

PROJECT INFORMATION (35 POINTS)

DETERMINING NEEDS - WHO SAYS IT'S A NEED?

Justifying your request for an ENF grant

1) Know Your Community!

2) Know your Purpose:

The Need Statement presents facts and evidence to support the need for the program or project you are proposing. It also establishes your Lodge as being capable of addressing the need. You should spend some time determining the nature and extent of the need or problem you want to address, and the reasons and causes for such.

- **Nature and Extent:** Describe your target population and their needs/issues. What are the consequences – what will happen if your Lodge or the community does not take action to address the need? Cite your sources (to support the existence of the need).
- **Reasons/Causes:** Why is the issue or need occurring? Seek information from stakeholders in your community.

When identifying problem and writing the Need Statement, you must convince the ENF that the need(s) you want to address are important to your Lodge and community.

The following are steps to consider when writing about your community's Need(s):

- a) **Define the problem.** Be clear about the problem. The most common error is to confuse the need with the solution. For example, let's say you want to provide an afterschool program and you determine the need is – having a van. The van is actually a part of the solution. The problem is the need for a safe, drug-free, nurturing learning environment with fun-filled educational and enrichment activities afterschool for students in need, while providing an adequate means of transportation allowing students to participate in needed service.
- b) **Gather data** to support the existence of the problem and extent of your need(s) - talk with key stakeholders in the community. Invite them to an ENF Grants Committee meeting at your Lodge to discuss community needs/concerns. Check your community's Census data. Every state has a KIDS COUNT Data Profile. The local health department, City or County government offices, Council on

Aging, Social Services Department, Veterans Administration, and school system are good sources of information and data.

- c) **Write the Need Statement** (Based on current information, which means usually no more than 1 or 2-year old data) Tell your story.

An Effective Need Statement.....

- Describes the target populations to be served
- Defines the community need/problem to be addressed, not the Lodge's needs/problems
- Is related to the mission/tenets of the Lodge – Charity, Justice, Brotherly Love, and Fidelity)
- Includes quantitative (numbers, percentages) and qualitative (surveys, personal stories, headlines) data, documentation, and supporting information
- Does not make any unsupported assumptions
- Describes the situation in terms that are both factual and of human interest
- Is supported by statements from local, regional, and state authorities
- Is free of jargon
- Is interesting to read
- Makes a compelling case, but has a solution

Project Information Checklist...

Does the need/problem you identify relate to the mission/tenets of your Lodge?

Is your proposal reasonable, and doable in relationship to the needs/problems you are addressing?

Did you include evidence (documented) to support the existence of the problem?

Do you make a compelling case for the need for your project/program?

PROPOSED GOALS AND OBJECTIVES (30 POINTS)

INPUTS, ACTIVITIES, OUTPUTS, AND OUTCOMES

GOAL(S): Are broad, general statements of what the proposed program or project intends to accomplish. A goal is an overarching principle that guides decision-making. Think of a goal as your final destination (where you want to be at the end of the journey). Goals provide the context, for who you intend to reach and what you intend to do, in short – what you want to accomplish (or the IMPACT you want to achieve). Goals may be short-term and/or long-term. Goals are the framework for determining more specific objectives of a program or project and should be consistent with the mission/tenets of your ELKS Lodge (Charity, Justice, Brotherly Love, and Fidelity). The goal(s) of a proposed program or project should be directly related to the needs you have identified and the grant amount requested.

Words commonly used for writing goals are broad and general rather than specific:

- to know
- to learn
- to develop
- to understand
- to appreciate
- to improve
- to provide
- to increase
- to empower
- to reduce

Examples:

...to reduce the degree of hunger in our community.

...to improve the quality of life for Veterans in our community.

...to increase afterschool opportunities for children in the ABC school district.

OBJECTIVE(S): Goals are only as good as the objectives that go with them. Objectives represent steps toward accomplishing a goal. In contrast to the goal, an objective is narrow, precise, tangible, concrete, and measurable. Think of objectives as your roadmap to reaching your final destination. Objectives are designed to support the attainment of/ or accomplishment of what you set out to achieve (the IMPACT).

Objectives should be written using the **SMART** format:

S – Specific

M – Measurable

A – Attainable

R – Relevant, realistic

T – Time-bound

Examples:

Goal # 1: The goal of the ABC Elks Lodge #00's Brotherly Love Kitchen program is to reduce the degree of hunger in our community.

Objective # 1a – The ABC Elks Lodge # 000 will open the Brotherly Love Kitchen three nights per week to the public from 5:00-7:00 PM, as evidenced by the Lodge calendar.

Objective # 1b - The ABC Elks Lodge # 00's Brotherly Love Kitchen will serve 75-100 residents per evening, as evidenced by the Brotherly Love Kitchen sign-in sheet.

Objective # 1c: The ABC Elks Lodge # 00 will recruit a crew of at least 8 volunteers to support the work of the Brotherly Love Kitchen during a 15 week period, as evidenced by the volunteer schedule and monthly Lodge Report.

Some grant proposals may ask that you make both your goals and objectives **SMART**. Always follow the guidelines provided by the grant proposal application!

PLAN FOR SUCCESS (20 POINTS)

How will you know if your program or project is successful? The big question for the Lodge, the community, and the ENF is...

Did it work?

Your members and community, and the ENF, will want to know if their investment (money, time, talent, facilities) paid off. How will your Lodge share the good, bad, and ugly of the program or project?

Your job will be to let all interested parties know...

- To what degree were you successful in meeting the stated goal(s) and objectives?
- How did you document the outcomes (accomplishments/IMPACT) of the program or project?
- How did you present that information/data to your members and the community served?

Generally the program or project evaluation is the weakest link of grant proposals. The term itself can be intimidating. Fear not, you can make your **Plan for Success** tight, neat, and clear, and bring home the dollars!

Plan For Success Checklist...

- Start with evaluation in mind, not something you do at the end of the program or project (make a plan).
- Do a gut check of your program or project on a timely basis – be it every few weeks initially, maybe going to monthly, and then quarterly checks. Get your team together to talk about what is going right, and/or what adjustments or changes need to be made. This is usually referred to as progress/formative evaluation. Is the program or project going the way you expected? Document your team meetings and any changes you make along the way. This process will help you in completing required reporting to the ENF.

- Keep records!! Document (if you don't write it down – it didn't happen). Be accountable for ENF grants your Lodge receives. It's important to document your success. Invest in a binder of some sort to keep all information related to your program or project. Use tab dividers for a copy of the original proposal, the award letter and other correspondence from ENF, to identify your ENF Grant committee members, agendas and minutes, document information related to any community partnerships and meetings conducted, keep track of all public relations efforts (add pictures or store them in an electronic file), keep copies of all correspondence about the program or project – Lodge meeting reports, any schedules, list of participants, sign-in sheets, any surveys, or other evaluation forms you use as record keeping – alone with any data used to identify your community need(s). Think in terms of measuring change from where you started (your baseline) to where you are quarterly and annually – (summative evaluation). Have a tab for all budget matters and include a sustainability plan. Stay organized – it pays off in the long run and is a resource for your Lodge as a recruitment tool for membership and committee assignments.

- An important aspect of the ENF and your local Order is MEMBERSHIP! ENF grants, especially the IMPACT grant, is an excellent opportunity to raise your Lodge's status and profile in your community, while highlighting the positive work of your members. An engaged membership feeling good about the work they do in their Lodge and community is a powerful recruitment tool for your Lodge. What a way to promote your Lodge and grow your membership! People want to be involved in work (and play) that is meaningful and makes a real difference in the world they call...home.

- Remember, a part of your Plan for Success includes promoting your ENF funded program or project in your community. Give special consideration to this section of the application. Match your criteria for success to your goal(s) and objective(s) as well as with your budget. Delegate tasks, document everything, and keep good records. Tell your story!

BUDGET INFORMATION (15 POINTS)

ENF IMPACT GRANT

| BUDGET CATEGORY | ENF FUNDS | CASH (Matching amount) | IN-KIND (Matching Amount) | TOTAL PROJECT COST (ENF Funds + Cash + In-Kind) |
|-------------------------------------|--------------------|-----------------------------------|--------------------------------------|--|
| Staff Salaries & Support | N/A | | 2,700.00 | 2,700.00 |
| Equipment | 1,000.00 | | 3,500.00 | 4,500.00 |
| Materials & Supplies | 8,800.00 | | 1,500.00 | 10,300.00 |
| Travel | 200.00 | 200.00 | | 400.00 |
| Other | | 200.00 | 3,600.00 | 3,800.00 |
| Total | \$10,000.00 | \$400.00 | \$11,300.00 | \$ 21,700.00 |

BUDGET NARRATIVE

Staff Salaries & Support

ENF: N/A

Cash: 0

In-kind: \$2700 – cost of 2 cooks for 3 hours per evening x 3 days per week x 15 weeks @ \$10/hour

Equipment

ENF: \$1000 = 1 – new salad bar island

Cash: 0

In-kind: \$3500 value of restaurant grade kitchen equipment (stove, refrigerator, freezer, microwave, fountain drink machine, pots/pans, & etc.)

Materials & Supplies

ENF: \$8800 = cost of perusable and canned; meats, fish, poultry; whole grains, fruits and vegetables; paper products – paper plates, cups, napkins, plastic flatware, & etc.

Cash: 0

In-kind: \$1500 = seasonal produce from members gardens, special treats during holiday seasons

Travel

ENF: \$200 = public transportation for low-income participants

Cash: \$200 = cost public transportation (bus tickets) for low-income participants
In-kind: 0

Other

ENF: 0

Cash: \$200 = cost of advertisement in local paper @ \$100 per ad twice per year

In-Kind: \$3600 = 8 volunteers @ a value of \$10/hour for a total of 360 hours of service