

# Writing a Successful Grant Proposal

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## HUD & Community Development Block Grant Programs (CDBG)

Jennifer McKeone, Cozad Development Corporation





# HUD's MISSION

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- HUD's mission is to create strong, sustainable, inclusive communities and quality affordable homes for all.
- HUD's vision is to improve lives and strengthen communities to deliver on America's dreams.

# 2023 HUD Programs



[https://www.hud.gov/program\\_offices/cfo/gmomgmt/grantsinfo/fundingopps](https://www.hud.gov/program_offices/cfo/gmomgmt/grantsinfo/fundingopps)



Community Planning  
& Development (CPD)



Federal Housing  
Administration (FHA)



Public & Indian  
Housing



Fair Housing & Equal  
Opportunity



Government National  
Mortgage Association  
(Ginnie Mae)



Lead Hazard Control &  
Healthy Homes  
Program













# Research Programs

Six key questions prior to Starting a HUD/CDBG Grant for Project Funding

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1. Is it outlined in the approved Consolidated Plan and Action Plan?
  2. Is the activity eligible?
  3. Is it ineligible?
  4. Will it meet a national objective?
  5. Will it help to meet the low/mod income targeting requirements?
  6. Will it comply with all “other federal requirements”?

# CDBG-National Objectives

 <b>(51%) Low Moderate Income Area Benefit</b>	 <b>LMI Limited Clientele</b>	 <b>LMI Household</b>	 <b>LMI Jobs</b>	 <b>Slum &amp; Blight</b>	 <b>Urgent Need</b>
<b>Area</b>  Activities: Water, Sewer, Streets, Library, Parks, Community Center, Planning, Fire Halls, Fire Trucks, Waste- Water	<b>Clientele</b>  Benefit: Elderly, Abused Children/Adults, Homeless, AIDS, & Severely Disabled,	<b>Household</b>  Activities: Homeowner Rehab, Rental Rehab, Renal Acquisition, Homebuyer Assistance, Day Care	<b>Household</b>  Must Create or Retain Jobs  AND  51% of those jobs must be available or held by LMI persons	<b>Area or Spot Basis</b>  Activities: Code Enforcement, Infrastructure, Commercial Rehab (Downtown Revitalization)	<b>Rare</b>  Serious conditions exist that pose serious & immediate threat to health/welfare of the community.

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The beginning is the  
most important part  
of the work

- Plato

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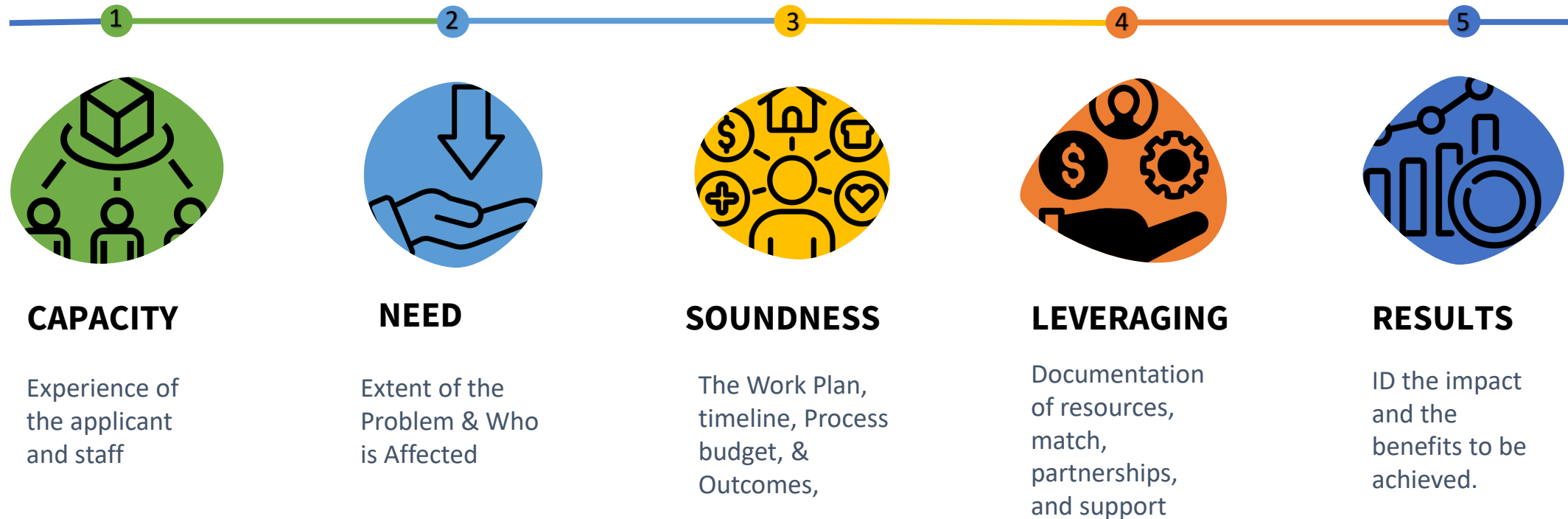
# Gather Information

- Public Participation & Documented Activities that demonstrate need for the project
- Past examples that show your commitment to your goals
- Designs, Budget, Work Plan
- Firm Commitment from Stakeholders/Funders
- Proof of Eligibility



# Factors for Award

Most of HUD's competitive grant programs use five criteria, known as Factors for Award, to rate and rank applications in the grant competitions.







With CDBG the County or City is the Applicant and sometimes a Non-Profit is the Subrecipient

## **Capacity of the Applicant**

- Responsible Staff
- Grants Management History
- Other Successful Projects
- Relationship between Applicant and Organization

## **Capacity of the Organization**

- Board of Directors
- Experience
- Partnerships & Their Capacity
- Resources
- Outside Consultants



# Problem/Needs Statement

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Most frequent error in HUD/CDBG proposal development!

- 50% of the proposals are eliminated because they fail to document the problem/need.

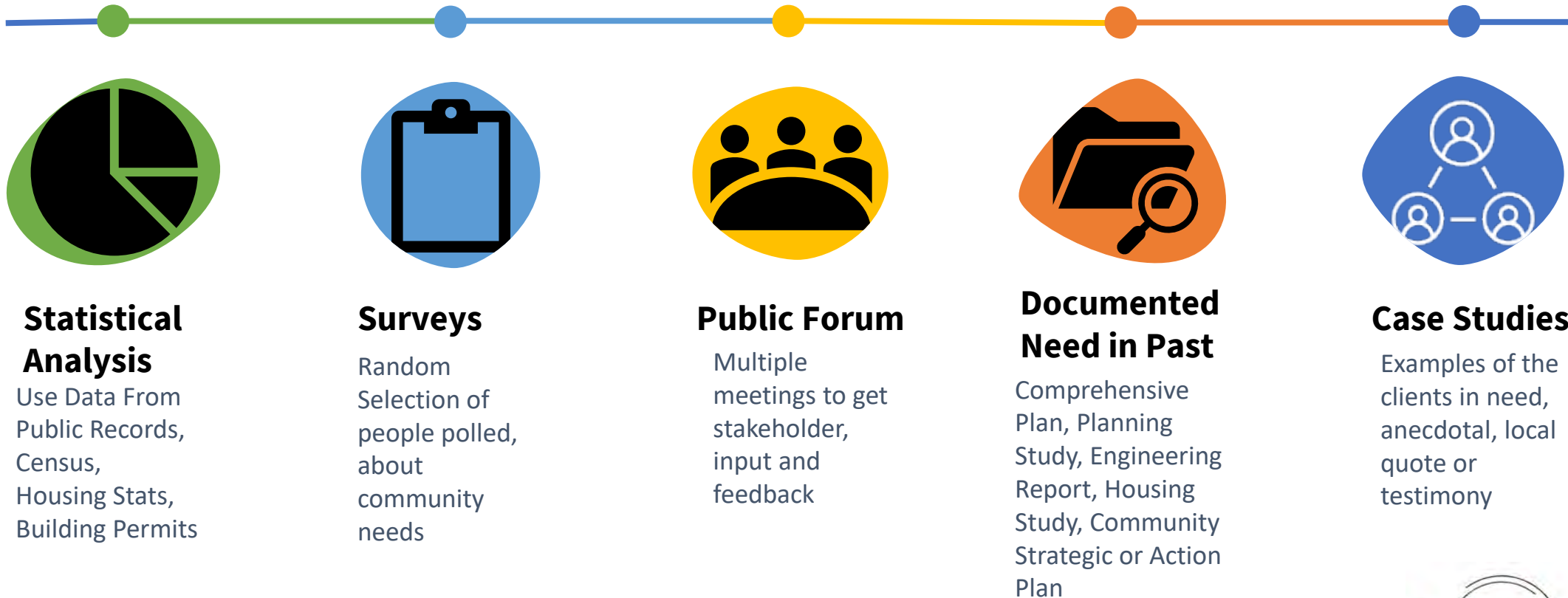
Should Identify:

- **Who is affected? (people centered)**
- Where does this take place?
- Why is it a problem?
- Who thinks this is a problem?
- What are the effects of this problem?
- AND TIES INTO THE NATIONAL OBJECTIVE & CONSOLIDATED PLAN



# Basic Needs Assessment

The Need should be Documented before the Project is Decided Upon

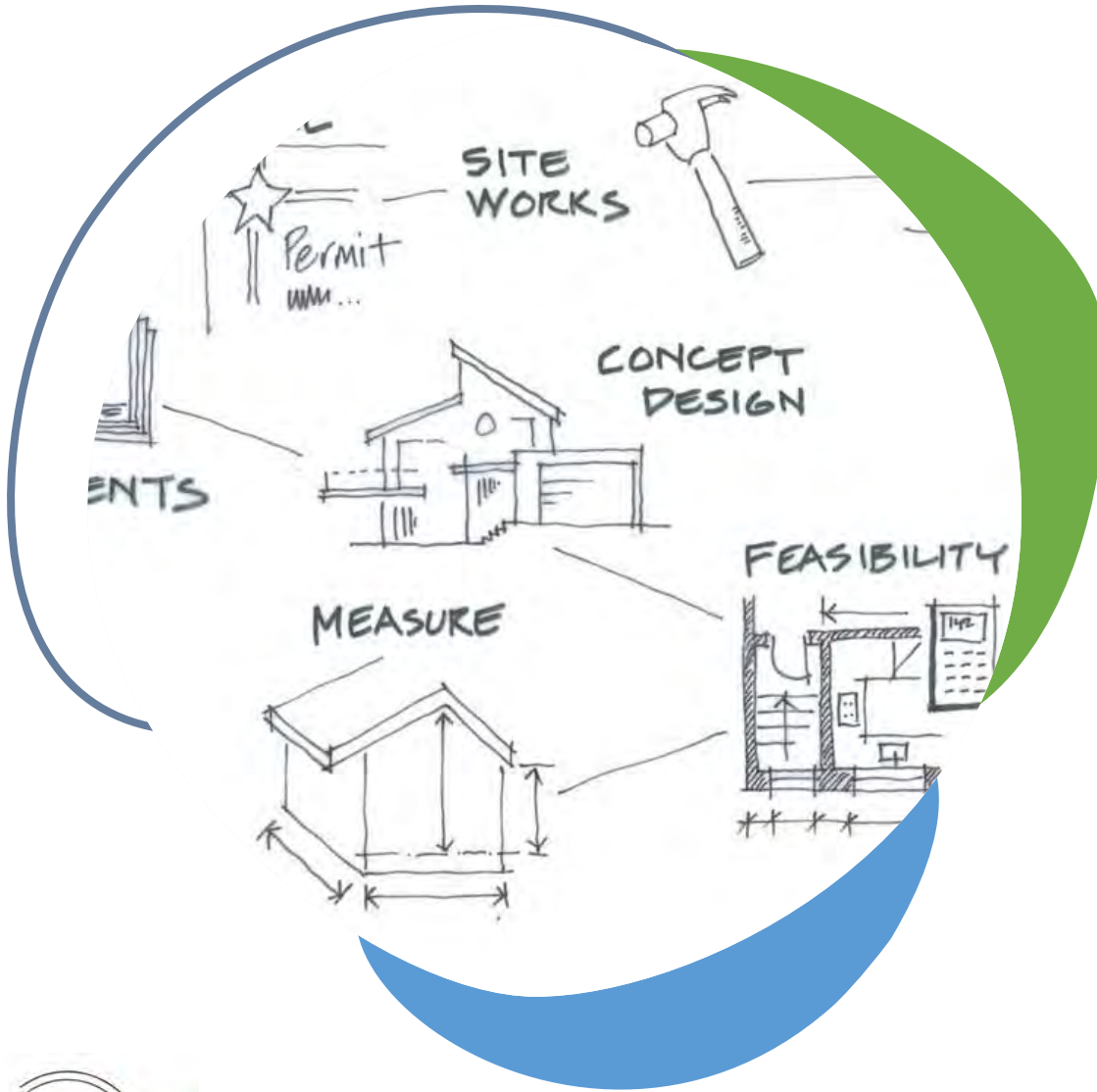


# Soundness of Approach

Grant Funds will not cover anything that has already been obligated. Therefore, you must have a solid work Plan for scoring purposes, without having the work Completed. You must show demand, without having the Grant funds committed.

## Readiness to Proceed

Concept	Vs.	Engineering
Expert Opinions	Vs.	Paid Consultants
Site Control	Vs.	Acquisition
Opinion of Cost	Vs.	Bid
Interested Parties	Vs.	Applicants
MOU	Vs.	Contracts







# Leveraging

A Firm Commitment of Resources above and beyond the required match.

- must be identified, tracked and verifiable

(who, what, when,& why)

Check guidelines about what types of in-kind of leveraging can can towards match.

# MEASURABLE OUTCOMES

## Quantity Examples

- # of Houses Rehabbed
- # of Jobs Created
- # of L.F. of Paved Streets
- # of Limited Clientele Served
- # of Households W/Services

## Proxy Outcome Examples

- Slum & Blight Eliminated: Reduction in Crime Rate
- Center for Youth: Reduction in High School Drop outs
- Commercial Rehab: Sales Tax Increase
- Reading Comp. Scores Increased

## Qualitative Outcome Examples

- Community Satisfaction Increased—Survey Data
- Rehabbed Housing-Increase in Neighborhood Valuation from other households making improvements.
- ED Project: Job Satisfaction Interviews



# WHAT IS A STRONG APPLICATION?

## KNOW HOW THE APPLICATION IS SCORED!



Shows Community Support



Proves Organization has the Capacity to Get 'R' Done



Has more Financial Resources than Required



Includes Hard and Soft Data



Easy to Read for the Reviewer



Connects Project to Community Needs and HUD Priorities





# Do I need a Grant Writer?

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No one can tell your story better than you. Look at each question, and delegate team members to write, collect information and edit. Ask outsiders to review to ensure clarity.

CDBG and HUD grants have a lot of facets, and you will want to consider having a certified or experienced grant administrator involved. This person can help with the technical aspects of the grant and put the final touches on the application.



# Thank You

**Jen McKeone, Executive Director  
Cozad Development Corporation**

Jen@cozaddevelopment.com

p. 308-784-8006

c. 308-529-0810

