

Sample
Home Fire Safety for Children
Grant Proposal



About Go For Safety...

G*o For Safety* is an audio CD that comes with lesson plans and companion booklets to help children learn about home fire safety. This sample grant proposal will assist you in attracting funds to purchase sets of *Go For Safety* for your public education activities.

Before You Begin...

Make sure the funding agency you approach has a mission that's a good match with the project you are trying to fund. This is the real key to your success. I have selected the Wal-Mart Foundation as the sample prospective funding source because three of Wal-Mart's stated missions are closely aligned with the fire service--

- (1) community welfare
- (2) environmental preservation
- (3) **children's welfare.**

Note: The Wal-Mart Foundation doesn't require that applicants have a not-for-profit 501(C)3 tax status. Also, you may approach your local Wal-Mart store with your proposal rather than having to submit it to their corporate headquarters.

Note also that the average grant size from the Wal-Mart Foundation is \$1,700. For this proposal, that is the amount requested. For ideas to help you attract funding needed for larger projects, please go to the *Grant Insider* located at www.theideabank.com/grantinsider.html.

Your Initial Contact

Good research strategy includes finding a "key contact" at the funding source and then arranging a personal meeting. There is simply no substitute for meeting face-to-face. Remember that people invest in people and your passion for getting your project off the ground is the strongest selling point you have. When you do meet, be sure ask and get an answer to this two-part question: "(1) Will you accept a proposal from us (2) for a grant in the amount of \$ _____?" Once you have that commitment, you're on your way.

Good luck to you,

Richard Lambert
President, The Idea Bank

Note: In this sample grant proposal, we have indicated **in red** those points/figures you will want to adapt or customize to meet your own circumstance.

Cover Letter

February 16, 2004

Ms. Jill Franklin
Grant Administrator
The Wal-Mart Foundation
100 Second Avenue
Johnson City, Idaho 55555

Dear Ms. Franklin:

Thank you for the opportunity to meet with you last (Tuesday) and for your interest in our project, **Go For Safety**. We believe the Wal-Mart Foundation's mission of serving children in the community makes this project a good candidate for your consideration and support.

We ask you to invest \$1,699.75* to help us purchase twenty **Go For Safety** CD sets, plus five hundred companion books. These tools will enable us to reach every elementary school-age child throughout our community with a message of home fire safety.

As we discussed in our meeting, Ms. Franklin, eighty-five percent of all fire deaths in the United States occur in the home, and children are among those at greatest risk. Looking at our own community, home fires... (use your own stats here)

Our project goal is to have the **Go For Safety** program integrated into every elementary school in Johnson City by the 2005-2006 school year. With the support of leading community groups joined by civic-minded foundations like the Wal-Mart Foundation, I know we can be successful.

I will contact you next Thursday after you've had an opportunity to review this proposal.

Warmest regards,

Robert Flanagan,
Grant Coordinator
Johnson City Fire Department
150 Main Street
Johnson City, Idaho 55555
(807) 564-7869
robertf@jcity.id.us

James Leesley
Fire Chief
Johnson City Fire Department

* see budget section for detail

Go For Safety

Teaching Children About Home Fire Safety

Submitted to the Wal-Mart Foundation
February 16, 2004

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Executive Summary

Americans are seven times more likely to die from fire than the Swiss. There are more fires each year in the city of New York than in the entire country of Japan. Why are we at such risk from fire? Many fire professionals say it is our bad attitude. We simply don't think it can happen to us. And statistics show that children are among those at greatest risk of a fire death.

According to the National Fire Protection Association, fires kill 300 children a year in the United States, while another 3,000 are injured. Sadly, one-third of the children killed by fire actually set the fire themselves. In **Johnson City**, there have been (use statistics from your local community here).

To address this community problem, our fire department is introducing a new self-sustaining home fire safety program called ***Go For Safety***. We are doing this in partnership with our local elementary school system. The teachers, after receiving the resource materials and information, will be doing the instructional work in the classroom. (If this format has been successful in your community with the Risk Watch program, be sure to point that out at this point).

The ***Go For Safety*** program demonstrates five ways for children to help prevent fires at home. In addition, they learn how to be prepared if a fire does break out. The 16-minute audio CD incorporates songs that correspond with each of the program's five lesson plans. It also comes with a supply of companion books so that each child can read along while listening to the CD.* This curriculum-based format enables children to develop reading skills while participating in the fire safety program

Our fire department has successfully qualified for The Idea Bank's *We'll Match That* program. This provides special pricing for grant-funded projects. As a result, the Wal-Mart Foundation's grant will enable us to purchase 20 ***Go For Safety*** sets plus 500 companion books for \$1,699.75. This represents a savings of 50 percent compared to the list price of \$3,399.50.

(Conclude this section by briefly indicating how many students will benefit from the program, how it will operate, for how long, and who will staff it).

*Please refer to the Appendix for an outline of the five ***Go For Safety*** messages and songs.

Introduction

In this section, you'll need to demonstrate to Wal-Mart that you have the means as well as the creative ability to solve the community problem your proposal addresses.

Novice grant writers often focus mistakenly on their own need for funds in this section. You can be more effective by first linking the project with the *grantor's* priorities and values. For example, here's a good opening sentence...

This home fire safety project will help meet the Wal-Mart Foundation's mission of serving children in the community. (Using the "strategy of opposites" here, you are showing *first* how the project meets Wal-Mart's stated mission. This will give you a better shot at success.)

To achieve the program's objectives, we have representatives from (list the organizations/schools which are part of the project, along with the qualifications of your key members).

Underscore what you have accomplished to this point, and then how the project will help you address Wal-Mart's mission and achieve the project's long-range goal.

Benefits to the Wal-Mart Foundation

The Wal-Mart Foundation will be invited to participate in the official launch of *Go For Safety* on (date) and recognized as a funding sponsor of the project.



The Wal-Mart logo will be used wherever possible on printed supporting materials.



The support of the Wal-Mart Foundation will be noted in news releases and announcements about the success stories that occur as a result of this project.

Statement of Need

Think of a jumbo jet...filled to capacity. Then imagine that jet soaring out over the ocean and plunging into it, killing everyone aboard. What if that happened once a month, *every* month? The public outcry would be deafening, wouldn't it? Well, that's how many people die each month in the United States from preventable fires.

The truth is, we have one of the highest fire death rates in the industrialized world, and yet only sixteen states in this country require fire safety education in their schools. In **Johnson City**, we plan to create an environment where our citizens are more fire safe, as well as more aware of fire prevention methods than our national averages indicate.

We are focusing our efforts initially on home fire safety because that is where the risk of fire is greatest. In fact, eighty-five percent of all fire deaths in the United States occur in the home, where most people feel the safest. The ***Go For Safety*** program represents our community's effort to reach every elementary school-age child with a message of fire safety.

Using statistics (and anecdotal information, if possible), show how home fires have affected your community.

If your fire department has helped develop a related public education program (such as Risk Watch), point that out here, underscoring how ***Go For Safety*** effectively complements your other program(s).

Conclude by introducing the schools, other organizations and/or sponsors who are participating in the ***Go For Safety*** program. This will show the Wal-Mart Foundation that you are part of a broad-based effort and that your proposal represents the concerns of the whole community.

The Wal-Mart Foundation's grant of \$1,699.75 will provide our elementary school teachers with enough ***Go For Safety*** CDs and corresponding teaching materials to help us reach every elementary school-age child in our community with life-saving information.

Goal and Objectives

Our goal for the project, ***Go For Safety***, is to have it incorporated into ALL of our community's (number) elementary school fire prevention activities by the start of the 2005-2006 school year.

In order to achieve our goal, we have established these specific objectives:

1. By July of this year, we will obtain 20 ***Go For Safety*** sets and 500 companion books.
2. Beginning next (September), our public education officers will start making ***Go For Safety*** classroom presentations and providing elementary school teachers with the lesson plans and books which go with the ***Go For Safety*** program. **Indicate how many classroom presentations will be made per month (or other time period), showing how your overall goal will be achieved by the end of the 2005-2006 school year.**

Methodology

This section is your “plan of action,” showing how and when you will meet your proposal’s goal and objectives. If this section is well-organized, it will help the grant reviewer clearly visualize how your project will come together. Moreover, it demonstrates that you’ve planned the project thoroughly and serves to add credibility to your proposal.

Note that this section takes the objectives established in the previous section and matches them with corresponding methods...logical and effective.

We will employ the following methodology to achieve our objectives:

1. Objective: By July of this year, we will obtain 20 *Go For Safety* sets and 500 companion books.

Methods:

A. Obtain through grant funding

2. Objective: Beginning next (**September**), our public education officers will start making *Go For Safety* classroom presentations and providing elementary school teachers with the lesson plans and books which go with the *Go For Safety* program.

Methods:

A. Indicate where/when this will occur

B. Describe who will be making the presentations

Add more information as needed

Evaluation

The evaluation is an important tool for the grantor because it offers a way to measure the success of the project.

The evaluation is a four-step process--

1. Identify what will be evaluated. We've taken the objectives from our previous section to do that.
2. Determine the methods you will use to evaluate each objective. Describe the information you will need and how you propose to collect it.
3. Clarify the analysis you plan to make, then carry out your evaluation by collecting and interpreting the data required for each objective.
4. Summarize the data, stating how it will be used for program improvements.

Our program manager, **name**, will be responsible for evaluating the results of the project. An annual progress report will be prepared each **June** for the next three years. It will include statistical data showing the number of students who've received classroom instruction. The report will also be distributed by the project manager to each participating member of the project as well as to the funding sponsors, including the Wal-Mart Foundation. The report will be examined by the project participants annually with the goal of improving the project's activities and results.

1. Objective: By July of this year, we will obtain 20 *Go For Safety* sets and 500 companion books.

❖ The program manager will organize and maintain the *Go For Safety* sets.

2. Objective: Beginning next (**September**), our public education officers will start making *Go For Safety* classroom presentations and providing elementary school teachers with the lesson plans and books which go with the *Go For Safety* program.

❖ The program manager will maintain communication with the elementary school administrations and participating teachers...in order to assist and monitor the progress of the *Go For Safety* program.

Budget

A project budget is more than a statement of proposed expenditures; it is an alternate way of expressing your project. Grant reviewers will look at your budget to see how well it fits your proposed activities. Incomplete budgets are a reflection of sloppy preparation. Inflated budgets are signals of waste. Budgets that are too low cast doubt on your planning ability. In effect, your Budget is as much a credibility statement as your Executive Summary.

One characteristic that *always* serves to favorably impress grantors is a proposal that offers the most economic “bang for the buck.” This means showing the grantor that you will be spending their investment dollars wisely.

For this proposal to the Wal-Mart Foundation, we are giving you a good way to illustrate this point in your budget. Our “We’ll Match That” program enables you to double the grantor’s return on their investment. An important point to make. For more information, please go to: www.theideabank.com/match.html

Here is the “We’ll Match That” discount pricing schedule for the *Go For Safety* program:

Quantity	List Price	“We’ll Match That” Price
20 CDs, 20 sets of lesson plans & 500 books	\$3,399.50	\$1,699.75
40 CDs, 40 sets of lesson plans & 1,000 books	\$6,398.00	\$3,199.00
60 CDs, 60 sets of lesson plans & 1,500 books	\$9,275.00	\$4,637.50
per unit cost for additional books	\$ 6.00 ea	\$ 3.00 ea

Note: Please add 7% to the “We’ll Match That” price for shipping.

You should also explain in the Budget Section why you are asking the grantor to purchase the *Go For Safety* programs by describing how they will be used during the course of the project. If you are asking for more sets than illustrated in this sample proposal, then describe why that number is needed and how they will be used.

Be sure to point out in the Budget Section how much your department (as well as other project members) are financially committing to the project, including in-kind resources. This is important in order for you to show the Wal-Mart Foundation how they “fit” financially into the overall project.

For a good example of an effective budget format, please refer to the sample proposal (**Countdown to Survival**) posted online at: www.theideabank.com/onlinecourse/samplegrant.html

Appendix

Include brief biographies of each program member along with a letter of support from each organization's leader showing their commitment to the project. Again, it's an advantage for you to be able to show the grantor that you have broad community support for the project.

Tip: You may want to post the members' biographies as well as the letters of support on your Web site (using PDF files). Then provide the funding agency, in this case the Wal-Mart Foundation, the URL containing the materials. This will make the proposal more compact (an advantage) while keeping your supporting materials easily accessible.

Go For Safety's Five Messages and Song Titles

Matches and Lighters

More than ninety thousand fires a year in the United States are started by children, curious about fire. And three thousand of them are injured every year by fireplay. Remember that matches and lighters are tools for adults, and not toys.

Smoke Alarms

The good news? Over ninety three percent of all homes in the United States have at least one smoke alarm. The bad news is that one third of them are not working. Make sure your smoke alarms are operating correctly by testing them regularly.

Escape Plans

More than one thousand home fires break out in the United States every day. Unfortunately, most families are not prepared. Make sure your family has a fire escape plan, and that you practice what to do in an emergency.

Crawl Low Under Smoke

More than four thousand Americans die every year in fires. Most are killed by the smoke, rather than the flames. In a fire, the cleanest air is low, near the floor. So, to escape safely, crawl low, under the smoke.

Stop, Drop and Roll

Clothing fires are a leading cause of serious burns for children. Learn how to stop, drop and roll to reduce the chance of a serious burn.

United States Home Fire Statistics*

(You may want to select and use some of this data
as supporting materials in your proposal)

- ❖ Every 18 seconds, a fire department responds to a fire somewhere in the United States.
- ❖ Eighty-five percent of all fire deaths occur in the home, where most people feel the safest.
- ❖ One-fourth of home fires occur between 10:00 PM and 6:00 AM and these fires account for half of all home fire deaths.
- ❖ Over ninety-three percent of all homes have at least one smoke alarm. Unfortunately, more than one-third of them are not working.

*Source: National Fire Protection Association

