INTRODUCTION TO FINDING GRANTS

The 10 Most Important Things You Need to Know About Finding Grants

1 YOU CAN'T SURVIVE ON GRANTS ALONE

Private Contributions by Source
Total Giving: $373.25 (in billions)

- 71% Individuals $265.01
- 9% Bequests $33.59
- 5% Corporations $18.66
- 16% Foundations $59.72

Source: Giving USA 2016, Giving USA Foundation, Researched and written by the Center On Philanthropy at Indiana University

Notes:

2 NOT ALL FOUNDATIONS ARE ALIKE

Types of Foundations:
- Independent
- Company-sponsored
- Operating
- Direct Corporate Giving Programs
- Grantmaking Public Charities

Funder Motivations:
- Private Foundations primarily want to fulfill philanthropic goals and interests while supporting a variety of issues through an objective process
- Corporations tend to focus more on branding, visibility and Corporate Social Responsibility (CSR)
- Grantmaking Public Charities typically want to make an impact in designated communities or regions, or focus on specific population groups or issue areas

Key Takeaways
- Prove that you are a credible nonprofit
- Find the right fit
- Always focus on the funder’s motivations and interests — show what is in it for them
- Be prepared—know who you are approaching and why

Notes:
3 PRIVATE FOUNDATIONS MUST GIVE MONEY AWAY

- Regulated by the IRS to give away 5% of total assets
- Grants are itemized on the 990-PF tax form
  - FDO Quick Start: http://foundationcenter.org/find-funding/fdo-quick-start
  - Guidestar: https://www.guidestar.org

Notes:

4 GRANT WRITING IS NEVER JUST ABOUT THE NEED OF YOUR ORGANIZATION

When approaching funders for support, you must prove that it isn’t just about the NEED of your organization, but the people you are serving and the impact it will make.

How credible is your organization?

- Are you a legal nonprofit?
- Do you have a compelling mission that is compatible with their focus areas?
- Do you have strong leadership?
- Do you provide high-quality programs that meet a real need in the community?
- Do you have a successful track record of program delivery with measurable results?
- Do you have a strong organizational and financial infrastructure?

Notes:

5 DO YOUR HOMEWORK FIRST

Do not ask questions to which you can find the answer. Explore the funders’ websites, documents, and publications, like annual reports.

Notes:
6 THE ONE SIZE FITS ALL APPROACH DOES NOT WORK

Create an individual strategy for each potential funder and tailor your proposal around who you are approaching and why.

Notes:

7 TO GET THE GRANT, YOU HAVE TO FIND THE RIGHT MATCH

Look for grantsmakers who:
- Fund in your area of interest and the population your serve
- Fund in your geographic region
- Provide the type of support you need

Notes:

8 ASK FOR THE RIGHT AMOUNT

Things to consider:
- Do you have list of past grants to determine a giving pattern?
- Has the funder supported organizations and/or projects similar to yours?
- What is the typical grant range?

Notes:
9 YOU DON’T NEED TO KNOW SOMEONE TO GET A GRANT, BUT IT CAN HELP YOU TO GET A FOOT IN THE DOOR

It’s hard to get a face to face meeting with a funder before you actually apply for something, so it can sometimes help to use any contacts you may have to help set up meetings with funders or make introductions.

- Let your supporters and stakeholders facilitate an introduction

Notes:

10 THE PROPOSAL IS TYPICALLY NOT THE FIRST THING A FOUNDATION WANTS

Tips on the initial approach:
- If acceptable, try to make a phone call
- Know who you are talking to and why
- Keep the conversation brief and to the point
- Try to utilize contacts, if you have them

Notes:

ADDITIONAL RESOURCES:
- Foundation Center: http://foundationcenter.org/
- Grantspace: http://grantspace.org/
Contact us with any questions or to schedule an appointment: go.wisc.edu/grants
Additional materials and handouts are available here:
http://researchguides.library.wisc.edu/grantsfornonprofits/nonprofit_workshops
Click on Guide Contents, then Workshop Materials

FOUNDATION DIRECTORY ONLINE

Go to go.wisc.edu/grants
- Scroll down to the nonprofit section and click on Foundation Grants and Grants Databases
- Then select Foundation Directory Online
  - Use Search Grantmakers
  - One of many options

Finding Grants for My Nonprofit Organization
- Foundation Grants & Grants Databases
- Corporate Funding
- Federal Funding
- Wisconsin Resources

Fill out the following fields:
- Fields of Interest
- Support Strategy
- Transaction Type (still in progress)
- Geographic Focus
  - State, national, national/international

<table>
<thead>
<tr>
<th>Fields of Interest</th>
<th>&quot;Adults&quot; OR &quot;Older adults&quot; OR &quot;Women's services&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Strategy</td>
<td>&quot;Continuing support&quot; OR &quot;General support&quot;</td>
</tr>
<tr>
<td>Transaction Type</td>
<td></td>
</tr>
<tr>
<td>Geographic Focus</td>
<td>&quot;Wisconsin&quot; OR &quot;National&quot; OR &quot;National, International&quot;</td>
</tr>
</tbody>
</table>
Need help with terms?
http://taxonomy.foundationcenter.org/
- Scroll down to Quick Search
  - Type in a word to locate the recommended terms
  - Definitions of terms and types

Navigation and saving your results:
- Use internal navigation, do NOT use the back button
  - Profile tab, then Search Results

Saving records:
- Profile tab, then Print/Save Record

At A Glance

Otto Bremer Foundation
445 Minnesota St., Ste. 2250
St. Paul, MN United States 55101-2107
Telephone: (651) 227-8036

- From Search Results, select records
  - Export list to create a spreadsheet
  - Create a notes field: Why this funder?