



Reflections for Grant Application Writing

S4YE Webinar, June 6 2019

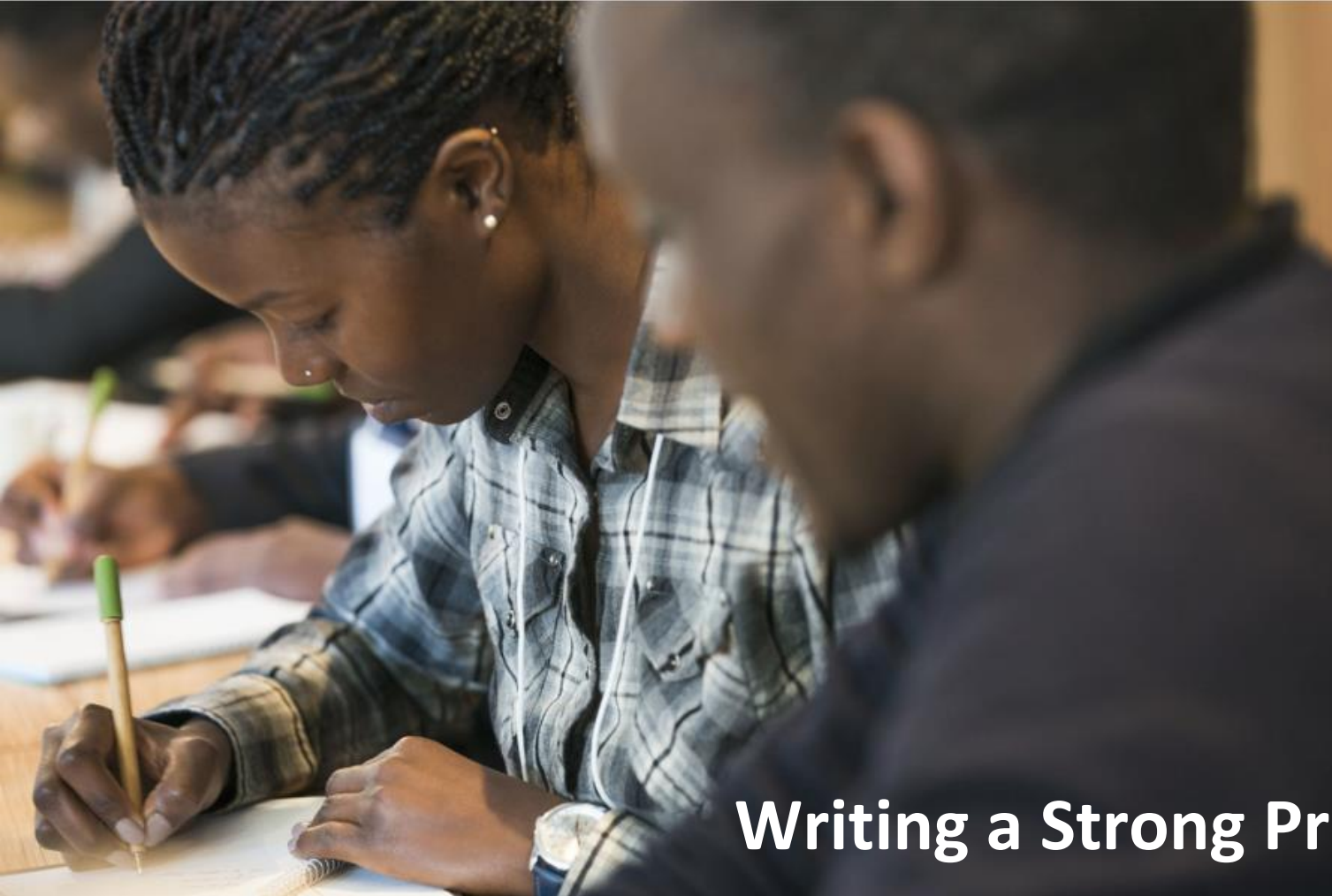
Approaching Early Conversations

Do your research.

Avoid pitching – have conversations.

Be prepared with evidence of impact.





Writing a Strong Proposal

Co-Creation

Honesty

Sustainability

Value for Money

Strategic Learning



Sustainability

Catalytic vs. Displacing

Crowding in vs. Crowding Out

Developing vs. Distorting

Long-Term vs. Grant-Dependent

Economy

Efficiency

Equity

Effectiveness

Lean

Purposeful

Clear


Real-Time

Iterative

Value for Money

Strategic Learning

Ongoing Discussions & Working Together



Partnerships vs. Transactional Relationships

Locally-Led Solutions

Learning Together

Thank you!

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**All views expressed are my own*

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Tips for grant writing

From grant making perspective (Experience at Malala Fund)

- Be as SMART as possible
 - **Specific!!!!**, Measurable, Achievable, Relevant, Time-bound
- *“I didn't have time to write a short letter, so I wrote a long one instead.” – Mark Twain*
 - *Don't repeat yourself*
 - *You can use bullet points*
 - *Graphs / exhibits are okay*
- Explain the problem with evidence and numbers, not your personal judgements
- Research about the funder, make sure your project is aligned with their mission
- Be **consistent**

From grant seeker perspective (Experience at Kodluyoruz, Turkey)

- Success stories: European Union, U.S. Embassy, EMpower Foundation, Pollination Project
- Do not fall into mission creep – I know it is easy to do
- Create a realistic budget
- Research about the grant maker and be careful about their perspectives
 - Some prefer high capacity organizations, some want to build capacity
 - Some look for numbers, some for effectiveness
- Receiving the grant is just the beginning, not an end
 - Update the funder as much as possible – through emails, social media, etc.
 - Be honest and transparent

GRANT WRITING MASTERCLASS

...The Grantees Perspective

- Ifedayo Durosinmi - Etti



Grants

A non repayable fund or product given to an individual or company for a specific purpose

ELEMENTS OF A GRANT APPLICATIONS

Organization
Background
& Experience

Financial
health of
organization

Objectives

Monitoring
and
Evaluation

Program
Partners

Measurement
Plan

Broad
participation

Sustainability
of project

Program
Timeline

Detailed
Budget

Program
Description

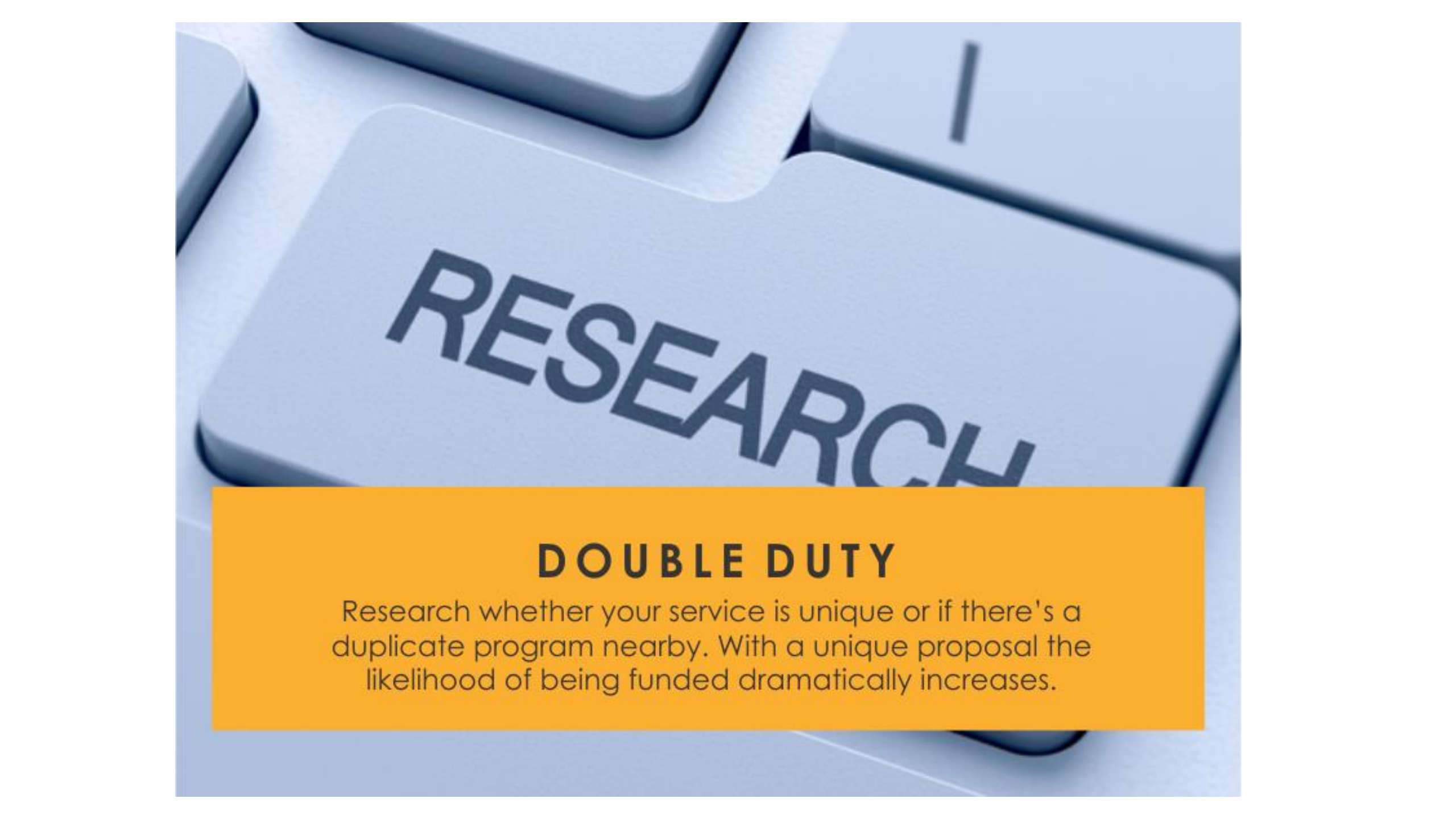


**What do Assessors look for
in Applications?**



THOUGHT

Are your proposal and presentation well thought out?
Does what you're asking for make sense to you, to others,
and to the funders?



RESEARCH

DOUBLE DUTY

Research whether your service is unique or if there's a duplicate program nearby. With a unique proposal the likelihood of being funded dramatically increases.

NEED

NEED

Is there a need in your county, school, or program?

The word "REACH" is written in a bold, white, sans-serif font. Each letter is contained within a dark grey circle. The circles for 'R', 'A', and 'h' are dark grey, while the circles for 'E' and 'C' are bright yellow. The circles overlap horizontally. The background is a blurred image of a desk with a pen, papers, and a book.

REACH

Everyone wants to make a difference, but when you can make a bigger difference for the same cost, funders like to know their support will make a big impact! Explain the scope and size of the proposed project, include as many exact numbers – of students, schools or families served – as you have.



PRIORITIZATION

Give funders a specific and realistic budget for how funds will be spent. Funders are not looking for a wish list. While making the list, be sure the requested amount is reasonable.



PROGRESS

- Identify the natural progression of your proposal.
Dreams are good, but show the funders how they will help you get from where you are now to the end result. The more natural your plan flows, the more likely the funders are to buy into your dreams and plans.

A close-up, slightly blurred photograph of a clock face. The numbers 11, 12, and 1 are clearly visible. The clock has a white face with black numbers and hands. A red hand is visible near the 11. The background is a soft, out-of-focus yellow.

SUSTAINABILITY

Short-term projects are great, but many times funders are looking for ways to make a long-term impact. Include a timeline in your proposal, and if your proposal has the ability to sustain itself over a period of time, be sure to point that out to the funders when you present.



COMMUNITY

Demonstrate that there is a strong local support for your proposal and that multiple stakeholder groups are invested in helping the project succeed. Also, be sure to state comprehensively how your project will impact your area.

A stack of several South African 5 Rand coins is the central focus, with the words 'SARB R5' visible on the edges. The background is a soft-focus collage of various international banknotes in different colors like green, blue, and orange.

ACCOUNTABILITY

Show funders how their funds will be overseen, managed properly and that accountability will be assured for all individuals working with the grant.



SUCCESS

Everyone wants to be part of the winning team. Include why you are confident that you will succeed and how you will publicize your success, giving credit to your partners (including funding).



WHAT SHOULD GRANTEE'S LOOK OUT FOR IN A FUNDER

- Integrity
- A good prospective funder has a vested interest in a grantee's work
- Similar interests between both organizations
- Grantors history
- Grantors core values

STEPS FOR SUCCESS





Accessing Grants for Startups (AGS) Book



AGS Impact Fund for Female led Businesses in Nigeria



Q&A

Thank you



How to Write Effective Grant Applications

June 6th, 2019

Ellington Arnold

Youth Entrepreneurship Advisor

U.S. African Development Foundation

Background on USADF

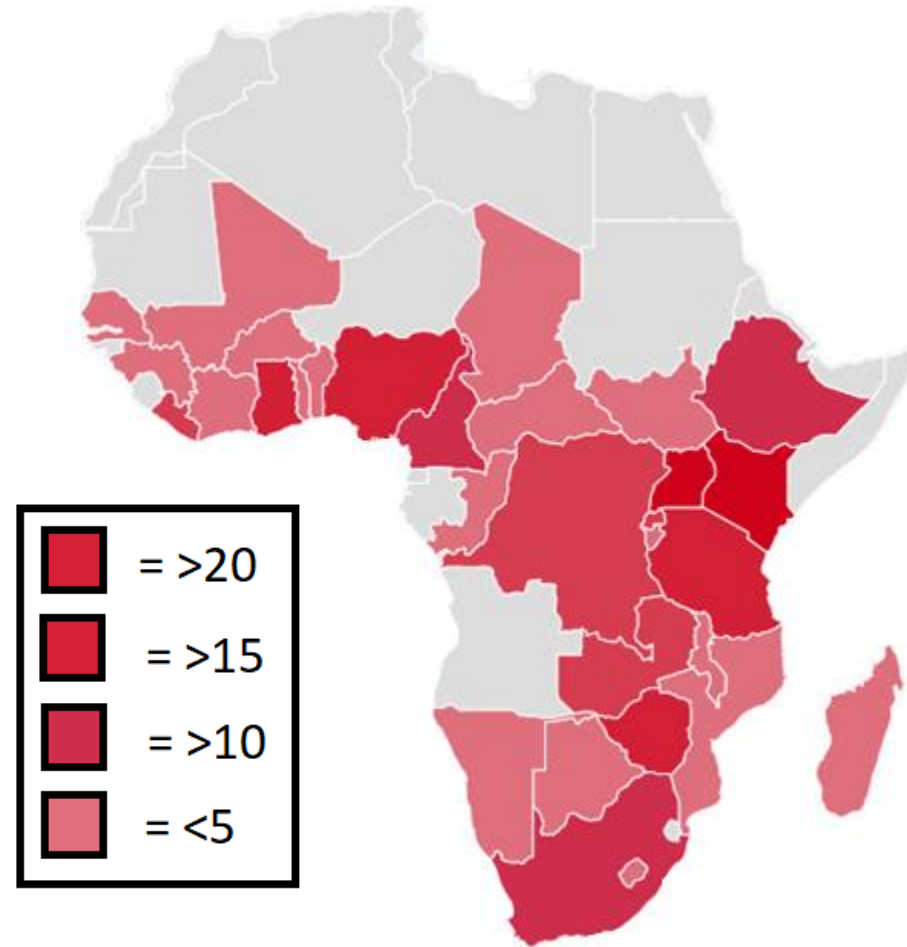


The United States African Development Foundation (USADF) is an independent U.S. Government agency established by Congress in 1980.

Create pathways to prosperity for marginalized and underserved communities in Africa.

USADF invests directly providing seed capital and local technical support.

Focus on agriculture, off-grid energy and youth-led enterprises.





Youth Entrepreneurship Portfolio



Since program's inception in 2014:

- Funded 220+ entrepreneurs
- 32 countries
- Over \$4 million in grant financing

Criteria

- Viability of Proposal
- Innovation & Sustainability
- Profitability & Growth Potential
- Long-term Business Strategy
- Track Record of Entrepreneur and Team
- Potential Social & Economic Impact on Communities





The Pitch

- Easily define the problem & solution
- What exactly you are doing
- Concise
- Simple
- Detailed
- Numbers

- Think elevator pitch





From The Funder Perspective



- Lessons Learned – Failure isn't always bad.
- Is it realistic?
 - Growth projections
 - Impact
- Budget reinforce activities?
- Is it catalytic?



Questions?

15
years



Y2Y | YOUTH TO YOUTH
COMMUNITY
engage, inspire, empower



Introduction to Y2Y

- **Largest volunteer-based community** within the World Bank Group (WBG)
- **Diverse Y2Y Steering Committee (SC).**
- **Agile entity** which complements the mission of the WBG and contributes to the twin goals.
- **Unified platform for youth** within the World Bank to voice their views and ideas.
- Embraces and promotes **new technologies**.
- **Engages, inspires and empowers** youth around the world.
- Actively contributes to the fulfillment of the **Sustainable Development Goals (SDGs)** through its different Y2Y programs that cut across different areas such as education, health and climate.





Y2Y

YOUTH
INNOVATION
FUND



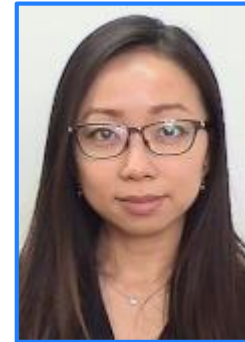
Vince Bui



Luigi Lannutti



Chen-Chen Tung



April Yin

YOUTH INNOVATION FUND



Introduction

- **What?** The YIF is a fund that provides the **opportunity for early-career WBG employees** to design, implement and evaluate development projects
- **Why?** Encourage **innovation from young professionals** in tackling development issues
- **Who?** WBG employees aged **up to 35 years** from all units & countries
- **When?** Proposals received **in the fall**, implementation by fiscal year end



Achievements

Since 2004, the Youth Innovation Fund has

- Disbursed over **US\$1 million**
- Funded more than **100 projects** with grants of US\$10,000 to US\$25,000 each
- Covered **50+ client countries**
- Empowered early career professionals to implement projects in **focus areas** like IDA/FCS, Agribusiness, Climate Change, ICT, Health, Energy, Education, Entrepreneurship, Youth employment and more
- Launched a **WBG-wide** selection process and **pitch contest** to engage creative thinkers and award the best projects

5 awarded proposals in FY19:

- **Regions**: 1 in Africa, 1 in Europe, 3 in Asia
- **Focus areas**: Employment, Climate – Agriculture, Data & Technology, Education, and Health