

Read First

Introduction:

Grant foundation funding represents approximately 25% of council contributed income, making it a vital resource for launching new and supporting existing programs such as updated curricula, coach training, Heart & Sole, and providing operational or financial assistance. Girls on the Run International empowers council grant-seeking efforts with this comprehensive suite of resources, including sample grant language, budgets, logic models, reporting templates, and management tools, along with examples of successful grant applications awarded to councils.

As a reminder, councils may not apply to national funders, including foundations, without first receiving approval from GOTR HQ by emailing grants@girlsontherun.org. In instances where the grant application will only accept national applications, councils may not apply. Councils may not apply to funders who operate outside of the council's territory and only allow one application per organization without approval from GOTR HQ to ensure the appropriate and strongest application is submitted and to protect the collective reputation of the organization that would be negatively impacted by unintentionally refusing to follow their established rules. Before applying for a state-wide or regional grant opportunity, councils should determine if other councils in the state/region can collaborate to create a more compelling application and reduce competition for funds.

Councils may seek state and federal funding. GOTR HQ recommends councils consider the pros and cons of government funding as a part of their overall fund development and risk management strategies and reach out to grants@girlsontherun.org before pursuing federal funding opportunities. When pursuing statewide or regional grants, councils should coordinate with others in their state or region to strengthen proposals and minimize intra-organizational competition.

Councils are encouraged to contact GOTR HQ by emailing grants@girlsontherun.org regarding the best way to proceed on opportunities they are unsure of.

Overview of Toolkit Resources:

- **Grant Language Templates**
 - [Camp GOTR - Council Sample Grant Language](#)
 - [Coach Recognition and Retention - Council Sample Grant Language](#)
 - [Coach Support - Council Sample Grant Language](#)
 - [Coach Training and Council T3 Attendance - Council Sample Grant Language](#)
 - [Common Grant Questions - Council Sample Grant Language](#)
 - [Disability Inclusion - Council Sample Grant Language](#)
 - [NEW! Email Migration - Council Sample Grant Language](#)
 - [NEW! Family Engagement Resources - Council Sample Grant Language](#)
 - [General Operating Support - Council Sample Grant Language](#)
 - [Girls on the Run Curricula - Council Sample Grant Language](#)
 - [Heart & Sole - Council Sample Grant Language](#)
 - [Junior Coach Support - Council Sample Grant Language](#)
 - [Local Alumni Engagement - Council Sample Grant Language](#)
 - [Needs Addressed by Girls on the Run - Council Sample Grant Language](#)
 - [Professional Development and Training - Council Sample Grant Language](#)
 - [Scholarships and Financial Assistance - Council Sample Grant Language](#)

- [State of the Girl and Girls on the Run - Council Sample Grant Language](#)
- **Sample Grant Application Components**
 - [Budget Narrative](#)
 - [Budget Summary by Girl Served](#)
 - [Detailed Program Budget Template](#)
 - [UPDATED! Editable GOTR Council Logic Model & Instructions](#)
 - [Letter of Intent \(LOI\) Template](#)
 - [Letter of Support Template](#)
 - [Organizational Chart Template](#)
- **Grant Management Resources**
 - [Council Grant Press Release Template](#)
 - [NEW! Grant Acknowledgement Letter Template](#)
 - [Grant Application Checklist](#)
 - [Grant Decision-Making Matrix](#)
 - [Grant Implementation Worksheet](#)
 - [Sample Grant Tracking Template](#)
- **Grant Reporting and Presentation Templates**
 - [NEW! Grant Impact Reporting Deck Template](#)
 - [NEW! Grant Presentation Deck Template](#)
 - [Sample Final Grant Report](#)
 - [Sample Mid-Year Grant Report](#)
- **Grant Data Validation**
 - [Data Validation \(Internal & External\)](#)
 - [FA25 EOS Participant Data Points](#)
 - [FA25 EOS Survey Caregiver Data Points](#)
 - [FA25 EOS Survey Coach Data Points](#)
- **Successful Grant Application Samples**
 - [NEW! Operating Support - Sample Grant Application](#)
 - [NEW! Program Delivery Support - Sample Grant Application](#)
 - [NEW! Scholarship Support & Expansion - Sample Grant Application](#)
 - [Multi-Year Funding - Sample Grant Application](#)
 - [Program Expansion & Capacity Building - Sample Grant Application](#)
 - [Expansion and Scholarships - Sample Grant Application](#)
 - [IDEA and Program Expansion - Sample Grant Application](#)
 - [New Curricula Books - Sample Grant Application](#)
 - [Staffing - Sample Grant Application](#)

Potential Grant Funders:

Councils have had success applying for and receiving grants from the following funders:

- Local Community and State Foundations
- Local Family Foundations
- Local Hospital and Health Insurance Foundations

- Local School District and Education Foundations
- Local Professional Sports Team and Player Foundations
- Local Women's Funds and Foundations
- Local Bank Chains and Foundations
- Local Grocery Store Foundations
- Local Corporate Foundations
- United Way
- Local Junior League Chapters
- Local Civic Organizations, such as the Lions Clubs, Rotary Clubs, and Optimist Clubs
- [The DICK's Sporting Goods Foundation](#) (Sports Matter program) and Sport Store Foundations
- Larger Corporate foundations that offer local grant funding opportunities, such as NBC Universal, Apple, Starbucks, Microsoft, Allstate, Target, and Walmart

Important Information about these Resources

Councils interested in conducting their own internal or external research for grant purposes must follow the evaluation and research policy detailed in the Council Policy Manual. Please reach out to program@girlsontherun.org if you have questions about your grant-related research and evaluation needs.

Before applying for a grant, it is critical to understand the funder's priorities and the outcomes they expect and value. If you are unsure whether your council can collect or report on the required data, consider reaching out directly to the funder for clarification. Additionally, carefully evaluate the time, resources, external collaborators, and effort needed to fulfill the evaluation requirements when developing that portion of your proposal.

Councils are strongly encouraged to participate in the GOTR HQ-led end-of-season (EOS) surveys. These surveys are administered at the end of every spring season to measure coaches', participants', and caregivers' satisfaction with their Girls on the Run experience as well as program impact on participants' confidence, physical activity, and other life skills. More information about the EOS surveys can be found in the EOS Surveys FAQs for Councils document on the Council Portal. Data from the EOS surveys can provide councils with quantitative evidence of program impact and qualitative testimonial data. Survey data can also illustrate areas of need and how grant funding may be able to address these needs (e.g., grant funding to increase access to Girls on the Run at Title 1 schools).

Girls on the Run has several evaluation tools and resources on the Council Portal to help councils with their grant-related evaluation needs.

- **[Resources](#)**
 - Academic peer-reviewed published research like the longitudinal study
 - Summaries of previous years' end-of-season survey results
 - Other internal and external research completed by HQ
- **[Tools for council use](#)**
 - End-of-Season Surveys (i.e., the current year's templates if councils want to conduct their own end-of-season surveys)
 - Life Skills Transfer Survey (i.e., managing emotions; resolving conflict, etc.)

- Team Climate Survey (i.e., coach autonomy support and mastery climate)
 - Pre/Post Participant Survey (i.e., outcomes in the 5Cs+1, sedentary behaviors, and physical activity rates)
 - Site visit form (i.e., observations of team practices based on key NCT coaching concepts and curriculum implementation)
 - Coach training surveys (i.e., learning outcomes and satisfaction with coach training)
 - Site Liaison Survey (i.e., site liaison satisfaction with support, challenges faced, needs, etc.)
- **Alums Study Resources**
 - Key findings from the Girls on the Run Alums Study are integrated throughout this Grant Toolkit to help councils demonstrate the program's long-term impact. Councils interested in exploring additional research findings, messaging, and storytelling resources can find them in the Alums Study Council Toolkit.

As a reminder, we cannot provide data regarding many outcomes, including (but not limited to):

- Suicide prevention
- Weight Loss
- Decrease in Teen Pregnancy
- Tobacco, alcohol or drug use prevention or cessation
- Improvements in academics

GrantStation

Girls on the Run HQ is pleased to continue support councils with their grant endeavors by providing free access to [GrantStation](#), a searchable online database of grant-makers and potential funding sources designed to connect nonprofit organizations with potential grant makers. In addition to the online database, GrantStation provides supplementary resources that mentor and guide councils through the grant seeking process. GrantStation is a great place to easily research potential funders in your area based on their funding priorities and will connect you directly with the funder's website and/or application information when available.

Please note that by accessing GrantStation via the Council Portal, councils are accepting and agreeing to comply with GrantStation's Terms of Conditions and the Girls on the Run Grant Guidelines, which are available on the Council Portal. For questions about the Grant Resources and additional grant support, contact grants@girlsontherun.org. To learn more about how to effectively use GrantStation to search for potential funders, watch [this recorded](#) webinar on the GLA.

Councils that have recently completed the email migration process should login to GrantStation through the Council Portal. Completing this step will update your email in the GrantStation platform. No further action is needed to update your email. Please reach out to grants@girlsontherun.org with any questions.

General Grant Tips for GOTR Councils

Be sure to watch Girls on the Run HQ's Grant Learning Series. If you are new to grant writing and grant management, you may want to watch the Girls on the Run [Grant Learning Series](#) that is available to council staff through the Learning Academy. This series covers four grant basics:

- Introduction to grants and grant readiness
- Grant prospecting and funder cultivation
- Grant writing skills
- Grant management and stewardship

Evaluate your council's grant readiness. Prior to any grant-seeking, evaluate the capacity and readiness of your council to seek grant funding and handle any grant-funded projects should your proposals be funded. Ensure you have grant management processes in place (i.e. to track expenses and funding; track and evaluate project outcomes if required by a funder) and general grant resources ready – i.e. sample grant language, typical grant attachments (i.e. organizational annual budgets; IRS determination letter; Board of Directors list; and more) – before applying. This preparation will simplify your grant-seeking efforts. Templates for these items are available on the Council Portal.

Budget for no more than 15% of your council's contributed income to come from grants. While grants are a terrific source of income, they can be unpredictable. For this reason, count on grants making up only one portion of your council's diversified fundraising plan & budget.

Evaluate what needs are best met through grant funding. Some of your council's needs—particularly general operating support or unrestricted support—will likely be best met through other areas of fundraising, such as individual donations, event revenue, and sponsorships. Most grant funding is given for specific projects and outcomes.

Start with the “low-hanging fruit” or the grants that are relatively easy to secure. For example, many companies have volunteer grants. If a company's employees volunteer for a set of hours for your council, your council can qualify to receive financial support from the company.

Think about who you know and who they are connected to. Successful fundraising often boils down to truly forming relationships and making connections. Think about all your council supporters—board members, coaches, volunteers, families of girls, and donors—and whether individuals from any of these groups can introduce you to potential funders through a personal connection. Make “employer” a required field in Pinwheel to easily identify whether you have a contact within the potential funder's company or organization.

Plan early and get familiar with application timelines and deadlines. Often, the grant application process begins six months to one year before funding disbursement. Set yourself up for success by thinking early about potential grant funders whose funding interests are well-aligned with your council. Mark deadlines in your calendar—and have a clear plan in place to ensure that you meet these deadlines. Also, try to speak to a contact at the potential funder's office prior to beginning your application. This communication can be as simple as clarifying details of the funder's application process. Still, it is always helpful to establish contact and begin to build a relationship with the funder prior to applying if possible.

Ensure proper fit and alignment. Funders do not tend to support projects that are outside of the scope of their funding priorities. If the fit isn't there, it is likely that funds aren't there either—no matter how outstanding your proposal is!

Make certain that your proposal is feasible and that your goals are reasonable. Through writing and revising a proposal, it can be tempting to inflate your goals to make your application more appealing and impressive to a potential funder. However, this can lead to over-promising and under-

delivering on what you've proposed. To prevent this from happening, set realistic goals that can be achieved with the level of support you are asking for and with the evaluation resources you have at your disposal. After all, achieving reasonable goals—rather than failing to achieve unrealistic goals—will put you in a better position to secure support from that funder in the future.

Be clear, concise, and effective. Grant seeking is competitive, and grant makers appreciate proposals rich in content and details while not overly wordy. When crafting a proposal, be mindful of how effectively you are utilizing the space you have and try to use the active voice whenever possible. Be sure to follow any specifications for the application (i.e., page length and margins; line spacing; attachment guidelines) set out by the funder. Also, try to ensure the submitted budget reflects the same story you present in the proposal narrative. Many funders may also look at the return on investment (ROI) when evaluating proposals, i.e., how many youths they will impact based on the amount given, so try to ensure your funding request reflects a reasonable ROI. Keep aware of your audience while crafting your proposal. Be sure that your narrative presents a logical solution to a problem and evidence of your council's capacity to serve the community.

Write a draft, edit it, proofread it, ask for feedback—and do it all again. The takeaway here isn't so much in the specific steps that you take to revise your proposal, but rather that you are purposeful in how you revise your proposal and who you ask for feedback from. Whether your proposal is for \$500 or \$50,000, typos and silly mistakes are off-putting to potential funders and distract from the quality of your proposal. Engage your board in this process!

Stay true to the Girls on the Run mission, vision, and core values. Although securing funding is important, do not do so at the expense of negatively altering what Girls on the Run means to your community and your girls. If you find that a potential funder is being too pushy in altering what you have proposed to better fit their needs rather than your community, it's best to walk away. Keep in mind that we are not a weight-loss, nutrition, or suicide prevention program, nor do we claim to directly impact academic success. We are unable to provide measurable impact data in these areas. **However, if the funder is looking for measurable changes in physical activity behaviors and social-emotional learning constructs taught by Girls on the Run, these outcomes can be evaluated through pre- and/or post-program surveys and only available through Girls on the Run International.**

Prepare for any scheduled site visits. Some funders may want to visit a program on-site prior to funding. If this is the case, ensure you prepare site visit activities ahead of time and that funders will have the opportunity to see girls in action if possible. Review your proposal prior to the site visit so you will be prepared to answer any questions the funder may have. It is important for Council Directors and/or Board Chairs to be present at site visits whenever feasible. Follow up with a thank you note afterwards.

Celebrate! After you have received funding from a grant-making organization, celebrate your success! Be sure to thank your funder and follow up regularly with any reporting that they request. Keeping them connected to our mission and impact will help ensure continued funding in the future. In addition, should the grant-funded project change from how it was initially described to the funder, be sure to update your funder as these changes occur. Regular communication - even when not required - is appreciated by funders, including openness about any challenges or lessons learned.