

COMMUNITY FOUNDATION

of Greater Muscatine



November 21st, 2024

Grant Writers Network Meeting

Luan M. Nguyen

Agenda



- Luan's Introduction & Featured Works
- Announcement: Ulowa Business Leadership Network's Community Grant Program
- Incorporating Data – Make Numbers Count in Your Grant Proposal
 - Common Data Sources
 - Translating Stats
 - Qualitative and Quantitative Data to Support Your Proposed Problem
 - Evaluation Metrics
- Mock Proposal Review for Network Members – What Do You Think?

About Luan



Education

M.A. in *Cultural Anthropology* – Global Development

M.S in *Biochemistry*

B.S. in *Chemistry*

Work History

Technical Writer/Editor & Marketing Specialist – Center for Biocatalysis and Bioprocessing, The University of Iowa

Research/Teaching Assistant – Iowa State University

Luan's Featured Works



Featured Works Supported by NIH & NSF

1. Nguyen, L. M., et al (2023). COVID-19 pandemic reveals challenges in engineering ethics education. *International Journal of Ethics Education*, 8(1), 99-127.
2. Nguyen, L., et al. (2021). Perception of the Culture of Disengagement by Minoritized Students. *American Society for Engineering Education*.
3. Nguyen, L. M., & Roche, J. (2017). High-pressure NMR techniques for the study of protein dynamics, folding and aggregation. *Journal of Magnetic Resonance*, 277, 179-185.

Announcement



Grant Opportunity from Ulowa's Business Leadership Network

- Opportunity: Community Grant Program to support community well-being
- Deadline: **January 13, 2025**
- Eligibility: **nonprofits, local governments**
- Amount: up to **\$3,000**
- Match requirement: **1:1 cash or in-kind match**
- Topics: healthy lifestyles, population health, addressing health disparities, workplace safety/wellness, community needs assessment, children and youth issues, healthy aging, arts and health collaborations, and sustainability of multi-generational, livable communities. Additional preference will be given to projects that are focused on rural areas or address nutrition or food insecurity.
- Link: <https://www.public-health.uiowa.edu/bln-community-grant-program/>



Make Numbers Count in Grant Proposals



Outline

- This section discusses some common data sources & how to use data effectively.
- Statistics from these sources (or in general) can be complex and not easily understandable to the readers.
- “Translating” complex stats can be helpful for your grant proposal reviewers.
- Stats or quantitative data can be strengthened using qualitative data.
- How to use both qualitative and quantitative data to support different sections of your proposal
 - Let’s use the problem statement (the “why”) and evaluation metrics as examples.

Make Numbers Count in Grant Proposals



Common Data Sources

1. Economic data: [Bureau of Economic Analysis](#) (US Department of Commerce), [World Bank](#), [UN Department of Economic & Social Affairs](#), [StatsAmerica](#),
2. Census data: [Census Reporter](#), [IPUMS](#)
3. Health data: [Institute for Health Metrics and Evaluation](#), [IHME Visualization Tool](#), [HealthData.gov](#),
4. General: [Our World in Data](#) (visualization), [Social Explorer](#), [World Mapper](#), [The World Factbook](#), [Kaggle Datasets](#), [Gapminder](#), [Human Development Index](#)

Make Numbers Count in Grant Proposals



Recommendation for using stats

- Human brains are not conditioned to understand large numbers.
- Your stats might work against you if your numbers cannot evoke a sense of urgency or emotion.
- **Don't make reviewers exhaustedly use their imagination, translate those stats!**

Make Numbers Count in Grant Proposals



Example: Consider the two statements below. Which one do you think is better?

- 3% of Earth's water is fresh water. Of that, only 1.2% can be used for drinking.
 - If a gallon jug is all of Earth's water, the entire world population will have to share **27 drops of water** from this jug.
- **Reviewers know what a gallon jug is. Most people can tell that 27 drops of water mean very little.**

Qualitative Data

Support quantitative data with qualitative data

- Testimonials, interviews, survey responses, observation notes...
- Qualitative data can add clarification and increase the impact of your narrative.

Examples: supporting your stats with qualitative data.

- 68% of engineering students of minoritized backgrounds left their program before their senior year in college due to various forms of microaggression.
- One of the students interviewed said: “...*The little insults or stereotypes that I had to deal with everyday from my professors and my own classmates were too much. It’s like death by 5000 needles. So, I left.*”

Data to Support Your Problem Statement



The problem statement is difficult.

- This is the section in a proposal where you tell why you are asking for funding.
- To write this section, you need to have literature (articles, newspapers, etc.) to demonstrate that this is a serious problem.
- It is usually the most difficult to write because it requires you to summarize a large amount of information into just a few paragraphs.
- It will be helpful to focus your writing on some common themes (in the literature).

Data to Support Your Problem Statement

Start with Qualitative Data

- Are there common themes across all the articles/resources that you read?
- Qualitative “coding” can be helpful when looking for common themes.

Common theme	Source	Count
Theme 1	Article 1 to 20	Mentioned 45 times
Theme 2	Article 1 to 20	Mentioned 36 times
Theme 3	Article 1 to 20	Mentioned 24 times

Data to Support Your Problem Statement



Support those common themes with Quantitative Data

- How are these common themes relevant to the problem you want to address?
- Is your problem a local, national, or international issue? Why someone needs to care about it?
- Break down (“translate”) relevant complex stats for each theme.

Data to Support Your Problem Statement

Support those common themes with Quantitative Data

- Different funders will want to see different levels or types of data (see examples in the table).
- A comparison between local, national, or international data can be useful.

Common theme	Local Stats	National Stats	International Stats
Theme 1	1 in 3...	45%	Lowest among ... Global North countries
Theme 2	8 out of 10	20%	Least efficient among North America
Theme 3	Much higher than...	10%	Higher than EU countries...

Quantitative and Qualitative Approaches to Program Evaluation:

- Let's use our *Fueling the Future* program as an example: the program aims to provide upskill training in high-demand fields for parents of children on food assistance programs. The goal is to increase their incomes as a pathway out of poverty and food insecurity.
- What metrics can you think of to evaluate this program?

Program Evaluation Metrics



Quantitative Metrics

- Usage of resources
- Recruitment
- Outreach
- Diversity
- Retention rate
- Graduation rate
- Post-graduation employment
- Monthly incomes
- Employment retention
- Number of children still on food assistance (6 months, 1 year, ...)
- What other social programs they still need post-graduation (6 months, 1 year,...)

Program Evaluation Metrics

Qualitative Methods

- Satisfaction with their training
- Interviews
- Feedback
- What they like the most about the program?
- What they like the least about the program?
- Will they recommend this program to others?
- In house visits (if possible)

**Why these? Do we
need this many?**

Proposal Review



What do you think about a peer review session for your grant proposals?

Questions & Feedback

Your feedback will help improve future meetings.

<https://forms.office.com/r/xGEhrJpPcb>

Grant Writers Network Meeting
Survey



It was wonderful to meet you. Thank you!

Grant Writers Network Website

<https://www.givinggreater.org/grantwritersnetwork>