NCAP Data Hub:
Best Practices for Using Your Secondary Data to Support Grant Writing and Stakeholder Engagement

May 13, 2025

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NCAP DATA HUB: BEST PRACTICES FOR USING SECONDARY DATA TO SUPPORT GRANT WRITING AND STAKEHOLDER ENGAGEMENT

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OUTLINE

- Short introduction to CARES
- Discussion on importance of integrating secondary data into grant proposals and outreach to funders and advocates
- Review of N CAP Data Hub Tools
- Examples and best practices for finding, interpreting, and presenting data to identify target populations, community needs, and assetts

CENTER FOR APPLIED RESEARCH AND ENGAGEMENT SYSTEMS (CARES)

CARES

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WHY DO WE NEED DATA FOR GRANT WRITING AND STAKEHOLDER ENGAGEMENT?

- Make a case for funding
- Develop and evaluate projects, programs, or policies
- Inform strategic plans or annual work plans
- Educate others about issues and opportunities
- Build partnerships with businesses, governments, and organizations
- Tell a story about a place or group of people

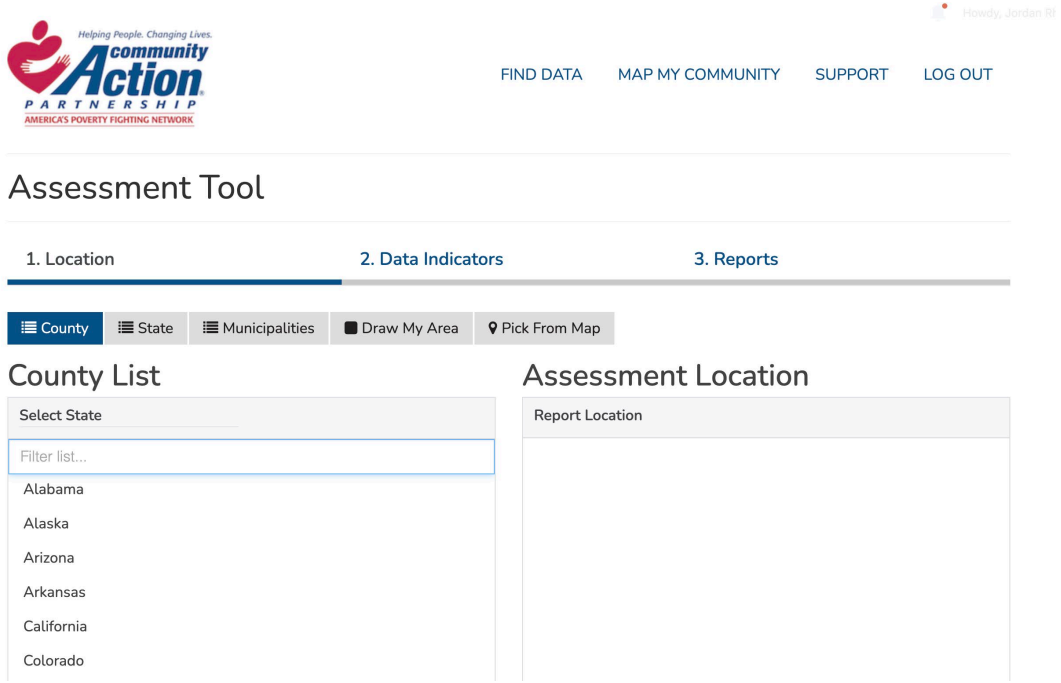
MORE SPECIFICALLY..

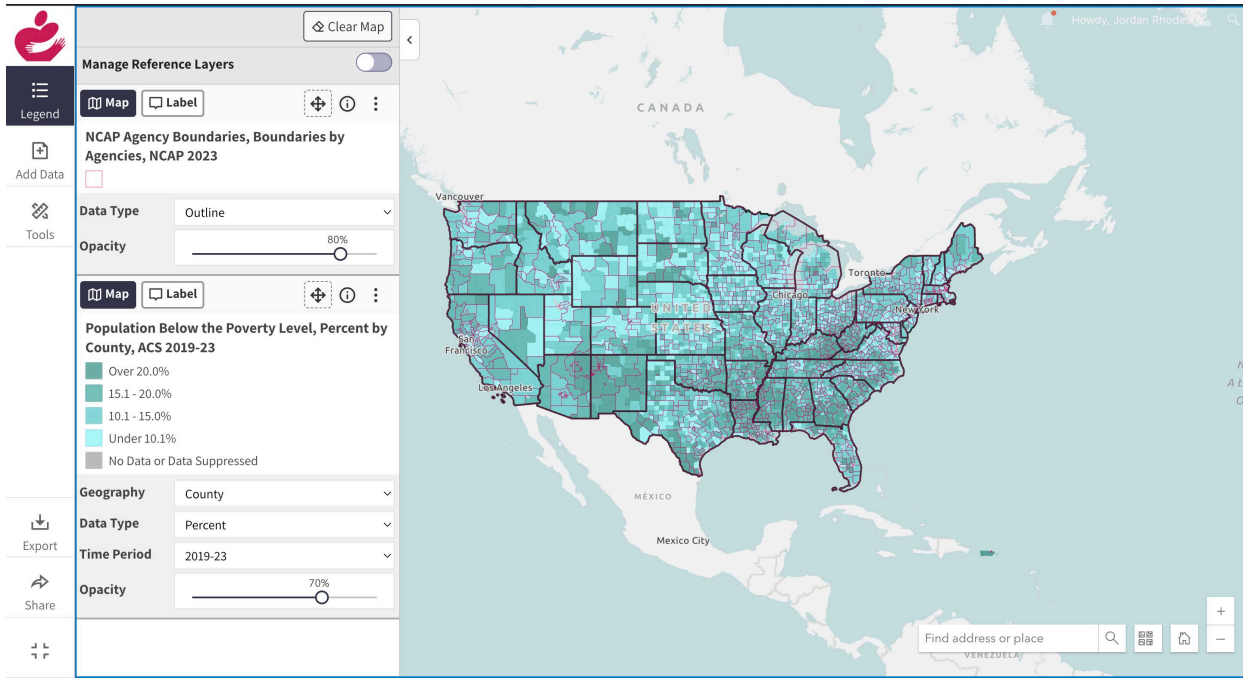
Data can help people make decisions, identify problems, and develop solutions.

For example, data are used to:

- *Allocate funding and resources to state and local service providers (i.e. – housing)*
- *Determine the distribution of congressional seats and legislative districts (i.e. – population)*
- *Help decide where a new bus stop should go (i.e. – transportation/pedestrian routes)*
- Data can validate your local knowledge, inform strategy development, and drive evaluation metrics.

YOUR NCAP SOURCE FOR SECONDARY DATA





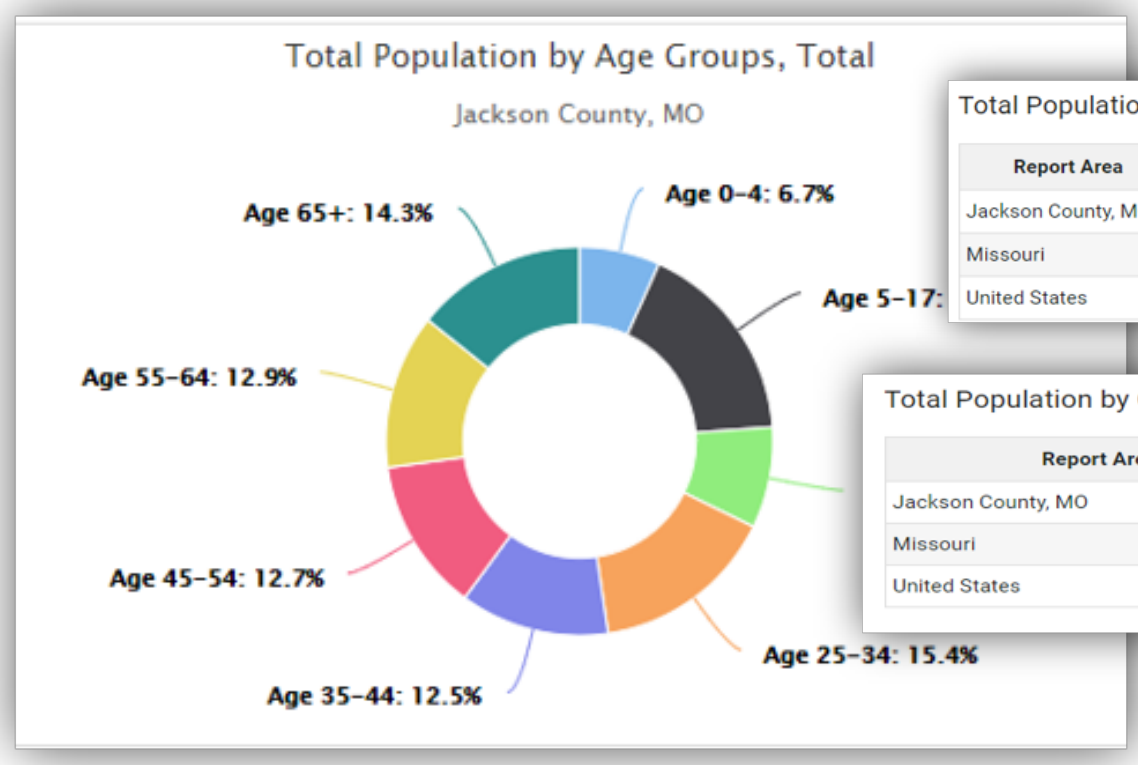
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DATA SOURCE CHEAT SHEET

- Centers for Disease Control and Prevention
- *Behavioral Risk Factor Surveillance System (BRFSS)*
- Bureau of Labor Statistics
- *QCEW (Quarterly Census of Employment and Wages)*
- Bureau of Land Management
- United States Department of Agriculture (USDA)
- *Census of Agriculture*
- Center for Medicare and Medicaid Services
- Environmental
- Federal Bureau of Investigation
- Federal Emergency Management Agency
- Feeding America
- Health Resources and Services Administration (HRSA)
- Internal Revenue Service
- NASA
- National Highway Traffic Safety Administration
- National Oceanic and Atmospheric Administration
- National Center for Education Statistics (NCES)

4. How are the demographics of the community/clients your organization serves reflected in the composition of your staff, board, and/or volunteers? Are there ways that your organization strives to incorporate the perspective of the community/clients your organization serves?

(Examples of demographics that may apply to your work include age, ability, national origin, religion, sexual orientation, socio-economic level, veteran status, or personal experience with issue (e.g., previous client of your organization)).



Total Population by Race Alone, Percent

Report Area	White	Black	Asian	Native American / Alaska Native	Native Hawaiian / Pacific Islander	Some Other Race	Multiple Races
Jackson County, MO	66.64%	23.62%	1.86%	0.38%	0.29%	4.09%	3.13%
Missouri	82.24%	11.57%	1.92%	0.44%	0.11%	1.17%	2.55%
United States	72.75%	12.67%	5.44%	0.84%	0.18%	4.89%	3.23%

Total Population by Gender

Report Area	Male	Female	Percent Male	Percent Female
Jackson County, MO	334,604	357,399	48.35%	51.65%
Missouri	2,988,772	3,101,290	49.08%	50.92%
United States	158,984,190	163,918,840	49.24%	50.76%

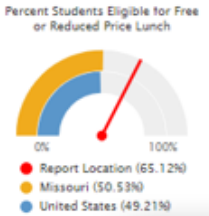
SECTION C: DESCRIPTION OF COMMUNITY/CLIENT NEEDS & STRENGTHS

5. What are the community/client needs or problems that will be addressed by this project? Why is this issue important?

Security - Children Eligible for Free/Reduced Price Lunch

Within the report area 4,527 public school students or 65.12% are eligible for Free/Reduced Price lunch out of 6,952 total students enrolled. This indicator is relevant because it assesses vulnerable populations which are more likely to have multiple health access, health status, and social support needs. Additionally, when combined with poverty data, providers can use this measure to identify gaps in eligibility and enrollment.

Report Area	Total Students	Number Free/Reduced Price Lunch Eligible	Percent Free/Reduced Price Lunch Eligible
Report Location	6,952	4,527	65.12%
Cooper County, MO	2,463	1,705	69.22%
Moniteau County, MO	2,425	1,195	49.28%
Morgan County, MO	2,064	1,627	78.83%
Missouri	913,935	461,851	50.53%
United States	50,737,716	24,970,187	49.21%



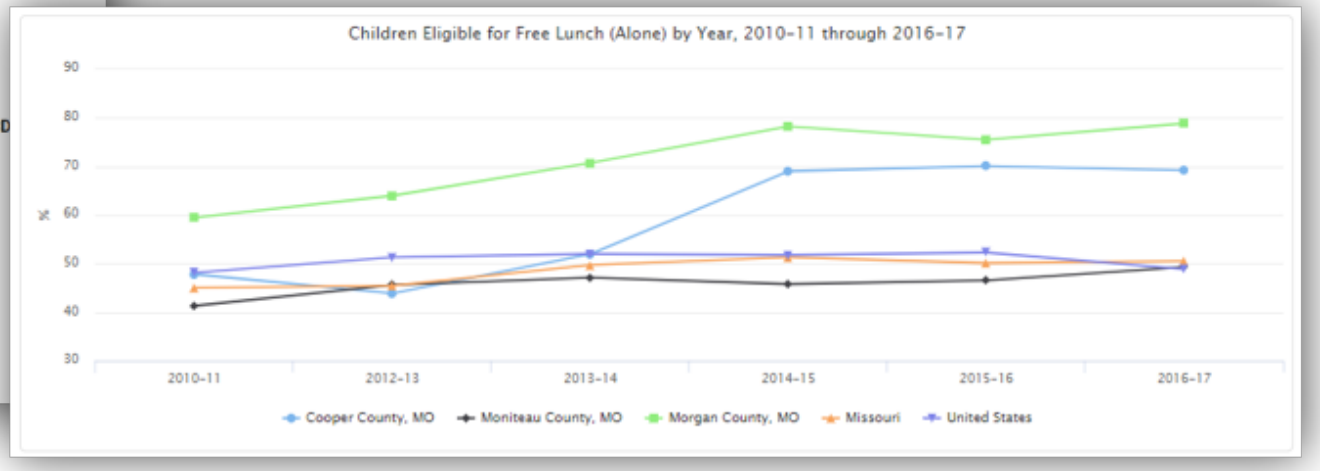
Note: This indicator is compared to the state average.
Data Source: National Center for Education Statistics, NCES - Common Core of Data, 2016-17. Source geography: Address → *Show more details*



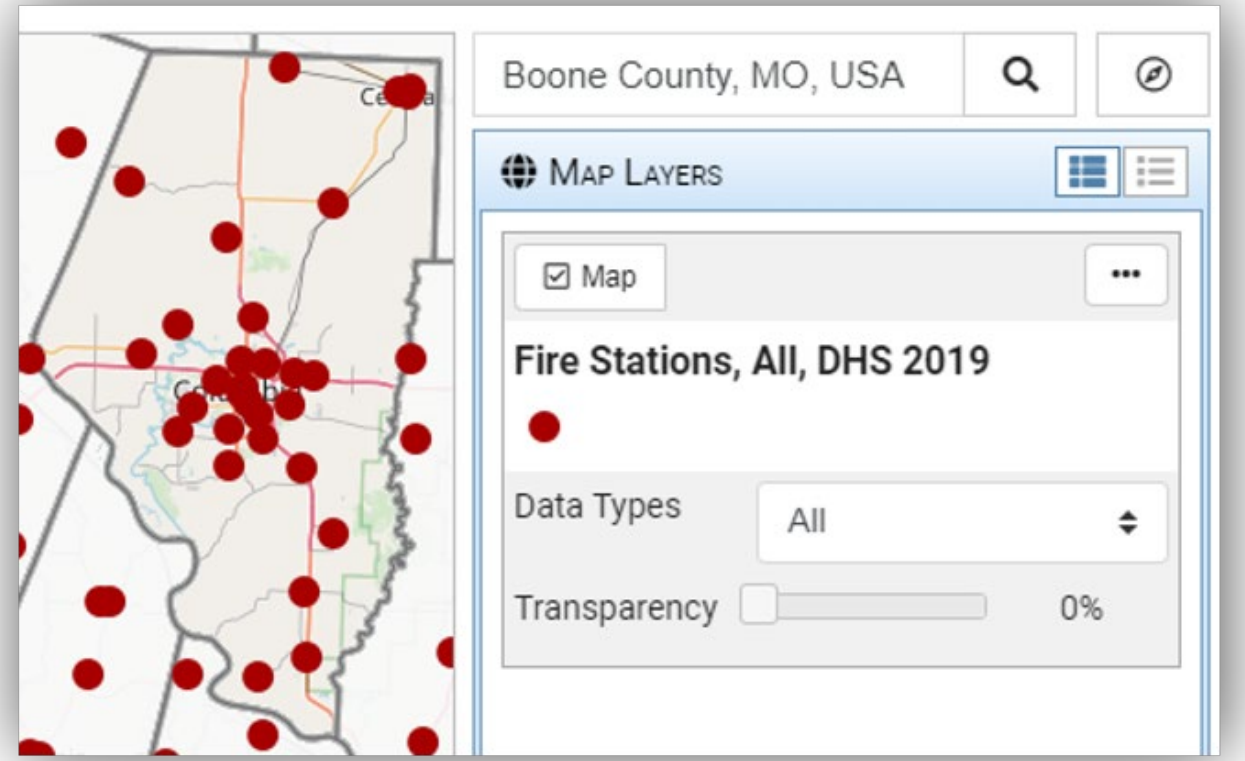
View larger map

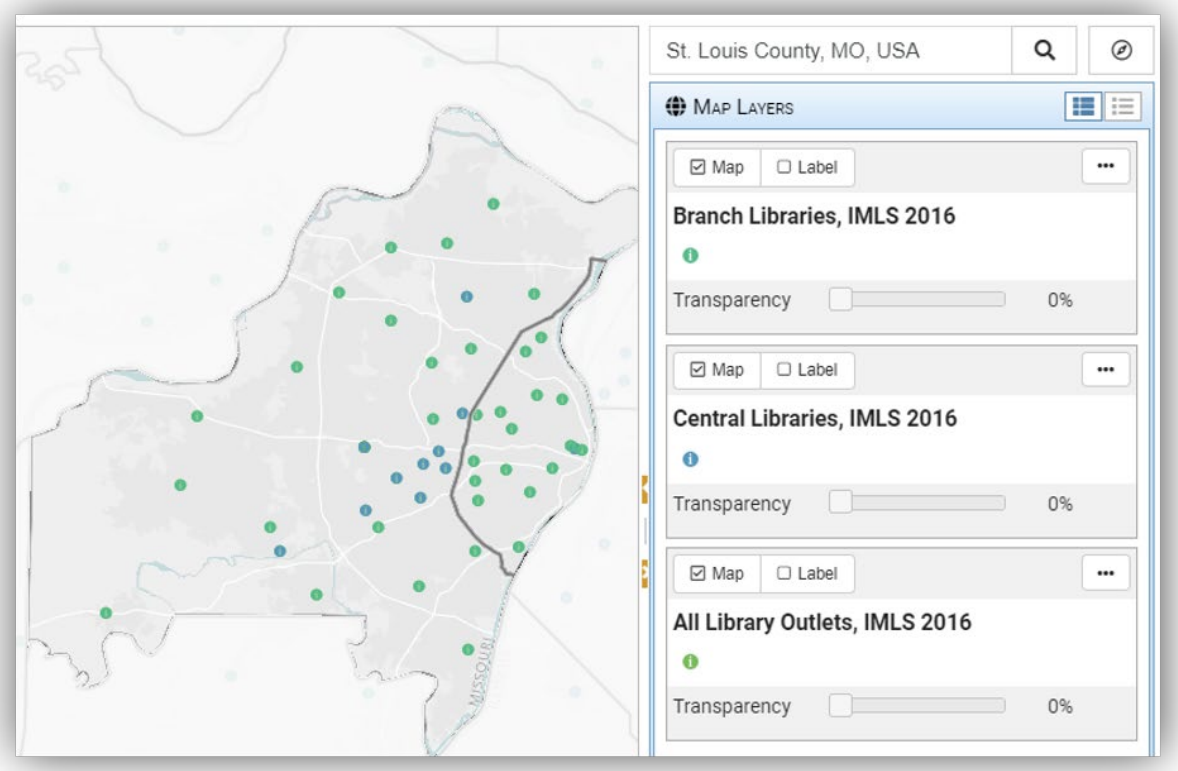
Students Eligible for Free or Reduced-Price Lunch, NCES CCD 17

- Over 90.0%
- 75.1% - 90.0%
- 50.1% - 75.0%
- 20.1% - 50.0%
- Under 20.1%
- Not Reported
- Report Location



6. Identify 3-5 strengths of the community/clients that your organization serves AND explain how those strengths might contribute to the success of this project.





SECTION D: PROJECT INFORMATION

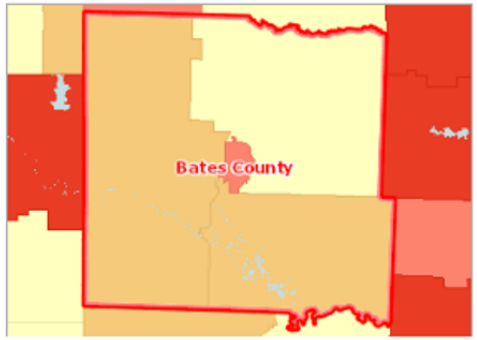
7. Describe who will be served by this grant? How many will be served?

Veteran Population

This indicator reports the percentage of the population age 18 and older that served (even for a short time), but is not currently serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or that served in the U.S. Merchant Marine during World War II.

Report Area	Total Population Age 18+	Total Veterans	Veterans, Percent of Total Population
Bates County, MO	12,458	1,129	9.06%
Missouri	4,686,706	413,189	8.82%
United States	248,322,822	18,611,432	7.49%

Data Source: US Census Bureau, American Community Survey. 2014-18. Source geography: Tract → *Show more details*



View larger map

Veterans, Percent of Total Population by Tract, ACS 2014-18

- Over 13%
- 11.1 - 13.0%
- 9.1 - 11.0%
- Under 9.1%
- No Data or Data Suppressed
- Bates County, MO

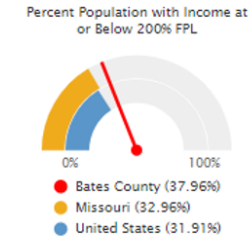
10. What are the anticipated short-term and long-term measurable outcomes that would be achieved by this grant?

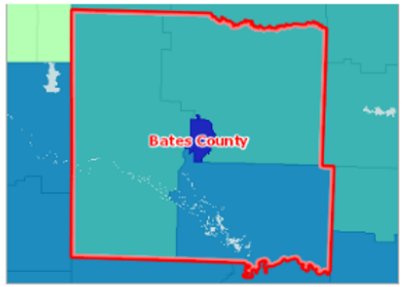
Poverty - Population Below 200% FPL

In the report area 37.96% or 6,067 individuals are living in households with income below 200% of the Federal Poverty Level (FPL). This indicator is relevant because poverty creates barriers to access including health services, healthy food, and other necessities that contribute to poor health status.

Report Area	Total Population	Population with Income at or Below 200% FPL	Percent Population with Income at or Below 200% FPL
Bates County, MO	15,982	6,067	37.96%
Missouri	5,907,190	1,947,248	32.96%
United States	314,943,184	100,490,740	31.91%

Note: This indicator is compared to the state average.
Data Source: US Census Bureau, American Community Survey, 2014-18. Source geography: Tract → Show more details





View larger map

Population Below 200% Poverty Level, Percent by Tract, ACS 2014-18

- Over 50.0%
- 38.1 - 50.0%
- 26.1 - 38.0%
- Under 26.1%
- No Data or Data Suppressed
- Bates County, MO

BEST PRACTICE REMINDERS

- Remember most data are estimates. They are there to guide, not to dictate.
- Refer regularly to benchmarks. This will help you ground your interpretation.
- Consider data collection methods as you review each indicator.
- Check the date! Consider recency and trends.
- If something doesn't make sense, ask for more information.

FINDING ADDITIONAL DATA



Before using data, make sure it's sourced from a trustworthy organization:



Consider the URL – does it end in .gov, .edu, or .org?



Check for political bias;



Consider historical availability;



Don't use data to lie or exaggerate.

QUESTIONS?

Coming Attractions!

Another Great Data Hub Webinar:

NCAP Data Hub: Deep Dive into the NCAP Data Hub Community Assessment Tool

July 22 @ 2 pm ET / 1 pm CT / 12 pm MT / 11 am PT

Community Action Data Convening:

Connecting People and Possibility

August 25–26 | Detroit, Michigan | Held prior to NCAP's Annual Convention

https://communityactionpartnership.com/community-action-data-convening/

EVALUATION



https://www.surveymonkey.com/r/DataHub05132025