A Brief Introduction to Grant Seeking

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Charitable Giving by Source

Source: Giving USA Foundation / Giving USA 2011
2010 Charitable Giving
Total = $290.89 Billion

- Individuals: $211.77 (73%)
- Foundations: $41 (14%)
- Corporations: $15.29 (5%)
- Bequests: $22.83 (8%)

Pie chart showing the breakdown of charitable giving.
Types of funding:

Find a funding source that matches the type of funding needed:

- Capacity Building
- Capital
- Program
- Expansion
- Operating
- Research
Where the money went in 2010
Source: Giving USA Foundation
Total = $290.89 Billion
Important points to consider when seeking grant funds . . .

- A foundation can receive numerous grant requests.
- All of these compete for a limited number of dollars.
- Funding focus is often determined by board members.
- The proposal will often be reviewed by a number of people including staff, committee members and board members.
Tips for grant writing success…

- Do your homework!
- Talk to a program officer.
- Study and follow all of the guidelines.
- Include all of the required documents and attachments.
- Use the “grandma” rule – write it so your (or someone’s) grandma could understand it.
- Check spelling and grammar.
- Have someone proofread your document for clarity.
Evaluation and program outcomes

Understand and clearly articulate the expected outcomes from the proposed project:

Outcomes:

- Must be specific
- Must be realistic
  - Based on experience/prior research
  - Must be achievable
- Easy to understand
Questions that may be asked of the applicant…

- How did this idea come about?
- How does the proposed project relate to the organization’s mission?
- Does the proposed project duplicate services already provided by others?
- What are the expected outcomes?
- Has any other financial support been secured for the project?
- How was the project budget determined?
- Do any other organizations/community members support this project?
- How will the project continue to be funded beyond the grant period?
After a grant decision is announced

• If you receive a grant…
  • Promptly return your grant agreement
  • Be timely with reports
  • Use the funds in accordance to the grant agreement

• If you don’t receive an award
  • If appropriate, request feedback on the request
  • Keep in touch
Resources

- **Foundation Center® online database**
  - Searchable database with more than 96,000 records.
  - Free and fee-based information and resources.
  - www.foundationcenter.org

- **GuideStar**
  - Free searchable database of over 1.8 million nonprofit organizations.
  - www.guidestar.org

- **The Center for Nonprofit Resources – Toledo, Ohio**
  - Technical assistance and training for nonprofit organizations.
  - Website resource library.
  - www.c4npr.org
Information gathered from:

Think Like a Funder
Ellen Ingram, University of Toledo Foundation
Grant Proposals - Blueprint for a Quality Project
Pat McConnell
Where to Begin - The Basics Of Grantsmanship
Katherine Lambert-Pennington
Thank you

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