

Understanding Proposal Development – Part 2

Nice to meet you



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Pronouns: he/him/his

Candid.

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid gets you the information you need to do good.



Candid.

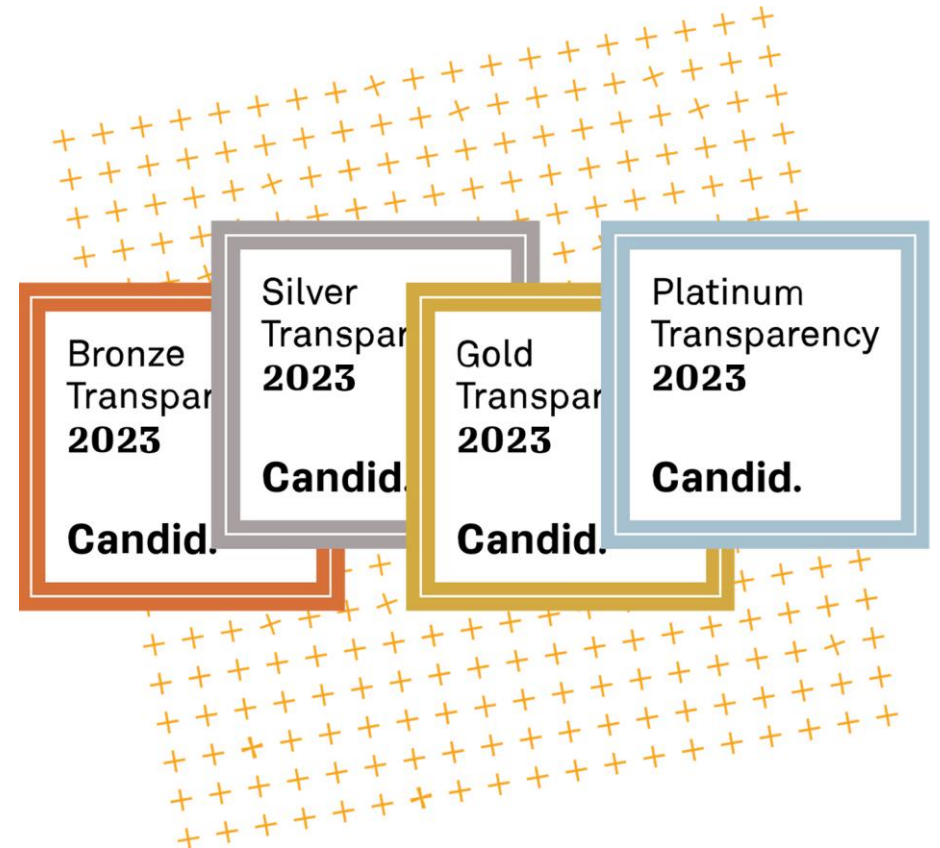


Funders look to Seals to assess potential grantees

Give funders the information they need.

- It's free to earn a Seal of Transparency
- Your information powers giving platforms like AmazonSmile and Facebook
- Earning Bronze will enable you to add a Donation button to your profile

Find guidance for getting started:
guidestar.candid.org/profile-best-practices/



Prospect research through 990s is time consuming

Save time and win funding with Foundation Directory

- Build and refine prospect lists by knowing how much a funder supports your mission
- Find connections with key decision-makers
- Influence prospecting strategies with Recipient profiles

Get valuable insights you need to succeed.
Learn more: fdo.org/guide

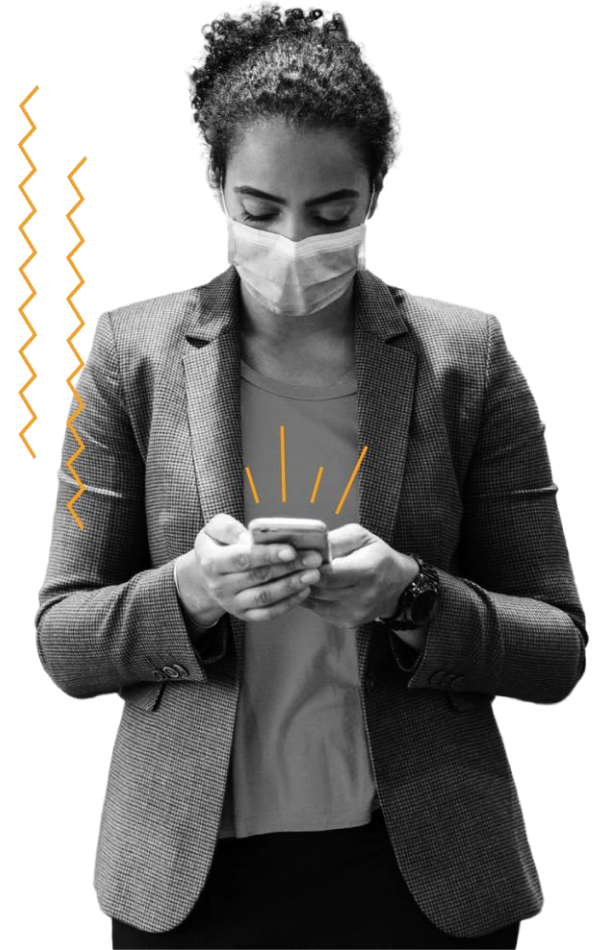


Our response to global events

Thank you for being a part of Candid's learning community. We recognize that this may be a challenging time for many. Candid has shifted its key learning opportunities to a virtual format, and you can check them out at bit.ly/CandidLearningOnline. We've also invested in providing the social sector with the resources they need to make informed decisions about today's most pressing issues:

Learn more about COVID-19 resources here:
bit.ly/CandidResourcesCOVID19

Learn more about racial equity resources here:
bit.ly/CandidRacialEquity



**Upon completion of this training,
you'll be able to:**

- Get feedback on and review the Resident Engagement Grant Application
- Connect the proposal budget to the narrative
- Describe the basic elements of a project budget
- Estimate a project's expenses and income
- Draft a Resident Engagement Grants budget

Budget elements within the application

The budget

Your proposal describes your project in narrative form and your budget explains your project in financial terms.



Components of a project budget

Income

- Support
 - Grants
 - Contributions
- Earned income
 - Fees for services
 - Sales of goods

Expenses

- Direct costs
 - Personnel
 - Non-personnel
- Indirect costs (overhead)

Showing your expenses

Expenses

- Direct costs
 - Personnel
 - Non-personnel
- Indirect costs (overhead)



Calculating personnel costs

Personnel Costs	Who are all the individuals working on the project?		
Executive director			\$ --
Program director			
Program assistant			
Tutors			What are the amounts for salary and wages?
	Sub-total		\$ --
	Fringe benefit rate		\$ --
	Personnel total		\$ --

How much time will they dedicate to the project?

How much do we add for benefits?

Calculating personnel costs

Personnel costs		
Executive director		\$ --
Program director		\$ --
Program assistant		\$ --
Tutors		\$ --
	Sub-total	\$ 100,000
	Fringe benefit rate	
	Personnel total	



Calculating non-personnel costs

Non-personnel costs		
Consultants	Who are the other people working on this project?	\$ --
Supplies/Materials		\$ --
Printing		\$ --
Postage		\$ --
Travel	What would this include?	\$ --
Food/Beverage		\$ --
Program equipment		\$ --
Program space/Rent		\$ --
Program evaluation		\$ --
	Non-Personnel Total	\$ --



Direct Expenses

Overhead

- 
- Rent/Utilities
 - Telephone/Internet
 - Office supplies
 - Marketing/Communications
 - Administrative staff
 - Fundraising
- 

Calculating overhead rate %

Direct program costs (example)

- Adult services program.....\$200,000
- Children’s program.....\$300,000

Total direct costs.....\$500,000

Indirect program costs

Total indirect costs.....\$100,000

Indirect cost rate = Total indirect costs/Total direct costs
 $\$100,000 / \$500,000 = 20\%$

Showing your income

Income

- Support
 - Grants
 - Contributions
- Earned income
 - Fees for services
 - Sales of goods
- In-kind contributions



Calculating your income

Grants/Contributions		
	Government	\$ --
	Foundations	\$ --
	Corporations	\$ --
	Individuals	\$ --
	Federated giving programs	\$ --
Earned income		
	Events	\$ --
	Publications and products	\$ --
	Fees	\$ --
Membership/Dues		\$ --
In-kind support		\$ --
	Total income	\$ --

In-kind support

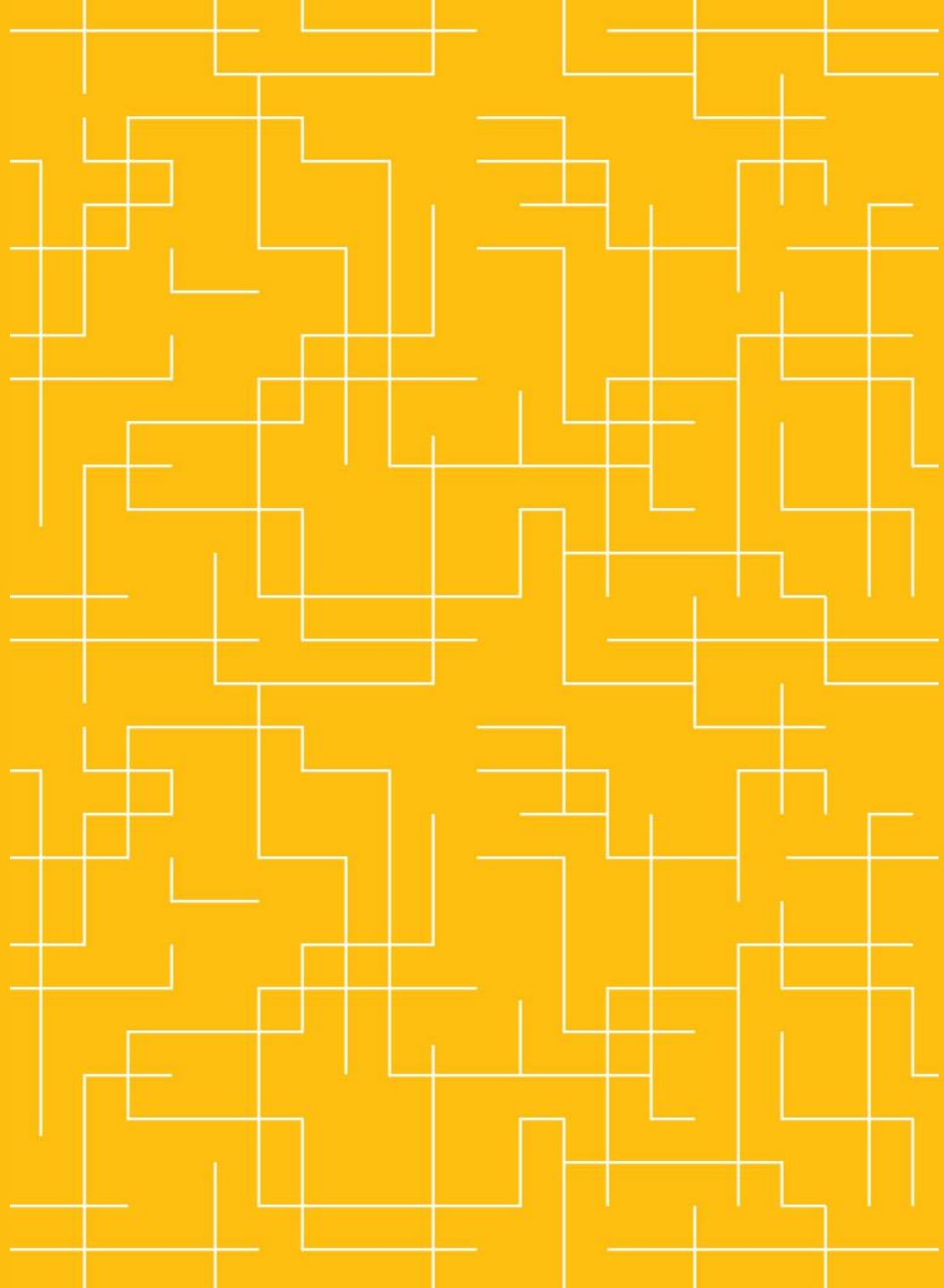
- Do you receive any in-kind support?
- If you do – ex: donated space for your program or volunteer time – it should be listed as both an expense and as income



Sample Budget Handout

Activity: Budgeting

- Work on Resident Engagement Grants Program Budget
- Prepare to share out



Other information

- Audited financial statements
- Organization-wide budgets for recent years
- List of supporters / Other funding sources
- Annual report
- Budget narrative
- IRS Form 990
- *What else?*



Create and maintain
a “document drawer”

Questions?

Additional Trainings from Candid

Self-paced eLearning

Tell Your Story: Reach Donors Using Your Free Candid Profile

Price: Free

bit.ly/CandidProfileCourse

Short Video

Find grants by searching on Foundation Directory

Price: Free

bit.ly/SearchForGrants

Thank you

Stay connected and never miss a virtual training by subscribing to our Candid Learning newsletter
bit.ly/CandidLearningNewsletter

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