

Introduction to Diversifying Funding & Grant Writing for Peer-Run Organizations

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Acknowledgment

Presented in 2024 by the South Southwest Mental Health Technology Transfer Center (South Southwest MHTTC), 1823 Red River St., Suite 2.212, Austin, TX 78712.

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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D., served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

The opinions expressed herein are the view of the South Southwest MHTTC, and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

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Presented 2024

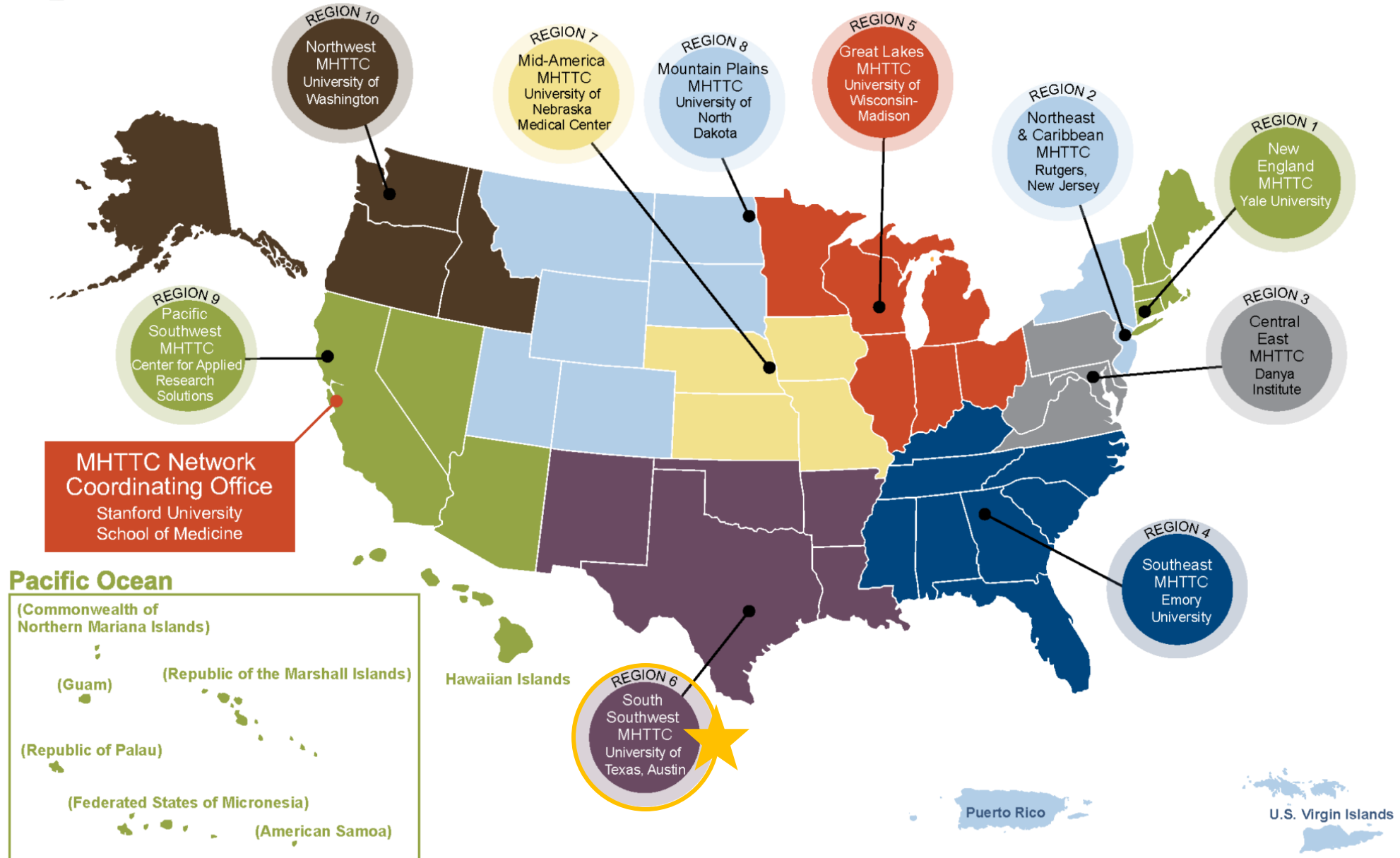


MHTTC

Mental Health Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

MHTTC Network



South Southwest MHTTC Code of Conduct

We are dedicated to providing events where everyone, regardless of gender identity and expression, sexual orientation, disabilities, neurodiversity, physical appearance, body size, ethnicity, nationality, race, age, religion and any other intersectional identities, feels welcome. We invite everyone to help us achieve a safe, respectful, inclusive and positive environment for learning, and to that end, we reserve the right to remove participants who don't follow this code or participate in a harmful way after being asked to collaborate with us on this matter. When you participate in an event hosted by us, you are contributing to the overall experience, which makes us all accountable to each other. Thank you for your cooperation.

The MHTTC Network uses affirming, respectful and recovery-oriented language in all activities. That language is:

**STRENGTHS-BASED
AND HOPEFUL**

**INCLUSIVE AND
ACCEPTING OF
DIVERSE CULTURES,
GENDERS,
PERSPECTIVES,
AND EXPERIENCES**

**HEALING-CENTERED AND
TRAUMA-RESPONSIVE**

**INVITING TO INDIVIDUALS
PARTICIPATING IN THEIR
OWN JOURNEYS**

**PERSON-FIRST AND
FREE OF LABELS**

**NON-JUDGMENTAL AND
AVOIDING ASSUMPTIONS**

**RESPECTFUL, CLEAR
AND UNDERSTANDABLE**

**CONSISTENT WITH
OUR ACTIONS,
POLICIES, AND PRODUCTS**

Participation from You!

- Cameras and microphones will be muted
- "Hand Raise" function will not be utilized
- Share thoughts and resources in the chatbox
- Share questions using the Q&A box
- You can turn on closed captions

Learning Objectives

At the end of this webinar, it is envisioned that participants will be able to:

- Create a value proposition for their organization or program;
- Describe different potential funding sources for peer-run organizations;
- List the basic components of a grant application; and
- Design goals and objectives for a new or existing program.

Shannon Carr (she/her)

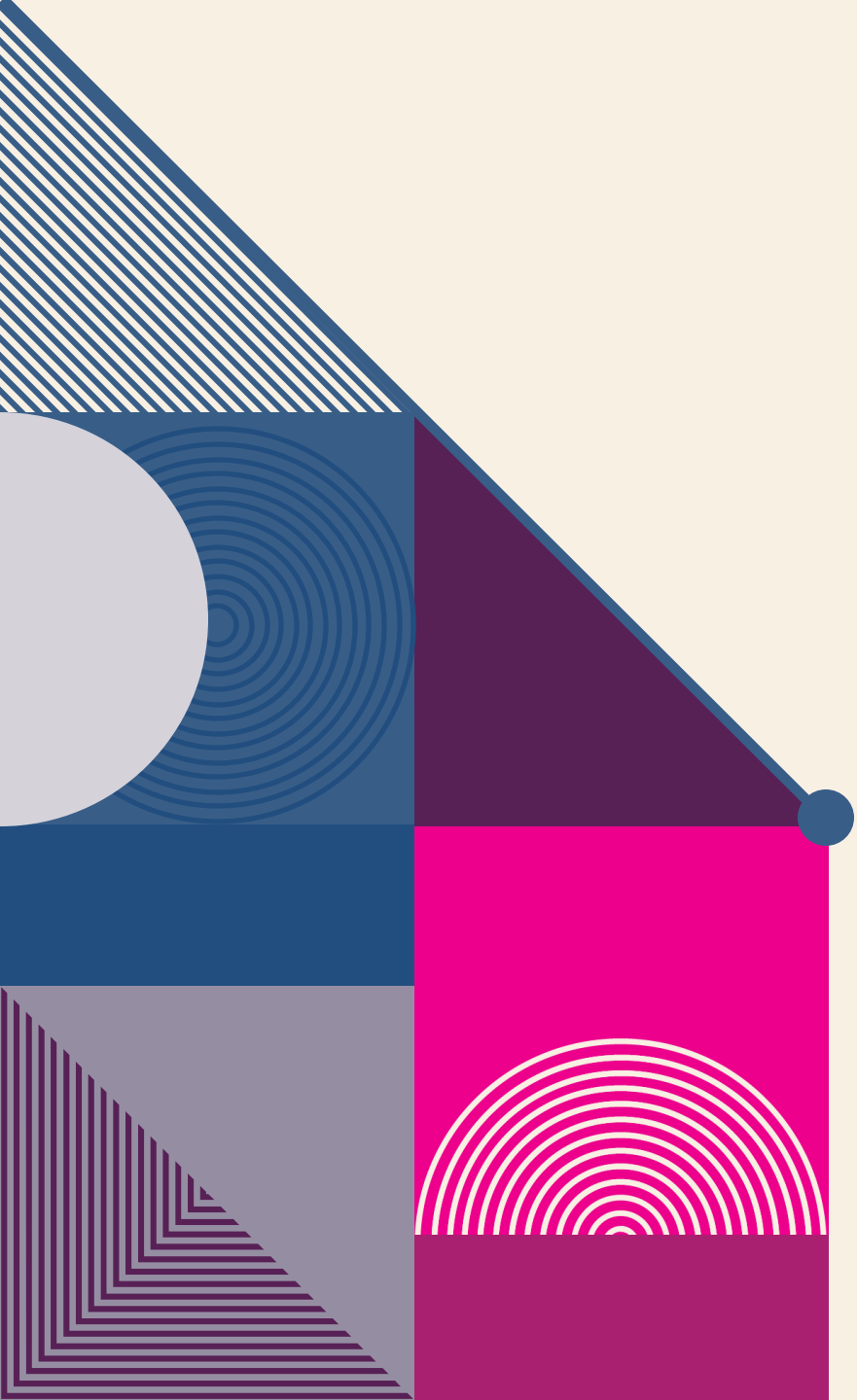
- Executive Director – Austin Mental Health Community
- Program Committee Chair – Central Texas African American Family Support Conference
- Texas Health and Human Services Commission Joint Committee on Access and Forensic Services
- Previously served on Mayor’s Mental Health Task Force, Austin Independent School District’s School Health Advisory Council, and more
- Shannon has her own personal recovery story, but her wellness journey is as a wife, mother of twin boys and 2 girls, motivational speaker, a church ministry leader, a singer/manager of a gospel group known as Harmony Gospel and a travel agent and event planner



An abstract geometric design on the left side of the slide. It features a dark blue background with various shapes and patterns: a white circle in the top left, a grey semi-circle, a pink and purple striped triangle, a pink square with a white grid pattern, and a grey triangle. The design is composed of several overlapping geometric shapes in shades of blue, purple, and pink.

DIVERSIFYING FUNDING

Shannon Carr (she/her)
Austin Mental Health Community



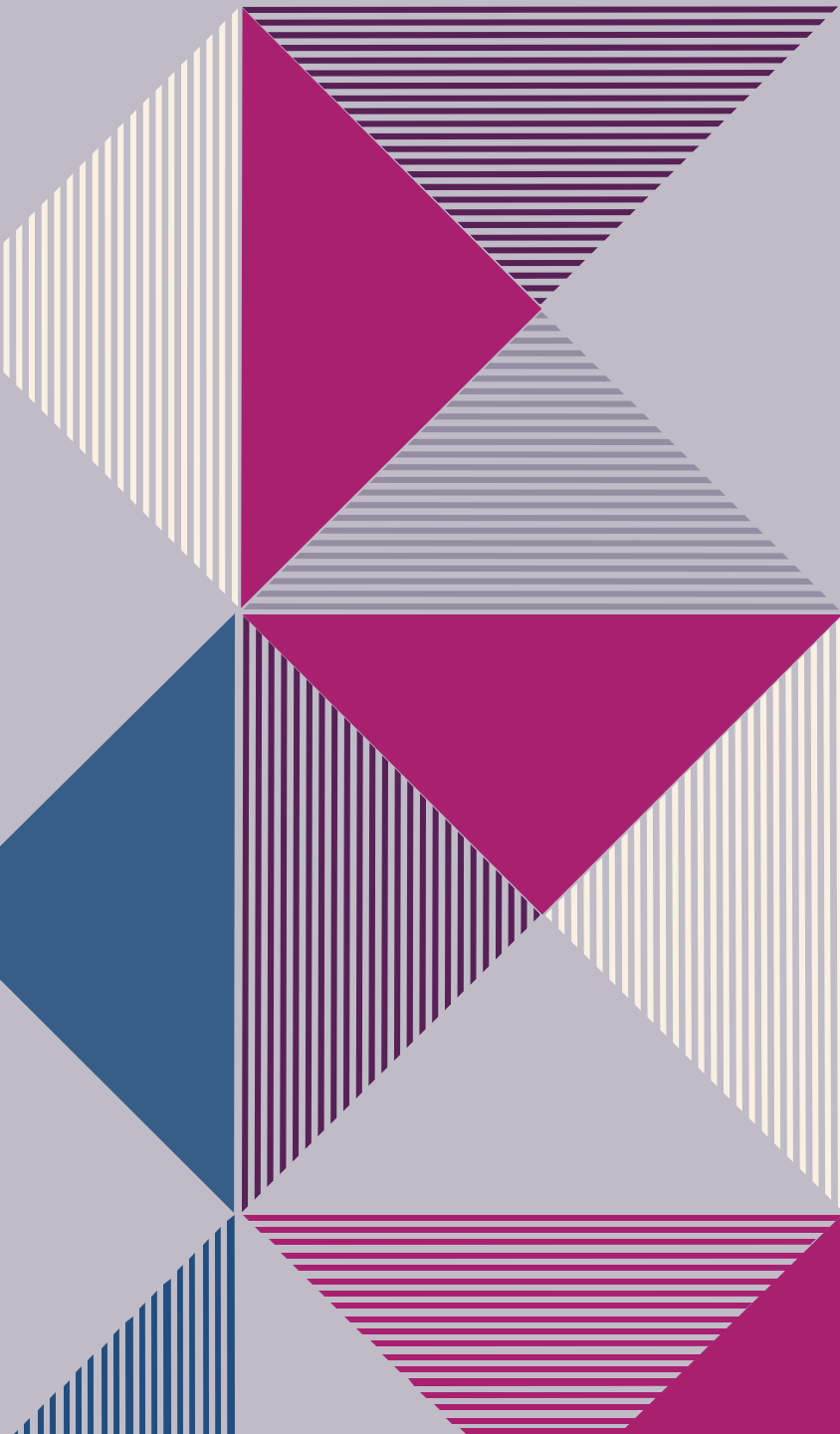
PROBLEM

PEER-RUN ORGANIZATIONS ARE UNIQUE!



SOLUTION





Peer-run organizations have been able to leverage their unique expertise in furthering program participants' recovery, promoting systems change, and strengthening the peer workforce.

PRODUCT OVERVIEW



UNIQUE



TESTED



AUTHENTIC

IDENTIFY YOUR VALUE PROPOSITION



Unique, Relevant, and Appealing



Problem & Audience



Creating Change

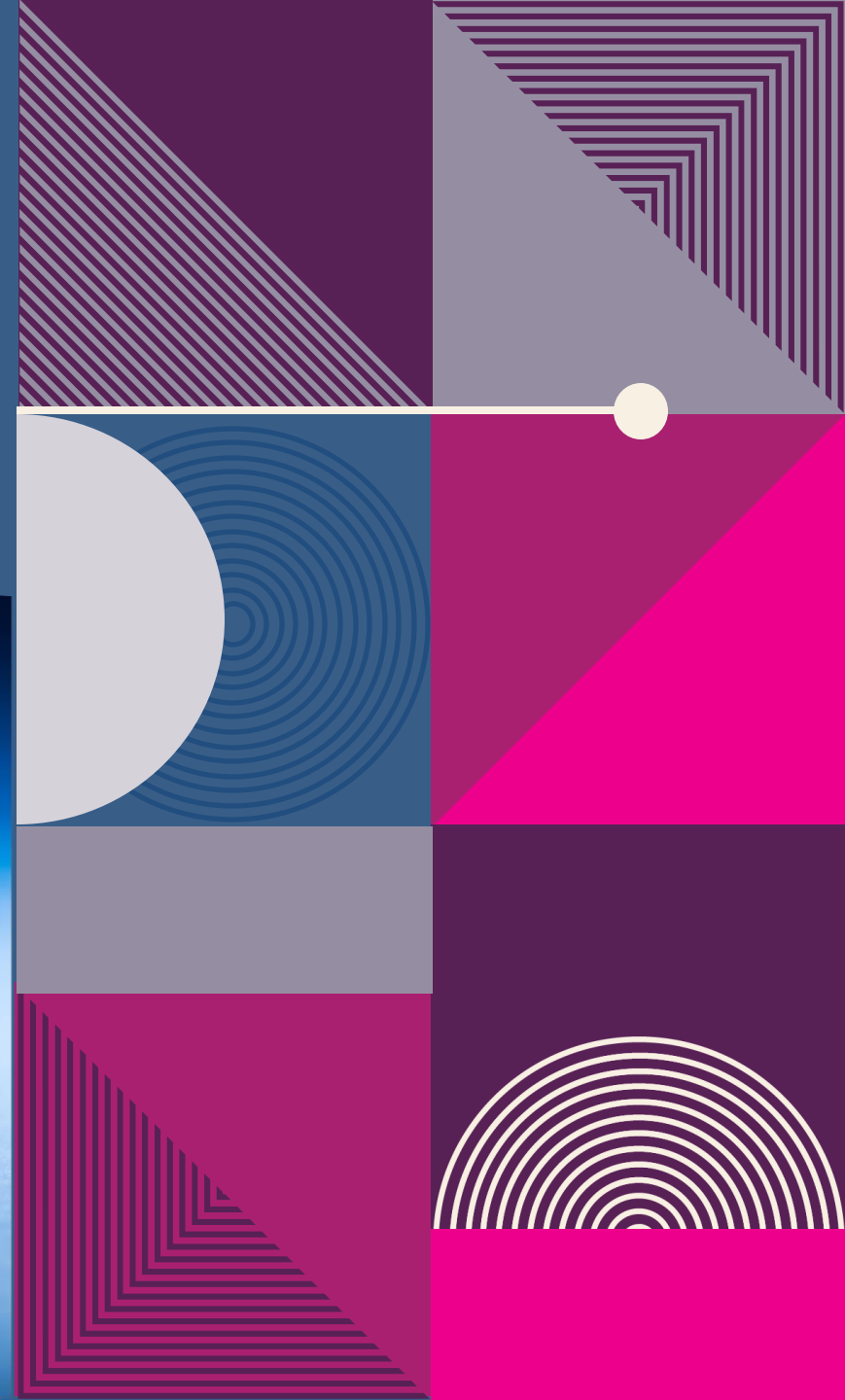


Results & Impact



Different

BENEFITS OF PARTNERING WITH PEER-RUN ORGANIZATIONS



FUNDING STREAMS



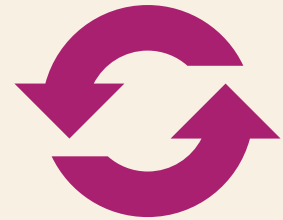
EXPLORE DIFFERENT FUNDING MODELS



GRANTS



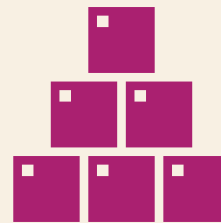
CONTRACTS



**DONATIONS
MONETARY & IN-KIND**



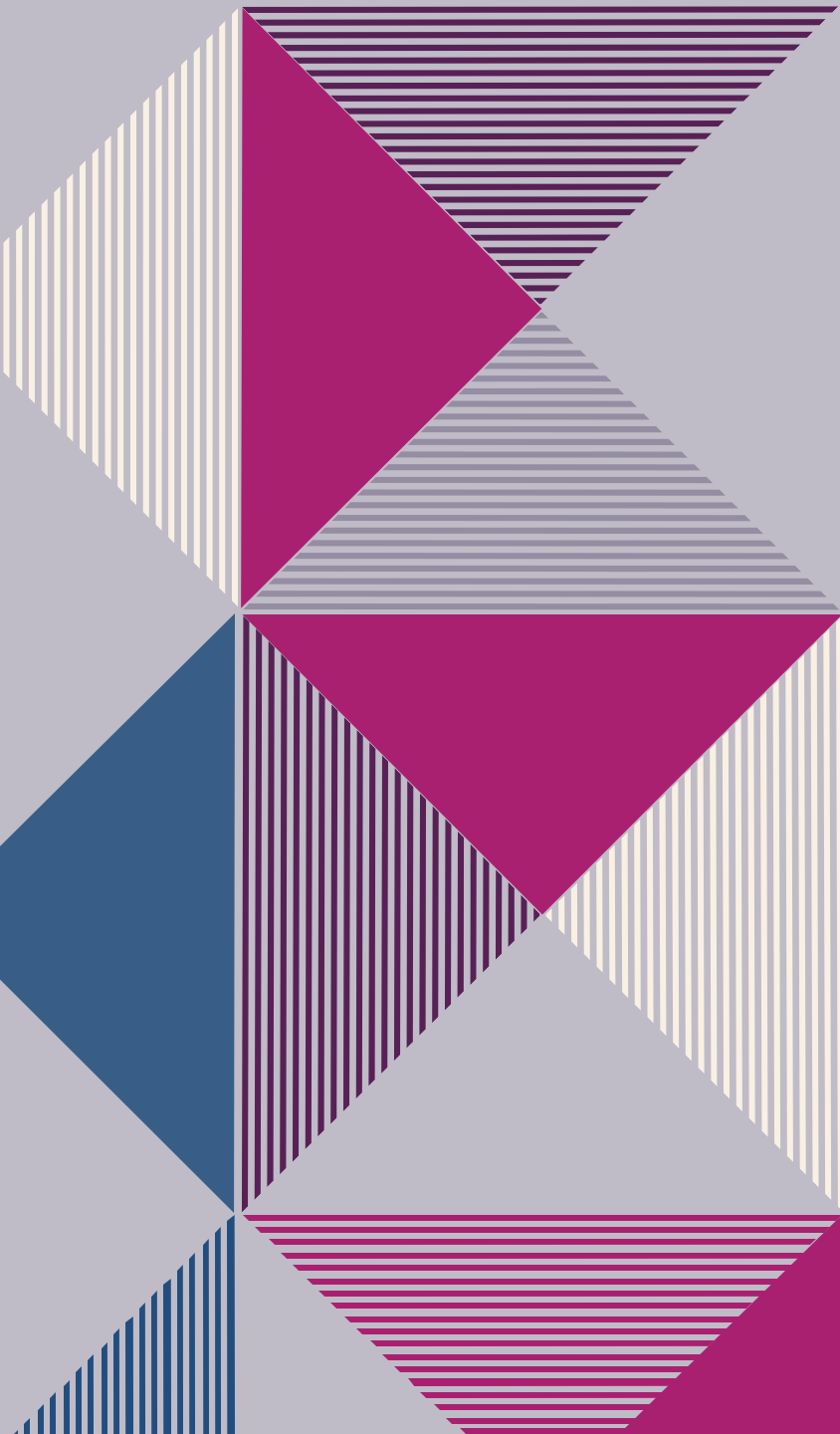
PRIVATE DONORS



**FEE FOR
SERVICE/GOODS**



FUNDRAISING



What are some effective strategies to diversify your funding sources and reduce dependency on grants?

BUILD RELATIONSHIPS WITH DIVERSE FUNDERS



ASSETS AND NETWORKS



BE INNOVATIVE AND ADAPT



WHERE TO START?

- Hospitals
- Jails
- Police Departments
- Libraries
- Local Mental Health Dept.
- Schools
- Workforce Department
- State Government
- Jail Diversion Organizations
- Court System
- Block Grant Funding





THANK YOU

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Grant Writing Basics

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South Southwest Mental Health Technology Transfer Center

The Many Forms of Grants

Government Grants

- Local Municipalities
- State Grants
- Federal Grants

Foundations & Private Grantors

- Foundations
- For-Profits
- Universities

Big or Small Amounts

- Lump Sum or Multi-Year
- Hundreds or Dollars to Millions of Dollars

Foundation of a Grant Proposal

- Executive Summary

Foundation of a Grant Proposal

- Executive Summary
- **Statement of Need**

Statement of Need

- What is the need or problem?
- Who has the need or problem?
- Why is this a need or problem?
- What will happen if the need or problem is not addressed?
- How does your project address this need or problem?
- How do you know this information?

Foundation of a Grant Proposal

- Executive Summary
- Statement of Need
- **Organizational Mission, Background, and Qualifications**

Foundation of a Grant Proposal

- Executive Summary
- Statement of Need
- Organizational Mission, Background, and Qualifications
- **Goals and Objectives**

Goals

Goals

- Broad statement of what you wish to accomplish
- Related to vision - the final impact you want to see
- Should connect to the Statement of Needs

Example

- Improve health and wellness for high school students in San Antonio

Goals & Objectives

Objectives

- Statements that describe expected program outcomes and how they will be achieved
- Should be narrow, precise, concrete, and measurable
- Help identify progress and measures of success

Example

- **Process Objective** - By March 31, 2025, implement peer support services in three public high schools in San Antonio
- **Outcome Objective** - By March 31, 2026, increase wellness and connection scores of participating San Antonio high school students by 25 percent

SMART Objectives

A large, bold, grey letter 'S' is positioned on the left side of the slide, partially overlapping a large, light-orange, diagonal shape that resembles a stylized arrow or a wide brushstroke pointing towards the right. The 'S' is the first letter of the word 'Specific'.

Specific

Who? What? When? Where? How?

-or-

Strategic

Why is this important to your
accomplishing your goal?

SMART Objectives

A large, bold, dark grey letter 'M' is centered on the slide. It is partially overlaid by a light pink, diagonal band that runs from the bottom left towards the top right. The background of the slide is white, with a light pink gradient at the bottom.

Measurable

How can we tell that the goal has been met?

SMART Objectives

A large, bold, grey letter 'A' is positioned on the left side of the slide. It is partially overlaid by a light pink diagonal band that runs from the bottom left towards the top right. The background of the slide is white, with a light pink diagonal band that is wider at the top and tapers towards the bottom.

Ambitious

Will this show significant progress?

SMART Objectives

A large, bold, grey letter 'R' is positioned on the left side of the slide. It is partially overlaid by a large, light orange, diagonal shape that spans across the middle of the slide. The 'R' is the first letter of the word 'Realistic'.

Realistic

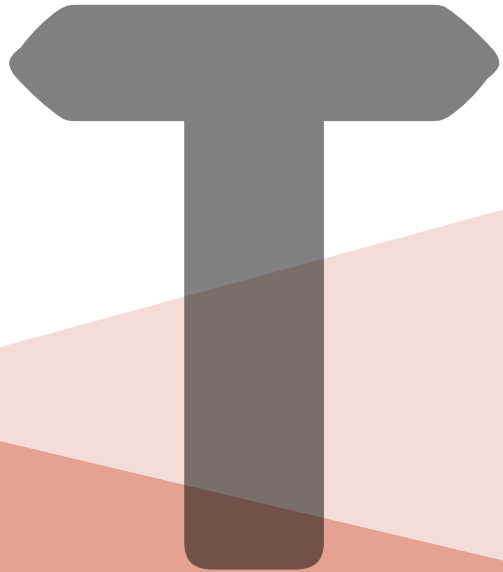
Is this reasonable based on available resources, time, and capacity?

-or-

Relevant

How does this connect to your goal and your mission?

SMART Objectives



Time-bound

Is there a clear deadline?

Goal - Example

Improve health and wellness for high school students in San Antonio

Vague Objective - Example

Add school peer support programs in San Antonio

The background features several overlapping translucent shapes in shades of light pink and peach. A vertical bar on the left side is composed of three segments: a top orange segment, a middle grey segment, and a bottom dark grey segment.

SMART Objective – Example

Time-Bound

By March 31, 2025, implement peer support services in three public high schools in San Antonio

Ambitious

Realistic

Measurable

Relevant

Strategic

Specific

SMARTIE Objectives



Inclusive

Does this objective bring in marginalized people in a way that shares power?

SMARTIE Objectives

A large, bold, grey letter 'E' is positioned on the left side of the slide. It is partially overlaid by a large, light orange, diagonal shape that spans across the middle of the slide. The 'E' has a slight shadow effect, giving it a three-dimensional appearance.

Equitable

Does this objective seek to address systemic injustice, inequity, or oppression?

SMARTIE Objective – Example

By March 31, 2025, implement peer support services in three public high schools in San Antonio, **with an advisory committee of 15 students of color and/or queer students to inform implementation plans**

Foundation of a Grant Proposal

- Executive Summary
- Statement of Need
- Organizational Mission, Background, and Qualifications
- Goals and Objectives
- **Strategies and Activities**

Strategies & Activities - Example

Strategies	Activities
Raise awareness about peer support and its benefits to students, teachers, and staff	Conduct training with teachers and support staff about peer support role, research on peer support, and parameters of peer support program
	Present information on peer support and peer support program to first-period classes
	Create promotional posters to be displayed around school with information on peer support program (hours, location, etc.)

Foundation of a Grant Proposal

- Executive Summary
- Statement of Need
- Organizational Mission, Background, and Qualifications
- Goals and Objectives
- Strategies and Activities
- **Timeline**

Foundation of a Grant Proposal

- Executive Summary
- Statement of Need
- Organizational Mission, Background, and Qualifications
- Goals and Objectives
- Strategies and Activities
- Timeline
- **Evaluation Plan**

Foundation of a Grant Proposal

- Executive Summary
- Statement of Need
- Organizational Mission, Background, and Qualifications
- Goals and Objectives
- Strategies and Activities
- Timeline
- Evaluation Plan
- Budget

Foundation of a Grant Proposal

- Executive Summary
- Statement of Need
- Organizational Mission, Background, and Qualifications
- Goals and Objectives
- Strategies and Activities
- Timeline
- Evaluation Plan
- Budget
- **Key Staff**

Details & Directions

- Deadline
- Length
- Formatting
- Required Questions
- Required Attachments
- Funder's Stated Priorities
- Language & Terminology

Final Tips & Tricks

- Mission Drift
- Creating a Template (Careful!)
- Prepare the Basics Early
- Get a Second Pair of Eyes
- Take “Rejection” as an Opportunity to Adjust
- This is an Ecosystem

Where to Learn More

- Books

- The Only Grant-Writing Book You'll Ever Need – Ellen Karsh
- Winning Grants Step by Step: The Complete Workbook for Planning, Developing and Writing Successful Proposals – Tori O'Neal-McElrath

- Websites/Other Learning

- Grants.gov
- Foundation Center Directory
- Funding for Good
- Candid
- The Management Center
- Colleges/University for Non-Credit Learning or Certificate Programs