

Every non-profit is different.

About Me,

After studying Literature at Ave Maria University, I returned to Bucks County and pursued a career in Sales and Marketing, starting with a year-long door-to-door gig with Verizon. This was followed by a career lasting nearly a decade with Comcast Business Internet/VoIP Sales performing outbound calls, managing and upselling existing accounts for small/medium-sized businesses, overseeing website operations, and eventually training new hires on systems and best practices as part of the company's mentor program. Year after year, I maintained my status as an elite salesperson, routinely making the top 25% "warm leads" teams, and pioneering new programs and technology.

Seeking to amalgamate both my lifelong passion for writing and my sales talents, I launched my own company, NPO Grant Writing, in early 2024.

Continued on next slide.



**BRENDAN
BRADLEY
FOUNDER**



Brendan Bradley's email address: info@npograntwriting.com

NPO Grant Writing, (2024). Retrieved from <https://www.npograntwriting.com>



Every non-profit is different.

After a rocky startup phase where I ironed out the kinks and established contacts with some local non-profits willing to give me a shot at writing grants for them, I applied my skills and passion in securing more than \$120,000 in programmatic and general operating funding for non-profit organizations in the Greater Philadelphia area, with hundreds of thousands more in grant dollars pending approval. The momentum has been nothing short of amazing, and I look forward to helping new clients benefit from my results-driven process.

In addition to writing and communication (let's be real, you can't be a great salesperson without being a great communicator), I also have a passion for diligent research, leaving no stone left unturned when it comes to matching my non-profit clients with the most compatible funding partners; typically, Foundations and Corporations, the "low-hanging fruit" of the grant world. And that's when selling and writing come into play... *selling* your nonprofit's mission through excellent communication, both verbal and written.

I don't believe in the myth that Grant Writing is just technical, "behind-the-scenes" writing. Grant Writing is creative writing. Grant Writing is storytelling. And most accurately, Grant Writing really just boils down to being another kind of *selling*.

Continued on next slide.

Every non-profit is different.

This means being face-to-face, whether that be with non-profit leadership or with funders during site visits and Zoom calls. It means communicating and being open. This is why I prefer to only work with local clients, or clients I have the opportunity to meet in person. The most effective part of the process, in my experience thus far, is not when my eyes are locked on a screen, but rather when my feet are on the ground at outreach centers and executive board rooms.

I take a hands-on approach so I can learn and be inspired as much as possible by the people I am working with. This translates to compelling grant applications. This translates into getting non-profit organizations routinely funded by true Foundation partners who want to be your partners long term, all because we *sold* them on your organization.

Before launching my grant writing company, I took a PhD-level writing course with traditionally published author and renowned Penn Sociologist Annette Lareau to ensure my diligence in research also applied to my writing. She wrote me an enthusiastic letter of recommendation. I pride myself in having morphed myself into a writer who crafts gripping and compelling proposals--proposals that have the best chance of being well-received by funders.

What's more, my career in Sales has also taught me consistency. A "no" from a funder is not a rejection. It's a foot in the door! A "yes" from a funder is not a one-and-done deal; it's the beginning of a long-term partnership involving more-frequent and higher-dollar grant awards over time. My journey to becoming an NPO Grant Writer is an unconventional one. But it's also a powerful one filled with early success and momentum that I know will continue. I look forward to shaking up this industry as well as knocking it out of the park for your non-profit, getting you the funding you need to thrive.

Please review the following slides. They represent the same "Funding Strategy" / "Grants Management Hub" I will build for all my clients.



Brendan Bradley's email address: info@npograntwriting.com

Opportunities Won (for a current retainer client)

Client Grant Tracker

Grantors	Grant Award Amounts	Stipulations	Project Due Dates	Project Reporting Due Dates
York County Community Foundation	\$32,076.00	Opening a new home in York County.	9/1/25	10/1/25
The Wawa Foundation	\$7,500	Supplement York County Grant	9/1/25	TBD
The Philadelphia Foundation	\$60,000	General Operating Support	12/31/24-12/31/25	12/31/25
WSFS CARES Foundation	\$5,000	General Operating Support	3/24/25-12/31/25	12/31/25
Total Amount Awarded	\$104,576.00			

Funding Partners

Shortcuts

Shortcuts: ctrl+click or view in slideshow

1.

[York County Community Foundation](#)

2.

[The Wawa Foundation](#)

3.

[The Philadelphia Foundation](#)

4.

[WSFS CARES Foundation](#)

✓ Awarded



York County Community Foundation, (2024). Retrieved from <https://yccf.org>

Memorial Health Fund Grant

Memorial Health Fund

- This grant program seeks to transform the way our community addresses compelling health issues by funding programs that improve the complete physical, mental, and social well-being of the residents of York and its surrounding communities. The Memorial Health Fund competitive grant program is designed to be flexible.



York County Community Foundation, (2024). Retrieved from <https://yccf.org>

Grant Application Cycles



Microsoft Word
Document

2024

2025

Double click Word Doc to view
application

Amount Awarded: \$32,076.00

YORK COUNTY COMMUNITY FOUNDATION



- **Address:** 14 West Market Street, York, Pa 17401
- **Date and time of Photo OP:** April 15th, 2025, 1-4 PM. **Complete**
- **Status Update:** **Six-month extension on project approved.**

Applications & Deadlines



Microsoft Word
Document

Award Letter
(Double click
Word Doc to
view)

Important Dates

- **Project/Expenditure
Start Date: TBD**
- **Expected Completion
Date: 9/01/2025**
- **Post Grant Report:
10/01/2025**



Learn More

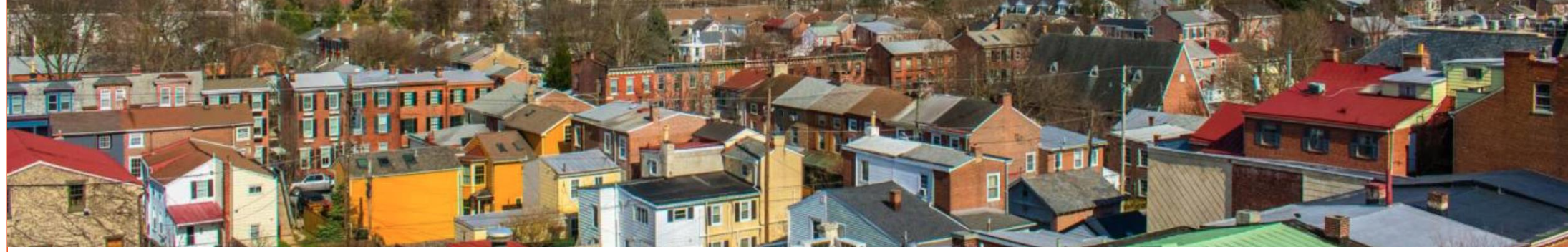
Click [here](#) for more information.



Philadelphia Foundation



The Philadelphia Foundation, (2025). Retrieved from <https://www.philafound.org>



About the Philadelphia Foundation

We work with givers to establish funds that fulfill their philanthropic goals most effectively. With a broad set of giving tools available, we help givers create a strategic plan for their philanthropic assets that will create the greatest possible community impact. Our team of experts brings unmatched knowledge of the region's most critical needs and the nonprofits addressing those needs.

Aside from serving as good stewards of our philanthropic funds, we are committed to improving the quality of life in our great region in several ways:

- Distributing grants and resources to our region's most effective nonprofits
- Establishing and distributing scholarships
- Pairing skilled volunteers with important community initiatives through our partnerships
- Serving as a civic voice and leader in Greater Philadelphia

About the Philadelphia Foundation

- Fields of work
- Poverty Alleviation & Services Basic Human Needs Human & Social Services
- **WEBSITE:** <https://www.philafound.org/nonprofits/available-grants/impact-grants/>
- **Location of residency:** Counties in New Jersey: Burlington County, Camden County, Counties in Pennsylvania: Bucks County, Chester County, Delaware County, Montgomery County, Philadelphia County <https://www.philafound.org/nonprofits/available-grants/impact-grants/>



Grant Sizes

Grant Range

There were 1984 awards in the most recent 3 years of available data. What is the range of grants awarded?

Median

\$22,912

\$5,013
Min.

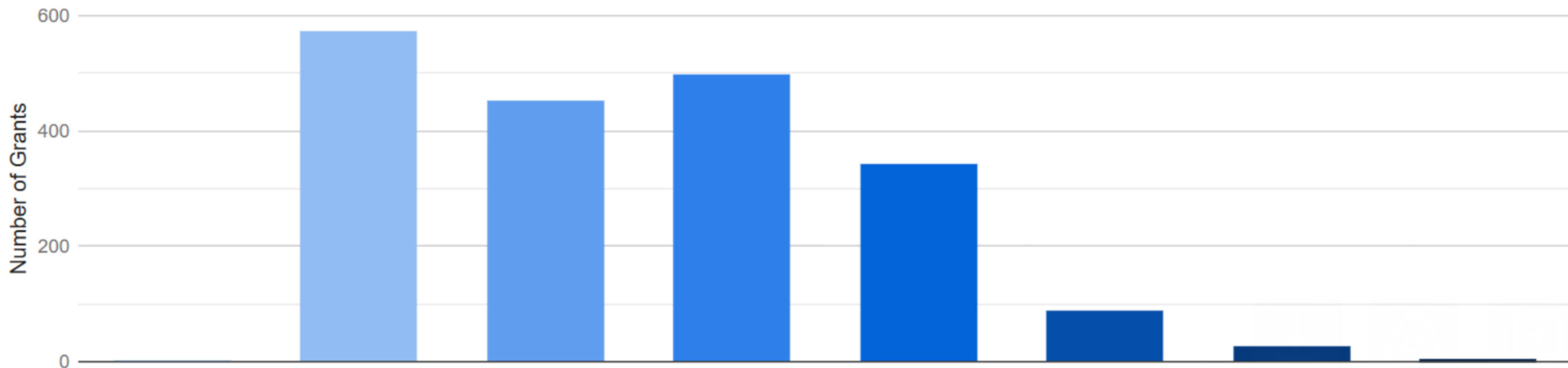
\$22,912
Median

\$64,821
Average

\$17,542,431
Max.

Grant Sizes

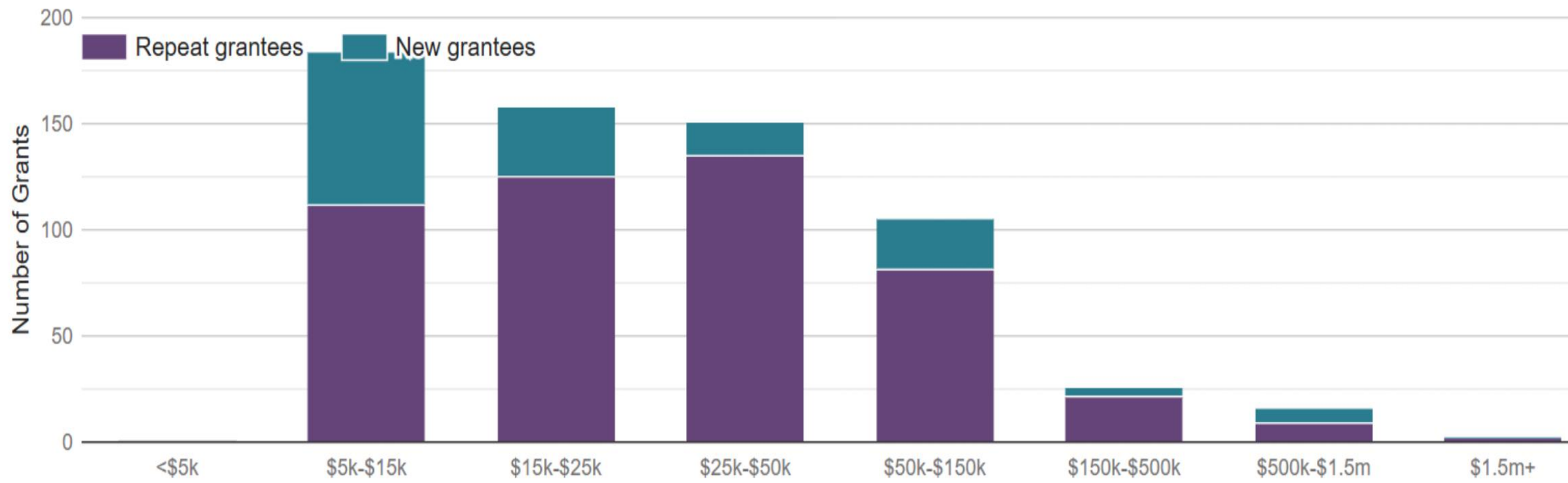
In the most recent 3 years of available data, how much have awardees typically received?



Grant Sizes

Grant Sizes

How much do awardees typically receive?



Application Cycles

Application Cycles

Letter of inquiry

Mar 28, 2025

Full proposal (invite only)

Apr 15, 2025 12:59am EDT

Letter of inquiry

Aug 19, 2025

Full proposal (invite only)

Sep 20, 2025

Letter of inquiry

Feb 3, 2026

Full proposal (invite only)

Mar 3, 2026 11:59pm EST

Letter of inquiry

Aug 19, 2026

Full proposal (invite only)

Sep 20, 2026

Grant Details

\$30,000

Grant Amount



Microsoft Word
Document

Award Letter

PHILA FOUND .ORG

ATTENTION
Grant Award =
Doubled!! A perfect
demonstration of why
non-profits need
these lucrative
partnerships.

Philadelphia Foundation April 2025 Update:

We know our communities need flexible support now. As a result, Philadelphia Foundation will be making unrestricted, general operating support grants to most organizations that received our Competitive Grants in 2024. **If your organization is a 2024 Grantee, our grants team will communicate its recommendation and next steps via email to your Executive Director by April 30, 2025.**

Impact Grants: 33 grants, totaling \$904,000

Impact grants are awarded to nonprofits that have a proven track record of delivering direct services to vulnerable populations, with initial outcomes from at least one year of program implementation. These grantees are making significant strides in improving community conditions through various initiatives.

- ACT in Faith of Greater West Chester/Food and Housing Supports
- Big Picture Philadelphia
- Camden Repertory Theater Community Development Group
- TheWardrobe
- Court Appointed Special Advocates (CASA) for Children of Atlantic, Cape May, and Camden Counties
- Danny's House
- Drueding Center
- Emmaus Home Inc.
- Episcopal Community Services of the Diocese of Pennsylvania

Applications & Deadlines



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Completed Application
December 2024

**Total Amount Won: \$60,000 in
general operating support.**

Contact Info



Philadelphia Foundation

1835 Market Street, Suite 2410
Philadelphia, PA 19103

[Back to
Grants Slide](#)

✓ **Awarded**



The Wawa Foundation, (2024). Retrieved from
<https://www.thewawafoundation.org/our-focus-and-impact/types-of-support/>

Wawa Foundation
Financial Grants Over
\$2,500

Average Grant Amount:
\$59,000



About The Wawa Foundation

- The Wawa Foundation provides financial grants on a local, regional and national level ensuring that our commitment extends from the local communities Wawa serves to the regional footprint Wawa occupies in the mid-Atlantic and Florida.
- Only registered 501(c)(3) non-profit organizations operating in Wawa's six-state area are eligible to apply.
- Organizations must fall into The Wawa Foundation's three key areas of focus: Health, Hunger and Everyday Heroes.

Grant Contact: The Wawa Foundation



The Wawa Foundation, (2024). Retrieved from <https://www.thewawafoundation.org/our-focus-and-impact/types-of-support/>



EMAIL ADDRESS:
THEWAWAFOUNDATION@WAWA.COM

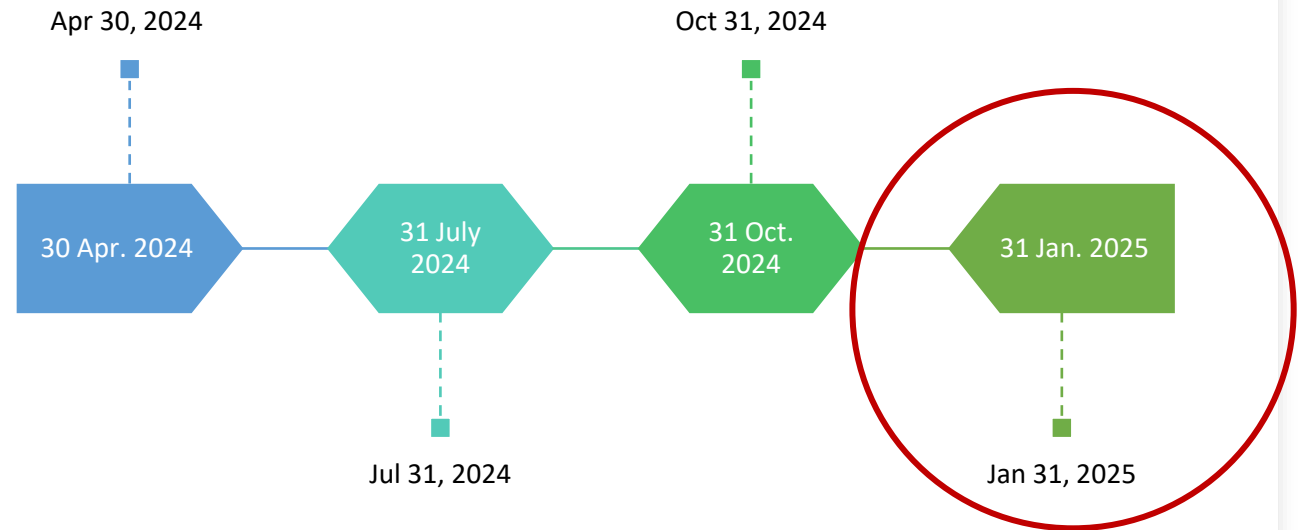


(PENDING MEETING REQUEST)



The Wawa Foundation, (2024). Retrieved from <https://www.thewawafoundation.org/our-focus-and-impact/types-of-support/>

Application Cycles





Eligibility

The Wawa Foundation, (2024). Retrieved from
<https://www.thewawafoundation.org/our-focus-and-impact/types-of-support/>

The Wawa Foundation provides support to 501(c)(3) nonprofit organizations within Wawa's six-state market area of Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida and the District of Columbia.

The Wawa Foundation supports organizations making a difference in our focus areas of health, hunger, and everyday heroes.



The Wawa Foundation, (2024). Retrieved from <https://www.thewawafoundation.org/our-focus-and-impact/types-of-support/>

You can learn more about this opportunity by visiting the funder's [website](https://www.thewawafoundation.org/our-focus-and-impact/types-of-support/).

Learn More

Wawa Completed Grant Application



Microsoft Word
Document

**Total Grant Amount: +\$7,500
in supplemental
programmatic support**



Mon, Apr 14, 10:37 AM



to michael.pinto, me ▾

Good morning Michael, last week my grant writer Brendan reached out to Liz to see if there might be anything else you need from us for Grant consideration. As you know, you've been very generous to us over the last few years and we are growing exponentially, especially with our new coffee, Café in Drexel Hill

Kind Regards,

Anne Leopold

Founder CEO

Emmaus Home Inc

Sent from my iPhone



Mon, Apr 14, 1:36 PM



to Anne, me ▾

Hi Anne,

Your request was just recently approved for a \$7,500 grant. The check will be mailed out this week.

Thank you,

Mike

Wawa Status Update

Wawa status update: The funds were approved for community participation support in York County. Specifically, around the efforts to open an additional community-integrated group home.

Can apply again in Jan 2026. Personal Contact:





WSFS Foundation Grant

✓ **APPROVED**

WSFS bank

WE STAND FOR SERVICE®

**The WSFS CARES
Foundation**

WE STAND FOR SERVICE®

The WSFS CARES Foundation



WSFS Bank, Member FDIC, (2024). Retrieved from <https://www.wsfsbank.com/about/community/the-wsfs-cares-foundation/>

About the WSFS Grant

- We envision a world in which all of our community members are given an equal opportunity to succeed. Our communities will be enriched by our philanthropic efforts, personal commitment to service, and intentional desire to assist those in need that lead to a better life.
- Grants are awarded for initiatives that are innovative, creative, sustainable and replicable.



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The WSFS CARES Foundation

WSFS Foundation

- **Applicant type:** Nonprofit
- **Funding uses:** Education/Outreach, Project/Program
- **Location of project:** *Matches:* Bucks County *Other eligible locations:* Delaware, Counties in Pennsylvania: Adams County, Berks County, Chester County, Cumberland County
- **Location of residency:** United States



WE STAND FOR SERVICE®

The WSFS CARES Foundation

Eligibility

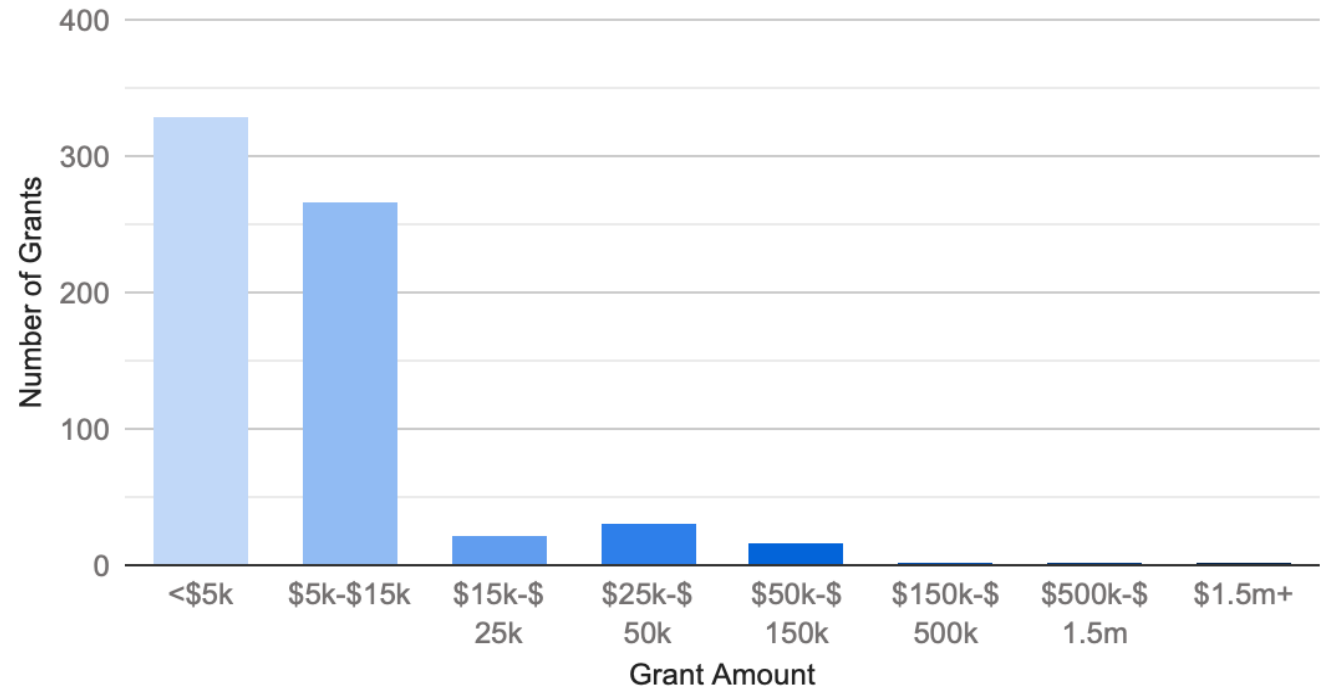


- The WSFS CARES Foundation supports qualified nonprofit organizations that are invested in improving communities, fostering a spirit of inclusion and diversity, and whose focus aligns with our transformational vision.
- Services for Those in Need
- WSFS contributes to organizations that protect the health of those who live within our communities and are least able to afford the health care services they need. We support food banks, educational and counseling programs to help promote healthy lifestyles, and offer services to people with disabilities and special needs.



WSFS Bank, Member FDIC, (2024). Retrieved from <https://www.wsfsbank.com/about/community/the-wsfs-cares-foundation/>

In the most recent 3 years of available data, how much have awardees typically received?





Grant Sizes

Applications & Deadlines

Contact Information



- M: 
- O: 

- **Award Amount: \$5,000,
general operating support**

Important Dates

- **Site visit? YES (1/28/25)**
- **Application: Completed**



Microsoft Word
Document

Good Afternoon,

I hope you are staying safe and well!

The WSFS CARES Foundation would like to support Emmaus Home's Enhancing Community Engagement with a grant in the amount of \$5,000.

I have also attached our WSFS CARES Foundation logo and terms of use.

Due to COVID-19 we have made some changes to our payment process and are moving all payments to ACH, when possible, to better serve our Non-Profit partners. I have attached above an explanation of ACH and an ACH form to complete.

Thank you for the copy of 501 C 3, List of Board members, and your most recent audited Financials.

If you have any questions, please let me know.

Best regards,

Shari



WSFS Bank Center

[500 Delaware Avenue](#) | [Wilmington, DE 19801](#)

O: [302-571-7040](tel:302-571-7040)



WE STAND FOR SERVICE®

The WSFS CARES Foundation

Learn More

Click [here](#) to learn more.



\$2.9+ million

Grants and donations to 580 charitable organizations located across Delaware, New Jersey and Pennsylvania in 2022.



17,000+ volunteer hours

WSFS Associates volunteered more than 17,000 hours in 2022, including community service and providing financial literacy lessons.



280+ hours of financial education

WSFS Financial Literacy Champions taught over 151 classes on financial literacy in 2022.



Supporting the community

Serving ten counties in three states throughout the Greater Philadelphia and Delaware regions.

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Pending
Opportunities
(Over \$1M in
potential
funding!).

Shortcuts

Slides not included for sake of brevity

1. [Powder Mill Foundation](#)
2. [TD Bank](#)
3. [CPPS Heritage Mission Fund](#)
4. [Bucks County Foundation](#)
5. [Bucks County Community Foundation](#)
6. [Hearst Foundations](#)
7. [PNC Foundation](#)
8. [Stewart Huston Foundation Charitable Trust](#)
9. [Sidney Stern Memorial Trust](#)
10. [True Inspiration Awards](#)
11. [Eide Bailly Resourcefulness Award](#)
12. [Wegmans](#)
13. [Kimberton](#)

Thank you for
reviewing this
sample
material,

NPO Grant
Writing



**All information contained in this Sample PowerPoint was approved
for sharing by client**