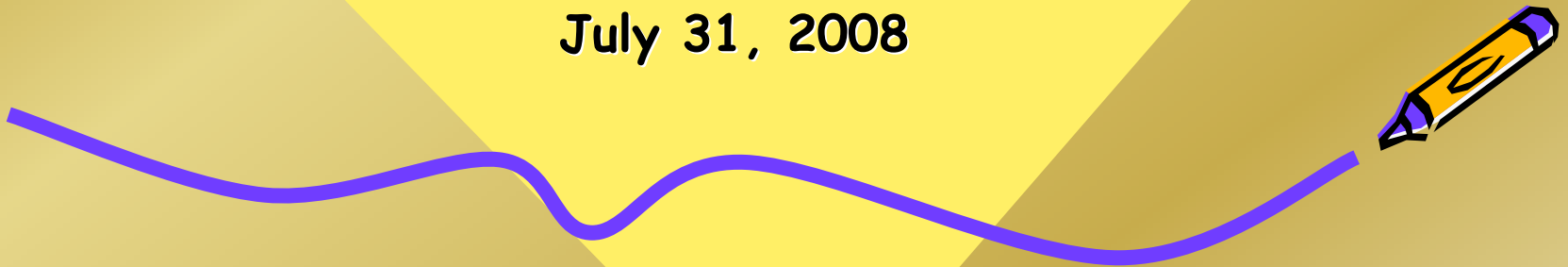
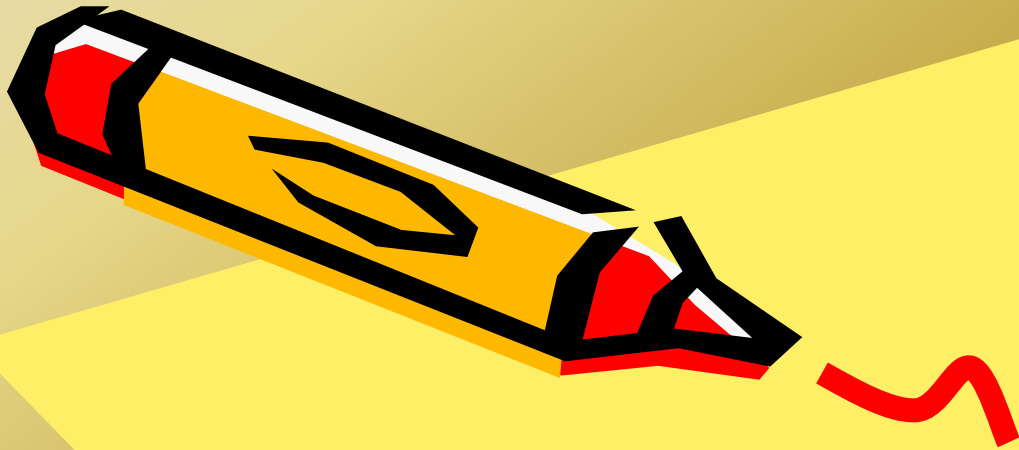


# GOT GRANTS?!

Deborah Koch, Director of Grants  
Springfield Technical Community College

July 31, 2008





# GOT GRANTS?!

If you use any of the material from this presentation for trainings or the like, please be sure to credit me! Thanks.

Deborah Koch, Director of Grants  
Springfield Technical Community College



# A PRIVATE FOUNDATION

- is a nongovernmental, nonprofit organization;
- has a principal fund or endowment;
- is managed by its own trustees and directors;
- maintains or aids charitable, educational, religious, or other activities serving the public good; and
- makes grants, primarily to other nonprofit organizations.

*Source: The Foundation Center*

# **THREE TYPES OF PRIVATE FOUNDATIONS**

## **Independent or Family Foundations**

- receive endowments from individuals or families

*Source: The Foundation Center*

# THREE TYPES OF PRIVATE FOUNDATIONS

## Company-Sponsored or Corporate Foundations

- receive funds from their parent companies
- they are legally separate entities

*Source: The Foundation Center*

# THREE TYPES OF PRIVATE FOUNDATIONS

## Operating Foundations

- run their own programs and services
- typically do not provide much grant support to outside organizations

*Source: The Foundation Center*

# A PUBLIC FOUNDATION

- is a nongovernmental, nonprofit organization;
- receives funding from numerous sources and must continue to seek money from diverse sources in order to retain its public charity status;
- is managed by its own trustees and directors;
- operates grants programs benefiting unrelated organizations or individuals as one of its primary purposes; and
- makes grants, primarily to other nonprofit organizations.

# GIVING STATISTICS

- Total 2006 giving is estimated at \$295.02 billion.
- 12.4% of this figure, or \$36.5 billion, was given by independent and community foundations.
- 4.3%, or \$12.72 billion, is corporate giving, including corporate foundation support.
- The largest contributors to charity are individuals, who gave an estimated 75.6%, or \$222.89 billion.

*Source: Giving USA Foundation via The Foundation Center*

# Estimated Giving by All Foundations in 2007

## All Foundations

\$42.9 billion

## Independent Foundations

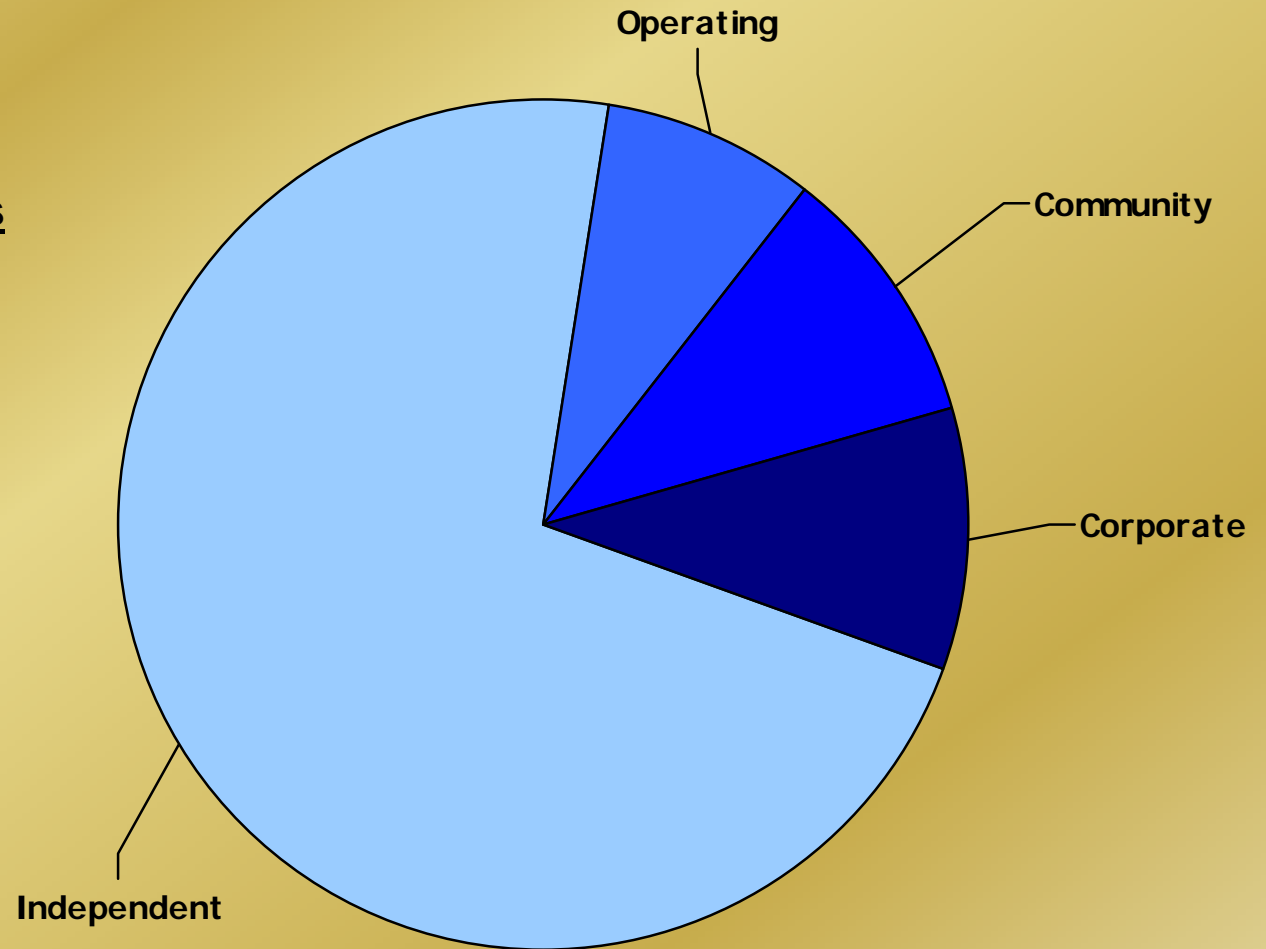
\$30.9 billion

## Corporate Foundations

\$4.4 billion

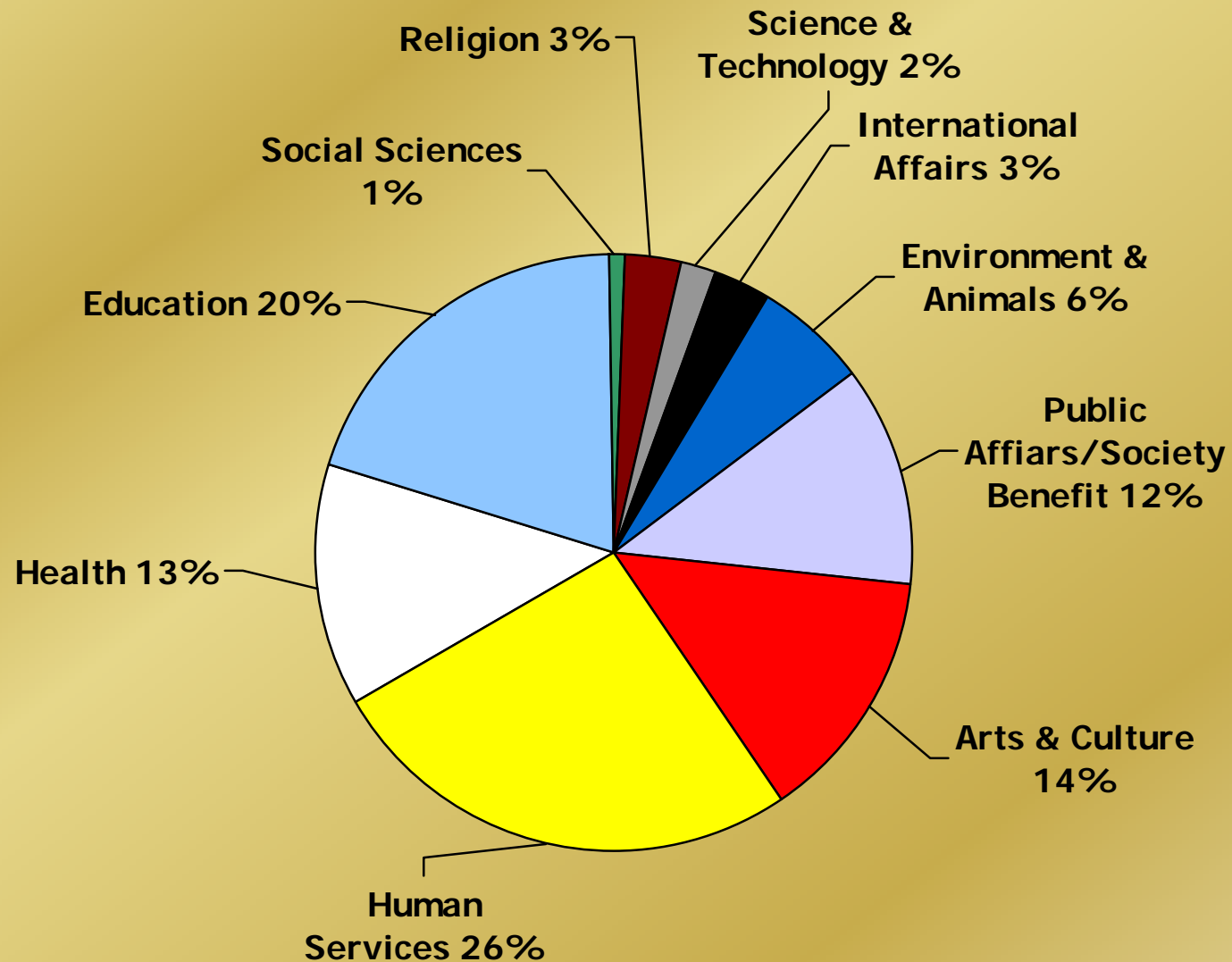
## Community Foundations

\$4.1 billion



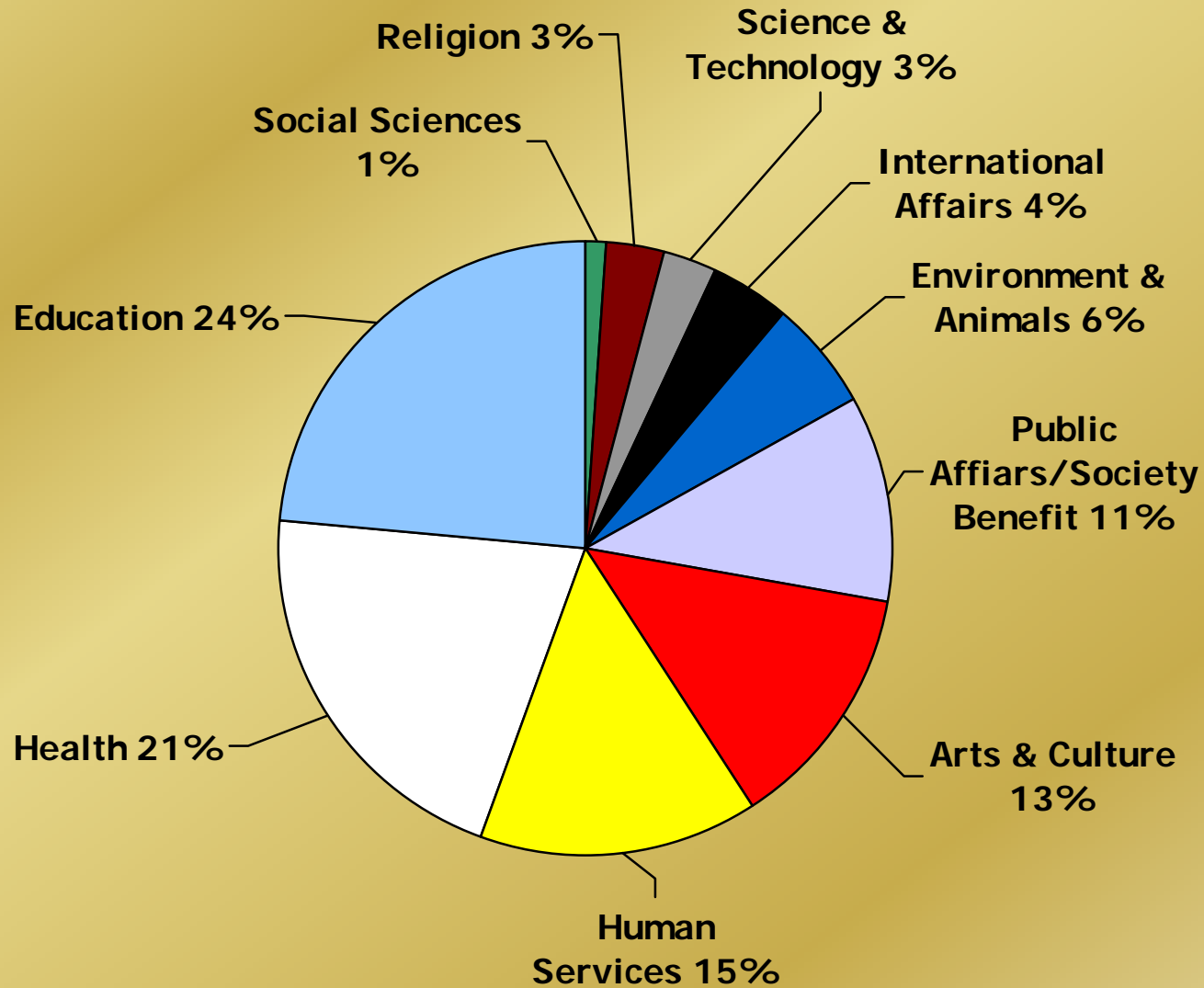
# Giving Statistics

## Percent of Number of Grants



# Giving Statistics

## Percent of Grant Dollars



# FINDING THE FUNDABLE PROJECT IN AN IDEA

- Can you answer the question, "So what?"
- Who benefits?
- Is it doable by your organization, within the time frame you identify?
- Does it have measurable objectives?

# PROJECT PLUSSES

- Funding your project will **benefit many** people who are in need.
- What you propose is **novel**, a new way of looking at things, shows exciting promise.
- Your work will be done **collaboratively**.
- Your project is **inclusive** of those you seek to help, either in planning, directing, or execution.

# PROJECT PLUSSES

- Your organization has made its own investment into the project.
- The outcomes of your work are replicable so as to benefit many more.
- Your project will leverage other investments.
- You can demonstrate that the work will be continued after the foundation grant has ended.

# **The Foundation Center**

<http://foundationcenter.org>

# Researching Foundations

## Starting with the Grantmaker

- Does this grantmaker fund in my geographic area?
- Does it fund my type of organization?
- What does it say it is interested in funding?
- Does this correspond in topic to my project or organization?
- Does it correspond in method to my project or organization's approach?
- What limitations are there?
- What is the amount of total giving? For how many grants?
- What is the range of grant amounts?
- What is the average size grant?
- Are there funding cycles or deadlines? If not, how often does the board meet?

**cont. next slide...**

# Researching Foundations

## Starting with the Grantmaker (continued)

- What is the preferred mode of applying? How do they like to be contacted?
- Are there any special instructions?
- What materials can I request?
- Does the grantmaker have a website with more information?
- What is the staffing arrangement? How are they structured?
- Are there program officers named?
- Who are the trustees?
- What is my organization's history with this grantmaker?
  - past grants received: when, for how much, to do what?
  - past proposals rejected
  - other contact

# Researching Foundations

## Starting with Grants Made

- Does the grantmaker I've chosen demonstrate that it funds what it says it does?
- What size grants does it make?
- Is it funding a lot of organizations like mine?
- Is it funding a lot of activities like my project?
- From where are organizations like mine getting their funding?

# Foundation Directory Online

<http://fconline.fdncenter.org>

# Foundation Directory Online

## 10 Research Tips For Using Foundation Directory Online

1. ALWAYS keep track of the search terms you use.
2. Use the Index function, especially for the Fields of Interest or Subject boxes.
3. By using an Index you may see terms you wouldn't have thought of using on your own.
4. For every search, put National and your state in the Geographic Focus box.
5. Keyword Search allows you to type in any word or phrase.

**continued...**

# Foundation Directory Online

## 10 Research Tips For Using Foundation Directory Online continued

6. "Unsolicited proposals not accepted" doesn't always mean go away.
7. In the Grants database, look up the name of organizations doing work similar to yours and see from where they get their money!
8. If the grantmaker profile indicates a website, go directly to it.
9. In the Grantmaker database, look first at the Limitations.
10. You can use a foundation's tax return, called a 990-PF, to find information that may not be available in the database.

# Foundation Considerations

## Consider the type of foundation

- Is it national, regional, or local?
- Is it a private foundation, family foundation, public foundation, corporate foundation, operating foundation, or a vehicle for individual giving?

## Consider the foundation's history and current frame of mind

- Read historical accounts to understand the basis for the institution's founding.
- Learn from president and/or executive director's letters in annual reports; this is often where new directions are indicated.
- Does it have a perpetuity or spend-down mindset?
- Are there distinct political leanings?

**cont. next slide...**

# Foundation Considerations

## Consider the age of the foundation

- Is the founder still alive?
- How old is the foundation?
- How far removed from its original intent/mission is it?
- How many years has it had staff?

## Consider staffing

- Is there any? How many are fulltime professionals?
- What do program officers do?
- Has the head of the foundation always been the same?
- Don't overlook personal history of prominent staff.

**cont. next slide...**

# Foundation Considerations

## Consider the foundation's grant-making approach

- How does it think problems are best solved?
    - direct service?
    - research?
    - educating policy-makers?
    - advocacy and activism?
    - a mixture?
  - Does it run its own programs?
  - Does it use RFPs or have an open solicitation policy?
  - How many funding rounds a year does it have?
  - Is it accessible or tightly controlled?
  - Does it make site visits?
  - Does it use peer reviews?
  - Who makes decisions?
    - program staff?      •board?
    - leadership staff?    •family members?
- cont. next slide...**

# Foundation Considerations

## **Consider all sources of information**

- Pay attention not to just what they say, but what do they do?

## **Consider that the foundation may evolve**

- Even when you think you know the answers to these questions, it may change soon thereafter!

# Letter Of Inquiry – Opening Paragraph

- It is a summary statement.
- It should be able to stand alone.
- Make it clear what you want the reader to do by answering the following: Who wants to do what? How much is being requested? Is this a portion of a larger project cost? Over what period of time is money being requested?
- Make the connection between the foundation's interest and your project.

# LOI – Statement of Need

- This section answers the "why" of the project.
- Explain what issue you are addressing.
- Explain why you have chosen to respond to this set of issues in the way that you have.
- State briefly why this matters in the area in which you will be working.
- Note who benefits. Make sure you can indicate the public good achieved.

# LOI – Project Activity

- This section answers the "what" and "how" of the project.
- Give a general overview of the activities involved.
- Give more detailed information to the degree that space allows.
- Highlight why your approach is novel and deserving of the special attention that funding connotes.
- Indicate if there will be collaboration with other organizations and what their roles will be. Be specific about who does what.

# LOI – Outcomes

- State what will be the specific outcomes achieved.
- Indicate how evaluation is part of the project - how will you know you've achieved these outcomes?

# LOI – Credentials

- Demonstrate why your institution or your staff is best equipped to carry out this activity.
- Put any relevant historic background about the institution here.
- Brag with substance. Indicate awards, rankings, and tangible measures that set you apart from your peers.

# LOI – Budget

- State what the total project cost will be and how much of that you would be requesting from the foundation.
- Indicate broad categories of activities to be funded.
- Include other sources of funding, both cash and in-kind. Especially indicate what your institution will contribute.

# LOI – Closing

- Offer of additional information
- Contact information
- Express appreciation for the reader's attention or the opportunity to submit.
- Ask, "May we submit a full proposal?"
- Signature of highest ranking official.

# Proposal – Abstract/Summary

- Should be able to stand alone.
- Try to keep this to one page.
- Use the highlights (or topic sentence) from each section of the proposal.
- Answer the following: what will be done, by whom, for what purpose, for how long, at what cost, what are the outcomes, and who will benefit?
- Make it clear what you are asking the foundation to do.

# Proposal – Statement of Need

- What is the issue you are addressing?
- Why does this matter?
- Why is what you propose necessary?
- Who benefits? Make sure you can indicate the public good achieved.
- Why hasn't this issue been addressed sufficiently in the past?
- Assure that there is no duplication of other work.

# Proposal – Project Activity/Outcomes

- Why did you chose to address the issue in the manner that you have? Are there other approaches? If yes, why aren't they appropriate to the situation you are seeking to ameliorate?
- What will be the specific outcomes achieved?
- What are the specific activities involved? Who will do them? How?
- Present a timeline of activities.
- Why is your organization the best one to do what you propose to do?

# Proposal – Evaluation

- Have project goals and objectives that are truly measurable.
- State what the goal of evaluation is. What do you hope to learn, prove, or demonstrate?
- Evaluate each project objective.
- Describe your evaluation methodology precisely.
- An evaluation may examine either or both process and product.
- Evaluations may be quantitative or qualitative or both.

# Proposal – Evaluation

- It is a good idea to build in evaluation throughout the life of the project.
- Think about what can be learned from your evaluation and with whom you want to share the information.
- Specify who will conduct your evaluation; it can be conducted by project personnel or outsiders or both.
- Utilize on-campus resources to design your evaluation or to gain assessment tools.
- When you are done describing your evaluation goals and methodologies, you should have answered this question: How will you know that you did what you said you would do?

# Proposal – Dissemination

- Dissemination should be linked to your project goals and objectives.
- Be creative; sending an article to a professional journal is only one of many options.

# Proposal – Budget

- Show your budget in table form.
- Use a budget narrative to explain each item.
- Include other sources of funding, both cash and in-kind.
- Do not overlook the value of all in-kind contributions, including those of your collaborators.
- Indicate how the project will be funded after the grant has run out.

# **5 SIMPLE WAYS TO MAKE PROPOSAL REVIEWERS FEEL BETTER ABOUT YOUR PROPOSAL**

- Show that you've done your homework.
- Answer all the questions.
- Make it easy to read.
- Make it easy to find information.
- Avoid jargon.