



Homeland Defense GRANTS™

A Business Unit of Government Training, Inc.



The Role Of Grants



For
Companies Serving the Public Safety Sector

Last Count

- ▣ According to the 45th edition of the National Directory of Law Enforcement Administrators for 2009, we have 12,703 police departments with 456,100 sworn officers and 3,161 Sheriff's departments and 233,212 deputies.
- ▣ 47% of the local law enforcements population lies in agencies under 50 persons.

Last Count

- ▣ Estimated number of fire departments in 2008: 30,170
- ▣ Fire department types*: Career (8%), Mostly Career (6%), Mostly Volunteer (16%), All Volunteer (70%)
- ▣ 14% of all departments are career or mostly career and protect 61% of the U.S. population
- ▣ 86% of fire departments are volunteer or mostly volunteer and protect 39% of the population

Money

- ▣ Everything has worked perfect to this point. You know your product, you know your end users job and that your equipment benefits it, and they say they love it, but they got no money!



Bases Loaded, Batter Up!

- ▣ The pitch is done
- ▣ They are convinced they need it
- ▣ Decision time!
- ▣ Whose at bat?



Don't Blow It!

- ▣ Keep sight of the target but, resist playing the grant card at this point
- ▣ Be certain that normal funding resources are truly unavailable
- ▣ The dreaded “Dear John... we really want your product....”

....But We Have No Budget

- ▣ This is where most sales people, dump the customer as a “dead lead”
- ▣ “We have no money” usually equates to the sales force as a “no chance of sale” signal
- ▣ Contact from both parties usually ceases



Before You Play the Grant Card

- ▣ Grants will solve some problems but not all problems
- ▣ Be sure all other options have thoroughly played out
- ▣ Present a possible “alternative funding” solution

What Should You Know About Grants

- ▣ Grant cycles / Large Agencies and Smaller
 - Federal Government fiscal year starts Oct 1st
 - Grants open November and forward
 - Most funding is passed through states and can open through out the year.

What Should You Know About Grants

- ▣ Help agencies be ready to apply for funding.
 - Where to find grants
 - Quotes
 - Product information – what grants fit and how
 - Assistance – what grants, who can help

Who Needs Grant Help

- ▣ Large metro agencies usually do not
 - Bigger budgets so they have grant staff
 - Have been using grants for years
- ▣ Smaller and Middle sized agencies do
 - All personnel budget goes to operations not support
 - Grant writer is usually inexperienced
 - ▣ Grant writing is “other duty as assigned”
 - Poor prior history of attempting grants

Why Do They Need Help

- ▣ Economy forcing budget cutbacks
 - Public Safety Services are one of the first areas where budget axe swings in Local Government Agencies
- ▣ The deteriorating condition of economy is eroding tax base
 - Law enforcement is totally tax based funded
 - EMS and Fire services can be either tax based funded or non-profit or a combination of both

Why Do They Need Help

- ▣ All available dollars going to save layoffs
 - First attempt to save budget eliminates training and equipment budgets to save staff
- ▣ Competition for grants increases
 - As poor economy spreads the number of people needing help increases as they scramble to maintain continuity of operations

Why Do They Need Help

- ▣ Requirements for a good application have changed
 - Pre-award screening process gets tougher
 - Reporting requirements and managing grant have become stricter
 - Agencies have to present a thoroughly comprehensive project
 - New requirements, such as ARRA mandates

What Do They Fund

- ▣ Training
 - Free training available for wide range of things which if used can free up budget resources
 - Mandated certifications have always forced them to have budget for this but it is being eroded by poor economy
 - Obtaining equipment as “training aid or prop” can be a good strategy

What Do They Fund

- ▣ Equipment
 - Things that have limited service life
 - ▣ 5-10 years in most cases
 - Items that increase efficiency
 - ▣ Departments being asked to do more with less
 - ▣ No budget for OT and Backfill so they look for efficiency increases to compensate

What Do They Fund

- ▣ Equipment
 - Items to reduce problems and issues in their community and region
 - Items to increase PSA employee safety
 - ▣ High on list as replacing an employee is expensive and time consuming

What Do They Fund

- ▣ Equipment
 - Technology
 - Communication Interoperability
 - Agency Interoperability
 - Items with a high frequency of use
 - ▣ Biggest Bang for the Buck
 - Strategic, regionally positioned assets
- ▣ Equipment must be on SEL and AEL list
 - <https://www.rkb.us/>

What Don't They Fund

- ▣ The hardest to get funded are:
 - Buildings / Brick and Mortar Projects
 - Vehicles
 - Personnel
 - Weapons and Ammunition
- ▣ Why?
 - First 3 are considered as capital assets
 - Grant Funding sources do not like to fund things that can kill people

How Much for What

Federal Grants for 2010

- Edward Byrne (JAG) Formula
 - \$510 to 529 million 40% to formula 60% to state as pass through
- Byrne Competitive – \$30 - 40 million
- Indian Country – \$30 – 47 million
- Other programs that fall under this funding can be found at:
<http://www.ojp.usdoj.gov/BJA/funding/FY09SolSum.pdf>
and http://www.ojp.usdoj.gov/BJA/programs/law_enf.html
- Total for DOJ grants is \$896 – 966 million

How Much for What

Federal Grants for 2010

□ Homeland Security - \$3.3 - 3.5 billion

- UASI
- Fire Act Grants \$800 million
- Port Security
- Buffer Zone Protection
- Complete list at

http://www.ojp.usdoj.gov/odp/grants_programs.htm



Chasing the Money

- ▣ When the money is awarded you can pursue pushing products into these broadly defined projects
- ▣ This is where the high dollar projects are usually funded
- ▣ Urban Area Security Initiative money
 - Eligible Applicants: The 62 highest risk Urban Areas are eligible for funding under UASI program.
 - 7- highest risk urban areas (Tier 1) approx. \$439 million (55%) of available funds.
 - The remaining urban areas (Tier 2) approx. \$359 million (45%) of available funds.
 - Funds will be allocated based on risk analysis and the anticipated effectiveness of project

Chasing the Money

- ▣ Substantial money goes into discretionary and competitive grants
 - Edward Byrne Memorial JAG Grant
 - Tribal Resources Grant Program
 - Paul Coverdell Forensic Improvements
 - Assistance to Firefighters Grant
 - Fire Prevention & Safety Grant



Chasing the Money

- ▣ Discretionary and competitive grants
 - If you are going after this money you have to be engaged w/customer several months prior to application submission
 - The money is already committed to specific equipment and program
 - Agency will be unable to change focus of grant or project

Avoiding Grant Pitfalls



- ▣ Keep Your Credibility
 - Know of what you speak
 - ▣ Bad information is a deal killer
 - If you can cite previous grant program success with your product do so
 - They are more likely to bond with you if you have “walked in their moccasins”; they dislike “wannabes”
 - Never deceive them
 - ▣ They are trained to look for deception and if uncovered, game over!

Avoiding Grant Pitfalls



- ▣ Product branding
 - Raises red flags with reviewers
 - You cannot use a specific brand name in a grant application
 - Avoid usage of product specific language
 - ▣ Makes for a non-competitive bid process
 - ▣ Reviewers won't fund, thinking the agency will not shop for price

Avoiding Grant Pitfalls

- ▣ Avoid Using Templates
 - Every grant needs to be a unique solution, to a unique problem, in a unique community
 - Sure fire way to initiate a fraud investigation
- ▣ Untimely response to customer requests for information
 - Grants are very deadline specific
 - PSA employees most unpredictable resource is their time available
 - They work shifts, making timely contact difficult

Avoiding Grant Pitfalls

- ▣ Non-competitive pricing
 - They must shop price and RFPs and Terms of Award demand it
 - Sole source providing is generally discouraged
 - They must follow local procurement policies or Federal minimum guidelines which state 2 bids minimum

Avoiding Grant Pitfalls

- ▣ Pricing of product
 - Resist the urge to “pad” ahead of predicated price increases
 - Estimate realistic costs
 - RFPs usually contain language stating that they reserve the right to not fund any grant which they deem to be unreasonable in nature for any reason, including pricing
 - Remember if they have a grant award in hand, they will be a “cash” customer

Avoiding Grant Pitfalls

- ▣ Be sure what you are asking for is allowed
 - Is your product on the RFPs “ineligible” items list for that program
 - Can your product deliver a nexus between the funding source's priorities and the recipients need
 - Can you show the customer how to “think outside the box” in regards to your product to establish that nexus to meet the RFP’s stated priorities

What do Agencies Want To Know From You

- ❑ Where do I find opportunities
- ❑ Is assistance Available
- ❑ No templates
- ❑ No specific language or branding

Providing Help / What Is Needed

- ▣ Hired Guns – Grant Writers / Consultants
 - Are they experienced with public safety grants
 - ▣ Many different types of grant writers out there
 - ▣ Is there experience recent and relevant
 - ▣ Is it backed with formalized training
 - Do they have references
 - ▣ The people they have helped should be public safety agencies
 - ▣ Can they supply actual people to talk to first
 - What is their track record
 - ▣ What is the rate of success with relevant programs



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THANK YOU