

DEFIBRILLATOR AED



FUNDING YOUR AED PROGRAM

A Complete Guide to AED Grant Writing

Brought to you by Cardio Partners and AED.com

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INTRODUCTION



Welcome!

Thank you for downloading our free guide, Funding Your AED Program. First, we would like to applaud your decision to implement a new automated external defibrillator program or to expand your existing program. It's no question that having a well-trained staff, a solid emergency response plan and easily accessible AEDs in your school, office, community center, or nonprofit organization could save a life.

Here at Cardio Partners, our mission is to foster heart-safe environments and to help improve the sudden cardiac arrest survival rates in schools, in our communities, and in the workplace. We are leaders in emergency prevention and ardent advocates in the fight against sudden cardiac arrest (SCA). We are a complete cardiac solution provider, offering supply consultation, new and used FDA-approved defibrillation devices, and accessories. We also offer American Heart Association (AHA) and American Red Cross (ARC) AED, CPR, and First Aid training courses nationwide.

Sadly, SCA causes more deaths per year than breast cancer, vehicular accidents, and diabetes combined. Did you know that for each minute defibrillation is delayed, the chance of survival drops by 10%?

The good news is that defibrillation is so effective that the [National Safety Council](#) estimates that wider access to AEDs could save up to 40,000 lives per year!

We understand that for many organizations, however, the costs associated with implementing of a state-of-the-art AED program can be daunting. In this guide, we'll discuss the different types of grants or potential funding sources for your AED, how to write an effective grant proposal, and we'll even share a few reputable resources to get you started!

Good luck!

The Cardio Partners Team

Good question!

In fundraising and development circles, a grant is financial support that is bestowed upon a nonprofit organization that has been issued 501(c)(3) status by the government. When you think of a “nonprofit,” the first thing that springs to mind is probably a group or organization that’s making a difference in your community. Non-profits can be large organizations (such as the American Red Cross, for example) or smaller entities devoted to the arts, education or social services. Any public charities providing a public benefit can be classified as a 501(c)3.

Government agencies, community organizations, and public schools are also often eligible for grants. Unlike loans, grants do not have to be repaid; however, unlike outright philanthropic gifts, grants involve certain conditions that must be met to ensure that the funding is being used appropriately.

Grants may come from a number of different sources. Federal and state governments, corporations, private trusts, private foundations, and community foundations are all common sources for grants.

American individuals, estates, foundations and corporations contributed an estimated \$390.05 billion to U.S. charities in 2016, according to [Giving USA 2017: The Annual Report on Philanthropy for the Year 2016](#). The report also notes that both giving by foundations and corporations increased 3.5%.

If your organization is not a tax-exempt 501(c)3, you may not be eligible for certain types of grant opportunities; however, the strategies discussed throughout this guide may still come in handy if you plan on approaching individual or private donors. In fact, according to Giving USA, “Giving by individuals grew at a higher rate than the other sources of giving, outpacing giving by foundations and by corporations, and offsetting the sharp decline in bequests.”

Interested in learning more about starting a nonprofit? The [National Council of Nonprofits](#) offers some great resources to get you started. To apply for tax exempt status, visit [IRS.gov](#).

Common types of grants

Just as there are a number of different sources for grants, there are a number of different types of grants, ranging from general operating grants to capacity building grants to matching grants. When it comes to finding funding for your AED program, the most common types of grants include:

Capital Grants

If you're planning on implementing a comprehensive AED program with multiple devices or a community-wide public access defibrillation (PAD) program, you may want to consider applying for capital funding. Capital projects are typically defined as building purchases, new construction, expansion, renovation, equipment, or land acquisition.

Project-Based Grants

A project-based grant can be used only for a specific project or program. These non-capital, categorical grants are made available to individuals, organizations, schools, or state and local governments and are awarded on the basis of merit. It may be helpful to think of project-based grants as you would a scholarship competition: the most worthy applicants receive funding, while others may not receive any funding at all.

Matching Grants

A matching grant is one in which the applicant (grantee) pledges to raise a set amount of funds that will be matched by the donor. Matching grants can be an effective way to fund a (relatively) small project such as the purchase of a single AED and related equipment. If your organization does not have 501(c)3 status but you have a circle of ardent supporters, this may be a great option for you. Fundraisers, bake sales, car washes, and special events are all effective ways to raise matching funds.

Employee Match

Companies with employee matching grant programs encourage employees to donate to a cause of their choice and the employer pledges to match their contribution. Maximize your earning potential by encouraging your community members and stakeholders to find out if their employers offer employee match programs.

In-Kind Donations

In-Kind Donations, also known as gifts in kind, are a form of charitable giving in which donors provide goods or services to an organization rather than money. In this instance, an organization would receive an AED in lieu of a financial gift.

Crowdfunding

According to [Wikipedia](#), in 2015, a worldwide estimate totaling of \$34 billion was raised by crowdfunding! Crowdfunding is the practice of funding a project or venture (such as your AED program and related training) by raising small amounts of money from a large number of people who may or may not live within your community or utilize your services. Typically, funds are raised via the Internet. Popular crowdfunding sources include [GoFundMe](#), [Kickstarter](#), and [Double the Donation](#). If you work with children, [GotAED.com](#) is an excellent crowdfunding resource.

Goal-setting and grant application steps

Grant writing is a careful, systematic, detail-driven process. The most successful grant writers begin each and every grant application process by clearly defining their goals and organizational needs, searching for relevant grants, making meaningful connections between their needs and the priorities of grantmakers, crafting compelling and well-written grant applications, maintaining careful records and following up or reporting on each award as needed.

Remember: stay positive, be persistent, and don't give up! Assuming your organization has a strong mission and leadership team, great programming, a healthy budget, and solid board and community support, then you're well-positioned for success as a grant writer. Even so, [Funding for Good](#) notes that, "If submitting applications to a combination of existing and new funders, an organization should expect a success rate of between 50 and 60 percent."



Define Your Goals

Applying for a grant can be time-consuming and will most likely involve a lot of information! To set yourself up for success you'll want to carefully define your goals. As you do this, think about why your organization needs an AED and how it would benefit your members.

Identify the type of AED that's best for your organization and then obtain several quotes for the device. Then, consider whether or not you'll need additional supplies such as pediatric pads, extra pads, a spare battery, signage, a carrying case, or a wall cabinet. Will your team require formal AED training? Do you plan on investing in a preventative maintenance plan or a compliance management program? If so, be sure to include these items in your budget and in your application. Clearly articulate the value and importance attached to each aspect of your request.

Search for Potential Grant Sources

We'll cover this very important step in more detail in Chapter 6, AED Grant Resources and Sources, but searching for grants is a critical step! You'll be amazed at what you can find by simply spending some time with Google. For a deeper dive into the world of grant writing, the [Foundation Directory Online](#) and [GuideStar](#) are both incredible tools. If your organization doesn't have a subscription to these resources, visit your local public library.

Narrow Your Options

Once you have a list of potential funders, narrow your options and make contact. If possible, reach out to the funder prior to submitting your application so you have a better idea of what they're looking for. If direct contact is discouraged, take a look at the type of projects they typically fund and make sure that your application reflects your research. This is the kind of extra effort that makes for a successful application.

As you put your proposal together, put yourself in the funder's position and make a compelling case for your AED program. Think about what they're looking for in an organization and emphasize those aspects of your work.

You may also want to consider whether there's any way that you can help the funder. For example, can you offer them credit on your website? Perhaps you could include their logo on brochures or print collateral. Or, maybe they'd like a sign mounted near your AED cabinet crediting them for the donation? It's worth noting here that this kind of reciprocal agreement may depend on the funder; corporate donors are more apt to be interested in visibility. Government and private funders may have rules about the degree of recognition they are permitted to receive.

As you prepare your statement, explain why your proposed AED program is so important and the impact that an AED could have on the communities your organization serves. Be positive and emphasize the impact their donation could have. It's especially important to back your claims up with data—be specific about the number of people or the amount of service your organization provides, and provide specific examples of the way that funding can transform the way you serve your stakeholders.

Follow Directions and Follow-up!

Carefully follow all grant application steps. You'll need to answer each question on the application clearly and with great care. Be prepared to provide organizational data, bios of your key employees, financial statements, and data about the communities you serve. The more relevant information you can provide, the stronger your application.

Deadlines matter! If you submit an application after the deadline, your organization will very likely miss out on funding!

If you're selected to receive a grant, make sure you understand the reporting requirements and any specific grant acknowledgment procedures the funder may expect. While we're on the subject of follow-up, don't forget to express your gratitude to the funder!

Because many different organizations may be competing for the same grant, your application may not be selected. If possible and if appropriate, follow up with the funder to discover what you could improve on and put their insights to good use on your next application!



How to write a successful grant

Tip No. 1: Do Your Homework!

It may be less exciting than doing the writing or shipping the grant off to the funder, but it's super important to do your homework and your research. Conducting targeted research that's

AED-specific, funder-specific, and charity-specific helps you gather the right data (and relevant statistics) and find the right funders to partner with. The more closely you can align your interests with those of the funder, the better your application will be.

Tip No. 2: Be the Solution

Yes, your organization would benefit from an AED, but as you write your proposal, remember that it's not all about your organization. An AED and AED training can help solve a real problem in your community! Your application should tell a story with a beginning (problem or opportunity), middle (your program and organization as the solution), and end (potential outcomes of having an AED program).

Tip No. 3: Be the Authority

Although no one expects you to become an AED expert, your proposal should demonstrate that you understand what you're asking for, how it will benefit your constituents, and how you will effectively implement your AED program. After reading your proposal, the funder should feel comfortable and confident that your organization will be a responsible steward of the grant.

Highlighting your proposed AED training protocols and emergency response plan are both great ways to demonstrate your commitment.

Tip No. 4: Make Sure Your Budget Tells a Story

For most funders, a clear narrative is important but budgets carry just as much weight. Your project budget is another opportunity for you to tell your story, demonstrate your understanding of AEDs and having an AED program, and to demonstrate your organization's stability and credibility.

Successful grants are impact-focused. The best grant writers can distill into clear and plain language the unmet need that the grant will address and the unique approach that the organization's proposed program takes to meet that need. Ultimately it's important to seek someone who can connect the dots between community need, grant activities and measurable outcomes that create impact.

— Laura Deaton, Trust for Conservation Innovation | [Forbes Nonprofit Council](#)

Tip No. 5: Details Matter

It may seem crazy, but some funders can be very picky! If a foundation or funder specifies a page or character length, abide by it! If they want two hard copies and a PDF of the application, send them! If they want a certain font and margins, give it to them! Remember, it's their money, so you follow their rules.



Statistics to use to support your organization's case

Remember what we said about doing your research and finding relevant data to support your application? It's so important that we've gone ahead and done some of the legwork for you.

- Each year, more than 356,000 out-of-hospital cardiac arrests (OHCA) occur in the United States.
- 475,000 Americans die from a cardiac arrest every year.
- Among adults treated by EMS, 25% had no symptoms before the onset of arrest.
- Sudden cardiac arrest claims more lives than colorectal cancer, breast cancer, prostate cancer, influenza, pneumonia, auto accidents, HIV, firearms, and house fires combined.
- According to 2014 data, nearly 45% of out-of-hospital cardiac arrest victims survived when bystander CPR was administered.
- The majority of OHCA occur at a home or residence (68.5%), followed by public settings (21%) and nursing homes (10.5%).
- Only 46% of people who experience an OHCA get the immediate help that they need before professional help arrives.
- Among 10.9 million registered participants in 40 marathons and 19 half-marathons, the overall incidence of cardiac arrest was 0.54 per 100,000 participants.
- Estimates suggest the incidence of EMS-assessed OHCA among children (under 18 years of age) is 7,037 per year.
- 10,000 cardiac arrests occur at work each year.
- Only 50% of people can locate an automated external defibrillator (AED) at work.
- Waiting for the arrival of emergency medical system personnel results in only a 5 to 7% increase in chance of survival.
- Studies on immediate defibrillation have shown up to 60% greater survival rate among subjects who received immediate treatment one year after sudden cardiac arrest.
- Rates of layperson-initiated CPR and layperson use of AEDs have increased over time. In 2016, laypersons initiated CPR in 40.7% of cases (up from 36.5% in 2006). Laypersons used AEDs in 5.7% of cases (up from 3.2% in 2006).
- AEDs should be conveniently installed to ensure response within 3-5 minutes.

SOURCES: [American Heart Association](#), [Occupational Safety and Health Administration](#), [Sudden Cardiac Arrest Foundation](#)



Where to look for AED grants

Your Board

Never underestimate the power of your board. They may or may be helpful, but it never hurts to ask! At your next board meeting, let your members know that you're planning on purchasing an AED for your organization and give them a sense of the scope of your proposed AED program. They may know family or corporate foundations that specialize in community wellness, or they may be willing to make a contribution themselves!

Databases

In many instances, however, detailed grant research can be conducted online. Google is always a great place to start. Your local library branch may have a development professional who can assist you or access to subscription-only databases such as the [Foundation Directory Online](#).

Think Local

Local civic organizations such as the [American Legion](#), [Elks Club](#), [Kiwanis Club](#), [Lions](#), or [Rotary Club](#) may be willing to fund your program. Again, do your research and define your goals before approaching your local civic organizations or community foundations.

Other AED Funding Sources

[GotAED](#), an initiative of [Simon's Heart](#), is a crowdfunding site dedicated to placing AEDs in areas where children learn and play. The site invites schools and youth organizations to begin a campaign to fund the purchase of an AED and offers tips and suggestions to help ensure a successful crowdsourcing campaign. Community members, friends, and generous benefactors make it possible for these life-saving devices to be placed where they're most needed.

Although funders and funding opportunities change frequently, here are a few additional resources to get you started.

[The Foundation Center](#)

[Council on Foundations](#)

[Defibtech Grant Assistance Program](#)

[Zoll Grant Assistance](#)

A Word of Warning: AED Grant Scams

As you search for potential AED grants, be aware that some websites may offer what they refer to as a "grant" or "partial discount." In some instances, these "offers" may be less-than-reputable attempts at offering minimal discounts or outright scams. If you see an offer for a price-reduction "grant" or "discounted" price, be sure to check on the actual retail price of the AED.

Manufacturer pricing can be found on [Cardio Partners](#) and the [AED.com](#) websites for accurate comparisons. We're also happy to work with deserving organizations to make sure they receive the best possible equipment pricing.

CONCLUSION



Good luck!

We hope you found this resource helpful and we wish you the best of luck in your grant writing journey!

Nothing makes us happier than donating an AED to a deserving organization. We make every attempt to honor donation requests; unfortunately, we receive far more requests than we can reasonably accommodate. For more information about our donation program, please contact us, we'd love to hear from you. Call [Cardio Partners](#) at 866-349-4362 or send an email to customerservice@cardiopartners.com.