

This course is made possible through a collaborative effort between the Community Outreach Partnership Center (COPC) in the School of Social Ecology and the Department of Planning, Policy, and Design.



U260 Grant Writing for Community Planning and Development

Friday 9:00-11:50 am
Social Ecology 1, Rm 315
School of Social Ecology PPD, Fall 2009

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Course Description

This course introduces graduate students to the world of grant proposal writing and the processes involved in generating funding for nonprofit programs and community development projects. The course is an outgrowth of the COPC Community Scholars program, which seeks to provide real world experience in community building and community development to a new generation of professionals in urban planning and public policy.

The *mission* for the course is to teach students how to write effective proposals that help Orange County nonprofits seek grant funding. To date, four classes have produced four funded proposals. We hope that this fifth class significantly expands on that record.

Course Objectives

The *goal* of the course is to allow students to complete an actual grant proposal that will serve as a development effort for an agency and as a graded class project. This experience offers students the opportunity to explore multiple elements of the proposal process: needs assessment, program development, outcomes planning, program budgeting, and writing to express the needs of both the community and funder. The course will also explore current trends in the Orange County nonprofit sector, including fund development, funder protocols, funding trends, nonprofit revenue generation, the quest for nonprofit sustainability and diversification of income sources, and finally the organizational requirements to attract funders. The course will also allow each student the opportunity to interface directly with a public benefit corporation as an independent development contractor.

Required Reading: Reading will be provided in class by instructor.

Course Format

This class will meet weekly on Fridays for a total of three hours. Because a major purpose of the class involves the completion of an actual grant proposal for a local organization, sessions will accommodate the following: a) seminar/discussions on scheduled topics; b) project workshops for peer review and group discussion; and c) guest panels showcasing professionals in the industry. Students are responsible for preparing assigned readings as a basis for the collaborative effort in the workshop sessions. Throughout the course the instructor will provide feedback on the writing of the grants.

Each student will be provided an opportunity to choose a community "client" at the beginning of the course, and over the duration of 10 weeks will be responsible for attending meetings, collecting information and supporting the efforts necessary to complete the proposal. These are additional requirements for completing the course that will occur outside of the scheduled class time.

Course Grade

Grades will be based on individual assignments, submissions for various stages of the proposal and on the final presentation of the proposal to the nonprofit agency. Class assignments will be discussed further in class. Grade breakdown across 100 possible points is as follows:

Class Assignments	20 points
Grant Proposal	60 points, involves multiple submissions
Final Client Report	20 points

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Weekly Course Outline

- Week 1 – 9/25
Introduction to the Course and Assignment of Clients
Seminar Topic: The OC Nonprofit Sector – An Overview
Agency Interviews – Questions and Strategies
- Week 2 – 10/2
Guest Panel: Representatives from Foundations & other Funding Agencies
Kim Goll, Program Officer, Children and Families Commission
Michele Myszka-Townsend, Vice President, Pacific Life Foundation
Seminar Topic: Main Components of Proposal Development/What gets funded
- Week 3 – 10/9
Guest Speaker: The Business of Nonprofits – Are Nonprofits Really Sustainable Ventures?
Betsy Densmore, President, Social Enterprise Institute
Seminar Topic: Long-term sustainability of community initiatives
- Week 4 - 10/16
Guest Speaker: Community Development and the Banks
Armando de la Libertad, SVP - Community Development Manager
Wells Fargo Social Responsibility Group
Seminar Topic: Addressing Community Need through Programs & Services
- Week 5 – 10/23
Seminar Topic: Matching Your Numbers to Your Narrative (Budgets and Justifications)
DRAFT ONE OF PROPOSAL DUE
- Week 6 – 10/30
Guest Speaker: The Role of the Consultant in the Nonprofit Sector
Stephanie McCormick, Managing Consultant, Volunteer Center Orange County
Seminar Topic: Strategic Planning
- Week 7- 11/6
Guest Speaker: Identifying Project Goals and Measurable Outcomes
Carol Mintzer, Evaluation Consultant
Seminar Topic: Program Assessment from the Grant Writer's Perspective
- Week 8 – 11/13
Guest Speaker: Community Development and the Role of OC Philanthropists
Todd Hanson, VP Donor Relations & Programs, OC Community Foundation
Terrie Doizaki, Program Officer, Weingart Foundation
Assignment: Strategic Development Report for Client
- Week 9- 11/20
Proposal Workshop
Seminar Topic: Fund Development and Sustainability Planning
- Week 10 - 11/27
Proposal Workshop/Course Review and Evaluation
PROPOSALS DUE TO INSTRUCTOR
- FINAL DRAFT GRANT PROPOSALS AND DEVELOPMENT REPORTS SUBMITTED TO CLIENTS**