

The logo graphic consists of three overlapping, curved lines that sweep upwards and to the right. The top line is black, the middle line is red, and the bottom line is grey. They are positioned to the right of the main text.

# **WABMA**

West Africa Broadcast & Media Academy

*...Making you an outstanding media professional*

[www.wabma.org](http://www.wabma.org)

***GRANT WRITING***

***for***

***ENTREPRENEURSHIP***

***GRANTS***

# INSTRUCTOR

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**KEN IKE OKERE**

## Welcome to "Grant Writing for Entrepreneurship."

*In this presentation, we will explore the importance of grants for entrepreneurs and provide key insights into the grant writing process.*

### Entrepreneurship applies to:

- New enterprises, whether business or not
- Small business
- Non-businesses (health care, education and so on)
- Activities that were simply not to be considered 'enterprises' at all; and above all,
- The search for and the exploitation of new opportunities for satisfying human wants and human needs.



“We usually think of an entrepreneur as someone who is highly responsive to change, who sees opportunities that others may not see, and who mobilizes resources to make new things happen. Although some people feel that entrepreneurs are born, not made, experience has shown us that entrepreneurship can be taught, and that a positive environment encourages entrepreneurial thinking, promotes innovation, and leads to a higher degree of social and economic sustainability. Business, organizations and communities can become more entrepreneurial.”

(Western Economic Diversification Canada)

# Deliverables

*At the end of this session, participants should know:*

- **Why funders give grants to entrepreneurs**
- **How to identifying Grant Opportunities :**
  - Research and identify grants relevant to you
  - Government grants (federal, state, local)
  - Private foundations
  - Corporate grants
  - Competitions and challenges
- **Organizations and entities that commonly provide grants to entrepreneurs**
- **Key Components of an Entrepreneurship Grant Proposal**

**... Q & A session**

## Entrepreneurs

- Are self-confident and determined
- Are creative and full of initiative
- Are people who get things done, often without paying attention to the rules
- Know how to gather resources and build an organization to take advantage of a business opportunity
- Are opportunists who seek out a problem or unfulfilled need and find creative ways to solve the problem or satisfy the need
- Create something from nothing, seizing and pursuing an opportunity regardless of the resources at their disposal

## How to tell an entrepreneur from the rest of the crowd

- Make no distinction between their personal lives and work.
- Do not take time off to play golf, unless it helps build their business.
- Act like fire-fighters, extinguish fires (problems) as they arise.
- Are always looking for opportunities.

**Entrepreneurship – involves the recognition of opportunities (needs, wants, and problems) and the use of resources to implement innovative ideas for new, thoughtfully planned ventures.**

(the Spirit Lives)

# First

## What is a grant?

*Discuss*

- Grants are non-repayable funds provided by government agencies, foundations, and organizations.

***Grants play a vital role in our world. Every project, initiative or programme supported by a grant is impactful***

## Role

- **Grants can be a valuable source of capital for entrepreneurs:**
  - Seed funding for startups
  - Research and development
  - Expansion and growth

*Grants play a vital role in our world. Every project, initiative or programme supported by a grant is impactful*

## Why do we apply for grants?

- Funding for Projects: Innovative projects, initiatives and products can be initiated and thrive because of successful grant writing and management.
- For Ground Breaking Research: Grants support research that are innovative. Research that can lead to breakthrough in science, technology, health and other fields.

***Grants play a vital role in our world. Every project, initiative or programme supported by a grant is impactful***

- Economic Growth: Grants can provide huge monetary rewards with just a single proposal to startups, small businesses and local initiatives, and some rewards can be worth millions of dollars.
- Relevance: Grants can be prestigious and give your organization or institution immediate credibility and exposure to the public.
- Opportunity: Once you have obtained one grant, you are more likely to receive others .

***However ... since money is tight, grant writing is a very competitive sport!***

# Why should funders give grants to entrepreneurs?

- **Economic Development:** Supporting entrepreneurs and startups can stimulate economic growth. New businesses often create jobs, contribute to local economies, and drive innovation, which can benefit the entire community.
- **Innovation and Research:** Grants can fund research and development efforts that lead to breakthrough technologies, products, or services. These innovations can have far-reaching impacts on industries and society.
- **Social Impact:** Some funders are driven by a desire to address specific social or environmental issues. They provide grants to entrepreneurs whose initiatives align with their philanthropic goals, thereby driving positive change.

## Why .... 2

- **Diversity and Inclusion:** Many funders are committed to promoting diversity and inclusion in entrepreneurship. They offer grants to underrepresented groups to level the playing field and ensure that a wider range of voices and perspectives are heard in business.
- **Risk Mitigation:** Grants can be less risky for funders compared to traditional investments. While investments expect a financial return, grants do not require repayment or equity ownership. This makes grants attractive for early-stage startups or high-risk projects.
- **Long-Term Impact:** Funders may prioritize projects that have the potential for long-term, sustainable impact. Grants can support the development of initiatives that benefit society for years to come.

# Organizations that commonly provide grants to entrepreneurs

- United Nations Development Programme (UNDP): UNDP offers grants and funding for projects that align with its global development goals, including initiatives related to sustainable development, poverty reduction, and more.
- World Bank Group: The World Bank offers various grant programs to support entrepreneurship, innovation, and economic development in developing countries.
- United States Agency for International Development (USAID): USAID provides grants and funding for projects that address global development challenges, including entrepreneurship and economic growth.

## Organizations .... 2

- **European Commission:** The European Commission offers grants and funding opportunities for businesses and entrepreneurs through various programs like Horizon Europe and the European Innovation Council (EIC).
- **International Finance Corporation (IFC):** IFC, a member of the World Bank Group, provides funding and investment opportunities for private sector projects in emerging markets.
- **Global Innovation Fund (GIF):** GIF supports social innovations that address development challenges in low-income countries by providing grants, loans, and equity investments.
- **African Development Bank (AfDB):** AfDB offers grants and funding to promote entrepreneurship, infrastructure development, and economic growth in Africa.

## Organizations .... 3

- **Asian Development Bank (ADB):** ADB provides grants and financial support for projects that enhance economic development and reduce poverty in Asia and the Pacific.
- **Rockefeller Foundation:** This foundation supports projects related to resilience, health, food security, and more through grants and funding opportunities.
- **Open Society Foundations:** The Open Society Foundations offer grants to support a wide range of initiatives, including entrepreneurship, human rights, and social justice.
- **Global Fund for Women:** This organization provides grants to women-led businesses and initiatives around the world.

## Organizations .... 4

- **World Health Organization (WHO):** WHO offers grants and funding for projects related to global health challenges and innovations.
- **Global Fund to Fight AIDS, Tuberculosis, and Malaria:** This organization provides grants to combat these three major diseases on a global scale.
- **International NGOs:** Numerous international non-governmental organizations (NGOs) like Oxfam, CARE, and Save the Children provide grants for entrepreneurship and development projects in various regions.
- **Global Impact Investing Network (GIIN):** GIIN supports impact investing projects worldwide, including those focused on entrepreneurship and social impact.

## NOTE!

- **When seeking international grants, it's crucial to research the specific focus areas, eligibility criteria, application processes, and deadlines of each funder or organization.**

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- *Additionally, consider working with local partners or organizations in the target country or region to enhance your grant application's chances of success.*

# Key Components of a Grant Proposal

- Cover Letter
- Executive Summary
- Problem Statement
- Goals and Objectives
- Methodology
- Budget
- Evaluation Plan
- Conclusion

# What You Need to Know

- Identifying Funding Opportunities: You need to search and discover grants that align with your research goals and expertise. Sign up for grant alerts, newsletters from donor agencies, check websites of donors.
- Streamline: Once you find grants that align with what you want, you need to do time-consuming research on the granting agency before writing the grant.
- Attention: You should pay attention to what they donor is asking for before you start. You don't need to waste precious time writing a proposal and then discover for instance that you are not eligible

- **Team Up:** You need a team talented and experienced in writing grants who are also very familiar with your institution or organization.
- **Grant Money is not Yours:** There are strings attached to the money you receive. You can't do whatever you want with the funds. Remember that your name and that of your institution is on the line.
- **Sustainability:** Most grants are short term. When they run out, you have to start over. There is need to have a back up plan for the sustenance of the initiative or project you started with a grant.
- **Proposal Development:** Craft a compelling proposal that tells a story which helps the funder relate to your project or initiative.

Tailor your proposal to meet the specific requirements of the funder

- Collaborate: Consider having a collaboration with another institution or researchers to strengthen your proposal's credibility and impact.
- Budgeting: Create a clear and detailed budget that accounts for all costs related to your project or initiative. Everything must be accounted for.
- Edit & Review: Have a professional edit and review your proposal. All i's must be dotted and t's, crossed.
- Submission Deadline: Create a planner for your grant proposal. This planner will give you reminders on proposal submission deadlines.
- Compliance: Get familiar with the guidelines and regulations attached to the grant you are applying for. Details such as number of pages, font and font size must be noted and adhered to.

# Next ...!

- Follow Up: After submission, be ready to respond to questions or request from the funder. They may request that you cut down the budget or for dates to be changed. Be prepared to make adjustment.
- Project Management: For every proposal you write and submit, you must be ready to execute. Learn how to effectively manage grant funds, assign roles to team members ahead.
- Measurement, Evaluation & Reporting: Keep adequate records of every stage. Keep receipts and invoices. Fulfill all reporting requirements as outlined by the funder. Failure to do so may affect future funding.

It's important to have an M/E officer for your grant proposal

# Next ...!

- Network: Build a relationship with the programme officer, fellow researchers, and professionals in your field to be abreast of new funding opportunities.
- Do not Give Up: You have to understand that grants are not many and you will get rejected sometimes. Be resilient and persistent. Get feedback from donor agencies on why you were not successful so that you can improve and apply again.

Rejection should be seen as a challenge!

# Next ...!

- **Assessment:** Evaluate and assess the impact of your research. You can create a documentary with it and send to your funder and your academic community.
- **Communication:** Communicate regularly with your donor on the progress and outcome of your project. When there are changes in the initial plan you submitted, let the funder know and approve it ahead.

Note: Grant writing is a skill that improves with constant practice. The more you write, the better you become.

Give yourself a target of grant writing!

# **Evaluation and Sustainability**

**Explain how you will measure success**

**Discuss the project's long-term sustainability**

# Researching Funders

- Foundation Databases, Websites, and Guidestar
- Prospect Research
  - ▣ Determining alignment between grantor and grantee
    - Funder history
    - Mission
    - Average Grant Size
    - Trustees list
    - Geographic focus
    - Former grantees
- Program Grants vs. General Operating Grants

# Pitfalls

1. Don't work in isolation...
2. Don't write a grant if your request is not of interest to the funder
3. Don't assume the grant reviewers will be experts
4. Don't ignore the grant instructions
5. Avoid confusion in defining the problem
6. Avoid confusion in stating your objective(s)
7. Avoid spelling, punctuation, and grammatical errors
8. Avoid padding your proposal with poorly researched data
9. Avoid an unsubstantiated budget
10. Avoid ambiguity when it comes to staff responsibilities

# What makes a Grant Proposal Stand out?

- **Clear**
- **Concise**
- **Compelling**

Make sure that you provide enough detail that the funder understands your project and can see that you have thought things through; but don't get too wordy.

Your grant proposal should also tell a story that helps the funder relate to your project.

# Grant Writing Steps

- Define a Project & Get Grant Ready ...
- Research Funding ....
- Prepare for the Grant to open ...
- Application Period: Create, Review and Submit ...
- Award and Turndown ...
- Manage your Award ...
- Closeout (and begin again?)

# Elements of a Grant Proposal

1. Title Page and Cover Letter ...
2. (Sometimes a Concept Note is required before step 1)
3. Introduction/Abstract/Summary ...
4. Problem Statement/Needs Assessment. ...
5. Program Goals and Objectives (Outcomes) ...
6. Methods/Implementation Plan ...
7. Evaluation Plan ...
8. Future Funding/Sustainability ...

## ◆ Evaluation

- How will you know your project is accomplishing its stated objectives?
- Quantitative vs. Qualitative Methods
- Create measures and state it in your proposal
- How will you measure
- Who will measure
- When will you measure

# Tips ... as we conclude

Why do we apply for grants?

- When writing your proposal, focus not on your needs but those of the potential funder.
- It's crucial for you to have a well-defined mission statement and to find a funder whose mission statement dovetails with yours.
- Pay special attention to the Problem Statement and your Solutions to the problems as well as the clear Methodology you'd apply.
- ***If the funder turns down your grant proposal, don't be discouraged. Politely ask why you were turned down -- and what you can do to improve your chances next time.***

***The more grants you apply for, the more you'll get!***

# Other Tips

*The more grants you apply for, the more you'll get!*

# A word on KPIs

## Key Performance Indicators

Come up with measurable goals and steps to address it

### Types of KPIs

- **Quantitative indicators that can be presented with a number.**
- Qualitative indicators that can't be presented as a number.
- Leading indicators that can predict the outcome of a process.

# Grant Writing

## ◆ Do's

- Do make contact with grant officer if you have questions
- Do develop a template proposal for repeat use
- Do read the entire proposal before beginning to write
- Tackle each section separately

## Grant Writing

- ◆ Don't guess on anything you don't understand – this could be detrimental to your grant.
- ◆ Don't copy someone else's grant – even though its similar
- ◆ Don't submit grant without letters of support unless you are not in partnership
- ◆ Don't make up lies of things you are not doing!!



Thank you!