



# DNA Grant & Resource Development Toolkit

Funding the Vision — A Blueprint  
for Educators, School Leaders &  
Community Organizations

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# Most Schools Don't Have a Funding Problem — They Have an Alignment Problem

“Grant and resource development is not about chasing dollars. It is **about building systems that attract investment because your mission is clear, measurable, and aligned with demonstrated need.**”

— **Robert L. Kirton, Ed.D.** | Grant Strategist & CEO, DNA Educational Solutions®








- Over **\$100 million** in grants and resources secured since 1999 proves that money **exists**.
- The gap is not funding — it is the **absence of clear, measurable, mission-aligned systems**.
- Schools and nonprofits that build **strategic frameworks** consistently **attract investment**.

# \$100M+

## A Proven Track Record Across **Federal**, **Corporate**, and **Community** Funding Streams.



### Federal Formula Funding

-  Title I (Tutoring)
-  Title II (Professional Development)
-  Title IV (Student Support)
-  Perkins V (CTE)
-  E-Rate Technology



### Competitive Grants

-  21st Century Community Learning Centers
-  School Climate Transformation Grant
-  Project Lead the Way STEM
-  Charter School Grants



### Workforce & Economic Development

-  Workforce Innovation Funds
-  EZ Empowerment Zone
-  Farm Up USA
-  Summer Work Opportunity Program



### Corporate & Industry Partnerships

-  BMW & Diamond Chrysler vehicle donations
-  Siemens Machine Tool donation
-  Enviro Ag Futures Lab



# The **DNA-S Framework** Transforms Strategic Vision Into Funded Execution

## D — Data



Establish credible evidence. Tell your story with data — attendance, achievement, behavior, program gaps.

## N — Needs



Define the gap with clarity. Who is impacted? Why does it matter? Turn gaps into fundable priorities.

## A — Action



Design measurable, evidence-based solutions aligned to funder priorities.

## S — Sustainability



Build sustainability into the plan from the beginning — not as an afterthought.

# Move From Intention to Results — One Need, One Action, One Result

# 1

## DATA

Identify one data point that demands attention right now (attendance, achievement, behavior)



# 2

## NEED

Define the gap clearly:  
What is the problem?  
Who is impacted? Why does it matter?



# 3

## ACTION

Select one funding opportunity, partnership, or resource aligned to the need



# 4

## RESULT

Set a measurable outcome with a 30/60/90-day milestone



**“Funding doesn’t create success — Systems do.”**  
The DNA Framework is your system.

# Every Winning Grant Proposal Must Demonstrate Alignment, Clarity, and Evidence



**1. A — Alignment:** Connect every step to funder priorities and your program mission



**2. C — Clarity:** Define the purpose, roles, and outcomes with precision



**3. E — Evidence:** Provide data, proof, and justification at every step



Use **A.C.E.** as a proposal checklist, team-teaching tool, and quality control system

# Funders Fund Stories — Position Your Program as the Hero, Not Just Another Project

1

## The Villain/Problem

42% of students lack access to career pathways. Reading scores are 20 points below the state average.

2

## The Hero/Your Program

DNA Grant Model combines data-driven decisions, daily SEL routines, and collaborative leadership — driving 20% annual gains

3

## Why You're Unique

The DNA Framework tailors interventions; integrates academic rigor with climate and SEL — an evidence-based blend not found in typical programs

4

## Proof of Credibility

\$100M+ in funded projects since 1999; documented districtwide gains; results that sustain beyond the grant cycle

5

## Call to Action

By investing in this program, funders become part of a proven solution that transforms school culture and long-term student success.



# Session II