



The Zen of Grant Writing

for the Arts in Healthcare

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What's your status?

- 501c3
- State-supported
- Individual
- Relationship with an umbrella organization

If you are university-based...

- Understand the university's tax-exempt status and the relationship of the school or department to the organization
- Learn the protocols for submitting grants through DSR or the Foundation
- Learn when you need IRB approval or exemption for proposal submission
- Learn about in-direct costs

Some Types of Grants

- Local Corporate
- Local Philanthropical
- Local Arts Council
- County Bed Tax
- County School Board
- Juvenile Justice/Prevention
- State Arts Council
- State Humanities Council
- State VSA Arts Organization
- Foundations
- Government – local, state, national/federal
- NEA, NIH, NEH

Finding Grant Funding Sources

- Web Searches
- Online databases
- Published grant guidebooks found in your university development offices
- Arts organization websites and publications
- State Arts Council, Government/NEA websites

Grants Databases

- Philanthropy News Digest, The Foundation Center
<http://fdncenter.org/pnd/rfp>
- Grants.gov: <http://www.grants.gov/>
- GrantsNet: www.grantsnet.org
- www.fundsnetsservices.com/
- <http://www.lib.msu.edu/harris23/grants/index.htm>
- <http://www.internet-prospector.org/found.html>
- ecivis: <http://ecivis.com/indexFlash.cfm>
- Your state university Department of Research and Graduate Programs

Government/Research Funding Sites

- <http://www.hhs.gov/agencies/>
- www.nsf.gov/nsf/homepage/grant
- www.nih.gov
- www.nea.gov

What to look for first

- Compatible funding priorities
- Geographic limitations
- Match requirement
- Exclusions
- Deadline

Writing a grant

- Define your project clearly
- Find the grant to fit your project, NOT the project to fit the grant
- Read the guidelines carefully
- Read the guidelines again
- Read the guidelines again
- Highlight the things that surprise you and the details you might forget
- Register for online grant submission (can take up to a month in some cases)

Writing a Grant

Clarify your:

- Goals
- Objectives
- Methods

What are Goals?

Goals are broad statements. They are focused on general, abstract issue oriented statements with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect your mission statement.

Examples:

- 1) To bring the arts and creative opportunities to as many people as possible in a way that enhances individual and community health
- 2) To provide access to the arts and to build arts participation statewide by exposing diverse healthcare communities, including seniors, persons living with illness and disabilities, youth, and indigent/homeless individuals, to a broad range of creative opportunities
- 3) To serve as a national model for the integration of the arts into healthcare, for artistic excellence in the field, as well as for community arts programming

What are Objectives?

Objectives are specific measurable ends that are achievable within a timeframe and mark progress toward achieving an associated goal. They are clear targets for specific actions (methods) and mark quantifiable steps toward reaching a goal.

Example:

- 1) To continue to maintain all existing Artist in Residence programming at a high level of artistic excellence and accessibility at our main hospital and clinics as we expand to serve our new Cancer Hospital in 2009-10
- 2) To expand the Playback Theatre program to include participation by 5-10 UF Theatre majors per year and to expand workshops and performances in the hospital and in the community by 16% in 2009-10
- 3) To expand our music program to include a new music performance series to serve 60 patients, family, and staff members per week in the Shands Children's Hospital
- 4) To preserve and archive the Gratitude wall for presentation in future exhibitions and in print and web-based publications
- 5) To implement a new weekly movement program for patients with Parkinson's disease in partnership with the UF Movement Disorders Center

What are Methods?

Methods are specific activities. The objectives are measurable through the methods. Includes who, what, when and where as well as a brief description

Examples:

- 1) We will increase the frequency of program planning and assessment from bi-annual to quarterly to assure that existing programming is being maintained at the highest level of excellence.
- 2) Playback Theatre program expansion: We will establish a bi-annual Playback Theatre workshop for undergraduate and graduate theatre majors at the University of Florida, and will add up to five theatre majors per semester to the troupe. We will increase the Playback performance series to include two new performances per year to reach new underserved populations at community health agencies.
- 3) Pediatric Music Performance Series: Artist in Residence, Cathy DeWitt, will establish a new weekly music performance series for children and families. The series will feature AIM volunteer musicians and guest performers from the community, and will serve approximately 40 people per week.
- 4) Gratitude Wall Preservation and Exhibition: We will photo-document each section of the wall, work with Shands facilities Development leaders to identify appropriate storage, and work with the University of Florida College of Fine Arts to plan a public exhibition in the University Gallery in summer 2010.
- 5) Movement for Parkinson's Patients: In partnership with the Movement Disorders Center at UF, we will establish a weekly dance program for Parkinson's disease patients and their family members. The program will utilize modern and social dance to help patients improve physical movement capabilities and enhance physical and emotional well-being, and will serve approximately 20 people per week.

Writing a grant

- Clear, concise, descriptive writing – not too dry and not flowery
- Organize, including time-table
- Use lists and bullets where possible
- Answer all questions and present narrative clearly
- Always sacrifice words for space to limit eye-strain
- Delegate
- Edit, Edit, Edit
- Have someone else edit
- “Grok it”

Writing a Grant – Plan of Attack

- Read Guidelines
- Download software
- Register
- Request letters of support
- Check schedule availability of signature authorities at due date
- Locate and request demographic and other tedious stats/info
- Clarify indirect cost requirements/policies
- Write project description
- Make your list of support materials and request anything you don't have
- Budgets (they will take you longer than you think)

- Write the narrative
- Grant body layout (squeeze in images if you can for print submissions) or form entry (hitting the character or word limit will take some time)
- DSR (notification, cost sharing letters, preliminary review of grant budgets and body and scheduling of final signatures)
- Assemble support materials/create pdf's for online submission
- DSR & other signatures
- Assemble final copy with correct labeling
- Printing and binding
- **keep detailed notes of your reasoning, figures, and budget details for defense

Make it Interesting

- Balance text with lists, bullets, graphics
- Balance “right- and left-brain” content
- Incorporate Images
- Use color elegantly
- Consider the reader (boredom level)
- Strong, diverse letters of support
- Good support materials, well sequenced, not too many
- Design a cover if allowed

Support Materials

- Use graphics and images
- Everything must be current and relevant
- Support from a variety of stakeholders evident in current letters
- Samples of evaluation tools and reports
- Not too many



Finally...

- Send it in on time and...

A wide-angle photograph of a vast blue ocean under a clear blue sky with wispy white clouds. A faint rainbow is visible on the horizon to the left. The text "...PARTY!!!" is centered in the middle of the image in a large, white, bold, sans-serif font with a slight drop shadow.

...PARTY!!!

But that's not really the end...

You get the grant, now what?

- Re-read your submission and the grant program guidelines
- Do what you said you would do, including evaluations
- Document
- Request a program or budget change as needed
- Communicate with the granting agency

Keeping Records

- Grantor or DSR may provide forms or other structures for record keeping
- File for final report support materials
- Maintain budgets throughout grant period
- Cost sharing documentation
- In-kind documentation

Reporting

- Re-read your submission
- Submit on time!!!