GRANTS 101:

AN INTRODUCTION TO THE PROCESS OF GRANT WRITING

WHAT DOES IT MEAN FOR A SMALL, RURAL COUNTY?

ROSS YOUNG

PROJECT MANAGER

- Born and raised in Madison County
- Berea College and NC State University alumni
- NC Cooperative Extension 32 years.
- Christmas Tree Farmer

HAVE YOU EVER DREAMED ABOUT WINNING THE LOTTERY?

WHAT WOULD YOU BUY FIRST, PERSONALLY?

WHAT IF YOUR COUNTY WON THE LOTTERY?

WHAT WOULD YOU BUY FIRST, THEN?

HOW DO YOU MAKE THAT MONEY GROW?

THE RICH GET RICHER

OPPORTUNITIES
ARE **ENDLESS**

*CAPACITY IS
THE LIMITING
ISSUE

MONEY

PEOPLE

RISK

TIME

EFFORT

FROM
RAGS TO RICHES

- A Heart for Stewardship
- Invest in Opportunities that will Grow
- Leverage whenever possible
- Partnerships are not easy but can pay off

MATTHEW

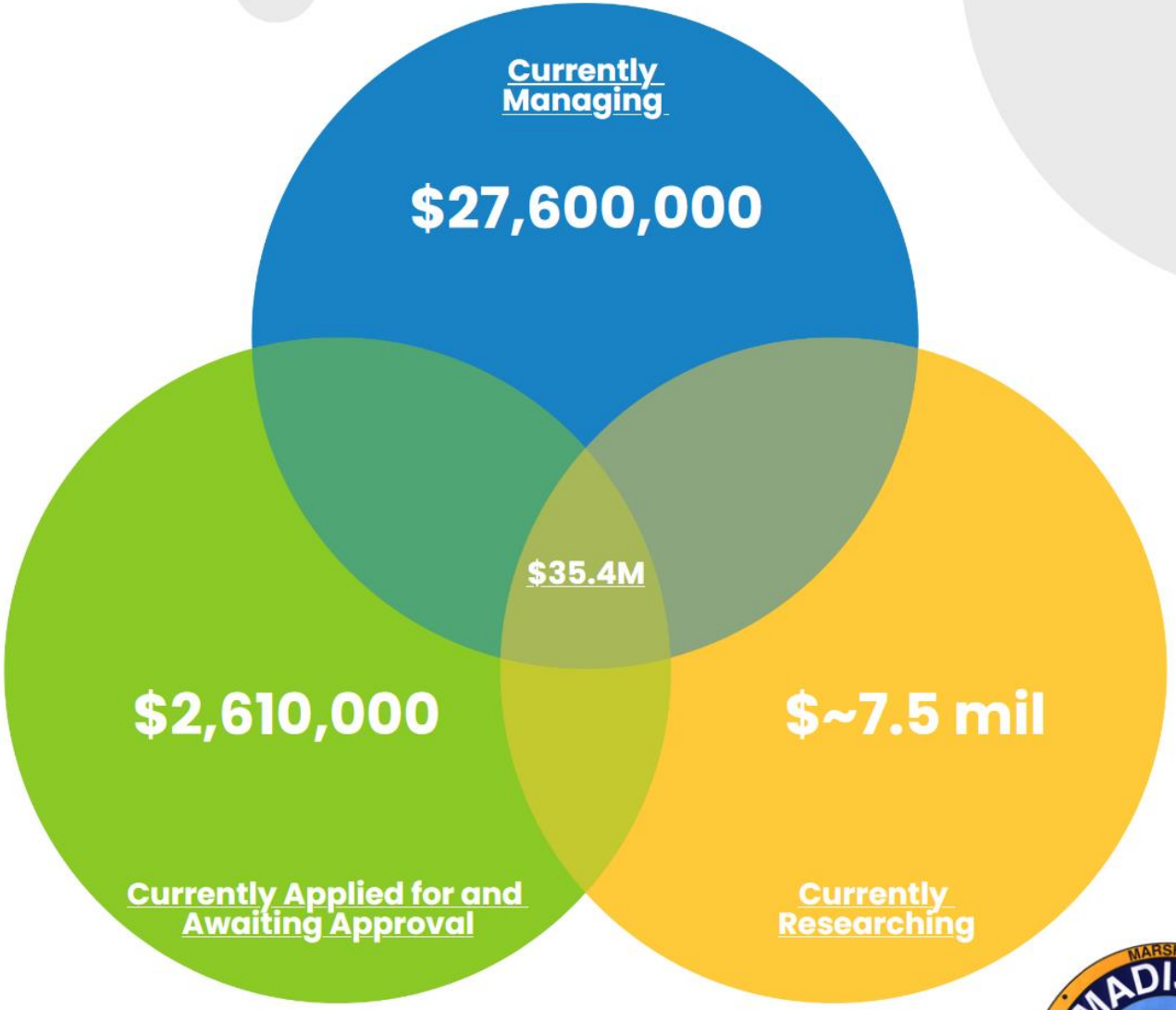
25:21

“WELL DONE, THOU GOOD AND FAITHFUL SERVANT: THOU HAST BEEN FAITHFUL OVER A FEW THINGS, I WILL MAKE THE RULER OVER MANY THINGS.”

Madison County Grants

Ross Young & Matt Wilson

This is a venn diagram depicting the dollar value of the grants Ross Young and Matthew Wilson are working on, broken out into three (3) categories: (1) The dollar figure of grants **currently managed**, (2) the dollar figure of grants we have **secured since we started**, and (3) the dollar figure of grants that are **being researched.**



ryoung@madisoncountync.gov

&

matthew.wilson@ncacc.org

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RESEARCHING

WRITING

REPORTING

AUDITS

POLICIES

PROCUREMENT

ETC.

ADMINISTRATION/ MANAGEMENT

IS THE WORK INVOLVED IN ACCOMPLISHING THE OBJECTIVES OF THE GRANT:

- STARTING THE YOUTH PROGRAM
- BUILDING THE FAIRGROUNDS
- FEEDING THE FOOD INSECURE

IMPLEMENTATION

FOCUS ON ADMINISTRATION COSTS: CONTRACT VS. EMPLOYEE

- CONTRACT GRANT WRITING COSTS: 3% - 15%
- CONTRACT GRANT MANAGEMENT COSTS: 5% - 15%
- A CONSERVATIVE AVERAGE OF 15% IS VERY REALISTIC OVERALL

NATIONWIDE, COUNTY GOVERNMENTS ARE THE MOST EFFICIENT GRANT MANAGERS IN THE COUNTRY, COMING IN AT 7%, ON AVERAGE. NON-PROFITS, STATE AGENCIES, AND PRIVATE COMPANIES RANGE UP TO 20%.

COSTS OF CONTRACT VS. HIRING FOR $1M GRANT

CONTRACT COSTS

- 15%
- $150,000
- STILL MAY NOT COVER SOME EXPENSES LIKE:
  - LEGAL FEES
  - AUDITS
  - FILING

HIRING STAFF

- 7%
- $70,000*
- 1 FTE EQUIVALENT
- SPREAD OVER SEVERAL PEOPLE:
  - FINANCE
  - COUNTY MANAGER
  - DEPT. HEAD
  - ATTORNEY

***SOME GRANTS LET YOU CHARGE AN ADMINISTRATIVE FEE**

LIMITING FACTOR IS STAFF

Be careful not to overload your existing staff.

For every $1M your department heads or your grant writer brings in, realize that you are adding significant workload to your staff.

As much as $70,000 spread over 4 or 5 people.

MATTHEW WILSON

STRATEGIC PROJECT COORDINATOR "THE INTERN"

- Western Carolina University (WCU), Master of Public Affairs (MPA)
- Originally from Macon County
- Lives in Asheville, NC
- Assisting Madison County for the last 9 months
- Primary focuses: ARPA and Opioid Settlement

North Carolina Association of County Commissioners

SMS

NCACC Strategic Member Services

North Carolina Association of County Commissioners

SMS

Project Management

Strategic Planning

Grant Management

- **American Rescue Plan Act (ARPA)**
- **Opioid Settlement Funds**

Our goal is to offer a variety of assistance to counties, including building a pipeline of future county government professionals and enhancing the career bridge between key North Carolina graduate programs and county governments.

"OPPORTUNITY"

dogwood health trust

$892K*

Golden LEAF FOUNDATION

$450K

CYBERSECURITY & INFRASTRUCTURE SECURITY AGENCY — CISA

$100K

BROADBAND OPPORTUNITY GRANT

$75K

Origin: Dogwood Health Trust

Objectives:

1) Supply data coverage for Library System's mobile hotspots

2) Provide Interactive Smart Boards to the School System

3) Establish Public Wi-Fi in downtown Marshall

MADISON

Downtown Marshall to receive free public Wi-Fi thanks to Land of Sky grant funding

Johnny Casey
Asheville Citizen Times

Published 5:04 a.m. ET July 28, 2023

The Madison County Board of Commissioners voted to enter into an agreement to receive $50,000 from Land of Sky Council of Governments to potentially bring a public Wi-Fi system to downtown Marshall July 18. *Johnny Casey/The News-Record & Sentinel*

SLCGP GRANT PROGRAM

CYBERSECURITY & INFRASTRUCTURE SECURITY AGENCY

$100K

State and Local Cybersecurity Grant Program (SLCGP)

Origin: Cybersecurity & Infrastructure Security Agency

Objectives:

Align proposed projects with any/all of sixteen (16) required elements specified in the FY22 SLCGP NOFO.

No County match required

CROWDSTRIKE

CompTIA Security+

Nessus® vulnerability scanner

Software licenses that will help Madison County meet cybersecurity industry standards, safeguard core services, and protect sensitive taxpayer information and data.

MAJOR TAKEAWAYS?

REQUIRED NO COUNTY MATCH

LITTLE BURDEN ON FINANCE STAFF*

SUPPORT CRITICAL COUNTY NEEDS

REQUIRED MINIMAL TIME & RESEARCH

COULD HAVE BEEN LEFT ON THE TABLE

GRANT RESOURCES

WHAT GRANTS ARE OUT THERE?*

- FEDERAL:
  - GRANTS.GOV
  - U.S. EDA
- STATE:
  - STATE OF NORTH CAROLINA
  - NC REPORTS
  - GOLDEN LEAF FOUNDATION
- REGIONAL:
  - DOGWOOD HEALTH TRUST
  - APPALACHIAN REGIONAL COMMISSION (ARC)

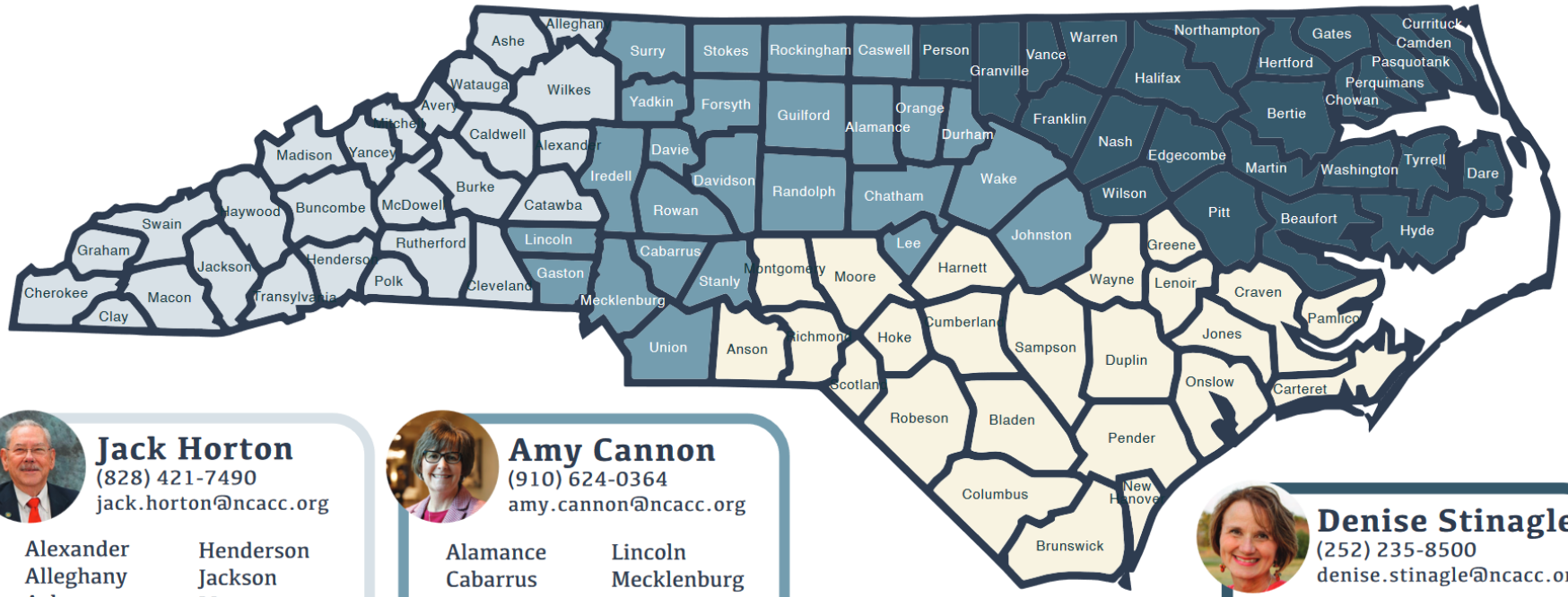
*RELATIONSHIPS ARE CRITICAL

WHO CAN HELP ME GET STARTED?

- NCACC:
  - STRATEGIC MEMBER SERVICES
  - OUTREACH ASSOCIATE TEAM*
- UNC SCHOOL OF GOVERNMENT:
  - TIER ONE COMMUNITY GRANT COURSE
- PRIVATE COURSES:
  - GRANT WRITING USA
  - COMMUNITY COLLEGE GRANT COURSES

Outreach: Primary County Coverage

North Carolina Association of County Commissioners | SMS



Jack Horton

(828) 421-7490
jack.horton@ncacc.org

- Alexander
- Alleghany
- Ashe
- Avery
- Buncombe
- Burke
- Caldwell
- Catawba
- Cherokee
- Clay
- Cleveland
- Graham
- Haywood
- Henderson
- Jackson
- Macon
- Madison
- McDowell
- Mitchell
- Polk
- Rutherford
- Swain
- Transylvania
- Watauga
- Wilkes
- Yancey

Amy Cannon

(910) 624-0364
amy.cannon@ncacc.org

- Alamance
- Cabarrus
- Caswell
- Chatham
- Davidson
- Davie
- Durham
- Forsyth
- Gaston
- Guilford
- Iredell
- Johnston
- Lee
- Lincoln
- Mecklenburg
- Orange
- Randolph
- Rockingham
- Rowan
- Stanly
- Stokes
- Surry
- Union
- Wake
- Yadkin

Neil Emory

(910) 985-1140
neil.emory@ncacc.org

- Anson
- Bladen
- Brunswick
- Carteret
- Columbus
- Craven
- Cumberland
- Duplin
- Greene
- Harnett
- Hoke
- Jones
- Lenoir
- Montgomery
- Moore
- New Hanover
- Onslow
- Pamlico
- Pender
- Richmond
- Robeson
- Sampson
- Scotland
- Wayne

Denise Stinagle

(252) 235-8500
denise.stinagle@ncacc.org

- Beaufort
- Bertie
- Camden
- Chowan
- Currituck
- Dare
- Edgecombe
- Franklin
- Gates
- Granville
- Halifax
- Hertford
- Hyde
- Martin
- Nash
- Northampton
- Pasquotank
- Perquimans
- Person
- Pitt
- Tyrrell
- Vance
- Warren
- Washington
- Wilson

WHY ARE WE TELLING Y'ALL THIS?

(1) GIVEN THE UNPRECEDENTED LEVELS OF FUNDING OPPORTUNITIES AVAILABLE TO LOCAL GOVERNMENTS IN RECENT YEARS, IT IS KEY THAT RURAL, SMALL- TO MID-SIZED COUNTIES ARE NOT LEFT BEHIND.

(2) RURAL COUNTIES NEED TO INVEST IN THE STAFFING CAPACITY NECESSARY TO CHASE, MANAGE, AND CLOSE OUT THE GRANT OPPORTUNITIES OBTAINABLE.

(3) BECAUSE RURAL COMMUNITIES DESERVE ASSISTANCE, TOO :)

QUESTIONS?

THANK YOU!

RYOUNG@MADISONCOUNTYNC.GOV
(828) 206-0252

MATTHEW.WILSON@NCACC.ORG
(919) 719-1113

QUESTIONS?
IF NO QUESTIONS AND WE STILL HAVE TIME LEFT WE CAN TALK ABOUT GRANT WRITING
ITS NOT MONEY TO BE SPENT WHEREVER YOU WANT
IT IS RESTRICTED AND DETERMINED BY THE GRANTOR
THEY LIKE TO FILL GAPS TO COMPLETE PROJECTS YOU HAVE IDENTIFIED THE NEED.IF IT'S A FOUNDATION THEY MAY NEED ACCOLADES, IF ITS POLITICAL THEY MAY NEED VOTES,

SOME OF THE WORK THAT GOES INTO A GRANT INCLUDES: IDENTIFYING A NEED IN YOUR COUNTY, RESEARCHING GRANT OPPORTUNITIE THAT MATCH, WRITING IT, BUILDING RELATIONSHIPS WITH THE FUNDER, LEARNING THE FUNDER'S RULES AND POLICIES, ACCEPTING THE GRANTIF AWARDED, SETTING UP POLICIES, GPO, REIMBURSEMENT POLICY AND PLAN, FINANCIAL CONTROLS, REPORTING REQUIREMENTS, IMPACT STUDY, AUDIT.