



# Grantsline

A publication of the Carroll County Grants Office

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Volume 8, Number 1

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## Albertsons

At the heart of Albertsons charitable giving is the idea that being a good corporate citizen is an ongoing responsibility. By helping to create stronger communities, we enhance the quality of life for customers and associates. The foundation proposes that being a good neighbor also means providing for customers beyond the store's walls.

**Donation Focus Areas:** Albertsons is focused on providing their customers with a fresh and healthy experience in the stores. Albertsons helps to create healthy and thriving communities by supporting organizations whose primary mission fits the following focus areas:

**Hunger Relief:** Ending hunger in our local communities is core to their charitable mission. They support organizations providing comprehensive hunger relief programming and food distribution.

**Health and Nutrition:** They fund organizations promoting nutrition education and maintaining a healthy lifestyle through diet.

**Environmental Stewardship:** Albertsons is committed to environmental stewardship and sustainable operations and will support local efforts.

### To be eligible, a request must:

- Include your organization's federal 501(c)(3) designation letter
- Include a signed and dated IRS W-9
- Fall within the three focus areas

**Geographic Focus:** National

**Grant Amount:** not specified

**Deadline:** no deadline

**How to Apply:** The request process is completed online. To apply and for more information, visit [www.albertsons.com](http://www.albertsons.com)

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## Department of Veteran Affairs Funds Availability Under the Supportive Services for Veteran Families Program

The Department of Veterans Affairs (VA) has announced the availability of funds for supportive services grants under the Supportive Services for Veteran Families (SSVF) Program.

## Contact Us

Carroll County  
Grants Office  
225 N. Center Street  
Westminster, MD 21157

Colleen Baumgartner  
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org  
410-386-2212

Marcia Hoffman  
[mhoffman@ccg.carr.org](mailto:mhoffman@ccg.carr.org)  
410-386-2448

FAX: 410-848-0003

General Office Phone:  
1-888-302-8978

Web Page:  
<http://ccggovernment.carr.org/ccg/grants/default.asp>

**Deadline:** February 15, 2012

**Grant Amount:** An eligible entity may apply for a total of \$1 million per year in grant funding per state.

**Geographic Focus:** National

For a Copy of the Application Packages download directly from the SSVF Program web page at: <http://www.va.gov/HOMELESS/SSVF.asp>.

Questions should be referred to the SSVF Program Office via phone at (877) 737-0111 (this is a toll-free number) or via email at [SSVF@va.gov](mailto:SSVF@va.gov). For detailed SSVF Program information and requirements, see the Final Rule published in the Federal Register (75 FR 68975) on November 10, 2010 (Final Rule), which is codified in 38 CFR Part 62.

**Submission of Applications:** The application must be submitted to the following address:

Supportive Services for Veteran Families Program Office  
National Center on Homelessness Among Veterans  
4100 Chester Avenue, Suite 201  
Philadelphia, PA 19104

or via [Grants.gov](http://www.grants.gov). Applications may not be sent by facsimile (FAX).

For further information, contact John Kuhn, Supportive Services for Veteran Families Program Office, National Center on Homelessness Among Veterans, 4100 Chester Avenue, Suite 201, Philadelphia, PA 19104; (877) 737-0111; [SSVF@va.gov](mailto:SSVF@va.gov).

Technical Assistance: Information regarding how to obtain technical assistance with the preparation of an initial or renewal supportive services grant application is available on the SSVF Program web page at <http://www.va.gov/HOMELESS/SSVF.asp>.

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## Public Welfare Foundation

The Public Welfare Foundation supports efforts to ensure fundamental rights and opportunities for people in need. The Foundation seeks projects with carefully defined areas where their funds can make a difference in bringing about systemic changes that can improve lives.

The Foundation focuses on three program areas:

### Criminal Justice

The Foundation's Criminal Justice Program supports groups working to end over-incarceration of adult offenders in America. In particular, the Program makes grants to groups that are working to:

- Reduce incarceration rates through the reform of sentencing laws and parole and probation systems, including the use of diversion and alternatives to incarceration;
- Reduce jail populations through the reform of pretrial detention policies and

## Quote of the Month

*“We can’t solve problems  
by using the same kind of  
thinking we used when we  
created them.”*

Albert Einstein

practices;

- Develop and promote innovative strategies to reduce the overrepresentation of racial and ethnic minorities in the criminal justice process.

### Juvenile Justice

The Foundation’s Juvenile Justice Program supports groups working to end the criminalization and over-incarceration of youth in the United States. In particular, the Program makes grants to groups that are working to advance systems reforms that will:

- Reduce youth incarceration rates in the juvenile justice system (through policies that, for example, limit the use of incarceration, expand the use of community-based alternatives to incarceration, reduce lengths of stay, and/or decriminalize minor misbehaviors or otherwise divert youth from the juvenile court system);
- End the practice of trying, sentencing, and incarcerating youth as adults; and
- Promote more fair and equitable treatment of youth of color by the juvenile justice system.

### Workers’ Rights

The Foundation’s Workers’ Rights Program supports groups seeking policy and system reforms to improve the lives of low-wage working people, with a focus on securing their basic legal rights to safe, healthy, and fair conditions at work. Specifically, the Program makes grants to groups seeking reforms that will do the following:

- Make Work Safe and Healthy– by preventing illness, injury, and death on the job, and improving workers’ compensation;
- Make Work Pay– by empowering workers to hold low-road employers accountable for wage theft, misclassification, and contingent work abuse, particularly through policies that create or improve private rights of action and fee-shifting; and
- Build Workers’ Advocacy Power– by improving the ability of low-wage workers to act collectively for policy and system reform.

Additionally, the Program supports investigative journalism, national broadcast news coverage, and other high-profile media and public education about workers’ rights issues.

### Special Opportunities

The Special Opportunities Program supports projects reflecting the Foundation’s mission and underlying values, including its longstanding commitment to racial equity and justice. These are one-time only grants that are especially timely and compelling. At times this kind of grant serves as a laboratory for new ideas. Relatively few of these grants are given. The Foundation is unable to support unsolicited applications in this program area.

**Eligibility:** Applicants must be an official 501(c)(3) as defined by the IRS.

**Geographic Focus:** National

## Interesting Web Sites

GrantSpace  
<http://grantspace.org>

Grant Gopher  
<https://grantgopher.com/Default.aspx>

Foundation Center  
<http://fconline.foundationcenter.org/>

GuideStar  
<http://www2.guidestar.org/>

DonorPerfect Nonprofit Software  
<http://www.donorperfect.com/>

**Grant Amount:** Not specified

**Deadline:** Applications are accepted throughout the year.

**Application Process:** The Foundation has a two-step application process that includes both a letter of inquiry (LOI) and a full proposal.

For more information, visit <http://publicwelfare.org>, email [info@publicwelfare.org](mailto:info@publicwelfare.org) or call 202-965-1800.

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## FEMA Firefighters Grant Program Staffing for Adequate Fire and Emergency Response (SAFER)

The Assistance to Firefighters Grant (AFG) program's Staffing for Adequate Fire and Emergency Response (SAFER) application period will be opening soon. The primary goal of the SAFER grants program is to improve or restore local fire departments' staffing and deployment capabilities so they may more effectively respond to emergencies. With the enhanced or restored staffing, a SAFER grantee's response time will be reduced sufficiently and an appropriate number of trained personnel will be assembled at the incident scene.

Grant funds are available in two categories:

- Hiring firefighters
- Recruitment and retention of volunteer firefighters

Call the Help Desk at 866-274-0960 or email [firegrants@dhs.gov](mailto:firegrants@dhs.gov) for answers to questions or contact the Fire Protection Specialist.

Corresponding Get Ready Guides and Self Evaluation Tools for the grant activity you will be applying for will be available soon with additional information to help application preparation.

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## In the News

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### CMCS Launches Medicaid and CHIP Website

The Center for Medicaid and CHIP Services (CMCS) is pleased to announce the initial launch of the first Federal government website devoted to the policies and the people of Medicaid and the Children's Health Insurance Program (CHIP). [Medicaid.gov](http://Medicaid.gov) brings to the forefront the items that states, the health policy community and other stakeholders have said they care about most, including: Federal policy guidance; information on pending and approved waivers; highlights of the Affordable Care Act implementation efforts; State-specific program information and data; and improved search capabilities. Also available is a section for consumers to help them get information about the Medicaid or CHIP program in their State.

## ***In the News***

- CMCS Launches Medicaid and CHIP Website
- 12<sup>th</sup> Annual Children's Mental Health Day
- CMS Rule Gives Employers and Consumers Access to Quality Healthcare Data
- Facebook provides first one-of-a-kind service to help prevent suicides

To access the website, go to [www.medicaid.gov](http://www.medicaid.gov). After visiting the website, feel free to give CMCS your feedback by completing the customer survey at <http://cmsideas.uservoice.com/forums/141980-medicaid-gov>

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## **12<sup>th</sup> Annual Children's Mental Health Day January 24, 2012**

It's just about a month away now, so please get out next year's calendar and mark off Tuesday, Jan. 24, to attend our 12th annual Children's Mental Health Day in Annapolis. We have no doubt the dreaded six-letter word, b-u-d-g-e-t, will be at the top of everyone's issues list, as it has been for the last several years.

The voices of families and youth are the most powerful tools to influence legislators to protect funding for services for our children. Please join us at the Miller Senate Office Building, Rooms West 1 and 2, beginning with registration and breakfast at 8:45 a.m. We are planning an issues briefing with legislators and state agency representatives and have allotted more than two hours for you to visit your legislators personally.

Please remember to make appointments with your legislators before the 24th, between 10:30 a.m. and 1 p.m. if possible! We also are featuring a special program for youth, who will be able to tour the state capitol and watch the General Assembly in session during the issues briefing.

You'll need to bring a photo ID to get through security; food and cameras are prohibited and cell phones must be turned off. You can park at the Navy-Marine Corps Stadium off Rowe Boulevard for \$5 and take a free trolley shuttle to the Legislative Services stop.

For more information and to register, please call 410.730.8267.

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## **CMS Rule Gives Employers and Consumers Access to Quality Healthcare Data**

As a part of the Affordable Care Act, the Centers for Medicare & Medicaid Services (CMS) recently announced a final rule that gives employers and consumers access to information they need to make more informed choices about their healthcare.

The rule gives qualified organizations, like employers and consumer groups, access to data that can help them identify high quality healthcare providers or create online tools to help consumers make educated healthcare choices. Information that could identify specific patients, however, will not be publicly released and strong penalties will be in place for any misuse of data.

To read more about the rule, go to <https://www.cms.gov/apps/media/press/release.asp?Counter=4206&intNumPerPage=1000&checkDate=&checkKey=&srchType=1&numDays=0&sr>

## SAMHSA and the National Suicide Prevention Lifeline collaborate with Facebook to help those in crisis

Facebook has announced a new service that harnesses the power of social networking and crisis support to help prevent suicides across the nation and Canada. The new service enables Facebook users to report a suicidal comment they see posted by a friend to Facebook using either the [Report Suicidal Content](#) link or links found throughout the site. The person who posted the suicidal comment will then immediately receive an e-mail from Facebook encouraging them to call the National Suicide Prevention Lifeline 1-800-273-TALK (8255) or to click on a link to begin a confidential chat session with a crisis worker.

The National Suicide Prevention Lifeline 1-800-273-TALK (8255) or <http://www.suicidepreventionlifeline.org/> is a toll-free suicide prevention hotline network comprised of 152 local crisis centers. The Lifeline is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by Link2Health Solutions, a wholly owned subsidiary of the Mental Health Association of New York City (MHA-NYC). The Lifeline provides free and confidential crisis counseling to anyone in need 24/7 and has answered over 3 million calls since its launch in 2005.

“We’re proud to expand our partnership with Lifeline, and to provide those in crisis with even more options to seek help,” said Facebook’s Chief Security Officer, Joe Sullivan. “The Lifeline’s commitment to suicide prevention has enabled people on Facebook to get fast, meaningful help when they need it most, and we look forward to continuing our work with them to help save lives.”

“Facebook and the Lifeline are to be commended for addressing one of this nation’s most tragic public health problems,” said Surgeon General, Regina M. Benjamin, MD, MBA, who serves with Sullivan on the National Action Alliance for Suicide Prevention. “Nearly 100 Americans die by suicide every day – 36,035 lives every year. For every person who is murdered, two die by suicide. These deaths are even more tragic because they are preventable. We have effective treatments to help suicidal individuals regain hope and a desire to live and we know how powerful personal connections and support can be. Therefore we as a nation must do everything we can to reach out to those at risk and provide them the help and hope needed to survive and return to productive lives with their family, friends, and communities.”

Crisis center workers from two centers in the Lifeline network, the Boys Town National Hotline and Goodwill of the Finger Lakes’ 2-1-1/LIFE LINE, will be available 24 hours a day, seven days a week to respond to Facebook users opting to use the chat. The Lifeline currently responds to dozens of people each day who have expressed suicidal thoughts on Facebook.

“We have been partnering with Facebook since 2006 to assist at-risk users and are thrilled to launch this new service,” said John Draper, Ph.D., the Lifeline’s project director and MHA-NYC’s Vice President of Behavioral Health Technology. “Although the Lifeline on average handles 70,000 calls per month, we have heard from our Facebook fans and others that there are many people in crisis who

## Trainings and Resources

- Tracks to Success – Community Needs Assessment – Part 2

### Foundation Directory Webinars

- Grantseeking Basics
- Introduction to Finding Funders
- Proposal Writing Basics
- Proposal Budgeting Basics
- Prospect Research Basics: Researching Individual Donors
- Introduction to Fundraising Planning
- Nonprofit Sustainability: Building Block to Organizational Success
- Your Board and Fundraising: An Introductory Class
- Nonprofit Sustainability: Building Blocks to Organizational Success
- Before You Seek a Grant: A Checklist for New Nonprofits

don't feel comfortable picking up the phone. This new service provides a way for them to get the help they need in the way they want it.”

For more information on this topic, please visit the SAMHSA Blog at <http://blog.samhsa.gov/>

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## Trainings and Resources

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### Tracks to Success Community Needs Assessment – Part 2

By Susan Eliot, Eliot & Associates  
GrantStation.com, Inc.

#### Telling the Story

In Part One, which was included in the November 2011 edition of Grantsline, Susan Eliot made the case for conducting a needs assessment and related it to writing a story. Because the story being written for a needs assessment is a true one, it is important to collect some facts (data). There are two basic types of data needed – numbers and words.

Numbers, also known as quantitative data, are useful for indicating how big the problem is, how long it's been going on, the rates of its occurrence, and how it compares to the same problem in other locations. Words, also known as qualitative data, reveal how individual members are impacted by the issue, what's already been done to address the issue, the most culturally appropriate way to intervene, and what happens when the issue is not addressed. Generally, it's best to use a combination of both quantitative and qualitative data in a needs assessment: quantitative data to frame the issue and qualitative data to “put meat on the bones.”

Data sources can be either primary or secondary.

**Primary data** collection for needs assessment studies usually involves qualitative methods such as focus groups, in-depth interviews, and public forums. These methods are useful for eliciting insights from key informants, service providers, and the intended recipients of the program being proposed.

**Secondary data** can be obtained from government agencies, large independent research firms, or national nonprofit agencies. Larger online databases like the U.S. Census, the National Center for Education Statistics, and National Center for Health Statistics even offer the ability to drill down in the data by census tract, zip code, and other variables.

Once enough primary and secondary data is collected to substantiate the need, it's time to write the story. Consider the following hypothetical example:

*You've heard from parents and first grade teachers in all five schools in your large rural district that children are not arriving in first grade ready to read or write. As superintendent of schools, you know you've got some good teachers that you would like to retain but suspect that several may have outdated skills. You've also heard that the federal government's new “Ready, Set, Go” program addresses this very issue.*

*You also know you will be competing with hundreds of other school districts around the country.*

Looking at the six elements of a good story, the following data may need to be collected:

- **Setting:** District size, area geography, population density, school policies, local teacher supply, local educational offerings.
- **Characters:** Teacher demographics, student demographics, teacher longevity, teacher/principal attitudes toward professional education, parent characteristics
- **Events:** Achievement scores of district 1<sup>st</sup> graders, parent concerns
- **Development/Plot:** Changes in teacher requirements over time, changes in children's aptitudes, history of pre-school in the community, changes in district budget for professional education of elementary school teachers
- **Key Message:** Gap between the desired preparation/tools of kindergarten teachers and their actual level of preparation/tools
- **Ending/Solution:** The program or strategy proposed for closing the reading/writing readiness gap of first graders in your district.

Below are some sources from which this data may be obtained:

*Primary data sources:*

- Focus groups with parents of kindergartners
- Interviews or focus groups with kindergarten teachers
- Interviews with principals

*Secondary data sources:*

- National, state, and district teacher preparation data from the National Center for Education Statistics (NCES)
- Teacher attitude data from a statewide survey conducted by the State Department of Education
- Cumulative reading and writing scores for 1<sup>st</sup> graders in local schools compared to those statewide and/or nationwide (NCES)

For Part 1 – Why Bother? Please see the November 2011 issue of Grantsline.

Part 3 – Benefits and Costs will appear in the February 2012 issue of Grantsline.

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## Foundation Directory Webinars

***Webinars are free and will be conducted at the address below:***

### **The Foundation Center-Washington DC**

1627 K Street NW, Third Floor  
Washington, DC 20006-1708

*Space is limited. Register by calling 202-331-1400. Registrants requiring disability-related services are asked to contact the Foundation Center at least two weeks in advance.*

Please arrive on time or your seat may be given away to others who are

waiting to attend.

If you need further information, please call 202-331-1400.

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### **Grantseeking Basics**

Tuesday, January 10, 2012 10:30 am - 12:00 pm

**Classroom** | Washington, DC

*Gain an introduction to the world of foundation fundraising.*

Are you a representative of a nonprofit organization?

Are you new to fundraising?

Do you want to learn how the funding research process works, and what tools and resources are available?

Learn how to become a better grantseeker! In this class we will cover: what you need to have in place before you seek grant funding; the world of grantmakers; the grantseeking process; and available tools and resources.

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### **Introduction to Finding Funders**

Tuesday, January 10, 2012 12:15 pm - 1:15 pm

**Classroom** | Washington, DC

*Learn to find funders for your nonprofit with the Foundation Center's comprehensive funding research tool.*

This session provides an introduction to the Foundation Center's comprehensive online database, *Foundation Directory Online Professional*. Learn how to create customized searches to develop targeted lists of foundations that will match your organization's funding needs. We will spend time exploring Power Search, which allows you to search across nine Foundation Center databases - grantmakers, grants, companies, 990s, news, jobs, RFPs, nonprofit literature, and PubHub reports.

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### **Proposal Writing Basics**

Wednesday, January 11, 2012 10:00 am - 11:30 am

**Classroom** | Washington, DC

*Learn the key components of a proposal to a foundation.*

For those new to proposal writing, this class will cover:

- How the proposal fits into the overall grantseeking process
- What to include in a standard proposal to a foundation?
- Tips for making each section of your proposal stronger
- What funders expect to see in your proposal and attachments
- Tips for communicating with funders during the grant process
- Additional resources on proposal writing, including sample proposals

Please Note:

- This course is also offered in Spanish.
  - For more on proposal budgets, see our free class, Proposal Budgeting Basics.
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### **Proposal Budgeting Basics**

Wednesday, January 11, 2012 11:45 am - 1:00 pm

**Classroom** | Washington, DC

*Learn to prepare and present a budget in a grant proposal.*

This session, geared to the novice grantseeker, will cover such topics as:

- What is included under the "personnel" section and how to calculate it?
- What level of detail do you need to include for non-personnel expenses?
- How do you determine reasonable costs?
- What types of expenses are considered "overhead"?
- What other financial documents will funders want to see?

Prior attendance at Proposal Writing Basics is strongly recommended.

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### **Prospect Research Basics: Researching Individual Donors**

Thursday, January 12, 2012 11:00 am - 12:15 pm

**Classroom** | Washington, DC

*Learn how to identify and research individual donors.*

Researching individual prospects can sometimes be harder than researching foundations. Find out the answers to the most frequently asked questions about researching individual donors:

- How can I compile a list of potential donors?
  - What strategies could I use to research the individuals on my list?
  - What kind of information is relevant? What free information sources are available on the Web?
  - What ethical standards must be applied when finding out information about individuals?
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### **Introduction to Fundraising Planning**

Tuesday, January 17, 2012 10:30 am - 11:30 am

**Classroom** | Washington, DC

*Learn a basic planning process for diversifying your organization's base of support.*

A successful nonprofit organization needs to cultivate multiple revenue streams through sound financial planning. If your organization has never developed a fundraising plan or calendar, this hour-long session is for you. It provides an overview of the process of strategically thinking through the components of a fundraising plan. You'll learn how to:

- Conduct an assets inventory
- Develop a case statement
- Identify fundraising partners
- Prepare a fundraising plan and calendar

*Introduction to Fundraising Planning* will show you how to analyze your organization's situation and develop a fundraising plan that will include a variety of revenue sources.

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### **Nonprofit Sustainability: Building Blocks to Organizational Success**

Tuesday, January 17, 2012 11:45 am - 12:45 pm

**Classroom** | Washington, DC

*Learn how to enhance your organization's competitiveness and strengthen its financial health.*

Sustainability is a popular but often misunderstood buzzword in our sector. Nonprofit sustainability means more than just generating enough money to keep our organization afloat. In this class we will begin with the definition of nonprofit sustainability, and then we will cover each of the four key elements that contribute to long-term sustainability for an organization. Learn what you can do to increase your organization's competitiveness and strengthen its financial health in the current economic climate.

Topics covered include:

- Understanding what nonprofit sustainability means
- Key elements of nonprofit sustainability
- Tips on how to develop them in your organization

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### **Your Board and Fundraising: An Introductory Class**

Wednesday, January 18, 2012 10:00 am - 11:30 am

**Classroom** | Washington, DC

*Learn how to engage your board in fundraising.*

This class helps you think through the process of getting your board involved with fundraising. What we will cover:

- The role of your board
- Why board members may be reluctant to fundraise and how to overcome these concerns
- Ways the board can participate in fundraising activities
- Tips for strengthening your fundraising board

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- Key elements of nonprofit sustainability
- Tips on how to develop them in your organization

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## Introduction to Corporate Giving

Wednesday, January 18, 2012 11:45 am - 1:00 pm

**Classroom** | Washington, DC

*Explore the world of corporate support and tools and resources on corporate giving.*

Seeking to target companies that might fund your organization?

Finding it hard to get information?

Need to get beyond the Yellow Pages?

Join us for an introduction to the world of corporate support for nonprofits and funding research tools to help you identify corporate prospects. We'll answer such questions as:

- What are the motivations behind corporate giving?
- What is the difference between a direct corporate giving program and a company-sponsored foundation and how does it affect my approach to research?
- What are the different pathways to partnership with a company?
- How can I match my organization's needs with the interests of a corporation?
- How can I use the Foundation Center's resources to locate corporate funders?

We will include a case study illustrating a corporate-nonprofit partnership. Prior attendance at Grantseeking Basics is strongly recommended.

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