

Program benefits from grant-writing course

By JOEL LANDAU • Staff Writer • February 23, 2010

MILLVILLE -- With government cutbacks and the economy limiting local organizations' access to grants, Regina Williams needed a way for her proposals to stand out.

Williams, program director for Parents Anonymous, South Chapter, took a course last spring at Cumberland County College that teaches effective grant-writing techniques.

Instead of attempting to create a program to match a particular grant, Williams now focuses on creating a good program and finding ways to expand it through grants.

Last November, Parents Anonymous, which provides peer groups for parents and adult survivors of abuse, was informed it will receive a \$600,000 federal grant administered by the state Children's [Trust Fund](#), Williams said.

The organization on North 10th Street was one of two recipients out of a few hundred applicants, Williams said.

The college course "Give Me the Money," taught by Bridgeton resident Kim Rogers, presents a new method for grant writing that incorporates traditional marketing methods, along with using [social networks](#)[®], such as Facebook and Twitter, to collaborate with similar groups around the world.

Rogers said organizations should look for money to fit what they're doing.

Rogers, an experienced grant writer and grant facilitator for government agencies, also has written a book, titled "33 Funder-Friendly Elements No Grant Writer Should be Without!"

"Everyone has a good position. But if a funder has 1,000 people going for the same pool of money, and they can only give it to 10, you have to go above and beyond," she said. "It's not just enough to have a good idea. A lot of people have good ideas. They are not just interested in a good idea. They want a safe place to put their money that will bring positive publicity and feedback for their [investment](#)."

Rogers encourages organizations to be able to articulate their platforms clearly and succinctly so people will understand what they are doing. She also encourages groups to build collaborations and spread their message.

"Expand your influence so you don't look like a small-town agency," she said. "It's about marketing yourself and your programs so funders will want to [fund](#) you."

Since taking Rogers' course, Williams said the organization now collaborates with dozens of organizations throughout South Jersey, including government agencies, faith groups and court systems.

Parents Anonymous was able to hire two new staff members and move into a new location, because of the grant, Williams said. They also will use the grant money

to create three fatherhood support groups in Bridgeton, Millville and Penns Grove, she said.

The group expanded their program to assist in other areas, including mental health, special needs and resolving problems with the law, she said.

"If you are a parent and you have issues, it will affect how you parent," she said. "We are focusing our future on a whole set of issues."



Kim Rogers (right) and Regina Williams, both of Bridgeton, look at a prototype of Rogers' book, "33 Funder-Friendly Elements No Grant Proposal Should Be Without!" at Parents Anonymous, South Chapter, in Millville. (Staff photo/Charles J. Olson)