

CHICAGO CULTURAL ALLIANCE

MEETING THE MOMENT



ORGANIZING PROGRAMS FOR GRANT WRITING

The Umbrella Approach

*Presented by: John Bateman
Nonprofit Sanity*



NONPROFIT
SANITY

AGENDA

01 Introduction

02 Why this matters

03 Identifying common threads

04 What's your umbrella?

05 Q&A



SPONSORS



THE CHICAGO
COMMUNITY TRUST®

EQUITY • OPPORTUNITY • PROSPERITY

The Chicago Community Trust

MacArthur
Foundation

MacArthur Foundation



CHICAGO
CULTURAL
ALLIANCE



INTRODUCTIONS

John Bateman

Founder, Nonprofit Sanity

Nonprofit Sanity is run by John Bateman, an award-winning writer and recovering attorney with 20+ years of experience advising and working with US-based nonprofits, family offices, and estate planners. From compliance, operations, and strategy for private family foundations, to running programs at a regional arts agency as its first Executive Director, John has a broad expertise that he uses as part of a wholistic approach to advising nonprofit organizations.



OVERVIEW



Organizing Programs for Strategic Grant Writing: the Umbrella Approach

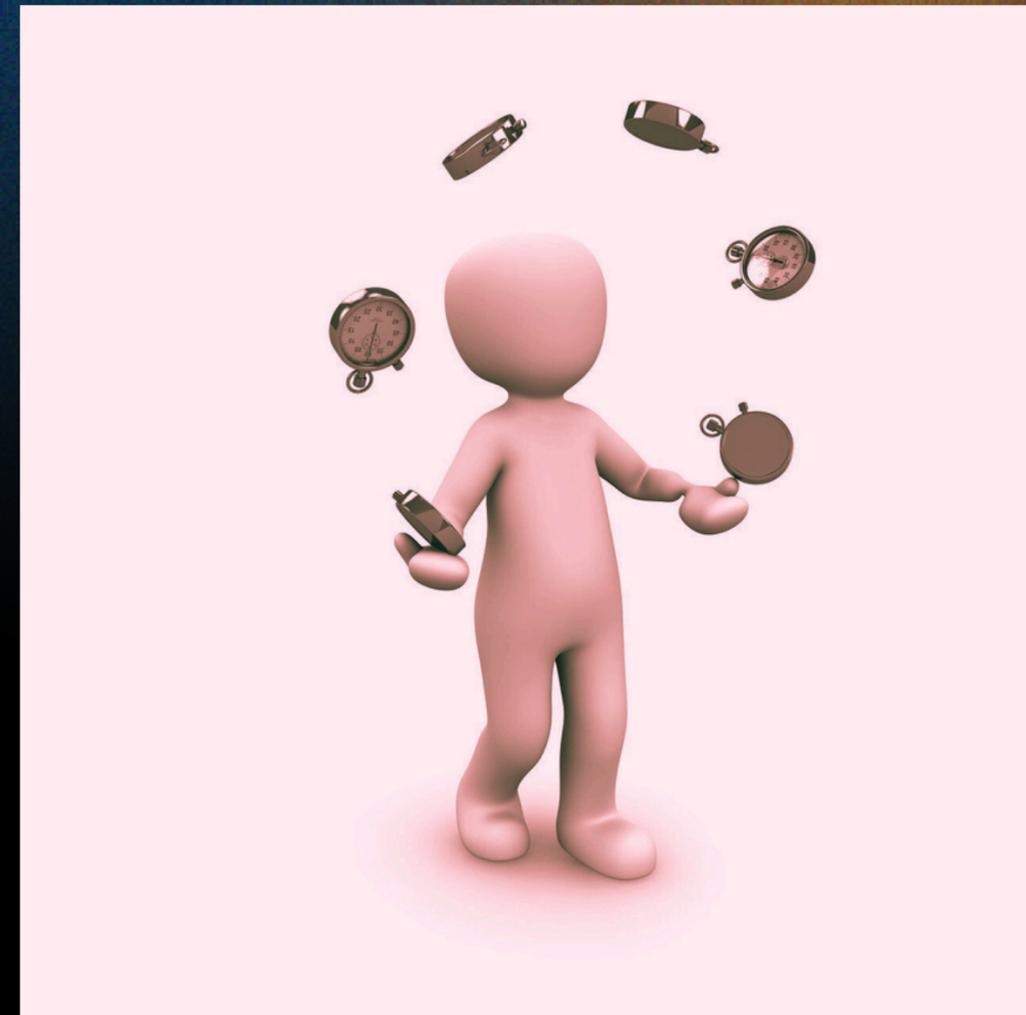
Goals:

- View your work wholistically rather than as a series of separate, individualized efforts
- Identify overlaps across multiple initiatives
- Group related efforts under a broader program umbrella
- Seek funding at the umbrella level for larger funding requests and minimize funding gaps

WHY THIS MATTERS

Need for Efficiency of Time & Resources

- Staff / Board / Volunteer time is limited.
- Writing 10 applications is easier than writing 20.
- Unpredictability with funding
- Restricted funding limits what expenses are covered.



WHY THIS MATTERS – STORYTIME



Imagine that you land several project grants..

- Grant #1 is for an afterschool program
- Grant #2 is for a one day family event.
- Grant #3 is for arts and crafts supplies.
- After the grants are awarded, a volunteer arrives
 - one week before the family event with a cargo van of arts supplies
 - YAY but... you have grant \$ you can't use
- What happens to each Grant?
 - Will the funders allow you to change it and cover other expenses? Or will they require you to return unused funds?



WHAT IF (THE BENEFITS)

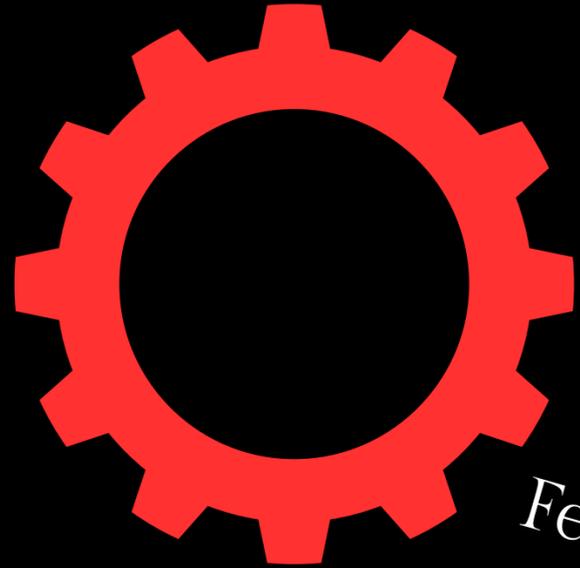
You aligned similar initiatives that share goals and expenses under a larger, more cohesive program?

- simplifies grant writing
- seek fewer, larger grants to cover related expenses.
- related, shared expenses are consolidated under one grant.
- reduces potential gaps in funding by ensuring that more of your work is covered by a grant.



AVOID CHAOS

— STORYTIME PART 2



Festival



Community
Event



Skill-based
workshops



Awards

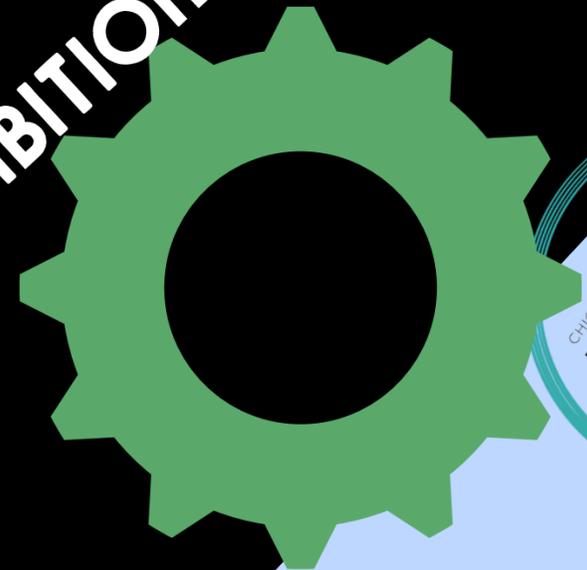


AFTER
SCHOOL
PROGRAM

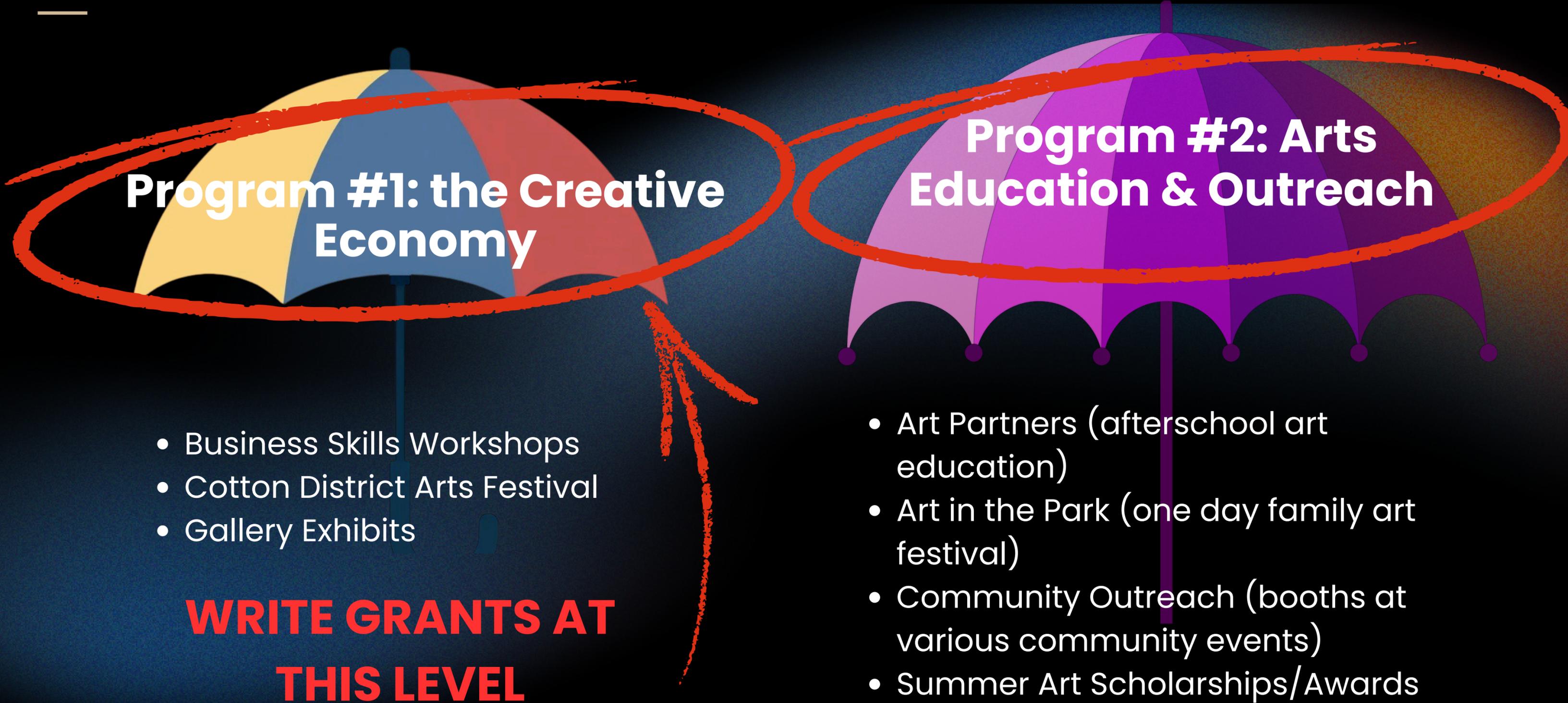


FAMILY
PARK
EVENT

EXHIBITION GALLERY



THE SOLUTION: AN EXAMPLE



Program #1: the Creative Economy

- Business Skills Workshops
- Cotton District Arts Festival
- Gallery Exhibits

**WRITE GRANTS AT
THIS LEVEL**

Program #2: Arts Education & Outreach

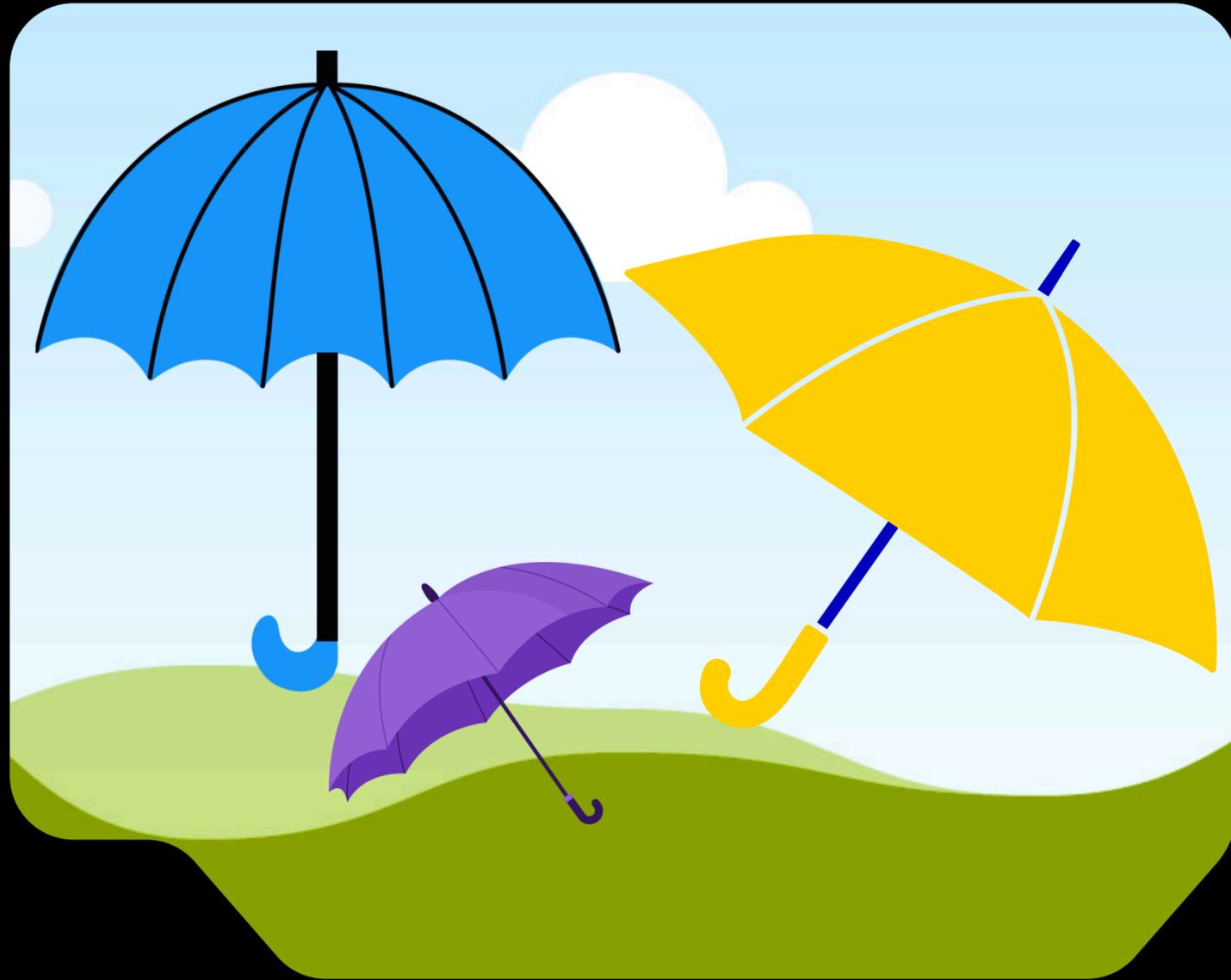
- Art Partners (afterschool art education)
- Art in the Park (one day family art festival)
- Community Outreach (booths at various community events)
- Summer Art Scholarships/Awards

HOW TO GET THERE

1. Make a list of everything you do.
2. Describe each item ("thing" you do) in one sentence.
3. Now make a list of 1-2 word descriptions (*art lessons, readings, youth classes, etc*) for each item
4. Where do you find commonality / overlap?
5. Circle the most frequent: can you describe the associated items together as a larger program?



WHAT'S YOUR UMBRELLA?



WORKSHEET: ORGANIZING PROGRAMS FOR GRANT WRITING



ORG NAME:

Name & describe each activity that you do in one sentence.

List of attributes. Short answers only.

What is your Current Mission Statement?

FINAL THOUGHTS

- Remain consistent with funder guidelines.
 - With some grants, this will not change anything.
 - More helpful with funders who focus on higher level categories (like “arts education” or “historic textiles”).
- Share how you want to organize with your accountant / bookkeeper.
 - The goal is organizing your books so that reporting project expenses becomes quick and easy.



Q&A



THANK YOU !

