



2021

# Pre-Application Training for SEDS -GO

Developed by the ANA Regional T/TA Centers  
Pacific Region • Alaska Region • Western Region • Eastern Region



A landscape photograph with a large, dark, conical structure in the foreground, possibly a volcano or a large rock formation. The sky is filled with dramatic, dark clouds. The overall color palette is muted, with greys, blacks, and dark blues.

# Preparing a SEDS-GO Application for an ANA Grant in 2021

# Today's Trainers



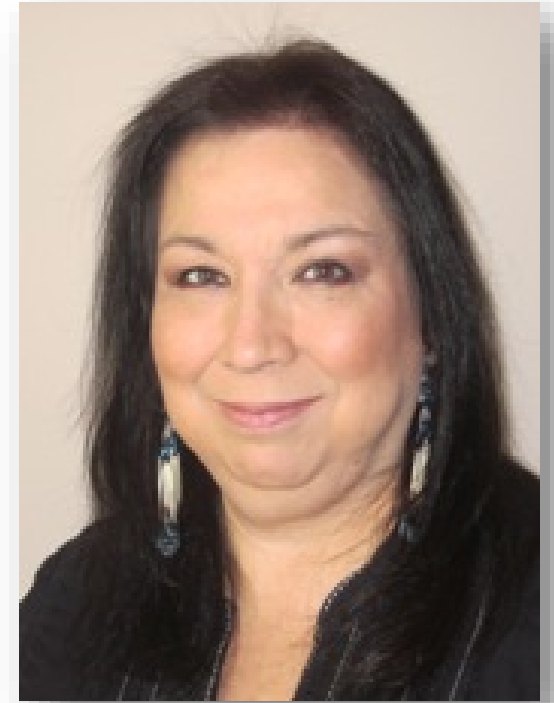
**Dawn David**

Training Specialist



**Quannee Oosahwe**

Outreach & Technical  
Assistance Specialist




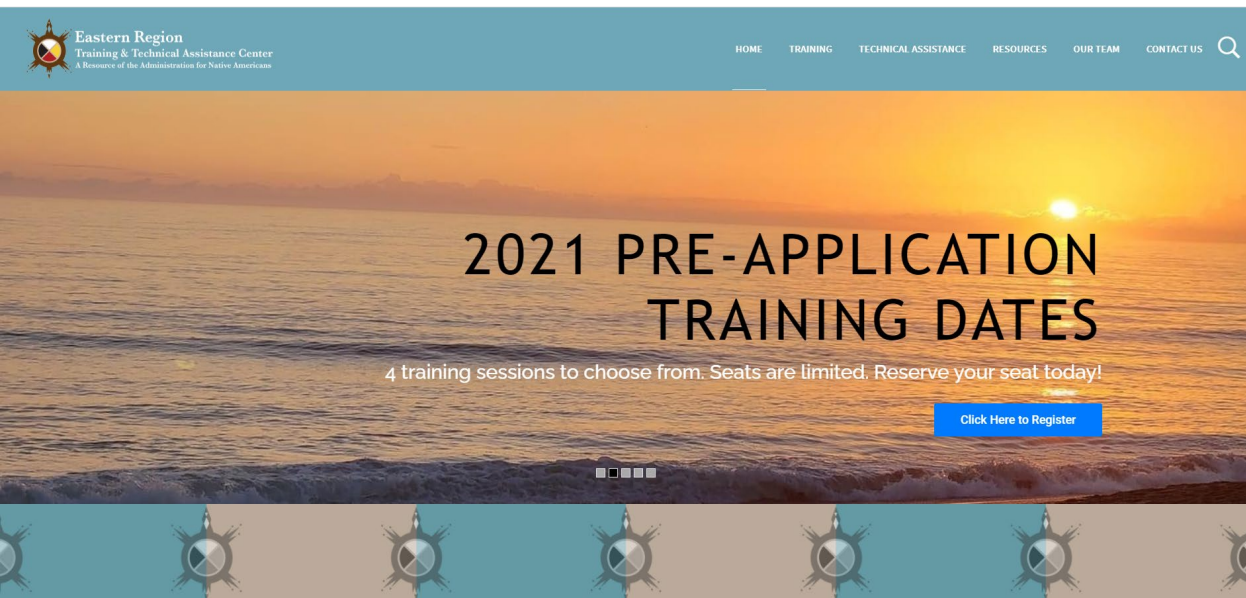
**Candi Carmi**

Technical Assistance  
Specialist

slido

Tell us your name and where you are joining us from

 Start presenting to display the poll results on this slide.



# About the Eastern Region TTA Center

**Free training and technical assistance**

- ▶ [www.anaeastern.org](http://www.anaeastern.org)
- ▶ 888.221.9686
- ▶ [anaeastern@mn-e.com](mailto:anaeastern@mn-e.com)

## SEDS-GO PRE-APPLICATION TRAINING GOAL

**To learn how to develop and submit a successful application for an ANA grant to support your emerging organization.**

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## What you will need for this session



SEDS-GO Tool Kit

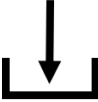


Funding Opportunity  
Announcement (FOA)



SEDS-GO Worksheet

## Resources (FOAs, Manuals, Tool Kit, Templates)

- ▶ Google Drive
  - ▶ To download PDFs: Open document, click  button (upper right-hand corner)
  - ▶ To download Templates: Open document, then go to FILE->Download
- ▶ ANA Eastern Website, Training Resources Page





2021

# SEDS-GO Toolkit

Developed by the ANA Regional T/TA Centers

Alaska Region • Eastern Region • Pacific Region • Western Region



(4.11.21)

# 2021 ANA SEDS-GO TOOLKIT

## What's Inside:

- ▶ **Step by Step instructions** on how to address the Evaluation Criteria
- ▶ **Examples** of how each component of the application should be developed
- ▶ **Self-Assessment Tool** that allow you to identify which organizational challenges your organization may want to target with a SEDS -GO grant

## How to participate in this training

- ▶ Share the air. Keep mic on mute when not speaking.
- ▶ Feel free to ask questions!

## What to Expect

- ▶ Hands - on exercises
- ▶ Discussions and sharing
- ▶ Open and direct feedback from one another and trainers
- ▶ Getting to know the Funding Opportunity Announcements

## Mission of ANA



To support Native -led nonprofits and eligible tribes by

- ▶ Promoting self -sufficiency
- ▶ Providing funding for community -based projects
- ▶ Providing free training and technical assistance

**ANA's Vision:**

All Native communities are thriving!

# ANA Program Areas



## ANA supports three main priority areas

- ▶ Social and Economic Development Strategies (SEDS)
- ▶ Native Languages (P&M and EMI)
- ▶ Environmental Regulatory Enhancement (ERE)

# ANA Funding Opportunities

FOA	SEDS	SEDS GO	SEDS AK	P&M	EMI	ERE
<b>CFDA</b>	<b>93.612</b>			<b>93.587</b>		<b>93.581</b>
Thresholds (per annual budget period)	\$100,000 to \$400,000	\$50,000 to \$200,000	\$50,000 to \$200,000	\$100,000 to \$300,000	\$100,000 to \$300,000	\$100,000 to \$300,000
Allowable Project Periods	12 month 24 month 36 month	12 month 24 month 36 month	12 month 24 month 36 month	9 month 21 month 33 month	33 month 45 month 57 month	12 month 24 month 36 month

# ANA Funding Opportunities

CFDA: 93.612

## SEDS – Growing Organizations (SEDS -GO)

- ▶ Up to \$200k annually, 1 to 3 years
- ▶ Builds the capacity of growing organizations to serve their communities more effectively
- ▶ Prioritizes first -time ANA grant recipients
- ▶ Targeted challenges may include: Staff Dev., Governance, Effective Grants Mgmt, Strat/Comm Planning, Financial Mgmt Systems, Use of Tech, Ability to Track and Manage Data

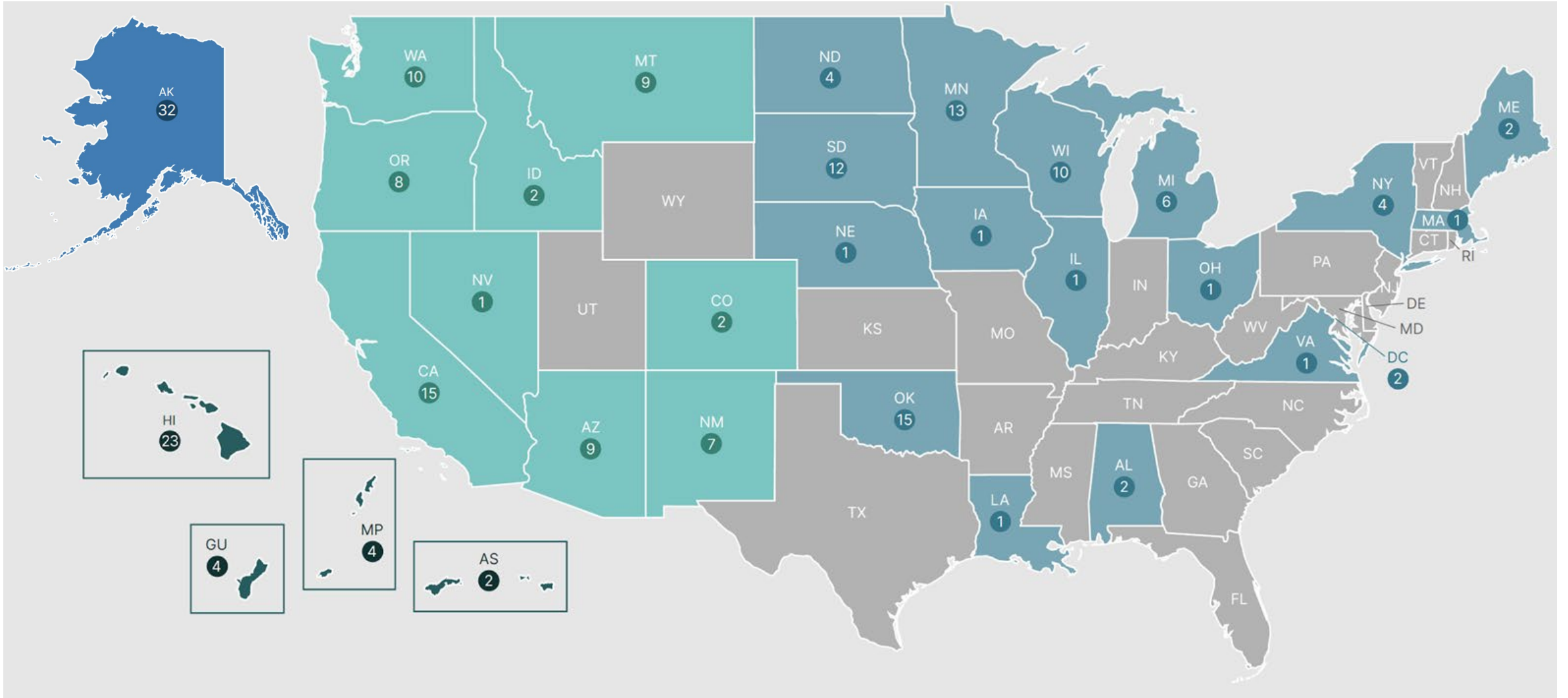
# ANA Grants by Region

ALASKA REGION		<b>32</b> TOTAL GRANTS	
SEDS 10	EMI 4	I-LEAD 3	
SEEDS 1	SEDS-AK 8	PM 2	
SEDS-GO 0	ERE 3	NLCC 1	

PACIFIC REGION		<b>33</b> TOTAL GRANTS	
SEDS 22	EMI 1	I-LEAD 5	
SEEDS 0	SEDS-AK 0	PM 3	
SEDS-GO 2	ERE 0	NLCC 0	

WESTERN REGION		<b>63</b> TOTAL GRANTS	
SEDS 22	EMI 6	I-LEAD 6	
SEEDS 2	SEDS-AK 0	PM 12	
SEDS-GO 2	ERE 11	NLCC 2	

EASTERN REGION		<b>77</b> TOTAL GRANTS	
SEDS 32	EMI 10	I-LEAD 5	
SEEDS 5	SEDS-AK 0	PM 14	
SEDS-GO 5	ERE 4	NLCC 2	






## Application Timeline

	<b>SEDS- GO</b>
FOAs Published	April 6
Application Due Date	June 30
Project Start Date	Sept. 30

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Tell us about your experience with ANA

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## Eligibility

- ▶ Federally recognized Indian tribes
- ▶ Incorporated non -federally recognized tribes;
- ▶ Incorporated state -recognized Indian tribes;
- ▶ Consortia of Indian tribes;
- ▶ Community -based nonprofits;
- ▶ Urban Indian Centers;
- ▶ Tribal Colleges and Universities, and colleges and universities located in Hawaii, Guam, American Samoa, or the Commonwealth of the Northern Mariana Islands that serve Native American Pacific Islanders.

## Ineligibility

- ▶ Providing third -party training and technical assistance.
- ▶ Conducting feasibility studies, business plans, marketing plans, or written materials that are not an essential part of the applicant's long -range development plan.
- ▶ Supporting only the applicant's ongoing administrative functions.
- ▶ Social service delivery programs.
- ▶ Do not further the three interrelated ANA goals of economic development, social development, and cultural preservation.
- ▶ Projects from consortia that do not include documentation from each participating consortium member specifying their role and support.
- ▶ The purchase of real estate or construction.



## Importance of a Community -Led Approach

- ▶ Community provides direction on community efforts
- ▶ Community leading > community “buy -in”
- ▶ Once project starts, maintain a conversation with your community
- ▶ Build upon community tools and assets
- ▶ Stay accountable for outcomes, impact

# Defining Your Community



# Read!

## Be familiar with the Funding Opportunity Announcement (FOA)

- ▶ Have a highlighter, sticky notes handy!
- ▶ The FOA is the official document that details the requirements for submission of an application to ANA.
- ▶ FOAs provide detailed information for preparing applications in each program area, so read the entire FOA to ensure that you comply with and address all requirements.



Administration for Children and Families

Administration for Native Americans

Social and Economic Development Strategies - Growing Organizations (GO)

HHS-2021-ACF-ANA-NN-1918

Application Due Date: 06/30/2021

**Due Date for Applications:**

FY 2021: 06/30/2021

FY 2022: 06/13/2022

FY 2023: 06/12/2023

# FOA Sections

- ▶ **Section I:** Funding Opportunity Descriptions
- ▶ **Section II:** Award Information
- ▶ **Section III:** Eligibility Information
- ▶ **Section IV:** Application & Submission Information
- ▶ **Section V:** Application Review Information
- ▶ **Section VI:** Award Administration Information
- ▶ **Section VII:** Agency Contact(s)
- ▶ **Section VIII:** Other Information
- ▶ **Appendices**
  - ▶ Definitions
  - ▶ Assurance of Community Representation on Board of Directors



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## 3 Criteria

### 9 Sub - Criteria

### 33 Elements

FOA Section V.1

#### Approach

- ▶ Introduction to the Applicant Organization
- ▶ Targeted Challenge
- ▶ Project Goal
- ▶ SMART Objectives
- ▶ Outcomes & Indicators
- ▶ Description of Project Implementation Strategy
- ▶ Objective Work Plan

#### Organizational Capacity

- ▶ Organization Structure
- ▶ Staffing, Partnerships, Contracts/Consultants
- ▶ Oversight of Federal Funds

#### Budget & Budget Justification

- ▶ Line-Item Budget
- ▶ Budget Narrative

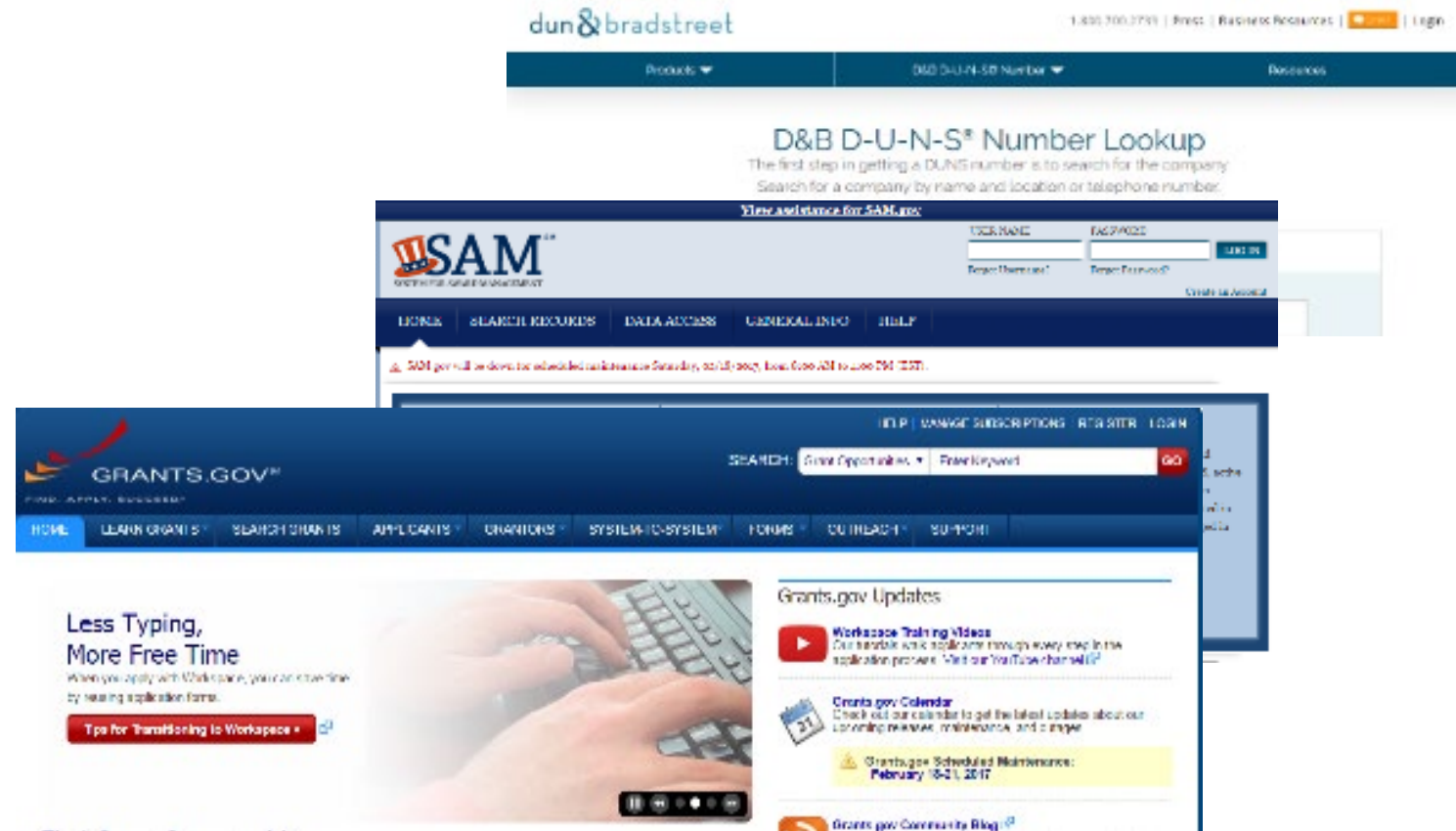
## Organization is New to ANA 5 PTS

- ▶ Include documentation or information
- ▶ Reviewers will determine and add the Bonus Points
- ▶ ANA will confirm

# Registering can take up to five weeks

Pages 143 - 146

1. DUNS Number
2. SAM
3. Grants.gov




[https://www.grants.gov/web/grants/applicants/organization\\_registration.html](https://www.grants.gov/web/grants/applicants/organization_registration.html)

- Establish a DUNS Number.**
- Register in System for Award Management (SAM).**  
SAM registration must be current
- Establish a Grants.gov account,** or submit a waiver for  
electronic submission
- Create a Workspace account in Grants.gov**

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Which accounts are up-to-date or set up?

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## Approach

- ▶ Introduction to the Applicant Organization (0-6)
- ▶ Targeted Challenge (0-6)
- ▶ Project Goal (0-6)
- ▶ SMART Objectives (0-6)
- ▶ Outcomes and Indicators (0-6)
- ▶ Description of Project Implementation Strategy (0-25)
- ▶ Objective Work Plan (0-15)

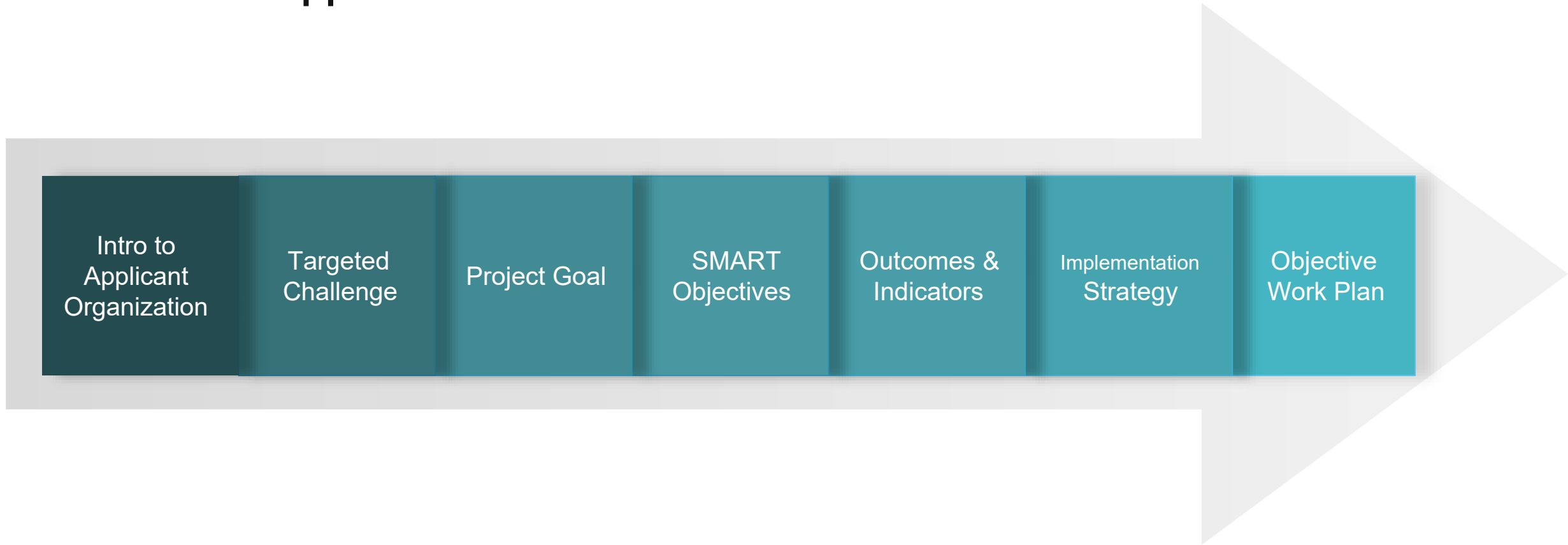
## Organizational Capacity

### Budget & Budget Justification

- ▶ Line-Item Budget (0-5)
- ▶ Budget Narrative (0-10)

### Bonus Points 5 Points

# SEDS-GO Approach





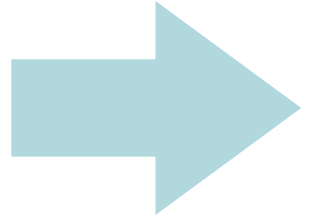
Page 12

# Introduction to the Applicant Organization



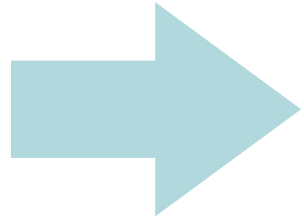
## Introduction to the Applicant Organization (0-6 points)

1. How well does the application describe the applicant organization (i.e., a description of the governing status, the size of the organization, the services provided, etc.)?
2. How well does the application describe and document the organization's connection to the community that it serves (i.e., how has it supported the community and for how long has it supported their needs and interests)?



## Introduction

- ▶ Governing Status (tribal, native non -profit)
- ▶ Tribal identification
- ▶ Geographic location (including reservation, urban, rural, remote)
- ▶ Services Provide
- ▶ Mission Statement (if applicable)
- ▶ Size and number of employees
- ▶ Unique Identifiers



## **Describe Connection to Community to be Served:**

- ▶ Demographics of community
- ▶ Past projects or services provided
- ▶ How long have you provided service(s)
- ▶ Provide documentation in appendix (meeting minutes, strategic plan summary, focus group proceeds, survey results)



Page 3

# Targeted Challenge

## Targeted Challenge (0-6 points)

3. How well does the application explain why the organization chose to focus on the targeted challenge(s) and document how the organization's members were involved in developing the project (e.g., stakeholder meeting agendas, sign-in sheets, surveys, focus group notes, etc.)? (Refer to Section I. Program Description, SEDS - GO Program Purpose for the list of targeted challenges that a project may address)
4. How well does the application describe the current status of the targeted challenge(s) and their effect on the applicant organization's ability to provide services to its defined community?
5. How well does the application describe past efforts to address the targeted challenge(s)?

# STEP 1: Choose 1 or 2 Targeted Challenges

**Staff Development**

**Governance**

**Effective Grants  
Management**

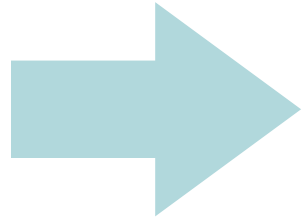
**Strategic/Community  
Planning**

**Financial  
Management  
Systems**

**Use of Technology**

**Ability to Track and  
Manage Data**

**Partnerships**



## **Narratively Describe:**

- ▶ The rationale for choosing the Targeted Challenge(s)
  - ▷ What is the gap in service?
  - ▷ How does it affect your ability to provide services?
  - ▷ What have you tried in the past to remedy?
  - ▷ Why do you feel the proposed project will work?
  
- ▶ How were others involved in the project development?
  - ▷ Identify the other Members involved
  - ▷ How did you get their input?
  - ▷ Include documentation in appendix



Page 4

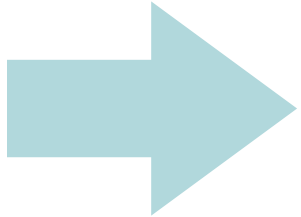
# Project Goal



## Project Goal (0-6 points)

6. How well does the project goal address the targeted challenge(s)?
7. How well does the application demonstrate that the project goal specifically relates to the purpose of the FOA, as described in Section I. Program Description, SEDS - GO Program Purpose?
8. How well does the application identify how achieving this goal will positively impact the organization and its ability to provide services ?

Address Element 6



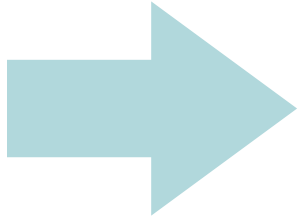
**Project Goal should summarize how you will address the targeted challenge in 1 or 2 sentences**

“Our project goal is to upgrade/improve/etc. \_\_\_\_\_ [insert targeted challenge intervention here]  
that will improve our organization’s capacity to more effectively/efficiently  
\_\_\_\_\_ [insert targeted challenge here] and effectively serve community members.”

## EXAMPLE:

“Our project goal is to **have an in-house finance department** that will improve our organization’s capacity to more effectively **oversee our own financial management** and serve community members.”

## Address Element 7



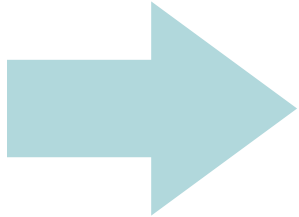
**Make the connection(s) between your project and the SEDS - GO purpose found in Section I of the FOA**

### PROJECT GOAL:

“Our project goal is to have an in-house finance department that will improve our organization’s capacity to more effectively oversee our own financial management and serve community members.”

### SEDS- GO PROGRAM PURPOSE PRIORITIES:

- ▶ Addresses internal capacity building to improve administrative, technical, and executive functions of the applicant that will improve services to their community.
- ▶ Any tribe or organization that is challenged in fulfilling their mission through management capabilities and governmental practices of their internal organization.



**Describe how achieving the Project Goal will improve the organization and your ability to provide services**

- ▶ The Turtle Island Community Center's project goal of having an in-house finance department will improve our ability to provide services to our members in many ways. First, we will be providing 2 new positions to community members and ensuring they are trained. Second, by transitioning to an in-house finance department, our overhead will be lowered in the long run by handling all finances and payroll instead of paying steep fees to outside firms, reducing economic leakage.



Page 5

# SMART Objectives

## SMART Objectives (0-6 points)

9. How well does each objective (one objective per targeted challenge) address the components of SMART?

**Specific** – a specific area for improvement/change

**Measurable** – provide a quantifiable target to show the amount of change

**Achievable** – given the proposed time frame, approach, and resources

**Relevant** – to the project goal

**Time-bound** – with an end date reflecting completion within the project period

10. How well do the objective(s) lead to the achievement of the project goal?

**S** Specific Includes What, Who, Where and uses one action word.

**M** Measurable Metrics and milestones. How much change is expected? What %?

**A** Achievable Do you have skills and tools to accomplish the objective? Is this realistic given the resources?

**R** Relevant Does it fit with the organizational goal?

**T** Timebound Deadline for completion



Tip

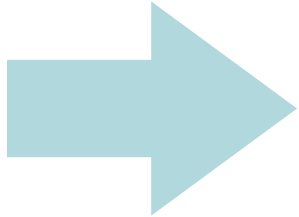
Consider using either of the following sentence structures for constructing your objectives.

a. [Who] will do [what] resulting in [measure] by [when].

b. By [when], [who] will do [what] resulting in [measure].



Address Element 9



- 1. Identify 1 SMART objective for each Targeted Challenge (2 max)**
- 2. Provide narrative clearly describing how each objective adheres to SMART criteria.**

By the end of the project period, Turtle Island Community Center will increase our financial management capacity resulting in the creation of an in-house finance department.

The objective meets the SMART criteria. It's Specific because it identifies the TICC and their intention to increase their financial management for the organization. It is Measurable in that they will create (an implied 1) in-house finance department. It is Achievable as supported by the organization's narrative and workplan. The objective fits within the project and organizational goal of increasing internal capacity. And, finally, it is timebound because it states it will be completed by the end of the project period.

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Using the following SMART Objective:

"The Turtle Island Community Center will develop and implement an in-house Finance Department through upgrading staff certifications and updating financial systems."

What SMART component is missing?

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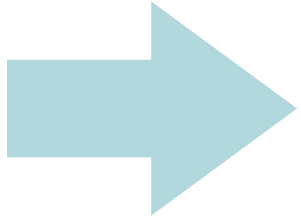
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"By the end of year 3, the XYZ Tribe will increase staff development by attending 3 virtual trainings."

Which of the following statements will improve this SMART Objective?

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Address Element 10



**Describe how completing the objective(s) is tied to completing the Project Goal.**

- ▶ By completing the objective, our organization will have accomplished the creation of an in-house finance department that will increase our financial capacity. By the end of the project, we will have implemented financial policies, onboarded new accounting software, and hired and trained staff to efficiently manage finances, grant reporting requirements and payroll.



Page 6

# Outcomes and Indicators

## Outcomes and Indicators (0-6 points)

11. How well does the application describe one primary outcome per objective in a way that demonstrates what will change in the organization as a result of achieving the objective?
12. How well does the application provide one indicator per outcome that illustrates how the organization will track progress towards the outcome?
13. How well does the application identify a target for each indicator that is a quantifiable and measurable benchmark that will show improvement in the current status of the targeted challenge(s)?

## Outcome

- ▶ Positive change as a result of the objective seen on the **community level** .
- ▶ Identify 1 outcome for each objective

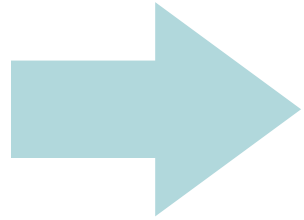
## Indicator

- ▶ Identifies what the objective **intends change**
- ▶ Identify 1 indicator for each outcome

## Target

- ▶ Identifies the **amount** of intended change
- ▶ Identify 1 target for each indicator

Address Element 11

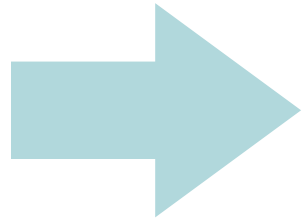


Because SEDS - GO projects are building capacity, the Outcomes will be very similar. Suggest to use the format below:

Improve the organization's capacity to \_\_\_\_\_ [insert solution to targeted challenge here] \_\_\_\_\_.



Address Elements 12, 13

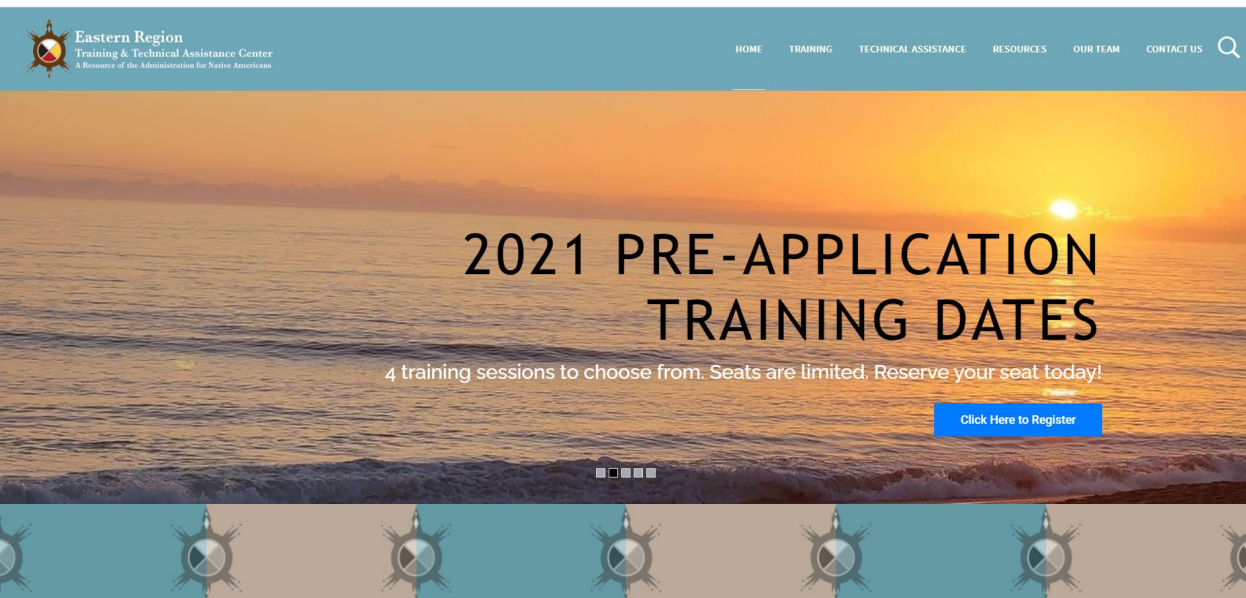


1. Identify Indicator(s) used to observe an outcome's intended change.
2. Identify Target(s) used to identify the amount of intended change.
3. Provide a narrative description on how the Indicator + Target will show improvement on the targeted challenge(s).

Our **Outcome** is to  
"Improve the  
organization's capacity to  
manage finances  
internally".

Our **Indicator** is the  
"Implementation of a fully  
functioning Finance  
Department"

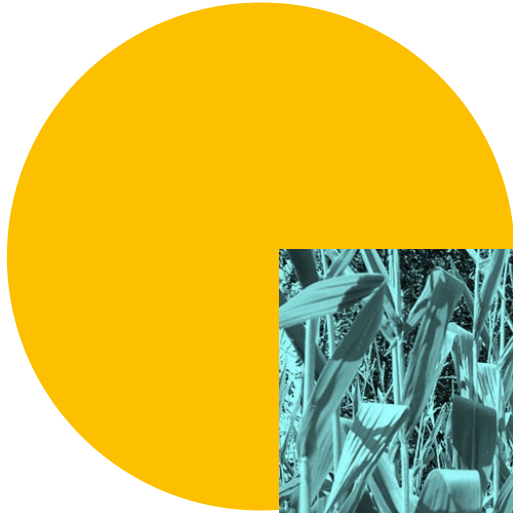
Our **Target** is 1, as in going  
from having no finance  
department to having 1.



# About the Eastern Region TTA Center

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