



# BECOMING GRANT-READY

Presented by Cheryl Smith, CEO  
Dewlyn Nonprofit Services

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## About me

CEO of Dewlyn  
Nonprofit Services &  
CommunityHeroes.us

Nonprofit trainer for  
SCORE chapters.

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 are in the right place if...

- You are a small nonprofit 501c3
- Have not reach funding goals
- You want to mitigate denials
- You want to learn something new
- Ready to make necessary changes

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## Today's Discussion

1. Level 1: On Par
2. Level 2: Above Par
3. Level 3: Proactive
4. Level 4: Productive



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## Charitable Giving in 2022

- Americans gave \$499.33 billion in 2022.
- Individuals gave \$319.04 billion, which represented 64% of total giving.
- Corporate giving - \$21.08 billion
- Foundation giving - \$105.21 billion
- Giving by bequest in 2022 - \$45.60 billion

The majority of charitable dollars during 2022 went to religion (27%), human services (14%), education (13%), grantmaking foundations (11%) and health (10%).

Source: National Philanthropic Trust



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## More is Required of You

**Strategy** - your long-term goals and how you're planning to achieve them.

**Tactics** - short-term smaller steps along the way that are concrete and actionable.

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# 4 Levels ~12 Steps to Becoming Grant-Ready

## Level 1

### On Par

1. 501(c)(3)
2. Clear Mission
3. Professional Image
4. Board & Volunteers

## Level 2

### Above Par

5. Compliant
6. Budget
7. Financials

## Level 3

### Proactive

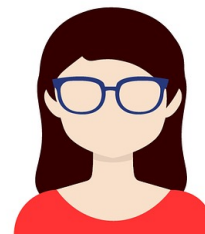
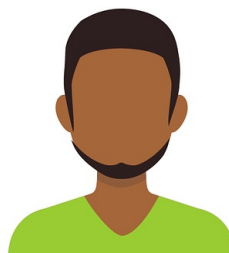
8. Community Engagement
9. Income Generation

## Level 4

### Productive

10. Key Registrations
11. Program Started
12. Track Results

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## Level 1

The noun par has meant “that which is equal” since the mid-1600’s.

Things you have put in place:

1. Public Charity Status
2. Board and Volunteers
3. Mission Statement
4. Professional Image

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## Mission Statements

The best nonprofit mission statements are 20 words or less.

- Why your nonprofit exists
- Whom it serves
- How it serves them

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## Mission Statement Template

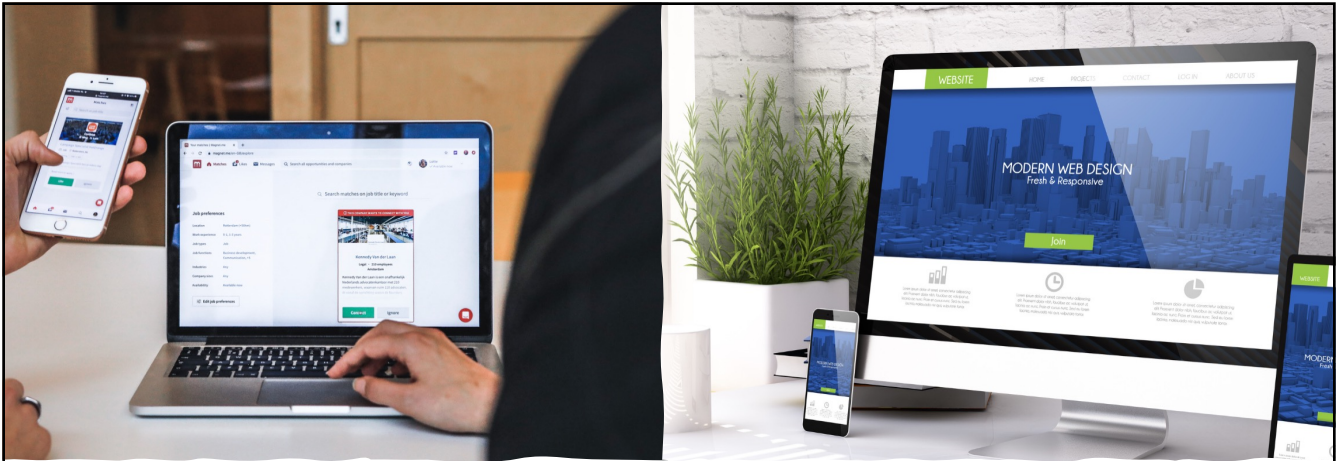
Our mission is to (why you exist) by (what you do) and (who you do this for) to (why it matters).

### Example

Our mission is to alleviate homelessness by providing shelter and resources that will help unemployed and underemployed individuals regain self-sufficiency. (20)

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# Professional Image

Does your public image represent the organization in the BEST POSSIBLE LIGHT?

1. Website
2. Business Phone
3. Business Location

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# Professional Image

Does your public image represent the organization in the BEST POSSIBLE LIGHT?

1. Website
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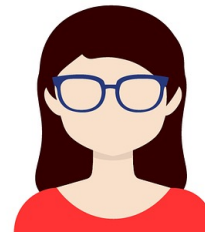
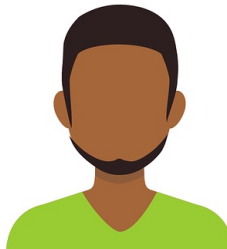


# Professional Image

Does your public image represent the organization in the BEST POSSIBLE LIGHT?

1. Website
2. Business Phone
3. **Business Location**

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## Level 2: Above Par

Better than normal or expected. Very good.

Things you have put in place:

1. Regular Volunteers
2. Regular Board Meetings
3. A Budget

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## BEWARE OF LEVEL 2 HAZARDS

1. Self-Funded and Comingling
2. Unrelated Business Income
3. Federal and State Compliance
4. Board is not diverse
5. No Board Engagement or Development
6. No Financial Statements
7. Never reaching your full potential



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## State Compliance after 501(c)(3) Status

### State Regulations

#### Annual Registration:

- Due the 4<sup>th</sup> month after your fiscal year end date.
- Amount: \$20

#### Charitable Registration:

- Register with the **Division of Charitable Solicitations and Gaming.**
- The fee is \$50 to \$240 depending on gross revenue.
- There is an annual renewal each year which is due on the last day of the 6<sup>th</sup> month after fiscal year ends.

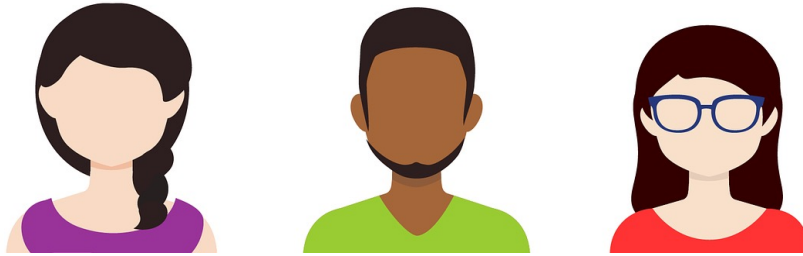
**Exemptions:** By type and revenue. Nonprofits that earn less than \$30,000 nationwide per year are also exempt.



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### Level 3: Proactive

Acting in anticipation of future problems, needs, or changes.

Things you have put in place:

1. Community Activities
2. Partnerships
3. Seeking Grants

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## BEWARE OF LEVEL 3 HAZARDS

1. Busy but not productive
2. Never formalizing partnerships by MOU
3. No funding strategy (success activities)



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# Level 3

## Income Generation Activities:

- Strategic Plan
- Fundraising Plan
- Grant Applications



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# LOI's vs Proposals

## Letter of Inquiry (LOI)

- Introduction
- About Your Organization
- About Your Program
- Request Details
- Budgets

## Full Proposal

- Abstract
- Organization Background
- Statement of Need
- Target Population
- Project Description & Approach
- Goals and Evaluation
- Budget

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# Grants are awarded to solve a problem.

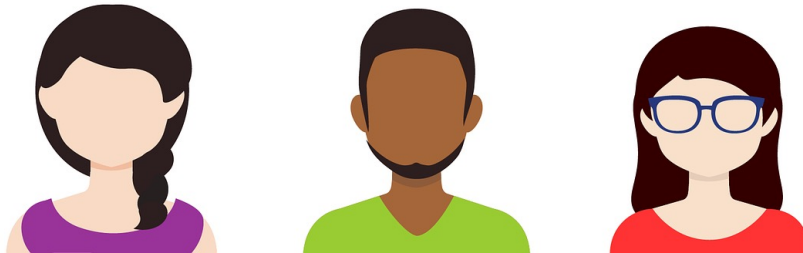
**Program:** Food Pantry

**Problem:** Food Insecurity

**Program:** Youth Mentoring

**Problem:** At-risk youth multiple reasons (Prevent H.S. Drop out; Juvenile Delinquency; Teen Pregnancy, Not enough minorities in STEM careers; lack of exposure to arts and culture.

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## Level 4: Productive.

1. Having the quality or power of producing, especially in abundance.
2. Effective in bringing about.
3. Yielding results, benefits, or profits.

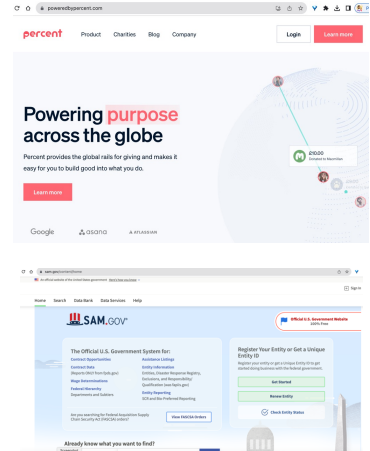
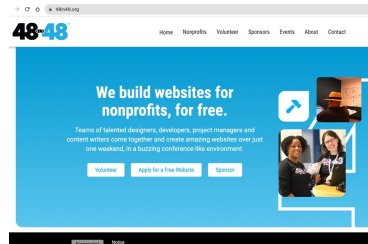
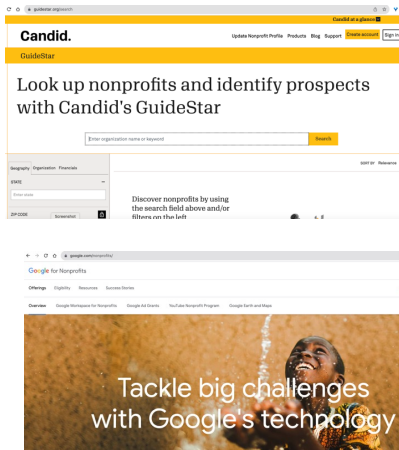
Things you have put in place:

1. Key Registrations
2. Programs have started
3. Tracking Success

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# ABOUT LEVEL 4: BEING PRODUCTIVE

## Key Registrations



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# ABOUT LEVEL 4: BEING PRODUCTIVE

## Key Registrations

- Guidestar.org
- Poweredbypercent.com
- Google.com/nonprofits
- 211.Org
- Findhelp.org
- 48in48.org
- SAM.gov

## Start Your Program



## Track Success



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# Productive = Make Things Happen



Research



Contact



Apply

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## GRANT WIN RATES

Of the 2700 grant applications submitted each day, only about 7% (200) are funded.

Source: <https://www.snpo.org/funding/grants.php>



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# Master these 12 Steps and Become Grant-Ready!

## Level 1

### On Par

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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>

### Instrumentl

- Free Search Available: Yes. Limited search at: <https://www.instrumentl.com/browse-grants>

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# Final Thought

“Nothing is impossible.  
The word itself says 'I'm possible!'”

Audrey Hepburn



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Translate

View by Business Stage Find a Mentor Get Business Training Volunteer

Memphis

Local Business Education

Local Resources

Blog & News

About

Mentorship

## SCORE Memphis

### What can SCORE do for your small business?

The Memphis SCORE chapter provides business mentoring services and educational workshops to entrepreneurs and small-business owners located in Shelby County, western Tennessee, DeSoto County in Mississippi and eastern Arkansas.



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**SCORE**  
FOR THE LIFE OF YOUR BUSINESS

View by Business Stage | Find a Mentor | Get Business Training | Volunteer | About

Memphis | Local Business Education | Local Resources | Blog & News | About | Mentorship

## For the Life of Your Business

SCORE Memphis is a group of experienced business professionals who guide those desiring to start up a new small business or assist existing small businesses in improving their profitability.

Our volunteers are experts with experience in areas such as; accounting, finance, human resources, consulting, import/export, law, operations, production, retail, wholesale, manufacturing, sales, marketing, management, business plan preparation, strategic planning, and many other business disciplines.

We provide:

- Volunteer **MENTORS** who share their expertise across many industries
- Free, confidential business mentoring in person, via email or by video
- Free business **TOOLS**, templates, and tips here online
- Inexpensive or free business **WORKSHOPS** (locally) and webinars (online 24/7)

**Give Us A Call**  
(901) 544-3588

**Send an Email**  
contactus@score.org

**Main Office Location**  
5100 Poplar Ave #410  
Memphis, TN 38137

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## Our Services

1. We establish nonprofit organizations
2. We write grant proposals
3. We provide professional mentoring
4. We provide group coaching and training
5. We provide weekly nonprofit grants
6. We file IRS-990-Ns

**DEWLYN**  
NONPROFIT SERVICES

Websites: Dewlyn.com and CommunityHeroes.us  
Direct Email: csmith@Dewlyn.com  
Phone: 800-446-0323

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# Thank You!

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