Welcome to the Foundation Center’s
Grantseeking Basics

The Foundation Center

Our Mission:
To strengthen the social sector by advancing knowledge about philanthropy in the U.S. and around the world.
Accomplishing Our Mission

- Collect, organize, and communicate information on U.S. philanthropy
- Conduct and facilitate research on trends in the field
- Provide education and training in the grantseeking process
- Ensure public access to information and services through various vehicles

Today’s Program

Overview of the grantseeking process:

- What you need to have in place before you seek a grant
- What you need to know about grantmakers and how nonprofits are supported
- How you identify funding partners
- How you can use the Foundation Center’s resources for your grantseeking efforts
Part 1
Building a Credible Nonprofit Organization
What You Need To Have In Place Before You Seek a Grant

Part 1: Establishing Your Case for Support

• The reasons why your organization both needs and merits philanthropic support
• Case statement includes:
  – Mission and values
  – Programs and services
  – Accomplishments
  – Plans for the future
Part 1: Building a Credible Nonprofit Organization

What You Need To Have In Place

- 501(c)(3) status
- Compelling mission
- Board of directors to exercise oversight

What Funders Look For

- High-quality programs that meet a real need in the community
- Track record of effective program delivery
- Capable leadership
- A strong organizational and financial infrastructure
Part 2
Who Supports Nonprofits?

Part 2: The World of Grantmakers

Sources of Revenue for Reporting Public Charities, 2010

- Fees for Svcs & Goods from Private Sources: 49.6%
- Fees for Svcs & Goods from Govt: 23.9%
- Private Contributions: 13.3%
- Government Grants: 8.3%
- Investment Income: 2.8%
- Other Income: 2.1%

Source: Nonprofit Sector in Brief 2012
National Center for Charitable Statistics, the Urban Institute
Part 2: The World of Grantmakers

Private Contributions by Source
($ in billions)

- Individuals: $228.96 (72%)
- Corporations: $18.1 (6%)
- Foundations: $45.7 (15%)
- Bequests: $23.4 (7%)

Total Giving: $316.23 billion

Source: Giving USA 2013, Giving USA Foundation, researched and written by the Center On Philanthropy at Indiana University

Institutional Grantmakers

- Private Foundations
- Direct Corporate Giving Programs
- Grantmaking Public Charities
Part 2: The World of Grantmakers

What Is a Private Foundation?

- Nongovernmental, nonprofit organization
- Has its own funds or endowment
- Managed by its own trustees or directors
- Established to aid educational, social, religious, scientific, or other charitable activities through the making of grants

Other Types of Grantmakers

- Direct Corporate Giving Programs
  - Research through sponsoring companies
- Grantmaking Public Charities
  - Disclose activities through Form 990
  - Includes:
    - Community foundations
    - Population or issue-oriented funds
    - Company-sponsored
Part 3: Finding Funding Partners

Identifying Funding Needs

- Why do I need funding and what kind do I need?
- How much do I need?
- When do I need the funds?
Part 3: Finding Funding Partners

Look for the match:
- Who funds in my area of interest?
- Who funds in my geographic region?
- Who will provide the type of support I need?

Part 3: Finding Funding Partners

Refine the match:
- Has the grantmaker funded organizations like mine?
- How much does the grantmaker give to organizations like mine?
Part 3: Finding Funding Partners

Application Process

Follow the grantmaker’s guidelines

- Initial contact
  - Telephone call?
  - Letter of inquiry?
  - Full proposal?
- Variations on proposal format
  - Common Grant Application?
  - Funder’s own application form?
- Pay attention to deadlines

Part 4

Grantseeking Resources
Part 4: Grantseeking Resources

**Foundation Directory Online**

[www.grantspace.org](http://www.grantspace.org)

[www.foundationcenter.org](http://www.foundationcenter.org)

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**Where and How To Access the Center’s Resources**

- Foundation Center Libraries
  - New York
  - Atlanta
  - Cleveland
  - San Francisco
  - Washington, D.C.
- Funding Information Network (FINs)
Key Points

- Build a credible organization
- Look for the match when identifying funding partners
- Foundation fundraising is just one part of your overall fundraising plan
- Foundation Center has many resources to help you