

Ten Steps for Making Great Grants

A simplistic view of giving requires only a single step: *write the check!* Wise and skillful donors know, however, that by taking several specific steps their money goes much further with less risk of unintended consequences. Good grant making produces good results.

Study the 10 key action items below. Use the associated questions to help you find ways to take each step. Carefully following all the steps is your best guarantee of a positive outcome both for you and the cause you are supporting.

- 1) Intended Impact
What do I hope to accomplish? What do I dream of changing?
- 2) Measurable Results
How will I know if I am successful? What are good indicators whether change occurred?
- 3) Implementer Competence
Who produces those kinds of results? Who is qualified and has a track record?
- 4) Best Practices
What methods are working? What are high-achieving implementers doing?
- 5) References
Do I have independent proof of the organization's performance?
- 6) Accountability
Is the group well-organized? Does it have good records? Is it transparent?
- 7) Project Planning and Disclosure
How, specifically, will my money be used?
- 8) Outcomes
What will my money accomplish? Always regard outcomes as more important than activities.
- 9) Memorandum of Understanding
Do I have a written agreement with the organization spelling out our mutual expectations?
- 10) Reporting
When will I receive a report back on final results? Reports should cover items 7, 8 & 9 of this list.

Competent giving can involve a great deal of work, but the results are worth it. Call on The White Horse Group for assistance in developing your grant strategy, researching projects or executing grants. The White Horse Group's mission is to help people find satisfying answers even when giving to organizations in the most distant parts of the Third World.

