



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

WHEN ONE FUNDER ISN'T ENOUGH

**HOW TO ASK FOR MORE: CREATING
PROPOSALS FOR SUSTAINABILITY**



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YOUR FACILITATORS TODAY

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WHY US

WHY YOU

TODAY'S OBJECTIVES & OUTCOMES

We Will

Be focused on taking a request for funding, or proposal, that worked - it was funded! – and use the components to raise more money for the funded priority/project.

Grant funding is time-specific! How will you afford to continue the great work after the initial grant funds are is gone? This is the **sustainability question** for any grant-funded work.

TODAY'S OBJECTIVES & OUTCOMES

You Will Leave Here With:

- An understanding of how to use an original proposal for a funded project to create new proposals for other funders.
- An introduction on how this case can be used in other fundraising formats, e.g., individual giving via the annual campaign or major gifts.
- A proposal/concept paper template.
- A resource list.

KEY VOCABULARY

Ask

Fundraising asks are the requests we make to others when raising money for a specific cause or project. They can be verbal, written, or displayed as advertisements.

Case for Support or Case

Carefully prepared reasons why a charitable institution merits support, including its resources, its potential for greater service, its needs, and its future plans.

Funder/Donor

The individual, organization, or institution that makes a gift.

WRITING MORE PROPOSALS

PROPOSAL TEMPLATE

Template can be found on the Lilly Foundation Grant (Indiana YMCAs) Private Workspace.

https://link.ymca.net/mlink/site_page/MTY0MQ

Or, email Lyndsey at Lyndsey.Frigm@ymca.net for an emailed version.



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Template/outline for when a proposal format is not provided. Can be used for initial concept paper or expanded for full proposal.

PROJECT/PROGRAM: IMPACT DESCRIPTION

NEED

Description and key supporting information on specific critical need for which the Y is uniquely positioned.

OPPORTUNITY

What are we specifically seeking to solve? Summary of specific program/project/initiative.

WHY THE Y

Cause paragraph(s) highlighting the Y's cause within the lens of the specific case for support of the grant; current Y-USA stats/ reach and impact (who we reach, where, etc.); ability to scale to local Ys; footprint=equity.

PROGRAM PROJECT NAME

Summary of project/program – two to three paragraphs
Objectives & supportive narrative

EVALUATION

What is being achieved? Measured?
Outcome, outputs
Impact and reach

[FUNDER] CALL TO ACTION STATEMENT

Focused pitch for current funding/partnership opportunities.
Written as general opportunities unless customizing for a specific funder

CONCLUSION

Wrap it with a bow.

Optional sections/elements to weave in above:

PARTNERSHIPS

Additional paragraph on current partners, if relevant to project and/or funder.

TESTIMONIALS

Use to highlight work currently being done in specific local Ys within this impact goal

PROGRAM LOCATIONS

Table or narrative listing current location or relevant regions, if applicable.

Note: Use endnotes not footnotes. Hyperlink where possible.

YMCA OF THE USA
101 N Wacker Drive, Chicago IL 60606
P 800 872 9622 F 312 977 9063 ymca.net

KEY (PROPOSAL) COMPONENTS

Need

Opportunity

Why the Y

Program/Project Name

Evaluation

[Funder] Call to Action Statement

Conclusion

OPTIONAL (PROPOSAL) COMPONENTS

Partnerships

Testimonials

Program Locations

QUESTIONS

FRAMING THE ASK

NEED

The description and key supporting information on specific critical need for which the Y is uniquely positioned.

Example: Robert Wood Johnson Foundation (RWJF)

Funder's lens: “In partnership with others, we work to develop a Culture of Health rooted in equity that provides every individual with a fair and just opportunity to thrive, no matter who they are, where they live, or how much money they have.”

For this case of support, when describing the need, as we're envisioning working writing a new grant for one already funded, you will have already identified a critical health equity need in your community and framed it for the first funder. You can use the core information from the first grant but will need to reframe the need to resonate with focus on RWJF concerns, such as social determinants of health barriers tied to health equity.

NEED, CONT.

The description and key supporting information on specific critical need for which the Y is uniquely positioned.

When you wrote for the Lilly Endowment:

Lilly identified specific youth who are potentially being underserved or not being served at all, in four priority populations: youth living in low-income households, youth who are members of communities of color or immigrant populations, youth who lack adult supervision and protection, and youth who are exposed to trauma or adverse childhood experiences (ACEs).

For another funder, when describing the need, you'll

1) use the same community data from the section(s) of your Lilly application where you share the specifics in your community for the four populations 2) reframe the need to match the new donor's concerns and vision.

OPPORTUNITY

What are we specifically seeking to solve? How will we decrease the need? Provide summary and specifics for the focused program or initiative.

In this section, you explain what specifically within the need you are trying to solve. You will detail your project, including where you are now, what the first set of funding will allow you to do next, and what more funding will allow you to continue.

Example: Your identified funder is [Robert Wood Johnson Foundation \(RWJF\)](#) and the need in your community is a rise in High Blood Pressure. First funder has provided funding for three years to launch the Blood Pressure Self- Monitoring program. The opportunity you are pitching to RWJF is how they join the partnership and continue the work.

OPPORTUNITY, CONT.

What are we specifically seeking to solve? High level, brief summary of specific program/project/initiative.

When you wrote for the Lilly Endowment...the purpose for the funding was local Y programming and capacity building that will allow the Y to reach and better serve youth in the priority populations.

Remember the Endowment's lens: they fund youth programs in Indiana that help all young people reach their full potential.

For the next funder, the opportunity can be close to identical as you are asking for funds for the same work, just for longer or in greater scope. You are summarizing the work you'll detail later in the request.

WHY THE Y

These are the paragraph(s) that highlight the Y's cause through the lens of the specific case for support of the grant; include current stats about your Y's reach and impact, who you reach, where, and how often.

This section is your Y's case for support. This is very likely written in previous grant applications, and you should have a standard set of language you start with for all grants based on your organization's mission statement, vision, and strategic goals.

If learning to write an organizational case for support is a need at your Y, see the "Resources" slide later in the presentation.

PROGRAM PROJECT NAME

Summary of project/program – two to three paragraphs
Objectives & supportive narrative

Depending on how you wrote the first proposal, this section may be almost cut and pasted, still paying attention to the potential funder's lens.

For expansion of the Lilly work, you'll need to piece together the description of the project from several questions, and may need to add a bit more description. As your audience for the Lilly funding was Y-USA, you will need to reword for an external audience.

EVALUATION

What is being achieved? Measured?

Outcome, outputs

Impact and reach

Evaluation is another space where you can often re-use sections of text from the first proposal. The specific for the first funder should be similar for the second.

Reminder: check for any new measurements or details for the second funder.

Reminder: when revising into the new request, review where you are in the lifecycle of the first grant. Have your evaluation methods evolved? Do you have any initial results to share?

CLOSING THE PROPOSAL

[Funder] Call To Action Statement

It's especially important to speak directly to the funder you are approaching in the new proposal. Re-used cases can get stale and not feel personal. Call the potential donor to join your Y in your endeavor in meeting and surpassing the need. **Make this section all about them.**

Conclusion

This is your closing pitch, opportunity to thank them for consideration, and for queuing up a next step, e.g., looking forward to connecting in person to discuss. **For a community effort initiative, it can be appropriate to reference significant partners.** E.g., thank you for considering joining the Lilly Endowment and the [Name] YMCA in building our shared capacity to provide equitable care to all Indiana youth.

EXTRA COMPONENTS

Partnerships

The most critical partnership to mention is the one that started the work, especially if you are still within the funding period. All key community partners, funder or not, should be listed, with their roles defined.

Testimonials

Use firsthand accounts or “bright spots” to highlight work already achieved or currently underway. Make sure to align these to the potential donor’s lens and impact goals.

Program Locations

Big picture descriptions, such as county or city, should be described above in the program description. If of interest to the funder or relevant to the ask (specific funding for specific locations), more specific details, like school districts or schools, is appropriate.

THINGS TO REMEMBER

THINGS TO REMEMBER

Donor Intent & Desire: everything you write should be framed within the funder's mission and purpose for their philanthropic efforts. The funder needs to clearly see that your work fits within, and moves forward, their goals and objectives.

When writing for any funder about any project or case for support...
Always: be honest, speak to all prompts, directly answer the question.
Whenever possible: provide supporting data.

BEYOND GRANTS

INDIVIDUAL GIVING

Annual Campaign
Monthly Donors
Major Gifts
Planned Giving

CORPORATE GIVING

Annual Campaign

CAPITAL CAMPAIGNS

SIDE NOTE: RWJF, THE Y, AND FUNDING

A few RWJF facts:

- RWJF and Y-USA have been partners in building healthy communities for over 20 years.
- Over the last six years, RWJF and Y-USA have worked closely together in defining our shared equity and health equity journeys.
- RWJF is a long-term supporter of the New Jersey Alliance in their shared vision of a healthy, equitable New Jersey.
- Y-USA is currently in the second of a three-year funding cycle with RWJF, with focuses on equity and the Y's Science of Strengthening Community. During this period, Y-USA is unable to apply for any additional funds.
- RWJF will accept applications from local Ys. Read the application carefully. Some require the grantee to be a national organization, which we cannot do at this time. (See the bullet above!)

QUESTIONS

**WHERE TO GO
NEXT**

RESOURCES

GRANT WRITING & FUNDER PROSPECTING

- Your local community college, United Way, or Community Foundation.
- [NAYDO](#) (North American YMCA Development Organization)
- [AFP](#) (Association of Fundraising Professionals)
- [Candid](#) (Foundation Center + Guidestar)

SUSTAINING THE LILLY ENDOWMENT WORK

- Jasmine Hardy, Manager, Movement Engagement - Lilly Grant Network Experience, Y-USA
- Each other! The Lilly Foundation Grant Indiana YMCAs.
- Indiana Alliance Staff:
 - Melissa Everhart, Director of Engagement and Education
 - Wade Hampton, Chief Executive Officer

RESOURCES, CONT.

INTEGRATING YOUTH DEVELOPMENT IN INDIANA CASE FOR SUPPORT INTO YOUR ANNUAL CAMPAIGN, OTHER INDIVIDUAL GIVING CAMPAIGNS, OR EVEN A CAPITAL CAMPAIGN.

- [NAYDO](#) trainings, academies, and conference
- Donor By Design & YMCA of the USA Academy:
 - Annual Giving Track
 - Major Gifts & Planned Giving

IMPLEMENTING A CULTURE OF PHILANTHROPY AT THE YMCA

- [Link Financial Development Community](#)
- [Financial Development National Peer Community Call](#)

QUESTIONS



THANK YOU

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