

Funding College Access and Financial Aid Initiatives

# Fundamentals for Grantseekers



# About TG

- Public, nonprofit company established in 1979
- Serves students, schools, education lenders nationwide
- Mission-driven – emphasis on providing resources and information to help students achieve their educational and career goals



# TG Philanthropy

**Competitive Grants** to improve access & success for low-income, underrepresented, first-generation students

- for nonprofits, colleges/universities, schools, school districts
- proposals accepted throughout the year
- \$36 million awarded over past seven years



# TG Philanthropy

## What we've learned

- lots of needs
- lots of great ideas
- sometimes it's difficult to translate passion into purpose



# Before you start

- Understand your own organization's mission
- Understand your project's objectives
- Research the funding source's mission/goals
- Determine if priorities align
- Check deadlines, documentation requirements



# Basic components of proposals

- Introduction
- **Needs/Problem statement**
- **Project goals/objectives**
- Methodology
- **Evaluation**
- Budget



# Need statement

- Avoid circular reasoning
- Consider the source
- “Size” it up
- Provide evidence (statistics, anecdotes, comparisons)



# Goals/Objectives

- Goals = broad targets; Objectives = specifics
- Define benchmarks thoughtfully
- Consider common metrics and indicators





# Basic components - Example

- **Goal 1:** Increase fall-to-fall retention for scholarship recipients by five percentage points
  - **Objective A:** 85 percent of first-year participants will renew their FAFSA applications
    - **Deliverable:** copies of SARs
  - **Objective B:** 100 percent of first-year participants will receive peer-mentoring services
    - **Deliverables:** signed mentor/mentee agreements; sign-in sheets, survey responses
  - **Objective C:** 80 percent of participants will meet at least twice per semester with their academic advisor
    - **Deliverables:** Advisor notes; course plans for semester

# Evaluation

- Reflect intended outcomes from goals/objectives
- Include details about methods (surveys, interviews, statistics) and whether external or internal evaluators were used



# Common Metrics/Indicators

- % of students who complete first year of college
- % of students placed into developmental courses
- % of students completing developmental coursework within one academic year
- Average college GPA
- Year to year student persistence
- Term to Term student persistence (community colleges)
- % of courses (or hours) attempted to courses (or hours) successfully completed



# Common Metrics/Indicators

- % of eligible students transferring from 2-year to 4-year programs with an associate degree
- Credit accumulation: number and percentage of first-time undergraduate students completing 24 credit hours (for full-time students) or 12 credit hours (for part-time students) within their first academic year
- Average length of time in years and average number of credits that graduating students took to earn a certificate, an associate degree, or a bachelor's degree



# Budget

- Read the fine print to know what's allowable
- May or may not need to include expenses covered by other funding sources, in-kind or other grants/donations



# Other areas of emphasis

- Collaborative Impact
- Partnerships/In-Kind/Matching requirements
- Sustainability/Future funding sources
- Scalability/Replication



# What goes wrong?

- “Compelling case” not achieved
- Lack of adequate measures (data deficiency)
- Budget inflated or inadequate
- Budget doesn’t match narrative
- Deadline missed
- Lack of funding



# Handling rejection

- Request feedback
- Revise
- Resubmit





# Data sources

- <http://nces.ed.gov>
- [www.higheredinfo.org](http://www.higheredinfo.org)
- <http://www.college-insight.org>
- <http://www.census.gov/>
- <http://www.luminafoundation.org>

# Other information resources

- [www.cof.org](http://www.cof.org) (trainings, resources)
- [www.mcf.org/mcf/grant/writing.htm](http://www.mcf.org/mcf/grant/writing.htm) (tips)
- [www.philanthropy.com](http://www.philanthropy.com) (trainings)
- [www.npguides.org/guide/sample\\_proposals.htm](http://www.npguides.org/guide/sample_proposals.htm) (sample proposals)



# Questions?

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