



Grants for Small Business: Myth vs. Reality

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Small Business Development Center
UNIVERSITY OF GEORGIA

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Presenter: Daniel McCoy

Business Consultant

Daniel McCoy joined the UGA- Small Business Development Center at Kennesaw State University as a Business Consultant in September 2017, after a 21-year successful banking career as a Commercial and SBA Lender. Previously, Daniel spent 10+ years in upper management in the retail industry. In the last five years, he has assisted in the opening of 142 start-up companies and capital infusion in excess of \$83M, with over 4300 consulting hours.

- Certified Professional for the Society for Human Resource Management (SHRM)
- Contributing writer for Restaurant Informer Magazine
- ASBDC State Star for Georgia 2023
- Recognized as Business Consultant of the Year for UGA SBDC for 2022
- Certified Grant Writer through Kennesaw State University 2022
- Flewellen Award winner for past four years, awarded to top performing business consultants across the state in the UGA SBDC.

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KENNESAW STATE UNIVERSITY

COLLEGE OF GRADUATE & PROFESSIONAL EDUCATION

This certificate is awarded to

Daniel McCoy

in recognition of fulfilling all requirements for completion of

Grant Writing Certificate

9.6 CEUs

June 22, 2021

Sheb True

Interim Dean,
College of Graduate & Professional Education

Kathy S. Schwaig

Interim President,
Kennesaw State University





GRANTS FOR SMALL BUSINESS: Myth vs. Reality



Agenda



- I. What is a grant and how do I get one?
- II. Is there a Grant Central site?
- III. Does the government really give money to start a business?
- IV. What if I am a veteran, minority or woman?
- V. How difficult is it to get a grant?
- VI. What should I do first?





What are Grants?



- Grants are a way that the government, foundations, some corporations and individuals assist in having their passions for something fulfilled.
- There are many different types of grants and grantors.
- Grants are used to fund research or government programs to achieve the objective the government wishes to occur; for example, reduce homelessness, discover vaccine for disease, stimulate the economy etc..
- Few grantors have the objective of someone starting a business, but the business could be addressing a need that the grantor has a passion about. When looking for grants, grantee needs should align with the grantor's passion or objective.





How do I get one?

- Most Grants will require a full grant proposal or request.
- Government grants tend to be very specific in the style, manor, order and necessary documentation required to apply.
- Private foundations must pay out at least 5% of their assets each year in the form of grants/other charitable activities, to maintain tax-exempt status.
- Some grants are only offered to applicants that are approved, so you must ask to get approved before applying.
- Most grants will require a professional grant writer to perform the task of applying for and winning the grant. Then the fun (and documentation) really begins.





More how do I get one?

- Grantors do not give grants without expectations, documentation and verification.
- Grants are given to meet a need and all project objectives must be attainable and measurable.
- A request for a Point-of-Sale System for sounds like a need and something one should be able to get a grant for, right? How does it help the meet the Grantor's objective?
- Remember, grants are awarded to address the passion of the grantor.
- The key is to find a grantor whose passions align with grantee needs.



How do I find a grantor that wants what I want?

RESEARCH,
RESEARCH,
THEN RESEARCH SOME MORE!



Remember as part of your research. . .

- Most grants have application deadlines.
- Some grants are on a rolling basis, meaning they take applications at various times.
- Monitoring grant information for criteria, deadlines and new information is critical.
- You should strive to apply for grants at least 60 days before the grant deadline.



First Grant Tip



Barstool Fund

- <https://www.barstoolsports.com/the-barstool-fund>-The Barstool Fund is a non-profit 30-day monetary fund to help small businesses such as bars, restaurants and dry cleaners, survive shutdown orders caused by the COVID-19 pandemic.
- It was launched in December of 2020 by Dave Portnoy, internet celebrity and founder of the sports and pop culture blog Barstool Sports. Portnoy put in \$500,000 of his own money but has also raised \$41M and has assisted 443 businesses.
- Portnoy has announced Barstool Fund is not going away. It will continue to assist small businesses with funding.

This is a general operating grant and could be used to purchase a POS system.





Grants from the Government

- Across all government agencies, over **38,575** funding programs and **\$1,000,090.74B** allocated funding to date.
- The United States Government has been issuing grants for centuries.
- The goal of granting funds is to stimulate the economy by creating new jobs and supporting businesses.
- As noted, once granted, the government does not require funds to be repaid (free money).
- Every funding opportunity comes with requirements the applicants need to follow.



Isn't there a Database somewhere?

- The short answer is YES! There are several.
- All Federal Government and most Departments use the site, <https://www.grants.gov/>, except for the National Endowments for the Arts.
- Funding Agencies and categories can be found at <https://www.usgrants.org/>, as well as additional instructional information.
- Federal Grants require you to apply through the Grants.Gov website and be very meticulous when submitting a request. Those that have errors will be rejected.
- State and municipalities typically offer their grant programs through their respective Economic Development or Community Affairs offices.
- There are also Downtown Development Authorities that offer grants for downtown businesses.





SEARCH: Grant Opportunities ▾ Enter Keyword... GO

- HOME
- LEARN GRANTS ▾
- SEARCH GRANTS
- APPLICANTS ▾
- GRANTORS ▾
- SYSTEM-TO-SYSTEM ▾
- FORMS ▾
- CONNECT ▾
- SUPPORT ▾

Convenience Comes to Federal Grants

Download the Grants.gov Mobile App to search and submit on the go.



Reminder: Federal agencies do not publish personal financial assistance opportunities on Grants.gov. Federal funding opportunities published on

Second Grant Tip



The SBIR and STTR Programs

- The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs are highly competitive programs that encourage domestic small businesses to engage in Federal Research/Research and Development (R/R&D) with the potential for commercialization. 11 Federal Agencies participate in the SBIS program. Through a competitive awards-based program, SBIR and STTR enable small businesses to explore their technological potential and provide the incentive to profit from its commercialization. <https://beta.www.sbir.gov/>
- SF Small Business Innovation Research (SBIR)/ Small Business Technology Transfer (STTR) Programs Phase I (SBIR/STTR Phase I) <https://www.nsf.gov/pubs/2022/nsf22551/nsf22551.htm>
- By including qualified small businesses in the nation's R&D arena, high-tech innovation is stimulated, and the United States gains entrepreneurial spirit as it meets its specific research and development needs.



Three Phases of SBIR/STTR



- **Phase I:** The objective of Phase I is to establish the technical merit, feasibility, and commercial potential of the proposed R/R&D efforts and to determine the quality of performance of the small business awardee prior to providing further Federal support in Phase II. SBIR/STTR Phase I awards are generally \$50,000 - \$295,000 for 6 months (SBIR) or 1 year (STTR).
- **Phase II:** The objective of Phase II is to continue the R/R&D efforts initiated in Phase I such as Prototype development. Funding is based on the results achieved in Phase I and the scientific and technical merit and commercial potential of the project proposed in Phase II. Typically, only Phase I awardees are eligible for a Phase II award. SBIR/STTR Phase II awards are generally \$500,000 to \$1,972,282 for 2 years, without a waiver.
- **Phase III:** The objective of Phase III is for the small business to pursue commercialization objectives resulting from the Phase I/II R/R&D activities. The SBIR/STTR programs do not fund Phase III. At some Federal agencies, Phase III may involve follow-on non-SBIR/STTR funded R&D or production contracts for products, processes or services intended for use by the U.S. Government. See :<https://www.sbir.gov/about>



Second Grant Tip (Part 2)



America's Seed Fund Startup Expo (<https://www.sbir.gov/startupexpo>)

The [U.S. Small Business Administration \(SBA\)](#), Office of Investment and Innovation (OII) plays a substantial role in the Federal Lab-to-Market ecosystem, serving as the hub of the Small Business Innovation Research and Small Business Technology Transfer (SBIR/STTR) programs – also known as [America's Seed Fund](#). These highly competitive programs encourage domestic small businesses with the potential for commercialization to engage in Federal Research/Research and Development (R&D) and are an important resource for a wide-range of researchers, innovators, inventors, entrepreneurs, and startups working on big ideas. Applications were due by Feb. 24th

America's Seed Fund Startup Expo enables entrepreneurs with technology developed through the SBIR/STTR programs an opportunity to present their innovative ventures to leading members of the broader innovation ecosystem and the American Public.





US AID. Gov

USAID.gov-USAID is the world's premier international development agency and a major force driving development results. USAID's work propels U.S. national security and economic prosperity, demonstrates American generosity, and promotes a path to recipient self-reliance. The goal of foreign aid should be ending the need for its existence, and USAID provides development assistance to help countries on a development journey to self-reliance – looking at ways to help lift lives, build communities, and establish self-sufficiency.

Development Innovation Ventures Grant—Open on rolling basis. Keep in mind that the [three core principles](#) are: (a) rigorous evidence of impact, (b) cost-effectiveness, and (c) a viable pathway to scale and sustainability via the market or public sector. DIV assesses each applicant through the lens of these principles, commensurate to the stage or type of funding sought.





USDA REAP Grant

- Available for any small business in a rural area for any energy reduction project.
- The REAP program to help agricultural producers and rural small businesses reduce energy costs and consumption and helps meet the Nation's critical energy needs. Applications for REAP may be submitted at any time throughout the year.
- Current Closing Date for Applications: Sept 30th, 2024
- Awards between \$1,500 and \$1,000,000

This does not have to be a business located way out in the sticks.

The requirements are to be in an area with 50,000 or less in population and a small business is defined as 500 employees or less.





Other USDA Grants

- Higher Blends Infrastructure Incentive Program (HBIIP) -The purpose of HBIIP is to increase significantly the sales and use of higher blends of ethanol and biodiesel by expanding the infrastructure for renewable fuels derived from U.S. agricultural products. The program is also will encourage a more comprehensive approach to market higher blends by sharing the costs related to building out biofuel-related infrastructure. Under HBIIP, approximately \$90 million is made available each quarter.
- **Who may apply?**
- Transportation fueling facilities including:
 - Fueling stations, convenience stores, hypermarket fueling stations, fleet facilities (including rail and marine), and similar entities with capital investments;





What is.....

What is FOA?

Funding Opportunity Agreement all Federal agencies use to announce grant funds to public.

What is Sub-award and Sub-recipient?

Grantor sometimes awards funds to multiple awardees with one entity, the one who typically submitted the application, serving as the pass-through to the others.

What is UEI?

Unique Entity Identifier, this will replace the DUNS number system in SAM.Gov and Grants.Gov as the sole identifier of the business.





Foundations and Corporations

<https://candid.org/> Foundation Directory Online

- Search for Foundations by name, tax ID, location or giving range.
- Search by their Forms 990 and 990-PF for those that have funded.
- 242,000 Grantmakers that account for \$52B in annual funding.
- 24.8 MILLION + grants.
- 90% of United States Foundations do not have a website. Only 1% of foundations award grants through open RFPs ([Request](#) for Proposals)
- Private foundations must give out 5% of their assets each year, but it does not all have to be in the form of grants.

- There is an expense to subscribe to this website.



Other Search Sites

- <https://helloalice.com/>: small business grants for every stage of your small business adventure, recommended based on your unique profile and delivered to your inbox weekly. The search for free money doesn't get any easier!
- <http://bigdatabase.com>: Database of more than 25,000 foundations, corporate donors, matching gift programs, in kind donations and government grant makers.
- <https://grantstation.com>: Newsletter and access to Grant Writers (\$169 a year, \$219 for two years).
- <https://www.opengrants.io/> offers a comprehensive data set of public and private grant funding in the United States. The site offers both free and paid membership options. With the free membership, you can search the grants database, hire grant writers (for a fee), and get access to resources and guides.





Still More

- <https://www.fundsforngos.org/latest-funds/> More on International level, but there are some US based grants and site is free!
- <https://www.instrumentl.com/> Founded in 2014, Instrumentl was built to help fundraisers make the best use of their valuable time and energy. came together to create the most comprehensive source of grant and funder data in the world and designed it around the needs of our community.
- <https://www.nav.com/resource/small-business-grants/> Resources for Small Business Owners
- <http://www.npguides.org/> NP stands for non-profit. Links connects you to several grantor websites.



And Finally, Local Libraries

Library	Shelf Number	Material Type	Shelf Location	Number of Copies	Status
Sewell Mill Library	A 378.34 GRANTS 2020	Book	Adult Non-fiction Collection	1	Adult Non-fiction Collection
South Cobb Regional Library	R 378.34 GRANTS 2022	Reference book	Reference Material	1	Reference Material
South Cobb Regional Library	R 378.34 GRANTS 2023	Reference book	Reference Material	1	Reference Material
Switzer Library	A 378.34 GRANTS 2021	Book	Adult Non-fiction Collection	1	Adult Non-fiction Collection
Switzer Library	A 378.34 GRANTS 2022	Book	Adult Non-fiction Collection	1	Adult Non-fiction Collection
Switzer Library	R 378.34 GRANTS 2023	Reference book	Reference Material	1	Reference Material
Vinings Library	R 378.34 GRANTS 2019	Reference book	Reference Material	1	Reference Material
Vinings Library	R 378.34 GRANTS 2020	Reference book	Reference Material	1	Reference Material
Vinings Library	R 378.34 GRANTS 2021	Reference book	Reference Material	1	Reference Material
Vinings Library	R 378.34 GRANTS 2022	Reference book	Reference Material	1	Reference Material
Vinings Library	R 378.34 GRANTS 2023	Reference book	Reference Material	1	Reference Material





Grants for Small Businesses





Business Grants

- **FedEx Small Business Grant Contest:** FedEx has an annual competition that awards \$290,000 to 10 small businesses, with the prize being \$30,000 awarded to U.S. Veteran business an additional \$20,000. Dates for future applications have not been finalized
- **National Association for the Self Employed:** Members can apply, and a new winner is chosen every month to receive up \$4,000:four winners receive an annual \$3,000 college scholarship for dependents. Deadlines for submissions are on a quarterly basis, with next deadline in October. Applicants must be a member in good standing for 3-months. Annual members may apply immediately.. <https://www.nase.org/>
- **US Chamber Top Small Business Awards:** For businesses in operation for at least a year within the United States. The top Small Business of the Year receives a Grand Prize of \$25,000. Awarded for 2023, plans are underway for 2024. <https://www.uschamber.com/co/good-company/americas-top-small-business>



Grant Tip Cont'd

- <https://www.nav.com/business-grant-contest/> The Nav Grant rewards multiple winners each round, with first prize taking home a \$10,000 business grant. The grant helps small businesses that are growing and could use the funds to take the next step in their growth. Applications are accepted through the Nav Facebook page. Grant is currently closed
- <https://business.amazon.com/en/discover-more/blog/amazon-business-small-business-grants> Annual grant that takes application usually in 1st Quarter. Grants are exclusively for Amazon Business small business customers that make less than or equal to 1 million dollars in annual revenue. This year Amazon Business will award over \$250,000 in monetary grants in addition to other prizes to a total of 15 recipients, including one grand prize recipient, four finalists, and ten semi-finalists.





Business Grants

- Verizon's Digital Ready program gives business owners the opportunity to access free courses and educational materials, as well as apply for grant funding. To be eligible for a \$10,000 small-business grant, entrepreneurs must register through the Verizon website and complete at least two of the following: courses, live coaching or community events. <https://www.verizon.com/about/responsibility/digital-inclusion/small-business-training>
- <https://www.incfile.com/entrepreneur-grant>: a grant of \$2,500 to help new entrepreneurs cover startup costs. The winning business owner will also receive free formation services in their state, free registered agent services for a year and a free tax consultation from Incfile. To qualify, you must be planning to start a new business or grow an existing business. Incfile also offers a Young Entrepreneur Grant for students interested in starting their own businesses. The deadline for the 2023 cycle is Sept. 30.
- <https://www.comcastrise.com/> In 2021, Comcast RISE announced \$11 million in grants to 1100 businesses across select metropolitan areas. Each business received \$10,000 to invest in its own growth and sustainability. Stay tuned for more information on the next round. Comcast will be continuing its efforts to positively impact small businesses in 2024.





Grants for Women

- <https://www.spanx.com/redbackpackfund>: The Red Backpack Fund. Each recipient received a gift of \$5,000, the exact amount Sara Blakely started Spanx with 20 years ago. So far, over 1080 female recipients have received funds.
- <https://ambergrantsforwomen.com>: Every month, WomensNet awards a \$10,000 Amber Grant to a woman-owned business in a specific, rotating category. Additionally, the organization awards a second \$10,000 monthly grant to a woman-owned business and a quarterly \$10,000 grant to one startup and one nonprofit. At the end of each year, two of the 12 general grant winners and one of the industry-specific grant winners are awarded an additional \$25,000.
- <https://femalefoundersfund.com>: Female Founders Fund is an early-stage fund investing in the next generation of transformational technology companies founded by women. Since 2014, Female Founders Fund has put money toward “category-defining female leaders with a strong community to fuel their success,” mainly in B2B, consumer, healthcare, fintech and social companies.





Grants for Women Cont'd

- **You Glow Girl Women Entrepreneur Grant**--Entering its third year, the You Glow Girl grant is open to female entrepreneurs. Previous winners received \$10,000 grants and participated in a mentorship program. Applications open on October 19, 2023. <https://www.eatmeguiltfree.com/pages/youglowgirl>
- **Atomic Grants**--The Atomic Grant program offers \$1,500 microgrants to women business owners. Applications are accepted on a rolling basis, with grants awarded quarterly. Recipients also receive one-on-one strategy coaching sessions. <https://www.passioncollective.co/atomic-grants>
- **Enthuse Foundation Pitch Competition-Started** in 2019, the Enthuse Foundation's Annual Pitch Competition is open to female entrepreneurs. Participants pitch their business at an in-person event. One grand prize winner receives a \$10,000 grant and a runner-up wins \$5,000. The 2023 cycle is now open <https://www.enthusefoundation.org/pitch-competition>



More Grants for Women

- <https://www.ladieswholaunch.org/launch-program> Currently in its fourth year, the Launch Program run by the Ladies Who Launch is open to women and nonbinary small business owners. Recipients receive \$10,000 grants, mentorship from industry experts and six months of business education. The 2023 application cycle closed in March.
- **The Mama Ladder organization** —offer an annual small-business grant specifically for moms. This grant, called the High Five Grant, is designed to support women caregivers with child(ren) of all ages, including first-time expecting moms, stepmoms and foster moms. Entrepreneurs can apply online and share the story behind their business on social media. Finalists will be chosen by judges and then a public vote will determine the top three winners. The top business will receive a \$25,000 grant, the runner up will receive a \$10,000 grant and the third-place finalist will receive \$5,000. Applications are open from September 1-30, 2023. <https://themamaladder.com/grant>



Grants for Women of Color

- <https://www.iamsogal.com/black-founder-startup-grant>: Fund is providing several \$10K and \$5K cash grants to black women or nonbinary entrepreneurs. Applicants must self-identify as a black woman or black nonbinary entrepreneur (inclusive of multiracial black women and multiracial black nonbinary folks), plan to seek investor financing in order to scale, have a scalable, high-impact solution/ idea with the ambition to be the next billion-dollar business.
- <https://ifundwomen.com/visa> Visa is involved and hoping to remove barriers faced by Black women founders by offering \$10,000 / one-year IFW Annual Coaching Membership to 60 Black women-owned businesses across six (6) key cities in the U.S. through their latest grant program . Grants & coaching resources are awarded in Los Angeles, Washington, D.C., Miami, Chicago, Detroit, and Atlanta.
- The Freed Fellowship Grant-Each month a woman or person of color small business owner can receive a \$500 micro-grant from the Freed Fellowship. Monthly grant recipients are also eligible for a \$2,500 annual grant. Applications are rolling.



Grants for Women of Color Cont'd

- <https://enrichher.com/grant/> EnrichHer aspires to connect companies led by women and founders of color to capital, coaching and community. They are currently offering grants in the amount of \$5,000.
- **Fearless Strivers Grant** invests in WOC led -businesses seeking pre-seed, seed level or series A financing. Passion is to bridge the gap in venture capital funding for WOC founders building scalable, growth aggressive companies. Fearless Fund is built by women of color for women of color. four lucky small businesses across the country with \$20,000 grants, digital tools to help them grow their business online. entry period 8/1/23- 8/31/23, however, opens several times a year. <https://www.fearless.fund/strivers-grant-contest>
- The Freed Fellowship Grant-Each month a woman or person of color small business owner can receive a \$500 micro-grant from [the Freed Fellowship](#). Monthly grant recipients are also eligible for a \$2,500 annual grant. Applications are rolling.



Grants for Minorities-owned businesses

- **The NBMBA Scale-Up Pitch Challenge** <https://nbmbaa.org/scale-up-pitch-challenge>: launched in 2017, is for Black-owned businesses seeking startup funding. First-place winner receives \$50,000, second place receives \$10,000, third place receives \$7,500, and a People's Choice Award winner receives \$1,000. To apply, you must be a member of NBMBA. Application submission for 2023 closed on August 4, 2023.
- **The Fast Break for Small Businesses** <https://www.legalzoom.com/fastbreakforsmallbusiness> Mission is to support small businesses in underserved and underrepresented communities. Applications for the \$10,000 grants and up to \$500 in LegalZoom services are open twice a year. Applications will reopen during the 2023 WNBA season. A community partner, Accion Opportunity Fund, will manage the application process for Fast Break for Small Business.



Grants for Minorities (Cont.)

- **Coalition to Back Black Businesses** <https://webackblackbusinesses.com/> The Coalition to Back Black Businesses is a multi-year initiative by the U.S. Chamber of Commerce Foundation, American Express, and four leading national Black business organizations to address the needs of businesses impacted by the pandemic and support their growth. Over \$14 million in grants and other resources over the next four years. Eligible businesses can apply for \$5,000 grants. Awardees gain access to mentorship and training, and opportunity to apply for extra funding the following year. Applications for the 2023-2024 open in August.
- **Capital One Business Grant Program** <https://aeoworks.org/wp-content/uploads/2022/03/Capital-One-Grant-Application-Instructions.pdf> Capital One and the Association for Enterprise Opportunity are partnering to launch the Capital One Business grant program. The program supports Black-owned businesses with \$10,000 grants, along with free resources in the Capital One's Business Hub. The program officially launched this spring and will award funding on a rolling basis.



Grants for Veterans

- **MILITARY ENTREPRENEUR CHALLENGE** <https://secondservicefoundation.org/> awards up to \$15,000 to veteran entrepreneurs. Applications are evaluated based on factors like the business's social impact on the military community, the business owner's personal history, and how the applicant plans to use grant funds.
- **Veteran Readiness and Employment program**: <https://www.benefits.va.gov/vocrehab/> the , offers service-disabled veterans unable to work in a traditional employment environment training and grant funding to start their businesses or help with job training.
- <https://hiversandstrivers.com/> VC group focused on early-stage investments to support start-up companies founded by graduates of the U.S. Military Academies. MUST be a military veteran to seek funding with H & S.



Grants for Veterans Cont'd

- <https://foundersfirstcdc.org/veterans/> Grants for up to 50 veterans who are running employer-based small businesses.
- <https://www.warriorrising.org/> Non-profit working to support veterans and their businesses through training, workshops, and grants to assist in startup cost.
- <https://foundersfirstcdc.org/stephen-tadlock> **Stephen L. Tadlock Veteran Grant**
Twenty-five veterans will win \$1,000 micro-grants through this program. The program is open to U.S. veterans who own businesses that employ between two and 50 people, and whose annual revenue does not exceed \$5 million..
Applications will be accepted from September 19 - October 16.





Regional Grants

- Appalachian Regional Grants: ARC uses Congressionally appropriated funds to invest in the Region's economic and community development through grants. In Fiscal Year 2021, Congress appropriated a record \$180 million for the Appalachian Regional Commission. As part of our unique federal-state partnership, ARC's grant application process begins at the state government level. All ARC grants align with the investment priorities outlined in our current Strategic Plan and reflect state plans and strategies.
- ARC also issues specific Requests for Proposals for research and evaluation contracts on topics directly impacting economic development in the Appalachian Region.
<https://www.arc.gov/grants-and-opportunities/>
- Check your Regional offices for opportunities for Grants.



State and Local Grants

- **“Closer” Fund:** provide financial assistance to eligible applicants that are being considered as a relocation or expansion site there is competition with another state for location of a project; the various state’s Fund is used when the health, welfare, safety and economic security of the citizens of the state are promoted through the development and/or retention of employment opportunities.
- **“Other Closer” Fund:** an incentive program that used to help "close the deal" when companies are considering your state and another state or country for their location or expansion. These funds may be used to finance various fixed-asset needs of a company including infrastructure, real estate acquisition, construction, or machinery and equipment.
- **Economic Development and Community Affairs Grants** - locally, many offices provide grants and tax incentives to promote their state and communities. Check your local offices.



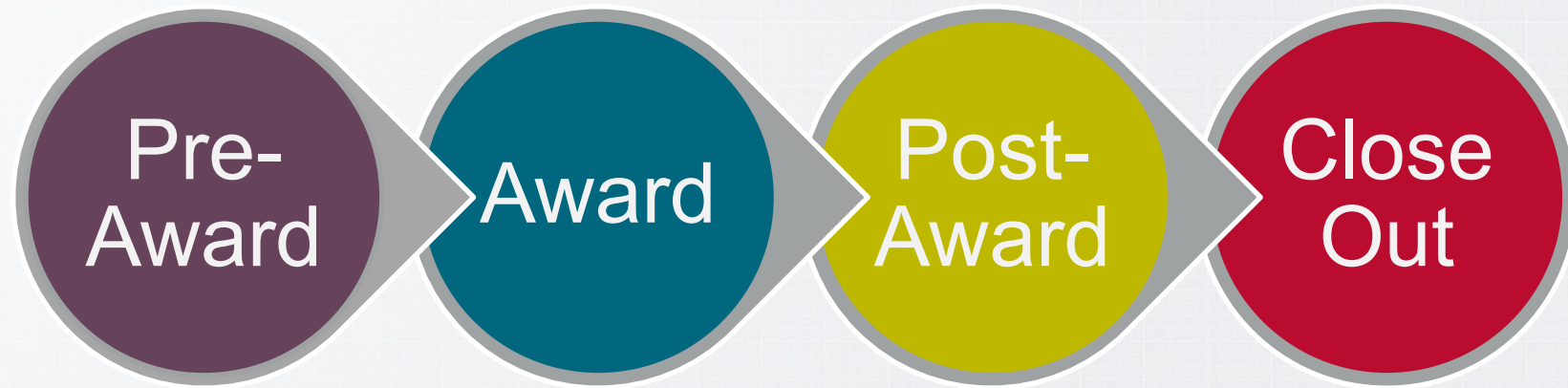


Now What?

- So, there are grants for those willing to research and find them.
- For government grants, it is a certainty the client will need a professional grant writer. Hire a professional. Do not assume they can wing it. One small error, the wrong order, typos, incorrect grammar can cause the application to be rejected immediately.
- This is not a quick process!! **The larger the request, the longer you can expect the decision to take.** For those grants of \$100,000, expect 8 -12 months.
- Research grantors and their requirements to see if the passions are a match.
- Typically, it takes at least 4 tries to find a successful grant opportunity.



Grant Cycle: Not a Quick Fix



Grants Process





Application versus Grant proposal

- The requirement of a full proposal versus completing an application depends on the Grantor and often the amount.
- In 2016, Delicious Dairy Free awarded \$100,000 micro-Grants based on a 140-character tweet.
- Many County and DDA grants are a simple one-to-three-page application
- SBIR or STTR grants would need to include business plan, budget description of project, measurable objectives, ways to measure milestones, monitoring of project, follow up data and completion details.
- Government Grants will always be a grant proposal and more in-depth, with an misstep costing you the grant award.





Keep the answers Short, Sweet and Concise

- Write in third person (much more professional)
- Learn to write without adjectives, no one cares about very, extremely, etc...
- Follow the instructions and application guidance carefully
- Be relevant, Don't Beat Around the Truth
- Address required questions first
- Make sure your application information is saved as you go along
- Proofread! Do not depend on Spell Check, substituting an incorrect word or leaving out punctuation can leave a bad impression.





Grant Writers:

Help or have client hire a Grant Writer:

- <http://www.agwa.us/> (businesses open 2 yrs. Revenues \$50.000+)
- <https://www.professionalgrantwriter.org/>
- <https://grantprofessionals.org/> Grant Professionals Association (GPA) is the only international membership association for all grant professionals seeking to continually improve their professional knowledge and skills in grant research, proposal development, and post-award grant management.”
- <http://ggpa.org/> Offers a Find a Consultant section to assist you in finding a Grant Writer.





Final Step

- Create the mother of all grant proposals, then scale down to meet the opportunity
- Take advantage of resources available, but remember, not everything is online
- Subscribe to newsletters to keep you up to date.
- Businesses looking for govt. Grants must be registered in SAM.Gov, so they need to do it first.
- Bring Patience, it is a tedious and a long process.
- Remember, typically once the grant is awarded, the real work begins; project management, implementation, documentation, measuring, reporting.





Questions



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UGA SBDC at KSU
www.facebook.com/kennesawsbdc



University of Georgia Small Business Development
Center at Kennesaw State University





Thank you.

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