

 **BlueCross BlueShield  
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**Blue Cross and Blue Shield  
of North Carolina Foundation**

**Grants 101**

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## Objectives

- 1) Learn how to effectively connect with grantmakers
- 2) Better understand what is important to grantmakers
- 3) Learn key pitfalls in grant preparation

2

## How to connect with a grantmaker

- Do your homework – understand the funding agency
- Call the program manager/officer/RRS consultant
- Listen to and act upon their advice
- Submit only those projects that align with the grantmakers' priorities
- Cultivate the relationship

3

## What's Important to Grantmakers?

4



## Three Important Questions for Nonprofits and Government Agencies

- How do you define success – meaning results from your services?
- How do you know for sure when success has been achieved?
- Half way through your program, how do you know that you have enough time and money left to get to the success you have defined?

5



## Questions Foundations Ask

- What are we buying?
- What are the chances we'll get it?
- Is this the best possible use of money?

6

## Investment Approach

- Targets align with results sought by the focus area
- Clearly defined, verifiable health gains
- Alignment between organization's mission and core know how
- Prior achievements in most relevant work is strong
- Key individuals have necessary attributes and capabilities
- Organization is financially sound based on most recent audit
- Process is clear in terms of intensity/duration to make a difference
- Milestones are clear and presumed predictors of success
- Commitment from key partners
- "Cost for human gains" is strong compared to similar opportunities
- Replicability

7

## What are some of the pitfalls in grant preparation?

8

## Pitfalls

- Square peg, round hole
- Start with a project, then find a grant
- Read and follow directions
- Eligible vs. competitive

9

**Thank you!**

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10