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Using Grants to Support Your Community

· Charles Havasy
FCCPTA Awards, Grants, and Scholarships Chair

Hello



Charles Havasy

FCCPTA Award, Grants, and Scholarship Chair;
Woodson Pyramid Ambassador;
Former 4-yr PTA Pres

Why are we here today?

Learn about Grant Writing...

...To Make Every Child's Potential a Reality.

National PTA Mission:

PTA's mission is to *make every child's potential a reality* by engaging and empowering families and communities to advocate for all children.

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- 1 Grants, the “Why” and the “How”
- 2 National PTA Grant Opportunities
- 3 The National PTA Portal
- 4 Samples
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GRANTS



Why Apply for a Grant?

- **Makes large, one-time purchases possible**
- You don't pay back a grant (sometimes you provide matching funds)
- You don't provide services in exchange for a grant. You simply do what you said you would do and write a report describing your outcomes
- Enhances credibility
- Provides seed money for a new programs that can be funded through other means in the long term
- **Leverage!** Access to fellow grantees; partnering with other groups

Who Generally Offers Grants?

- **Private Foundations**

- National PTA is offering \$600,000 in grants this year!
- GuideStar.org (Their data fueled AmazonSmile)
- Candid.org (990 Finder & Find Funding Foundation database; “Kickstarter” for Non-Profits)
 - *“Candid connects people who want to change the world to the resources they need to do it.”*

- **Government Agencies**

- Grants.gov

- **Corporations**

- Check the company website
- National Directory of Corporate Giving (Foundation Center)

Grant Application Process



Components of a Grant

- **Executive Summary / Cover Page**
 - The “Why”; Heilmeier Questions
- **Statement of Need**
 - Keep it short; use bullets
- **Project Description**
 - Use numbers; show impact
- **Budget**
- **Organizational Information**
- **Conclusion**



Follow-Up

Submitting your proposal is not the end of your involvement in the grant-seeking process.

Grant review procedures vary widely, and the decision-making process can take anywhere from a few weeks to six months or more.



Using Your Grant

Congratulations, you won the award!

- Implement program
- Track funding (spend down all funds)
- Update funder on key milestones
 - Social media; Pictures!
- Collect metrics
- Submit all required reporting once completed



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National PTA Grants

YOU BELONG IN PTA

UNITE

SPEAK

ADVOCATE

CHAMPION

CONNECT

INVEST



Good standing checklist



- **Required** to compete in PTA Grants!
- Deadlines in the Summer (June 15th to August 1st)
- Required Info at VAPTA website (Local PTA needs to upload into MemberHub/GiveBacks)
 - Officer info submission (MemberHub/GiveBacks)
 - Financial review (i.e., “audit”)
 - Copy of IRS 990 Tax Filing
 - Membership list/dues
 - Insurance
 - “Bylaws” current (organizational structure form)

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National PTA Grant Opportunities

Oct 4th, 2023, Deadline; some of the opportunities:

- Healthy Minds (mental health, social-emotional learning)
- STEM + Families
- PTA Wellness Fairs
- Smart Talk (digital safety and citizenship)
- “Be Internet Awesome”
- Tobacco Prevention
- Mary Lou Anderson **Reflections** Grant for Arts in Education

Other Opportunities During The Year May Include:

- Jan Hope Domene Diversity & Inclusion Award
- Phoebe Apperson Hearst Awards for top **“PTA School of Excellence”**

Monitor and apply through the **“National PTA Grant Portal”**





SCHOOL OF EXCELLENCE

- **National PTA School of Excellence** is a recognition program that supports and celebrates partnerships between PTAs and schools to enrich the educational experience and overall well-being for all students
 - **Mirrors “PTA Family Engagement Standards”**; formula often used by PTA Grants
- Enrollment for the 2023-2024 school year is now open through **Oct 15**

Family Engagement Standards:

- Welcoming All Families into the School Community
- Communicating Effectively
- Supporting Student Success
- Speaking Up for Every Child
- Sharing Power
- Collaborating with the Community



Demo the Portal

Workshop Ideas

Brainstorming

Samples, Q&A

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Successful (Charles!) Examples

- Landscaping Grant (from BB&T; Merrifield Garden Center partner)
- Safeway for Food Insecurity
- “Big Box Stores”
- National PTA
 - COVID Food Insecurity Grant
 - COVID Vaccine Clinic Grant (Phase I & II)
 - Diversity and Inclusion Grant (Phase I & II)
 - FCCPTA Family Engagement Partnership Grant

FCCPTA Family Engagement Partnership Submission

Question 1: Previous Experience: Give an example of a time that your PTA has collaborated and or advocated with community leaders for change. (250 Words)

FCCPTA has a long history of successful collaboration with the Fairfax County Public School (FCPS) Superintendent, staff, and teachers serving in the **10th largest school district** in the nation. Recently, we worked with parents, FCPS, and the Fairfax County Special Education PTA (SEPTA) to change the **seclusion and restraint policy in FCPS**, which has been particularly important for **special needs** students. Throughout the Pandemic, we were one of the first Council PTAs to host town halls with our **Superintendent, with 5,000 attendees at our first town hall**; we carefully **consolidated and curated** a set of questions pre-populated from attendees to maximize the impact of the event, a formula that others followed! We pushed for **family choice (virtual vs. in-person)** as we returned to school, and when the proposed lunchroom seating arrangements seemed to be physically to close for adequate social distancing, we **championed a “Return to School Lunch Survey”** and advocated for changes to improve student health and safety.

FCCPTA Family Engagement Partnership Submission

Question 2: Partnership and Coalition Building: How will you collaborate with partners to advance the implementation of the National Standards for Family-School Partnerships at a systems level? (250 Words)

We will use the funds to organize family engagement **training and outreach** sessions for parents and PTAs to **brainstorm ideas** for engagement with families and FCPS, especially within the School Board Members' **Magisterial Districts** for more of a local connection. Funds will be used for **facility rental, food/refreshments, and stipends** as needed for guest **speakers** and other **training materials**. We will also work with **Edufuturo or similar groups** to provide food, childcare, transportation, and translators to increase engagement from underrepresented communities. We are a large Council, with over **170 schools**, so we have created an "**ambassador program**" where there is an ambassador (representative) to serve as an intermediary between FCCPTA and the 8-10 schools in a high school pyramid. We will work with the ambassadors to help create advocacy training sessions in a more "personal" format. We also work closely with our **teacher unions** located in the county, along with our Fairfax County Board of Supervisors (who provides funding for our school division). We will continue to meet with our **Virginia and Federal Legislators** to advocate for education and student health issues, and collaborate with community education advocacy groups. Council board members serve on multiple **FCPS and County Advisory Committees** as well as on Virginia PTA committees which will continue to provide a **networking** opportunity to better serve our local PTA community. Of the "National Standards for Family-School Partnerships", we will be working the most on "**Welcoming All Families into the School Community**," "**Sharing Power**," and "**Collaborating with the Community**."

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FCCPTA Family Engagement Partnership Submission

Question 3: Why Now?: Share context as to why now is the right time for your PTA to focus on family-school partnerships. (250 Words)

As we emerge from the **Pandemic**, the **close encounters** that parents have had with their students during virtual education has sparked a **renewed interest** in our student's education and a corresponding renewal in family engagement. The proliferation of **virtual meetings has increased parent participation** in virtual town hall meetings, PTA meetings, and school board meetings. This has resulted in increased **debate on contentious issues** which has highlighted the need to have correct and **accurate information shared** and the need for our council to offer more **local opportunities** to engage with families from across the county. We think that now is an ideal opportunity to channel this energy into positive engagement between families and FCPS. Additionally, FCPS **just hired a new Superintendent** (effective 1 July 2022) and this will allow us the opportunity to have a fresh start in setting the tone for renewed engagement between PTAs and FCPS, especially with our growing minority population.

Questions from Fall 2022 National PTA Grants

Question 1: Barriers and Equity: What are the barriers that have prevented your PTA from **running effective programs** in the past? Or what barriers do you **anticipate experiencing** in running programs this upcoming year? (For example: translating materials in multiple languages, hiring a translator, finding new ways to inform families about these opportunities, offering transportation, hosting your program at a different time, date, or location so all can participate) And then, **how do you plan to use this grant funding** to address those barriers?

Question 2: Community Needs: How are you **going to determine** what your community's needs are for this school year ensuring you've gathered input from **individuals of all identities and backgrounds**? And then, how will your PTA know that the program(s) you are selecting below are going to **meet those needs**? (For example: using a **survey**, hosting a **listening session**, asking questions at a PTA meeting, launching a poll, calling members).

Questions from Fall 2022 National PTA Grants

Question 3: Family and Community Engagement: How will you ensure that your entire family-school community is **fully engaged** in the program(s) you offer? How will you **intentionally engage** other or new members of your PTA in the planning, design, delivery and wrap-up of your program? (For example: **personalizing** invitations and outreach, including a **welcome table**, setting up activities so families are working together and sharing out information, including **time for relationship-building**, providing **questions or take-home activities** that families can utilize together, creating **family-friendly competitions** with incentives)

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Charles Havasy
awards@fccpta.org



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