NOVEMBER 2023

TRANSFORMATION

Through Equity

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Natalie Poindexter
FOUNDER

AUTHENTIC INCLUSION CONSULTING

A disruptive consulting firm **specializing in business strategy and curating holistic operational solutions** to meet the needs of innovative, expanding yet overwhelmed, businesses interested in improving their operational success.

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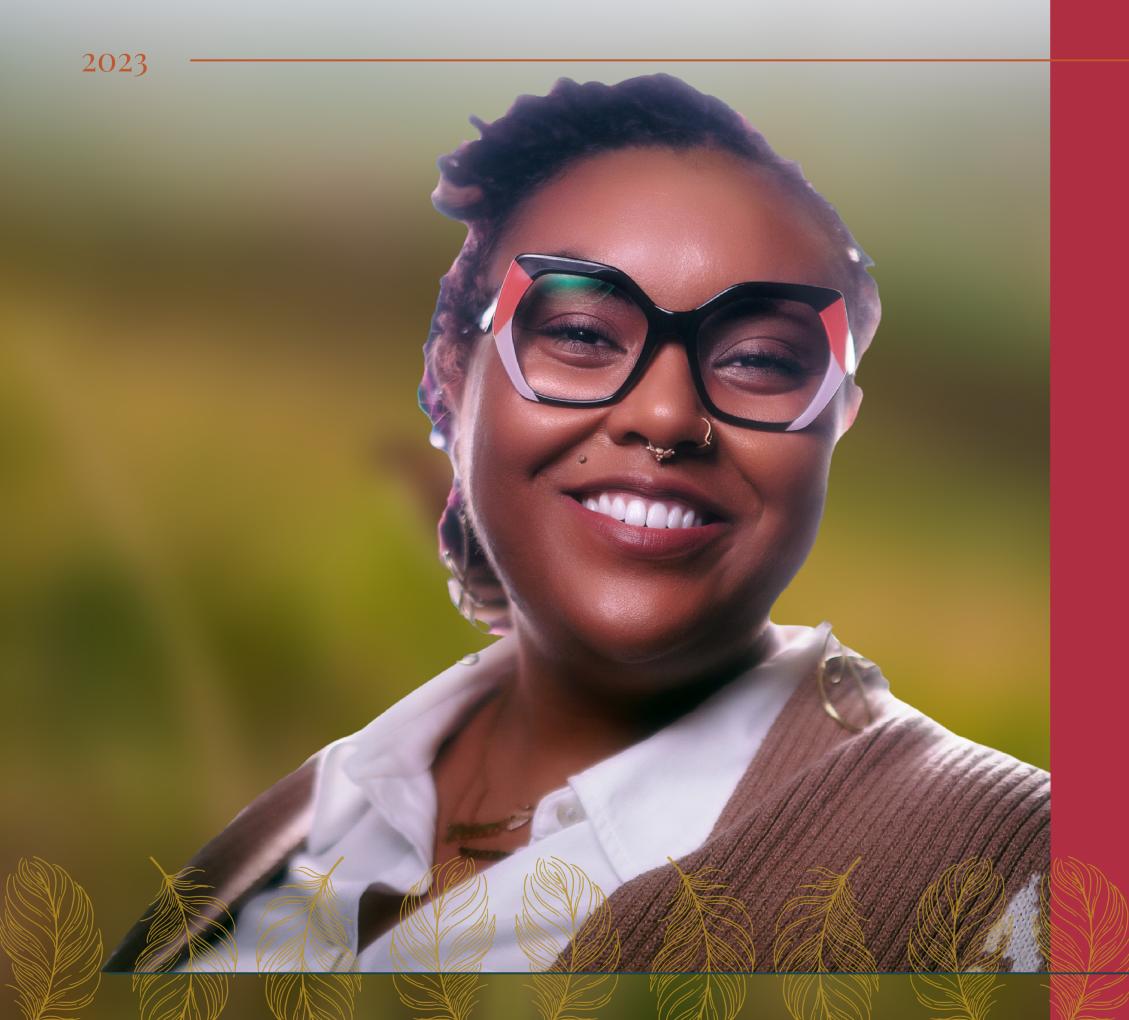
Natalie Poindexter

Aim

Intent

We aim to **address systemic barriers and social inequities** focused in under-served and disproportionately disadvantaged populations.

Our intention is to **create a collaborative space that engineers innovation** practices and builds holistic sustainability for businesses and communities.

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Value

We offer packages, products and services to create an impact, we act as the liaison for smaller entities and organizations to access funding opportunities and we develop sustainable projects and programs.

HIGLIGHTED Services

GRANT
Writing
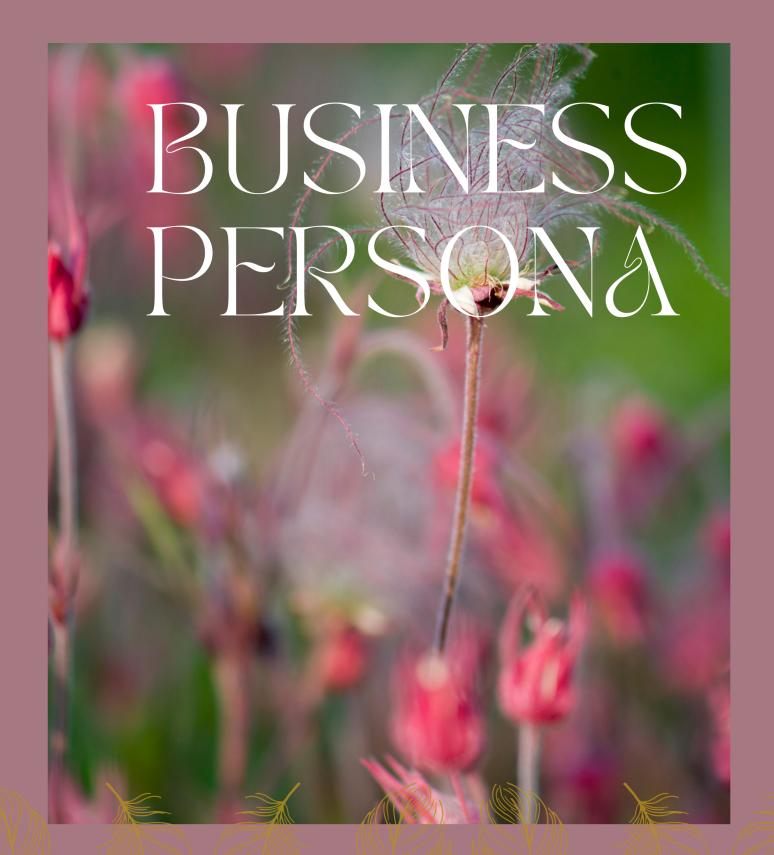non-profit & for-
profit

TECHNICAL
Writing
procurement

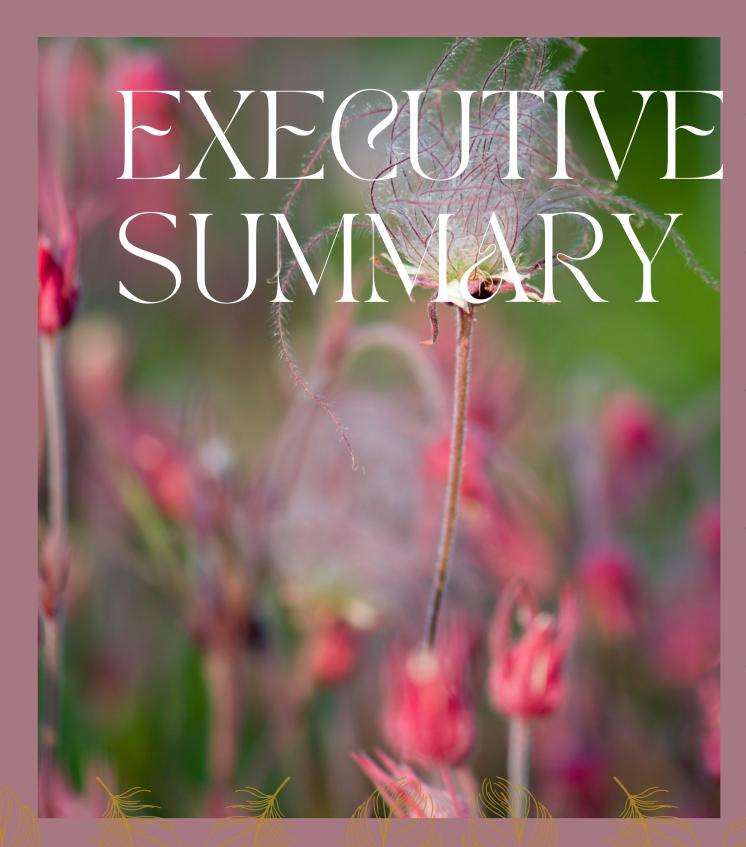TECHNICAL
Assistance
strategy & planning

BUSINESS PERSONA

"Hello, I'm currently working on a grant application for my small business in [Your Industry]. The grant opportunity is offered by [Grant Provider's Name] and focuses on [Describe the grant's focus areas or objectives]. I'm looking to gather insights, tips, and guidance on how to create a compelling and competitive grant proposal. My business aims to [Explain your business's goals or project objectives] with this grant, and I'd appreciate your assistance in [Specify what you need assistance with, e.g., crafting a compelling narrative, budget development, demonstrating impact]. Please share your expertise and recommendations to help me achieve a successful grant application."

PROJECT ABSTRACT

- "Craft a project abstract (150 words or less) that provides a clear and concise overview of your project. Include its main objectives, target beneficiaries, and expected outcomes."
- "Explain the specific problem your project addresses and why it is significant. Emphasize the innovative aspects that set your project apart."
- "Outline the project's core activities and the strategies you will employ to achieve its objectives. Keep the abstract succinct while conveying key details."
- "Discuss the project's alignment with the grant provider's mission and focus areas. Emphasize how your project fits within their funding priorities."
- "Highlight any partnerships or collaborations that are crucial to the project's success. Explain how these collaborations contribute to the project's effectiveness and sustainability."

EXECUTIVE SUMMARY

- "Compose a concise executive summary (250 words or less) that captures the essence of your project. Include the project's mission, objectives, target audience, and the problem it aims to solve."
- "Highlight the unique value your project brings to the community. In your executive summary, articulate the anticipated impact and how it aligns with the grant's objectives."
- "Provide an overview of your organization's background and expertise relevant to the project. Explain why your team is well-equipped to carry out the proposed activities."
- "In your executive summary, briefly outline the main deliverables and outcomes you expect to achieve through the grant funding. Be clear about the measurable goals."
- "Ensure your executive summary is engaging and compelling. Capture the reviewer's attention by discussing the project's significance and relevance to the community it serves."

EVALUATION PLAN

- Detail your evaluation plan for the grant project. Explain the specific methods, tools, and metrics you will use to measure project success."
- "Identify key performance indicators (KPIs) in your evaluation plan. How will you collect and analyze data to assess the project's effectiveness?"
- "Discuss the timeline for data collection and reporting in your evaluation plan. How frequently will you provide progress updates to the grant provider?"
- "Describe any potential challenges or obstacles you anticipate in implementing the evaluation plan. How will you address these challenges to ensure data accuracy and reliability?"
- "Highlight the importance of ongoing evaluation and its role in improving project outcomes. Explain how you plan to use evaluation findings to make adjustments and enhancements."

TIMELINE

- Create a detailed project timeline that outlines the specific activities, milestones, and deadlines from the start of the project to its completion."

- "Incorporate key dates for major project phases, such as planning, implementation, and evaluation, in your timeline. Ensure it's realistic and achievable."

- "Explain how the timeline aligns with the grant period and when you expect to reach significant project milestones. Clearly define the start and end dates."

- "Consider potential dependencies between project tasks and activities. How will you address these dependencies in your timeline to ensure smooth progress?"

- "Highlight the roles and responsibilities of team members in the timeline. Who is responsible for each task, and how will you ensure accountability and coordination?"

BUDGET JUSTIFICATION

- Provide a detailed budget justification for the grant proposal. Explain the rationale behind each budget item, including personnel costs, supplies, and other expenses."
- "Clarify the allocation of funds among different project components. How does the budget align with the project's objectives and activities?"
- "Explain the anticipated impact of the budget allocation on project success. How will the funds be used to maximize the project's effectiveness?"
- "Address any cost-sharing or matching funds, if applicable, and their importance in leveraging grant funding. Clearly describe how these funds will be secured."
- "Anticipate potential questions or concerns the grant reviewer may have regarding the budget. How will you ensure transparency and accountability in budget management?"

Natalie Poindexter

KeeP in Touch

For more information and the latest update

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AUTHENTIC INCLUSION CONSULTING

Let's disrupt the status quo through equity and access. Check out the grant resources from Authentic Inclusion on the SBDA Digital Resource Library today!

Authentic Inclusion is a proud Local Ally to the Small Business Digital Alliance.

SCAN ME

Logic Model Wiki - an interactive tool to develop your grant project plan, evaluation plan, and budget

Grant Writing Checklist - items needed when creating a grant application

Grant Resource Tool - best practices to find the right grant for your business

Grant Writing w/ChatGPT - before you hit submit, check with your grant writer

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