

Nonprofit Grant Training

April 9, 2025



Welcome!

- Katie Kool: Impact100 Genesee County President
- Kerri Burba: Impact100 Genesee County Vice President & Nonprofit Liaison
- Andrea Kehoe: Impact100 Genesee County Grant Committee Co-Chair
- Jill Price: Impact100 Genesee County Grant Committee Co-Chair



Agenda

- What is Impact100?
- Grant eligibility and requirements
- Grant application
- Tips for writing an excellent grant
- Timeline
- Questions



What Is Impact100?

- History of Global Impact100
- History of our Chapter
- Our mission



THE BIG REVEAL!!!



\$87,000



Five Focus Areas

- Arts and Culture
- Children, Families, and Seniors
- Education
- Environment, Recreation and Animal Welfare
- Health and Wellness



Organization Grant Eligibility Requirements

- Tax exempt under Section 501(c)(3) of the Internal Revenue Code, independent of a financial sponsor (local affiliates may apply under the 501(c)(3) of the national organization).
- Based in Genesee County
- In possession of at least two full years (24 months) of financial statements.
- Have annual operating budget below \$5,000,000.
- Past Impact100 Genesee County grantees of restricted grants must wait 3 years from the date of their award before re-applying.



Project Eligibility Requirements

- Fits in one of our five focus areas
- Be a new program, the expansion of an existing program*, or a new or expanded collaboration
- Have a total project budget of at least \$87,000
- Spend the funds within 24 months of being awarded

* Brings in a new client population or a new location or adds new services to current clients



Priority Given to Projects That:

- Are transformational
- Target under-served populations
- Highlight unmet needs in the community
- Will have a high impact on beneficiaries or communities
- Make a sustainable and lasting impact



Grants Will Not Be Provided For:

- Debt reduction, interim or bridge funding, or endowment funding
- Base operating expenses
- Individuals or private foundations
- Activities that are religious or political in nature
- Fund drives, annual appeals, fundraising events, or general capital campaigns
- Funding proposals that utilize less than the full grant award



Overview of Application

- Eligibility Application
- Grant Application
 - General Information
 - Project Information
 - Budget Template
 - Financial Information



Applications



SMART Metrics

S

Specific

- State what you'll do
- Use action words

M

Measurable

- Provide a way to evaluate
- Use metrics or data targets

A

Achievable

- Within your scope
- Possible to accomplish, attainable

R

Relevant

- Makes sense within your job function
- Improves the business in some way

T

Time-bound

- State when you'll get it done
- Be specific on date or timeframe



SMART Metric Examples

- By June 2026, serve 10,000 meals after school to fourth graders in the service area.
- By the end of the first year, at least 50% of children in the program will see their test scores improve by at least one letter grade.
- By the end of year two of the project, we will have trained and employed 60 people in Genesee County who have been working 6 months or more.



Tips for the Online Application

- FIRST COMPLETE THE APPLICATION IN A WORD DOCUMENT
- Click “Save & Continue” if you leave the grant application page. If you do not do this, everything that you have input will be lost!!
- If you click “Save & Continue” before completing a full section, any uploaded files will not be saved.
- “Next” takes you to the next section but does **not** save anything
- Project budget can include a maximum of 20% operating overhead.



Five Key Questions

While evaluating your application, our review committee will look for answers to these 5 important questions about your program:

1. Is it clearly defined with specific examples or supporting information?
2. Is it viable and sustainable?
3. Is it transformational?
4. Is it going to positively impact the community of Genesee County?
5. Is the agency a good steward of the dollars they've been entrusted with in the past?



Strengthening Your Application

- A concise, proofread application, with all attachments
- Transformational impact is clearly explained – be specific, use stories and examples...why does this matter?
- Measurable goals, outputs, and outcomes
- Sustainability – What is the ongoing benefit to the community and how will it continue?
- Match your budget to your narrative!



Tips From A Grant Expert

- Answer the question
- Details are the difference between a good proposal and a great proposal
- Write the proposal for the program, not the grant
- Find the “No” person to review your application



Common Questions...

What are some reasons applications are rejected?

We are a small nonprofit and very new...will we still be considered?

How does Impact100 pay out the grant money?

The funding we need for our proposal is more than this grant offers. Can we submit a proposal for more than the grant amount?

The funding we need for our proposal is less than the grant amount. Can we submit a proposal for less than the full amount?



Timeline

- Turn in eligibility application
- Application link will be emailed within two (2) business days to nonprofits that have been approved
- Submit full application by 11:59pm on Friday, May 9, 2025
- Notify semi-finalists by mid-July
- Site visits will be completed July 22, July 23, July 29, and July 31
- Finalists notified by August 5
- Presentation training by September 12 for 6-minute Big Give pitch
- Big Give Event on September 24th at Sloan Museum of Discovery



QUESTIONS?



Upcoming Event

Please join us on **Monday, May 12th from 5-7pm** at the Grand Blanc-McFarlen Library

5-6pm will be a time to network and meet others: at 6pm we will begin
The Power of Perception: Recognizing Hidden Influences training



Thank you!

Thank you for attending today's Nonprofit Grant Workshop!

We appreciate you being here and look forward to working with you in making Genesee County a better place for all.

Eligibility Application can be found at:
<https://impact100geneseecounty.org/grants/application/>

If you have any questions regarding the grant process, please contact us at:

information@impact100geneseecounty.org

