

Grant Writing I: Finding Funding

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Two Important Things to Remember...



#1

- Don't let the funder drive your project! Instead, drive your project proposal to the most appropriate funders.



#2

Start Early!



Getting Started...

A lot more time should be spent designing the project than writing the grant proposal.



Getting Started:



How well can you articulate your organization's mission?



Collaborate

Consider cooperating, not competing!
Who would be a good collaborator?



Which partner should be the applicant?



Answer these questions for the grantmaker:

- What is it you propose to do?
- What will be the result?
- How will you know if it worked?
- Why are you the right people to do it?



- How much money do you need?



Have your answer ready:

- What will you do when the money runs out?
- If the grant is for operating expenses, what will you do if it is not renewed?



- Can you use the grant to leverage other funds?



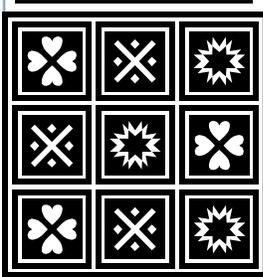
Any ethical issues?



More things to think about...

- Is it cost-effective to apply for a grant?
- Are there strings attached? Is your agency prepared to comply with them?





Which pieces of your quilt are most appropriate for which funding source?





What's on the mind of the grantmaker?



- Publicity, legacy
- Risk Avoidance, Liability
- Who controls the property? Are there long-term use agreements or MOUs? (Does the grounds crew know not to mow down the butterfly garden over the summer?)
- Transfer institutional memory (When this year's conference chair retreats in exhaustion, who will train next year's chair?)



What's Sexy?

- “Public-private Partnerships”
- “Faith-Based Initiatives”
- “Community-Based Organizations”
- “Capacity Building”
- “Intergenerational” programs



What's Not-so-Sexy?

- Life Support
- Overhead/Indirect
- “Trinkets-and-Trash”
- Equipment that might sit on a shelf



Prospecting Tips:
Finding the Right Funding Source



Get Thee To A Library!

Many smaller foundations
and corporations do not
advertise their
grantmaking on the
Internet.



Who Does the Most Giving?

Foundations?
Corporations?
Individuals?



Three Types of Grant Makers

- Foundations
- Corporations
- Government Agencies



Why are there Foundations?



Types of Foundations

- Independent
- Company-sponsored
- Operating
- Community



Finding Foundations...



The Foundation Center www.foundationcenter.org

- Grant maker information and Web sites
- Seminars on proposal writing
- Subscriptions to online directories from \$19.95/month
- FC Search database on CD ROM
- Cleveland Office: 1422 Euclid Ave, Suite1660, 44115-2001



Foundation Center Repository Libraries in Ohio

- Cincinnati/Hamilton County
- Cleveland (Foundation Center)
- Columbus
- Dayton/Montgomery County
- Mansfield/Richland County
- Muskingum County
- Stark County
- Toledo/Lucas County
- Youngstown and Mahoning County



Guide to Ohio Grantmakers

- No longer available for purchase, still in many Ohio public libraries
- Summaries of giving areas, past awards, eligibility and restrictions, contact information



Foundation Center Subject-Area Directories

- Elementary and Secondary Education
- Environmental Protection and Animal Welfare
- Foreign and International Programs
- Higher Education
- Religion, Religious Welfare & Education
- People with Disabilities
- Women and Girls
- Minorities
- Services for the Aging



More Foundation Center Subject-Area Directories

- Public Health
- Cancer Research & Patient Care
- Disaster Relief and Recovery
- Employment
- Community and Economic Development
- Information Technology
- Housing, Services for the Homeless
- Capacity Building, Management & Technical Assistance



THE GRANTSMANSHIP CENTER



- www.tgcgrantproposals.com/
- Lists by state of top foundations, **community foundations**, and corporate grantmakers
- Daily *Federal Register* notices
- Abstracts of more than 900 successful proposals



Researching Foundations...

- Annual Reports in the reference section of the public library
- 990-PF Forms are the tax returns of grant making foundations, and are often the best source of information on very small foundations.
- Online at The Foundation Center
www.foundationcenter.org
- Noza database of 990-PF's
www.noza990pf.com/



Other Directories
search "grant directories"





- Annual Register of Grant Support
- Directory of Building & Equipment Grants
- Directory of Biomedical and Health Care Grants
- Environmental Grantmaking Foundations



Periodicals

- Chronicle of Philanthropy, <http://philanthropy.com/>
- Grass Roots Fundraising Journal
- Foundation News and Commentary
- Nonprofit World
- Nonprofit Times



Finding Corporate Givers

- Look for local companies' Annual Reports online and in the reference section of the public library
- *National Directory of Corporate Giving* from the Foundation Center



Exploring Corporate Web Sites

Look for phrases like "community involvement" or "corporate responsibility" rather than "grants"



Ohio Utilities grantmaking

- <http://www.aep.com>
- www.duke-energy.com
- www.firstenergycorp.com
- www.nisource.com



Finding Federal Government Grants

- <http://grants.gov>
- Catalog of Federal Domestic Assistance, www.cfda.org
- The Federal Register, www.archives.gov/federal_register/index.html
- Web sites of relevant federal agencies, such as the Dept of Health and Human Services grants page, www.hhs.gov/grants/index.shtml
- Ohio OBM's Federal Grants Resource Center <http://www.obm.ohio.gov/grants/>



Federal Grants

- Most are reimbursement only
- Eligibility Determinations for project and applicant
- Many are passed through state agencies
- "Public Private Partnerships"
- Bundle small projects together into a larger combined application whenever possible
- "Allowable Costs" and administrative costs
- Understand what the reporting requirements will be before you apply! Most require quarterly reports and annual FFRs



Finding New Federal NOFAs (notices of funding availability)

- Posted daily at www.tgci.com/ but not archived
- Check the Federal Register database www.gpoaccess.gov/fr/ and search for NOFA and SuperNOFA



Finding State Government Grants



- Master list of Ohio state agency grants <http://transparency.ohio.gov/grants/>
- Master list of Ohio state agency Websites, <http://www.ohio.gov/agencies/>
- Grant Resources page on Ohio State Auditor Website, www.auditor.state.oh.us/services/lgs/GrantResources/default.htm



Researching Grantmakers

- Look for giving patterns
- Do they give for the purpose you are interested in?
- Do they give to organizations that “look like you?”
- Do they give in your geographic area?
- How much is their usual range of giving?
- Does their mission match yours?



Cultivate a Relationship...

- Get to know the program officers or grant coordinators at the grantmaking organization
- Ask questions!



When you call a grantmaker...

- Request application and list of recently funded projects (Did you check their Web site?)
- Application deadline vs. actual start date
- What are funding priorities this year?
- How will applications be reviewed?
- Suggestions for benchmarking
- Will they comment on a draft (which you will provide them *well before the deadline*)



Keys to Accessing Grants

- Determine their availability
- Know the eligibility requirements
- Study the guidelines and application
- Talk with the program officer
- Understand the review process
- Fulfill the application requirements



Questions?



Thinking Like a Grantmaker....

You have just been blessed with enough money to meet all of your needs and wants for the rest of your life. As a condition of this gift, you must organize a foundation and give away \$500,000 each year in the form of grants for special projects.

- With a small group of colleagues, decide the name and purpose of your foundation.
- Who may apply for grants?
- How many grants will be given each year, and what is the amount?
- On what can the money be spent?
- What kind of application do you want?
- What do you need from the grant recipient to help you determine whether the completed project was successful?

**General Characteristics of
Four Types of Foundations**

<i>Independent Foundation</i>	<i>Company- Sponsored Foundation</i>	<i>Operating Foundation</i>	<i>Community Foundation</i>
Example: Stocker Family Foundation	Examples: Honda of America Foundation, Hobart Foundation	Example: Air Force Museum Foundation	Examples: Troy, Cleveland, and Columbus Foundations
Endowment generally derived from a single source (individual, family, or group)	Endowment and annual contributions from a profit-making corporation	Endowment usually from a single source	Contributions received from many donors
Broad discretionary giving allowed, but may have specific guidelines and give only in a few specific fields. About 70% limit their giving to local areas.	Giving tends to be in fields related to corporate activities, or in communities where corporation operates.	Makes few, if any, grants. Grants generally related directly to foundation's program.	Grants generally limited to charitable or nonprofit organizations in the local community.