

Using Data Effectively in Federal Grant Applications

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Grant Writing

Does your organization write grant applications internally?

Do you contract with external organization or individual to write grant applications for your organization?

* Who do you contract with?

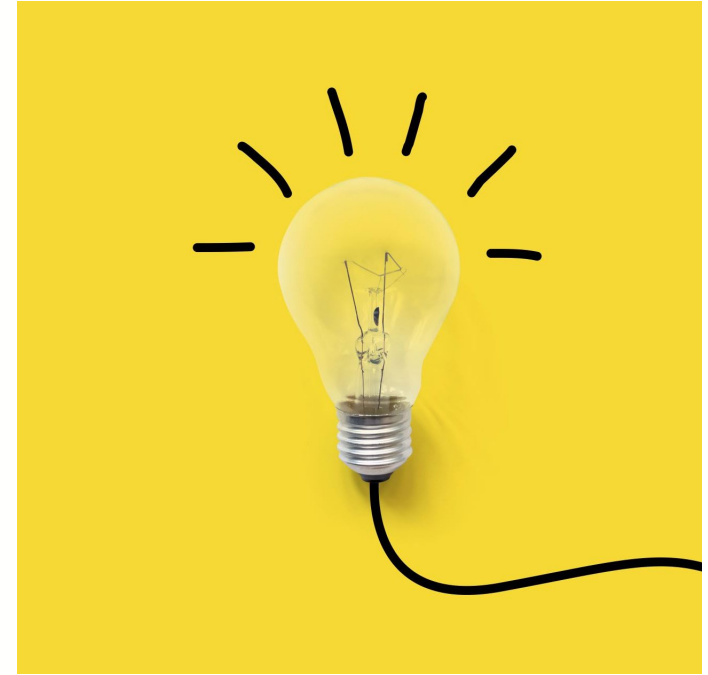
Data: Not just for evaluation

- Planning
- Documenting problem/need and status quo (benchmark) in application
- Evaluation



Planning: What's your problem?!

- A grant application should aim to solve a problem
- Problem can never be that you do not have enough money
- To identify problem, think about the people your organization serves
- YOU saying something is a problem does not make it a problem



Identifying problem

Qualitative data

- Needs assessment
- Survey (text)
- Strategic planning process (that includes stakeholders, partners, board/council, staff)
- Focus group(s)
- Grassroots coalition

Critical for planning success?



How to: Qualitative data



- [Assessing Community Needs and Resources, University of Kansas Community Tool Box](#)
- [Administration for Community Living's Innovations in Nutrition Programs and Services Replication Grant toolkit examples](#)

Back it up: Quantitative data

Primary data

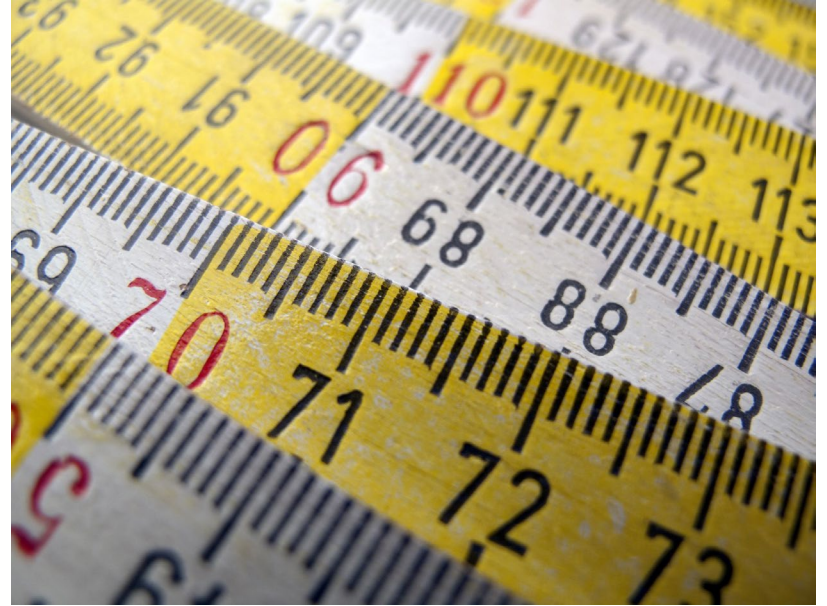
- Number of individuals served
- Number of requests for a service, program you were not able to fulfill
- Average cost of a meal
- Number of partners

Secondary data

- Poverty rate for residents over the age of 65
- USDA food access data
- County health rankings
- Needs assessment conducted by another organization

Primary quantitative data

- What data do you currently collect?
- What data might it be helpful for you to collect in the future?



Secondary quantitative data

- What data do you currently use?
- What might be helpful for you to find and use in the future?



Some secondary data sources

- [U.S. Census Bureau – QuickFacts](#)
- [U.S. Census Bureau Exploring Age Groups in the 2020 Census](#)
- [County Health Rankings and Roadmaps](#)
- [USDA Food Access Research Atlas](#)
- [Elder Economic Security Standard€ Index](#)
- [America’s Health Rankings – Risk of Social Isolation \(over age 65\), by county](#)
- [Background info on collecting and analyzing data for food-related grant projects](#)
- [National benchmarks for congregate nutrition programs](#)

Using data in application

- Cite both qualitative and quantitative data in documenting problem/need in application
- Provide a comparison point for data – state or national data comparison and/or local trend over time
- NARC data and studies can help document why specific intervention activities were selected to address the identified problem – and help establish benchmarks for evaluation

Using data for evaluation

- Quantitative Data – Typically needs to be primary source (collected by your organization) since it takes longer for impacts to show up in secondary data
- Qualitative data sources used to identify and document problem can also be used to document impacts in evaluation (survey, focus groups, number of participants or partners)
- Consider Ripple Effects Mapping or Impact Mapping as a qualitative data follow-up to Needs Assessment

Using Data in Evaluation

Qualitative

- Focus groups
- Survey (text)
- Ripple Effects Mapping

Quantitative

- Number of individuals served
- Survey (numerical)

Using data in evaluation

Continued

Innovations in Nutrition
Programs and Services –
Replication Grants tool kit



Evaluation: Qualitative data



“Before coming to the Encore Café, I had not shared a meal with someone else since my wife passed nine years ago.”

-- Ken, Marion IA

Thank You

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