Gathering Demographics for Grant Proposals

Purpose of Gathering Demographics for Grant Proposals

Often, funders have a wide scope of funding areas and geographical locations, in which they provide grants. Therefore, funders do not always know the severity of a specific problem that an applicant's organization would address. For this reason, a majority of grant applications have a statement of needs, problem statement, needs assessment, target population, etc. that specifically addresses why the purposed grant program would be beneficial to the community.

One of the best ways to demonstrate the need of a community is to provide a funder with specific demographics in the grant proposal that speak to the problem in the community the organization will address. Demographics are critical to describing the statement of need in a grant proposal. Demographics are not limited to age, sex, educational level, or income bracket of a community. Now, there are many resources (please see below) that provide more detailed information about a population, including social determinants of health factors, specific statistics on diseases, languages spoken, etc.

When demographic information is provided to a funder, their attention is directed to a specific problem that a community is struggling with, and the need is backed up with facts gathered from reliable sources. This will make the statement of need much stronger compared to a statement of need not being reinforced with facts or data specific to the community.

Demographic Resources

Below are demographic resources to help write grant proposals. Some of the tools are very basic while other tools require some familiarity to use to their full capability. For this reason, if you need any help navigating these tools, please reach out to the Capacity Building Team for assistance as needed.

We're Broadening the Definition of Health Care.℠

1. **Rural Health Information Hub (RHIhub)**
   A great resource that provides rural news, funding opportunities, publications, and events. You can subscribe to a weekly RHIhub newsletter here: https://www.ruralhealthinfo.org/updates

2. **The U.S. Census Bureau**
   a. Provides a "Quick Facts" profile sheet of counties, states, cities, towns with a population of 5,000 or more. You can cross-tab and include the State of Texas and U.S. as comparisons point, i.e., you may be able to use demographics to show prospective funders that the need for access to health care is even greater in your area as you have a higher uninsured rate, for example, compared to Texas.
   b. U.S. Census Bureau QuickFacts - https://www.census.gov/quickfacts/fact/table/US/PST045217

3. **County Health Rankings and Roadmaps**
   The Rankings show how healthy a community is using more than 30 measures, providing a starting point for action on improving health for all. The rankings are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work, and play.

4. **Data USA**
   Data USA provides an open, easy-to-use platform that turns data into knowledge. It allows millions of people to conduct their own analyses and create their own stories about America – its people, places, industries, skill sets, and educational institutions.

5. **Suburban Stats**
   Suburban Stats provided basic demographic information which includes race, gender, and age to include total population. However, it also breaks down specific information about households and the composure of households within a selected population. Information can be found at the county level.

6. **Census Reporter**
   Census Reporter is a free, open-source resource that provides county level data outside of basic demographics.

About Methodist Healthcare Ministries of South Texas, Inc.

At Methodist Healthcare Ministries we view capacity building as a process of organizational strengthening. We work alongside our funded partners and community organizations, building upon their assets to increase their impact in community and improve health equity. Capacity building is an investment in nonprofits' abilities to be more efficient, effective, and sustainable.

We're Broadening the Definition of Health Care.