



## **APRIL NEWSLETTER**

### **MOVE YOUR MISSION FORWARD PARTNER WITH REA ANALYTICS**

#### **REA Analytics Celebrates 15 Years of Impact**

Honoring Those Who Have Been Part of Our Story

As we look back on 15 years of working together to improve lives and elevate communities, we are humbled to have served alongside our outstanding partners. While we strive to measure the outcome of every initiative, the true impact of your work is immeasurable. The lives you've changed, opportunities you've created, and the communities you've helped, are proof of your dedication, and we are honored to be a part of your journey.

As federal funding landscapes shift, we remain committed to helping you navigate these changes. We are actively identifying new grant opportunities and innovative funding strategies to ensure your programs continue to thrive. Your success is our priority, and we look forward to standing by your side for years to come.

Thank you for 15 incredible years—let's keep growing!

Warm Regards,

*Dr. William Medendorp*



## **FUNDING OPPORTUNITIES**

This list of 2025 grants and current funding opportunities is regularly updated on the REA Analytics [blog](#).

[Schedule](#) a FREE application meeting to discuss your grant opportunities.

## **Homeless Youth**

Forecasted Opportunity

[HHS-2025-ACF-ACYF-YO-0108](#) - Est Post TBD up to \$150,000

FY25 Street Outreach Program

## **Marriage and Family Relationships**

Forecasted Opportunity

[HHS-2025-ACF-ACYF-TS-0007](#) - Est Post TBD up to \$450,000

Title V Competitive Sexual Risk Avoidance Education

[HHS-2025-ACF-OFA-ZB-0109](#) - Est Post TBD up to \$1,250,000

Family, Relationship, and Marriage Education Works - Adults (FRAMEWorks)

[HHS-2025-ACF-OFA-ZD-0013](#) - Est Post TBD up to \$1,250,000

Relationships, Education, Advancement, and Development for Youth for Life (READY4Life)

[HHS-2025-ACF-OFA-ZJ-0014](#) - Est Post TBD up to \$1,250,000

Fatherhood - Family-focused, Interconnected, Resilient, and Essential (Fatherhood FIRE)

## **Mental Health**

Forecasted Opportunity

[SM-25-002](#) - Est. Post TBD up to \$1.3 million

Comprehensive Community Mental Health Services for Children with Serious Emotional Disturbances

## **Tribal Grants**

Open Solicitation

[HHS-2025-ACF-ANA-NA-0114](#) - Due May15, 2025 up to \$900,000

Social and Economic Development Strategies -SEDS

[HHS-2025-ACF-ANA-NB-0115](#) - Due April 14, 2025 up to \$900,000

Native American Language Preservation and Maintenance-Esther Martinez Immersion

[Schedule](#) a FREE application meeting to discuss your grant opportunities.

**Email [rea@reanalytics.com](mailto:rea@reanalytics.com) to be included in this funding alert and receive qualifying grant announcements.**



### **Changing the Narrative:**

#### *Bringing Focus to Impact and Community Investment*

You have the ability to influence how others perceive and support your mission. The way you tell your story affects funding, engagement, and long-term impact. By focusing on the results you achieve and the lives you change, you can shift the conversation from need to opportunity. Your work is driving real change, here's how to influence the narrative:

## **Reframing Your Nonprofit's Story for Greater Impact**

Nonprofits are sometimes framed as costly rather than strategic leaders for transformation. Nonprofit leaders have the power to change the narrative to influence thoughts, opinions, and beliefs. Your programs are not expenses, they are investments in community improvement, new beginnings, and expanded opportunities.

## **The Power of Narrative: Why It Matters**

How people perceive your organization depends on the message being told and retold in legacy and social media. If the narrative focuses on scarcity and struggle, donors and stakeholders may hesitate to invest. By focusing attention on the measurable impact and positive outcomes of your work, you can inspire more support and engagement.

## **Strategies to Change the Narrative**

### **1. Tell Stories of Impact**

While numbers are important, stories have a greater impact. Share personal testimonials from people whose lives have been impacted by your work. Demonstrate transformation: before and after, challenges and triumphs.

### **2. Reframe Financial Discussions**

Connecting a specific dollar amount to an outcome transforms giving into tangible community benefits. Like the following: "Your donation of \$50 provides a homeless youth with meals and shelter for a week."

### **3. Engage Your Community**

- Host town halls or community forums to share success stories.
- Use social media to celebrate milestones and showcase positive change.
- Partner with local businesses and influencers to amplify your message.

### **4. Gain Media Attention with a Positive Angle**

- Pitch stories that focus on solutions, not just problems.
- Provide local journalists with data and human-interest stories to frame your work in a compelling way.
- Create news releases that emphasize long-term benefits rather than short-term needs.

### **Influencing the Narrative**

Your program is not a cost; it's an investment in a stronger community. By changing the way the narrative is told, you can inspire more support, attract greater funding. Begin by strategically engaging your community, and taking control of the headlines that define your work.

Need assistance crafting a compelling narrative? Reach out to REA Analytics for complimentary grant writing support and tailored guidance. Email us at [rea@reaanalytics.com](mailto:rea@reaanalytics.com), or visit our [website](#) for complimentary grant writing assistance and personalized guidance.