



Hep B United / TB Elimination Alliance Mini-Grants Program

Tips for Successful Grant Writing: Storytelling, Budget and Timeline

April 14, 2021

Today's Agenda

- Welcome!
- TB Elimination Alliance and Hep B United Mini-Grant Programs Overview
- Tips for Successful Grant Writing: Storytelling, Budget, and Timeline
- Q&A
- Closing

TB Elimination Alliance Mini-Grant Program

Evelyn Moua

Program Manager of Tuberculosis Elimination

AAPCHO

Overview

15 Awards

Award Amount: \$8,000 - \$12,000

Eligibility

- From or working directly with organizations in the U.S. and U.S. Territories that serve Asian American (AA), Native Hawaiian (NH), and Pacific Islander (PI) communities

Request for Funding Proposal

- Address one (1) or more of the four (4) TB Elimination Alliance priority areas
- Develop related activities to support one (1) or more category areas: community engagement and education, provider education or quality improvement

Submission

- Deadline: Friday, May 7 by 5pm local time
- <https://bit.ly/21TEAMGRFP>



Hep B United Mini-Grant Program

Catherine Freeland, MPH

Public Health Program Director

Hepatitis B Foundation

Overview

Hep B United coalition partners working on hepatitis B education, screening, and linkage to care activities. Up to 8 awards will be given ranging from \$5,000 to \$10,000 each.

The emphasis of this RFP is focused on Asian American, Native Hawaiian and Pacific Islander (AA & NHPI) communities, and supporting activities at the local coalition level to advance the hepatitis B priority areas of the U.S. Department of Health and Human Services' [Viral Hepatitis National Strategic Plan](#).

Address 1 or more of the following priorities from *Hep B United's* [Strategic Priority Areas](#):

- 1) Educating Providers and Communities to Reduce Health Disparities**
- 2) Improve testing and linkage to care to prevent HBV-related liver disease and cancer**
- 3) Eliminating Perinatal Transmission and/or**
- 4) Strengthening Surveillance to Detect Viral Hepatitis Transmission and Disease**

RFP Opens, June 1st 2021

Application Closes August 9th 2021

Any questions comments or concerns, please email: Catherine.Freeland@hepb.org

Tips for Successful Grant Writing: Storytelling, Budget, and Timeline

Marianne Chung, MPH

Consultant, Partner

[re]imagine collective

reimagine **Grantwriting**

Telling your story, Budgets & Timeline

Top 5 Ways to Get Funded...

Top 5 Ways to Get Funded...

1. Relationships
2. Relationships
3. **RELATIONSHIPS**
4. **RELATIONSHIPS!**
5. **RELATIONSHIPS!!!**

Big Rocks, Medium Rocks, Small Rocks



How funders think?

1. Experience
2. Infrastructure
3. Sustainability

All these elements should be reflected in your proposal.

Telling your story

How do you craft a good message?



VALUES

Leading with **VALUES** creates broad points of agreement and shared goals that will resonate with nearly any audience.



LOVE IS LOVE

DEDICATED TO ALL WHO LOST THEIR LIVES AT
THE HAND OF TERROR AND HATE

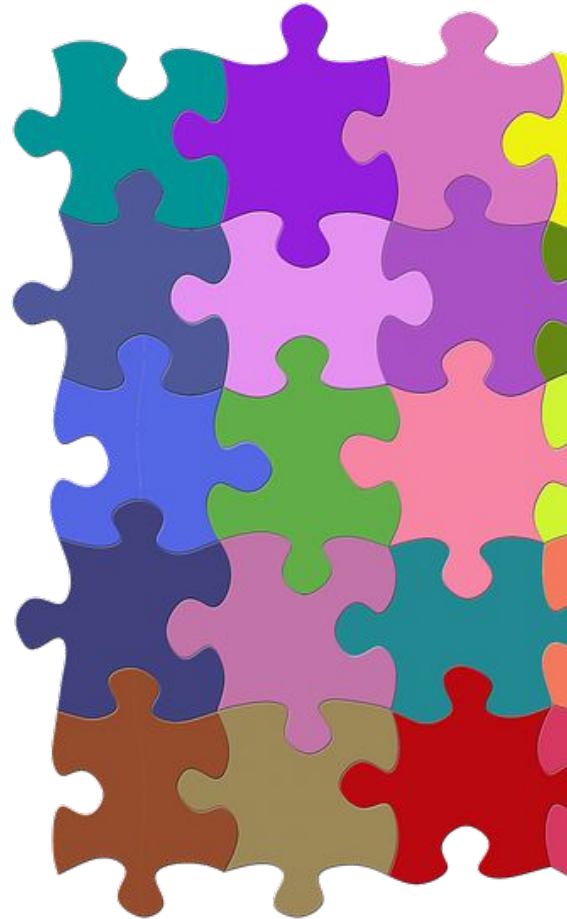


PROBLEM

Being explicit about the **PROBLEM**, and how it threatens shared values, creates a sense of urgency and connects individual stories to broader systems and dynamics.

SOLUTION

Offering a **SOLUTION** gives audiences a sense of hope and motivation. The best solutions are connected directly to the problem offered, and make clear where the responsibility for change lies.



ACTION

Assigning an **ACTION** gives the audience a concrete next step that they can picture themselves doing, and creates a feeling of agency.



SAVE THE DATE

Congressional Briefing:
**Advancing Health
Equity through Adult
Hepatitis B Vaccination**

April 29, 3 pm ET

 **HEPATITIS B**
FOUNDATION
CELEBRATING 30 YEARS TOGETHER

 **Hep B United**
hepbunited.org

 **AVAC**
ADULT VACCINE
ACCESS COALITION

 **AAPCHO**
ASSOCIATION OF ASIAN PACIFIC
COMMUNITY HEALTH ORGANIZATIONS

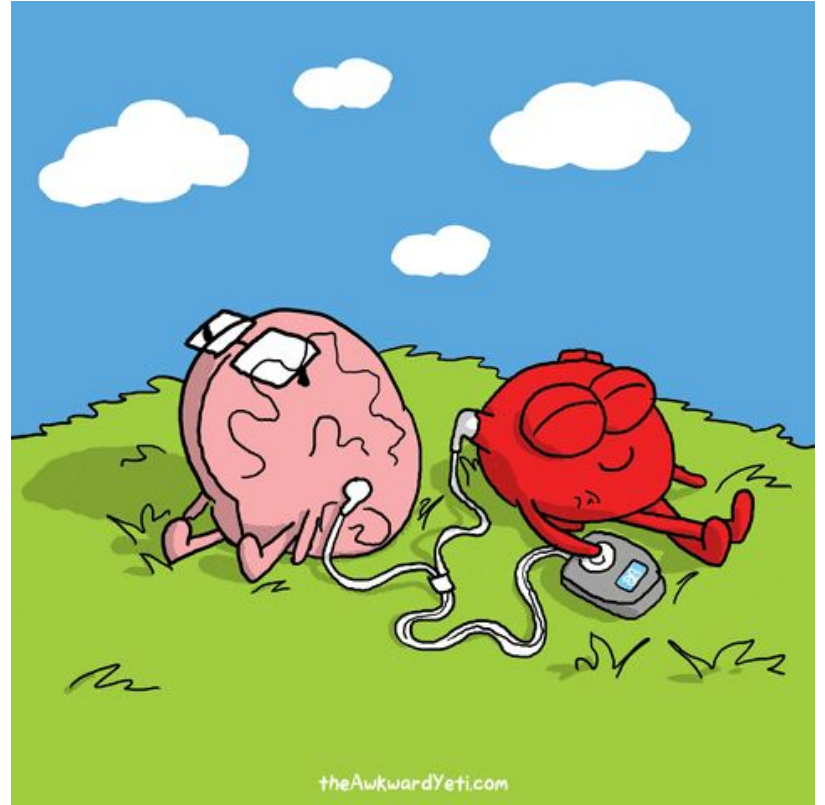
 **NCL**
NATIONAL CENTER FOR
LIVER DISEASES

 **A**
THE AIDS INSTITUTE

 **NVHR**
National Viral Hepatitis Roundtable

VALUES

When you lead with values, you can change hearts and minds, then you can _____.



Using the Value, Problem, Solution, Action Model

Value: When it comes to eliminating TB and LTBI, we're all in it together. We're a safer Virginia when everyone has access to culturally and linguistically appropriate LTBI and TB resources.

Problem: When TB rates are 32x's higher for Asian persons than Whites, not only are Asian American families at risk but the whole state's health is at risk.

Solution: reimagine health center is conducting culturally and linguistically appropriate public education/outreach on LTBI/TB risk, testing and treatment to everyone who seeks services at our center.

Action: Support reimagine health center and we are take one step closer to the elimination of TB within our communities.

VPSA on COVID-19

VALUES When it comes to addressing COVID-19, we are all only as safe as those members of our community who are most at risk. We are all in this together, and therefore must make sure our messaging around this virus and its containment avoids racist, xenophobic, and biased thinking. We must remember to uphold the value of unity at this time. Through unity – in community – we can overcome what lies ahead.

VPSA on COVID-19

PROBLEMS While the coronavirus does not discriminate against race, ethnicity, nationality, or socio-economic status, stigma and misinformation do. Racist, xenophobic, and unscientific language and messaging – rooted in fear and misinformation – has been circulating during this outbreak. If left unchecked, this will create a culture of fear and discrimination that hinders efforts to stop the virus and efforts to help communities most at risk.

VPSA on COVID-19

SOLUTION As leaders and communicators, it is our job to calmly and directly push back against the fear and stigma surrounding COVID-19 with powerful language of inclusion, unity, empowerment, and justice. This will help us be allies to communities of color, immigrant communities, low-income communities, and incarcerated communities, who are likely to be disproportionately affected by this pandemic and the narrative surrounding it.

VPSA on COVID-19

ACTION We must continuously call out messaging based in fear and misinformation for the racist, xenophobic, and implicitly biased language that it is. We must work together in collaborative conversation to make sure that communities and populations most at risk are receiving the attention and services that they deserve, and that they are not being stigmatized when those services are provided. We must also remember to always use language that is based in justice and equity. The solutions for getting through this pandemic lie in unity and community.

FLASHCARD

BUILD YOUR OWN MESSAGE:

**VALUE
AT STAKE**

Why should your audience care?

PROBLEM

Document and describe.

SOLUTION

Avoid compassion fatigue.

ACTION

What can your audience concretely do?

Budget

NEW BLOG POST!
READ AT
WWW.HEPB.ORG/BLOG

HEPATITIS B AND HEPATITIS DELTA

3 HEPATITIS B
FOUNDATION
CELEBRATING 30 YEARS TOGETHER

You'd never know, but

SHE HAS HEPATITIS B.

MOST
PEOPLE
DON'T
LOOK
OR FEEL SICK.

*Testing is the only way to know if you are
infected. Find out if you may be at risk.*

3 HEPATITIS B
FOUNDATION

3 HEPATITIS B FOUNDATION | **300** MORE REASONS

We are all

#MoreThanB

3 HEPPY

A PODCAST BY THE HEPATITIS B FOUNDATION

HOSTED BY: EVANGELINE

EPISODE 1:
covid-19 vaccine &
hepatitis B

FEATURED GUEST:
DR. ROBERT GISH

3 CONNECTED

The Budget is a financial expression of your project.

Sharing razors & toothbrushes can spread hepatitis B.

Find out other ways hep B can spread at www.hepb.org

3 HEPATITIS B
FOUNDATION

Hep B United PHILADELPHIA | **3** HEPATITIS B FOUNDATION CELEBRATING 30 YEARS TOGETHER | NATIONAL NURSE-LED CARE CONSORTIUM a PHIPA affiliate | **3** HEPPY ECHO

ANNOUNCEMENT!

Hepatitis B Foundation launches ECHO on hepatitis B for health care providers and public health professionals

B IN THE KNOW

SUBSCRIBE TO B NEWS!

3 HEPATITIS B FOUNDATION

Program Budgets

- What are proposal requirements?
- Maximum award?
- For how long?
- Indirect cost restriction?
- How many staff can you fund?
- Allowable and non-allowable cost

Budgets

- Be realistic in what you ask for
- Specify the cost
- Say how else you will fund it



Anatomy of a Program Budget

- Personnel Expenses
- Operating Expenses
- Total Direct Expenses
- Indirect Expenses
- Total Expenses

Personnel Expenses

- Project Staff Wages
- Fringe Benefits

Operating Expenses

- Travel
- Equipment
- Supplies
- Other



Total Direct Costs

$$\text{Personnel Costs} + \text{Operating Costs} = \\ \text{Total Direct Costs}$$

Indirect Costs

Indirect Rates: Mini-grant recipients may use the 10% indirect rate or can submit their federally approved indirect rate. If requesting above 10% and the recipient does not have a federally approved indirect rate, the recipient will be asked to submit a detailed summary of how the proposed indirect rate was calculated. This summary is not required in the grant proposal, but will be requested upon award and may be negotiated, if necessary. Mini-grants will be selected based on the criteria outlined in the RFP; the proposed indirect rate will not impact the selection of proposals.

Direct Costs x Indirect Rate = Indirect costs

Example $\$100 \times 10\% = \10

Total Expenses

Direct Costs + Indirect Costs = Total Expenses

Ex. \$100 + \$10 = \$110

Allowable and Unallowable Expenses

- Federal sources restrict how money can be spent

Mini-grant recipients will need to adhere to federal guidelines for allowable and unallowable expenditures. A few notable unallowable expenditures include: alcohol, food, entertainment, donations, lobbying. For more information on other allowable and unallowable expenditures, see:

<https://www.govinfo.gov/content/pkg/CFR-2014-title2-vol1/pdf/CFR-2014-title2-vol1-part200-subpartE.pdf>

Budget Justification

Weaknesses in Budget Justification

- Not enough detail
- Unrealistic projections
- Trying to hide expenses
- Not enough detail
- Poor understanding of accounting principle

Sample Program Budget

2021-2022 TB Elimination Alliance RFP - Budget Template						
Category	Description	Estimated	Unit Qty.	Unit Type	Notes	
A	Personnel					
	Marianne Chung	Program Manager / Trainer (0.1FTE @50,000)	\$5,000.00	0.10	FTE	
		Subtotal	\$5,000.00			
B	Fringe Benefits (15%)					
		Subtotal	\$750.00			
C	Travel					
		Subtotal	\$0.00			
D	Equipment					
		Subtotal	\$0.00			
E	Supplies					
	Training Supplies	Outreach supplies and other materials for trainings @ \$150/training	\$1,500.00	10.00	Trainings	
	Printing	For printing outreach and fundraising materials	\$1,200.00	\$200/mo	Printer rental	
		Subtotal	\$2,700.00			
F	Other					
	Material Design	For any copywriting/design needs for new branded training materials	\$1,000.00	1.00	Consultant	
		Subtotal	\$1,000.00			
G	Total Direct Costs	Subtotal	\$9,450.00			
	Indirect fee @ 10%		\$945.00			
	Indirect Costs (Please see note below)	Subtotal	\$945.00			
			\$10,395.00	TOTAL		

The True Test

If someone cannot understand your project from reading your budget,
it still needs work!



Timeline

If you are approved....

If you are approved....

- Negotiate. This is VERY OK!!!!
- Re-read your proposal and the requirements and follow them
- Set deadlines and assignments
- Don't wait until the end to acknowledge problems or to let them know if you need to revise the program – revisions does not equal problems
- Think the requirements through – you are responsible to collect the data

If you are declined...

- Don't give up and don't argue
- Request a debriefing
 - What can you do better?
 - Can they advise on other sources of funds?
- Revise and reapply
- Research other options



Thank you!

Q&A

Grant Writing Workshops and Technical Assistance

Activity	Date	Time	Registration Link
*One-on-one Technical Assistance Support Session	Wednesday, April 21, 2021	1-2pm PT / 4-5pm ET	https://www.surveymonkey.com/r/21TEAMGTASS
*One-on-one Technical Assistance Support Session	Wednesday, April 28, 2021	1-2pm PT / 4-5pm ET	

*One-on-one technical assistance is on a first come basis.

Interested applicants should submit their interest by **Friday, April 16** and will receive more information.

Thank you!



[TB Elimination Alliance - tb-cen@aapcho.org](mailto:tb-cen@aapcho.org)

[Hep B United - info@hepb.org](mailto:info@hepb.org)

