

How to Win Grants for Your Business

A practical roadmap for turning funding research into a winning proposal.

1. Choose the Right Grant Type

Not every grant fits every business. Match your agency's stage, structure, and mission before you apply.

Foundation Grants	Federal Grants	State Grants	Corporate Grants
Private and community foundations funding mission-driven work. Best fit for agencies with a clear social impact story.	Larger awards, longer timelines, and strict compliance requirements. Best for established agencies ready to scale.	Tied to regional workforce, senior care, or health priorities. Often more accessible for growing agencies.	Company giving programs aligned with community and caregiving causes. Great for smaller, targeted requests.

Package Your Impact, Not Your Services

Funders **don't fund task lists**, they fund outcomes.

Frame your ask as an **Impact Package**:

- who you serve
- what changes in their lives, and
- what the community gains when your agency is funded.

Lead with the families kept safely at home, the caregivers employed and trained, and the healthcare costs avoided, then let your programs support that story.

2. Build These Five Proposal Components

Executive Summary	A brief overview of your agency, the problem you address in your community, and your solution.
Statement of Need	Why this funding matters now, backed by local data, and exactly what it will accomplish.
Goals & Objectives	What success looks like, in specific and measurable terms, and how you will track it.
Budget	A detailed yet easy-to-follow breakdown of exactly how the funds will be used.
Sustainability	How your agency and this work continue to serve the community after the grant ends.

Before You Submit Your Application

Re-read the funder's mission and priorities, then check every section of your proposal against them.

The strongest applications don't just ask for money, they show the funder how your business helps them accomplish their own goals.