INTRODUCTION TO FINDING GRANTS

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Agenda

• Orientation to the Grants Information Collection
• 10 key points on finding grants
• Brief demonstration of Foundation Directory Online
• Tour or start of your research, time permitting
Grants Information Collection

- Memorial Library Room 262
  - go.wisc.edu/grants
- Open all library hours
- Print & Online Resources
- Funding Information Network partner of the Foundation Center
- Foundation Center
  - foundationcenter.org/
  - grantspace.org
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)

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

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

Supplemental Handout 1:
Selecting Prospective Funders
#2
Not All Foundations Are Alike
Private Foundations

There Are Three Main Types:

Independent

Company-sponsored

Operating
#3

Private Foundations MUST Give Money Away
• Foundation Name
• Address
• Assets
• Total $ Grants Paid
• Officers
• How to apply (basic)
• Grant Recipients and Amount
• Grants Pledged for next year
Other Types of Grantmakers

Direct Corporate Giving Programs

Grantmaking Public Charities

- Community Foundations
- Population or Issue Oriented Foundations
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
Grant Writing Is Never Just About the NEED of Your Organization
Credibility

Are you a legal nonprofit?

Do you have a compelling mission that is compatible with the funder’s focus area?

Do you have strong leadership?

Do you provide high-quality programs that meet a real need in the community?

Do you have a strong organizational and financial infrastructure?
#5
Do Your Homework First
The One Size Fits All Approach Doesn’t Work
#7
To Get The Grant, You Have To Find The Right Match
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Who funds in my area of interest and the population I serve?

Who funds in my geographic region?

Who will provide the type of support I need?
Ask For The Right Amount
#8
Ask For The Right Amount

- Typical grant range?
- Funded similar organizations?
- How much do you really need?
#9
You Don’t Need To Know Someone To Get A Grant, But It Can Help You Get Your Foot In The Door

- Build the relationship with the funder yourself
- Potential Stakeholders
  - Board members
  - Major donors
  - Key volunteers
  - Staff members
#9
You Don’t Need To Know Someone To Get A Grant, But It Can Help You Get Your Foot In The Door

**Potential Stakeholders**
- Board members
- Major donors
- Key volunteers
- Staff members

Let your supporters facilitate an introduction
- Build the relationship with the funder yourself
#10

The Proposal Is Typically Not The First Thing A Foundation Wants.
Tips For The Initial Approach

✓ If acceptable, try to make a telephone call
  • Email to make a phone appointment
✓ Know who you’re talking to and why
✓ Keep the conversation brief and to the point
✓ Try to utilize contacts if you have them
  • Any local events?
Key Takeaways

Prove that you are a credible nonprofit

Find the right fit

Always focus on the funder's motivations and interests—show what's in it for them

Be prepared—know who you're approaching and why
Key Takeaways

Prove that you are a credible nonprofit
Find the right fit
Always focus on the funder’s motivations and interests—show what’s in it for them
Be prepared—know who you’re approaching and why
Demonstration
Describe Your Program &
Start Your Research