Communityheroes.us  
Email: csmith@Dewlyn.com  
Voicemail: 800-446-0323

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# Thank You!



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