

# Every non-profit is different.

## About Brendan & NPO Grant Writing,

After studying Literature at Ave Maria University, Brendan returned to Bucks County and pursued a career in Sales and Marketing, starting with a year-long door-to-door gig with Verizon Fios. 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, Brendan maintained his status as an elite salesperson, routinely making the top 25% "warm leads" teams, and pioneering new programs and technology.

Seeking to amalgamate both his lifelong passion for writing and sales talents, Brendan launched his own endeavor, NPO Grant Writing, in early 2024.

**Continued on next slide.**



**BRENDAN  
BRADLEY  
FOUNDER**



**Brendan Bradley's email address:** [info@npograntwriting.com](mailto:info@npograntwriting.com)

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



# Every non-profit is different.

After a rocky startup phase where he ironed out the kinks and established contacts with some local non-profits willing to give him a shot at writing grants for them, he applied his skills and passion in securing on average six-figure programmatic and general operating funding for Philadelphia non-profit organizations per year, all while building a team of talented individuals. The momentum has been nothing short of amazing, and all of us at NPO Grant Writing look forward to helping new clients benefit from NPO's 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), Brendan and his team also have a passion for diligent research, leaving no stone left unturned when it comes to matching 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.

We 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 form 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 we prefer to only work with local clients, or clients we at least have the opportunity to meet in person and on site. The most effective part of the process, in our experience thus far, is not when our eyes are locked on a screen, but rather when our feet are on the ground at outreach centers and executive board rooms.

We take a hands-on approach so we can learn and be inspired as much as possible by the people we are working with. This translates to compelling grant applications. This translates to 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 and got you through the door.

Before launching his grant writing company, Brendan took a PhD-level writing course with traditionally published author and renowned Penn Sociologist Annette Lareau. She wrote an enthusiastic letter of recommendation for Brendan and his startup. Brendan prides himself in having morphed himself into a writer who crafts gripping and compelling proposals--proposals that have the best chance of being well-received by funders.

What's more, Brendan's career in Sales has forever molded into this endeavor the philosophy of 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. We look forward to shaking up this industry and 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 we build for our clients. Visualize success!*



**Brendan Bradley's email address:** [info@npograntwriting.com](mailto:info@npograntwriting.com)

# **Opportunities Won (for a six-month retainer client)**

# Client Grant Tracker

[illegible]

# 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 15<sup>th</sup>, 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.

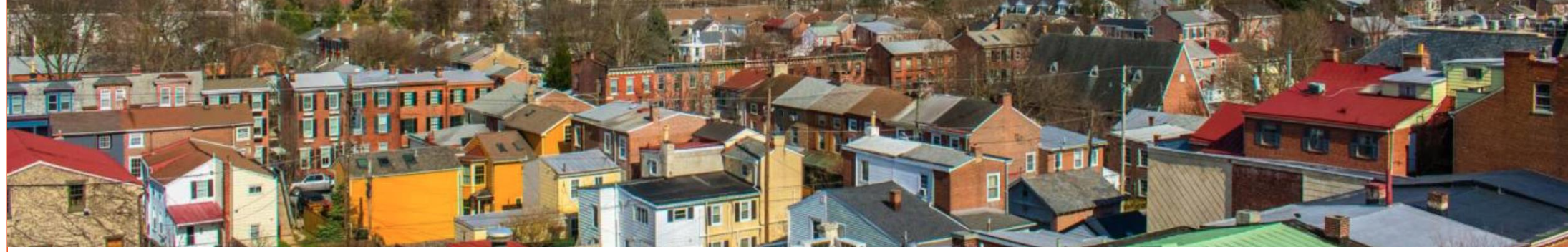


# Philadelphia Foundation



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

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- 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.

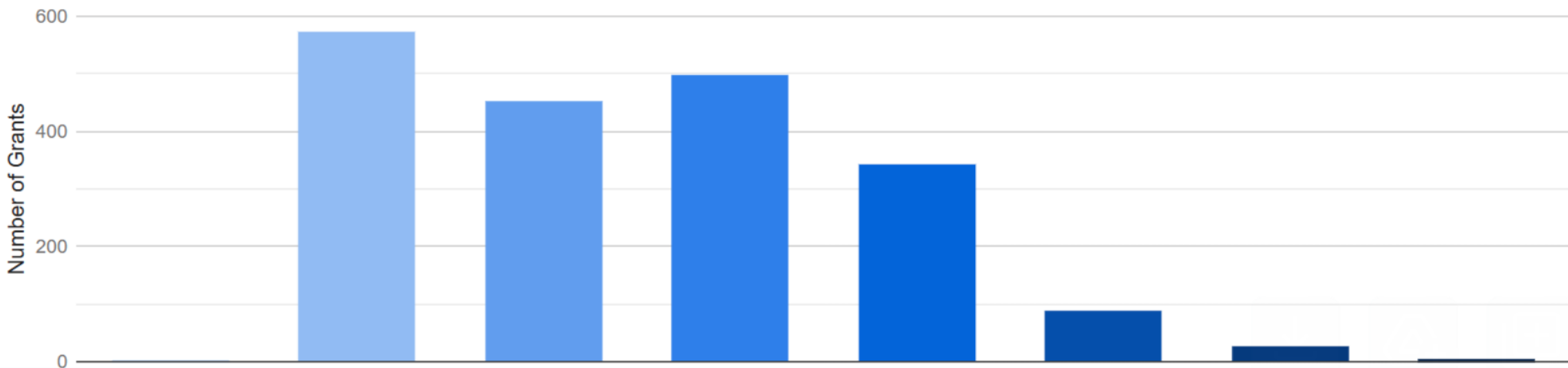
\$22,912  
Median

\$64,821  
Average

\$17,542,431  
Max.

## Grant Sizes

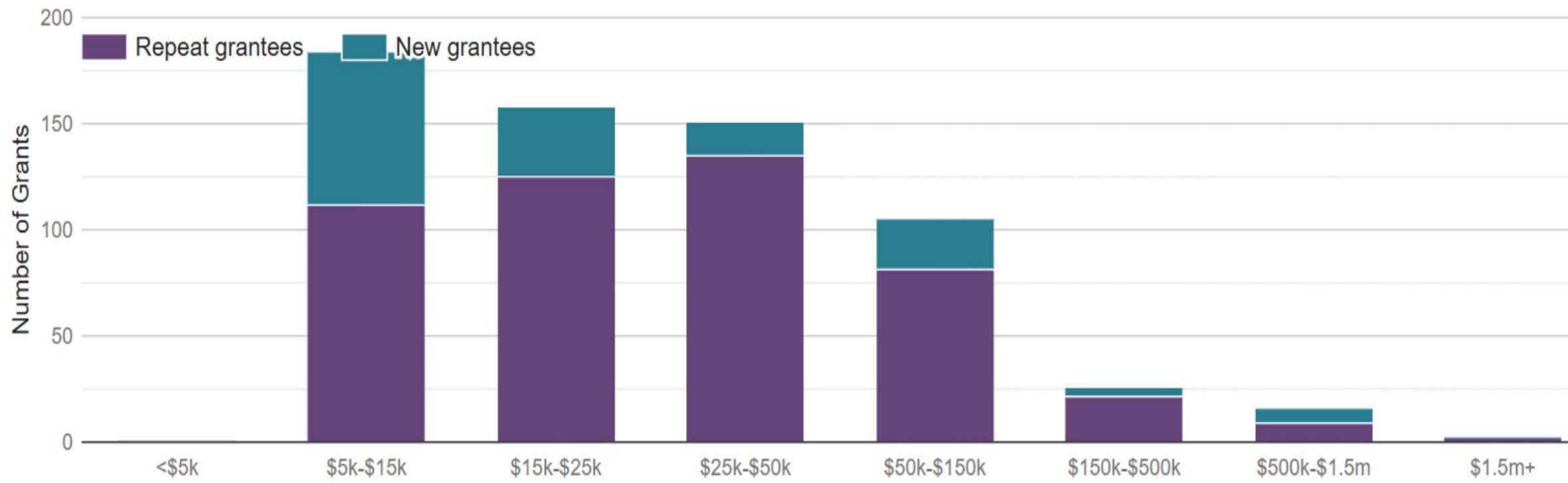
In the most recent 3 years of available data, how much have awardees typically received?



# Grant Sizes

## Grant Sizes

How much do awardees typically receive?



# Application Cycles

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## 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



Microsoft Word  
Document

Completed Application  
December 2024

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

# Contact Info

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## **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

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- 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](mailto:THEWAWAFoundation@WAWA.COM)

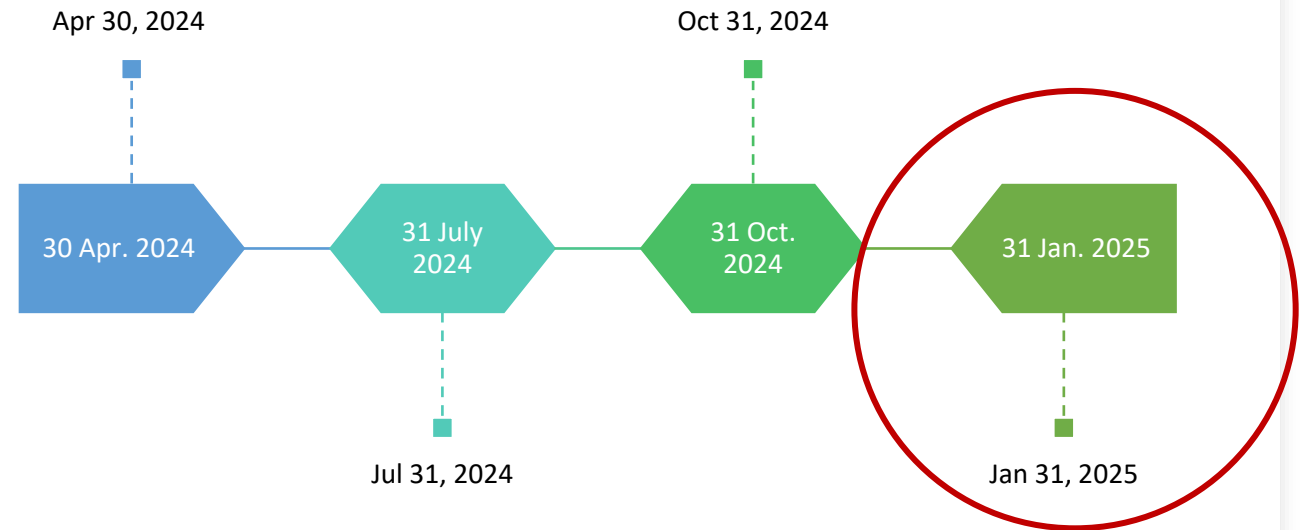


**(PENDING MEETING REQUEST)**



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



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



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

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- **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

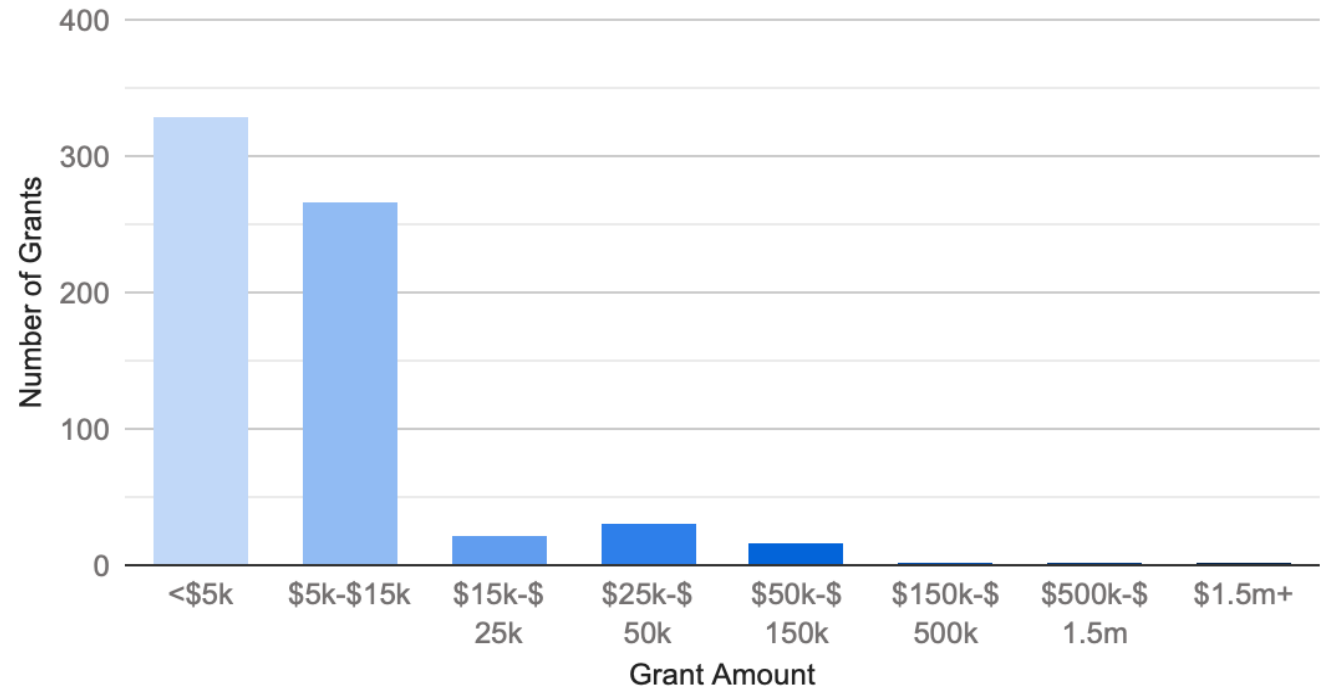


- The WSFS CARES Foundation supports qualified nonprofit organizations that are invested in improving communities, fostering a spirit of inclusion and diversity, and whose focus aligns with our transformational vision.
- Services for Those in Need
- WSFS contributes to organizations that protect the 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.

[Back to Grants Slide](#)

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**