Getting ENF Grant Money

Presented by Jim O’Kelley
White Plains, N.Y.
September 20, 2013
Today’s Goals

- Understand how the grants are different.
- Learn how to apply, and what to write when applying, so you can take our money.
Elks Membership, Past 35 Years

- Last gain: 1980
- Consecutive years of membership loss: 33
Formula for Turnaround

Members Initiated

Dropped for non-payment of dues

_slowdown and possible reversal of membership decline_
$8.5 Million Available

Community Investments Program Funding History

Funding has increased by more than 2,300 percent!
Community Investments Program

**Impact Grants**
- $2,500 to $10,000 grants.
- All Lodges welcome to apply.
- Competitive selection process.

**Gratitude Grants**
- $2,000 grants.
- Eligibility contingent on reaching GER’s goal for per-member giving to the ENF.
- Charitable community activity.

**Beacon Grants**
- $2,000 grants.
- Available to every Lodge.
- Must be used for an ongoing, Elks-led community project.

**Promise Grants**
- $2,000 grants.
- Available to the first 500 Lodges that pledge to host an Elks-led youth event.
Grant Basics

Basic requirements for all Community Investments Program grants:

- **Must be** charitable in nature, geared toward helping those in need.
- **Must be** used to meet a local, community need.

- **Can’t be** used for:
  - Scholarships.
  - Hoop Shoot contests.
  - Youth awards nights.
  - Poster or essay contests.
  - Fundraisers.
  - Appreciation dinners.
What Is Charitable?

Our grants must be used for charitable purposes as defined by the I.R.S.

- Relieve the poor, distressed or underprivileged.
- Advance education or science (but not through scholarships).
- Lessen the burdens of government.
- Lessen neighborhood tensions.
- Eliminate prejudice and discrimination.
- Combat juvenile delinquency.
Online Applications

- Applications available July 1 through CLMS and grant webpages (www.elks.org/enf/grants).
- Complete and submit online.
ENF Grant Coordinators

- Appoint a Grant Coordinator now. **Don’t wait!**
- Can access online grant applications through the ENF website (not CLMS).
- Computer savvy.
- Can have more than one.
- Should be involved with the grant.
- **Does not** have access to Lodge records in CLMS.
# Gratitude Grants—The Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Lodges</td>
<td>124</td>
</tr>
<tr>
<td>Qualified for Gratitude Grants (and compliant)</td>
<td>20</td>
</tr>
<tr>
<td>Applied</td>
<td>6</td>
</tr>
<tr>
<td>Approved</td>
<td>6</td>
</tr>
<tr>
<td>Need Follow-Up</td>
<td>0</td>
</tr>
<tr>
<td>Started but not yet submitted</td>
<td>3</td>
</tr>
</tbody>
</table>

[www.elks.org/ENF/cipParticipation.cfm](http://www.elks.org/ENF/cipParticipation.cfm)
## Gratitude Grants—Last Year

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made the Goal</td>
<td>106</td>
</tr>
<tr>
<td>Received Gratitude Grant</td>
<td>71</td>
</tr>
<tr>
<td>Percentage</td>
<td>67</td>
</tr>
</tbody>
</table>

[www.elks.org/ENF/cipParticipation.cfm](http://www.elks.org/ENF/cipParticipation.cfm)
Gratitude Grants—The Basics

- $2,000 grants available to all Lodges that reach the GER’s member goal for giving to the ENF.
- Application becomes available to your Lodge when it reaches the goal, starting July 1.
- Visit our Reports and Standings page, www.elks.org/ENF/reports.cfm, to check your Lodge’s current per capita.
- Must apply by May 31 of the following year (2014).
- Must be used by July 31, 2014.
Gratitude Grants—Additional Requirements

- None.
- Can be used for straight donations, but…
## Gratitude Grants—Consider This

<table>
<thead>
<tr>
<th>Good for Them</th>
<th>Better for You</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donate to Food Bank.</td>
<td>Have a food drive, serve a meal to families in need.</td>
</tr>
<tr>
<td>Donate to six youth groups.</td>
<td>Hold monthly drug-free youth activities.</td>
</tr>
<tr>
<td>Donate to restore city building.</td>
<td>Partner with students to hold a community clean-up day.</td>
</tr>
<tr>
<td>Donate to veterans group.</td>
<td>Volunteer at a Stand Down, or reach out to veterans in need.</td>
</tr>
<tr>
<td>Give supplies to Fire Dept. or Police Dept.</td>
<td>Partner with both groups on a Community Safety Day.</td>
</tr>
</tbody>
</table>
Gratitude Grants—The Application

➤ Step 1: Contact information.
➤ Step 2: Grant Description.

**Grant Description**

Please describe how your Lodge plans to serve the Community: (Check up to 3 that apply.)

- After-graduation/After-Prom
- Crisis Support
- Food Pantry/Distribution
- Other Youth Activity
- General Family Event
- Community Educational Event
- Youth education program
- Dictionary Project
- Donation of funds
- Red Ribbon Week
- Parks/Recreation
- Other
- Athletics
- Drug Awareness Program
- Holiday Event
- Supplies/Equipment
- Building/Repair/Renovation
- Christmas Event
- Fishing Derby
- Health/Hygiene
- Safety Event
- Appreciation Dinner

Please select your audience: (Check up to 3 that apply.)

- Elderly
- People with Disabilities
- Youth
- Hunger Issues
- Poor
- Other Community Issues
- Veterans/Military
Gratitude Grants—The Application

Step 3: Answer the Questions.

1. Describe in detail your Lodge’s charitable community project.
   ▪ Who are you helping?
   ▪ And how?
Gratitude Grants—The Application

Step 3: Answer the Questions.

2. How does your Lodge plan to promote the use of this grant in the community?
   - We want to know that you’re thinking about promotion.
   - Raising your profile is important.
Step 3: Answer the Questions.

3. What local concern or need is your Lodge addressing with this project?
   - State the community problem and what you’re going to do about it.
Step 3: Answer the Questions.

4. How did the Lodge decide on this grant?
   - Share your process for deciding on the grant.
   - Ideally, you’re involving the membership in the decision.
Gratitude Grants—The Application

Step 4: Provide a Budget.
- Itemize your expected expenses.

It’s that simple!
# Beacon Grants—The Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Lodges</td>
<td>124</td>
</tr>
<tr>
<td>Eligible for Beacon Grants (Compliant)</td>
<td>118</td>
</tr>
<tr>
<td>Applied</td>
<td>22</td>
</tr>
<tr>
<td>Awaiting Review</td>
<td>1</td>
</tr>
<tr>
<td>Approved</td>
<td>19</td>
</tr>
<tr>
<td>Need Follow-Up</td>
<td>2</td>
</tr>
<tr>
<td>Started but not yet submitted</td>
<td>10</td>
</tr>
</tbody>
</table>

[www.elks.org/ENF/cipParticipation.cfm](http://www.elks.org/ENF/cipParticipation.cfm)
Beacon Grants—Last Year

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible for Beacon Grants</td>
<td>125</td>
</tr>
<tr>
<td>Received Beacon Grant</td>
<td>42</td>
</tr>
<tr>
<td>Percentage</td>
<td>33.6</td>
</tr>
</tbody>
</table>

[www.elks.org/ENF/cipParticipation.cfm](http://www.elks.org/ENF/cipParticipation.cfm)
Beacon Grants—The Basics

$2,000 grants available to every Lodge, regardless of ENF giving.

Application available July 1.

Must apply by March 31, 2014.

Must be used by July 31, 2014.
Beacon Grants—The Requirements

- **Must be** a new project for the Lodge, meaning something the Lodge wasn’t already doing without our grants.
- **Must be** ongoing, not a one-time event.
- **Must be** Elks-led, with much Elks involvement.
- **Must be** an activity, meaning that it requires Elks involvement.
# Beacon Grants—Consider this

<table>
<thead>
<tr>
<th>Doesn’t Qualify</th>
<th>Qualifies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dictionary Project.</td>
<td>Youth and Elks Reading Fair.</td>
</tr>
<tr>
<td>Donation to Wounded Warriors.</td>
<td>Biannual Wounded Warrior outings.</td>
</tr>
<tr>
<td>Purchase equipment for scouts.</td>
<td>Partner with scouts on quarterly service projects.</td>
</tr>
<tr>
<td>Donation to DARE.</td>
<td>Monthly drug-free events for teens.</td>
</tr>
<tr>
<td>Appreciation dinner for Elks who are veterans.</td>
<td>Holiday activities for VA hospital residents.</td>
</tr>
</tbody>
</table>
Beacon Grants—The Application

- Step 1: Contact information.
- Step 2: Event Description.
- Step 3: Answer the Questions.
  - First two are identical to the Gratitude Grant application!
Step 3: Answer the Questions.

3. Describe the ongoing nature of the project. How frequently will this activity be held? How will the Lodge be known for this project?

- What does “ongoing” mean to your project? Weekly, monthly, annually? Tell us.

- The activity, not the outcome, must be ongoing and repeatable. We want the community to know it can depend on the Elks to address this need.
Step 3: Answer the Questions.

4. Elks participation is required. How will Elks be involved in this project?
   - Most important part. Is there an opportunity for entire Lodge to be involved?
   - Must give members (and prospective members) something meaningful to do.
   - Explain how your members are necessary for the event.
Beacon Grants—The Application

➤ Step 4: Provide a Budget.
  - Itemize your expected expenses.

It’s that simple!
## Promise Grants—The Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Lodges</td>
<td>124</td>
</tr>
<tr>
<td>Eligible for Promise Grants (Compliant)</td>
<td>118</td>
</tr>
<tr>
<td>Applied</td>
<td>28</td>
</tr>
<tr>
<td>Approved</td>
<td>26</td>
</tr>
<tr>
<td>Need Follow-Up</td>
<td>2</td>
</tr>
<tr>
<td>Started but not yet submitted</td>
<td>9</td>
</tr>
</tbody>
</table>

[www.elks.org/ENF/cipParticipation.cfm](http://www.elks.org/ENF/cipParticipation.cfm)
# Promise Grants—Last Year

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible for Promise Grants</td>
<td>125</td>
</tr>
<tr>
<td>Received Promise Grant</td>
<td>28</td>
</tr>
<tr>
<td>Percentage</td>
<td>22.4</td>
</tr>
</tbody>
</table>

[www.elks.org/ENF/cipParticipation.cfm](http://www.elks.org/ENF/cipParticipation.cfm)
Promise Grants—The Basics

- $2,000 grants available to the **first 500 Lodges** that pledge to hold an event that builds the character and competence of local youth, **regardless of ENF giving**.
- Application available July 1.
- Must apply by March 31, 2014, but…
- Must be used by July 31, 2014.
Promise Grants—The Requirements

- **Must be** used for an Elks-led youth event that meets one or more of these needs:
  1. Provides youth with safe places.
  2. Promotes healthy living.
  3. Offers support from caring adults.
  4. Emphasizes the importance of education.
  5. Encourages community service.

- **Must be** an activity, meaning that it requires Elks involvement.
## Promise Grants—Consider This

<table>
<thead>
<tr>
<th>Doesn’t Qualify</th>
<th>Qualifies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarship presentation night.</td>
<td>Partner with youth to organize a service project.</td>
</tr>
<tr>
<td>Distribute drug awareness supplies.</td>
<td>Hold an after-prom party at the Lodge.</td>
</tr>
<tr>
<td>Sports team sponsorship.</td>
<td>Start an intramural sports league for teens.</td>
</tr>
<tr>
<td>Holiday party for children and grandchildren of Elks.</td>
<td>Throw a holiday party for foster children or youth in need.</td>
</tr>
<tr>
<td>Dictionary Project.</td>
<td>Hold a reading fair or youth book club.</td>
</tr>
<tr>
<td>Donation to Boys &amp; Girls Club.</td>
<td>Organize a field trip for Boys &amp; Girls Club youth.</td>
</tr>
<tr>
<td>Poster/Essay contest.</td>
<td>Partner with students to hold quarterly art fairs.</td>
</tr>
</tbody>
</table>
Promise Grants—The Application

- Step 1: Contact information.
- Step 2: Event Description.
- Step 3: Answer the Questions.
  - First two are identical to the Gratitude Grant and Beacon Grant applications!
Step 3: Answer the Questions.

3. Elks participation in this event is required. How are members of your Lodge planning to participate?
   - Similar to fourth Beacon Grant question.
   - Most important part. Is there an opportunity for entire Lodge to be involved?
   - Must give members (and prospective members) something meaningful to do.
   - Explain how your members are necessary for the event.
Promise Grants—The Application

➢ Step 3: Answer the Questions.

4. What local concern is your Lodge addressing with this youth project?
   - Similar to the third Gratitude Grant question.
   - State the community problem and what you’re going to do about it.
Promise Grants—The Application

- **Step 4: Provide a Budget.**
  - Itemize your expected expenses.

It’s that simple!
Help Available!

- Find tips and resources to help you put together a great project at [www.elks.org/enf/community](http://www.elks.org/enf/community).
- ENF Grants Coordinator position allows increased access to grant applications.
- For up-to-date CIP information, visit the CIP News page, [www.elks.org/ENF/community/WhatsNew.cfm](http://www.elks.org/ENF/community/WhatsNew.cfm).
Questions?

Need more help? Contact us. We’ll help you turn your idea into a great project!

773/755-4730
ENFPrograms@elks.org