

Our Goal is to Help Nonprofits



# *Finding the Funding & Grant Writing Basics Workshop*

August 5, 2011

AMR Conference

Genetti Inn & Suites, Hazleton, PA

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Meet and Surpass Their Goals

Our Goal is to Help Nonprofits



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Meet and Surpass Their Goals

Our Goal is to Help Nonprofits



The **mission** of the Nonprofit & Community Assistance Center is to strengthen and support northeastern Pennsylvania's nonprofit organizations and grant makers in their service to our region. We develop and offer resources, facilitate partnerships and collaborations and assist in the identification and implementation of governance and management best practices to improve the efficiency and effectiveness of organizations and the services and programs they offer.

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NCAC is a 501(c)3 non-profit affiliate of the Northeastern Pennsylvania Alliance (NEPA).

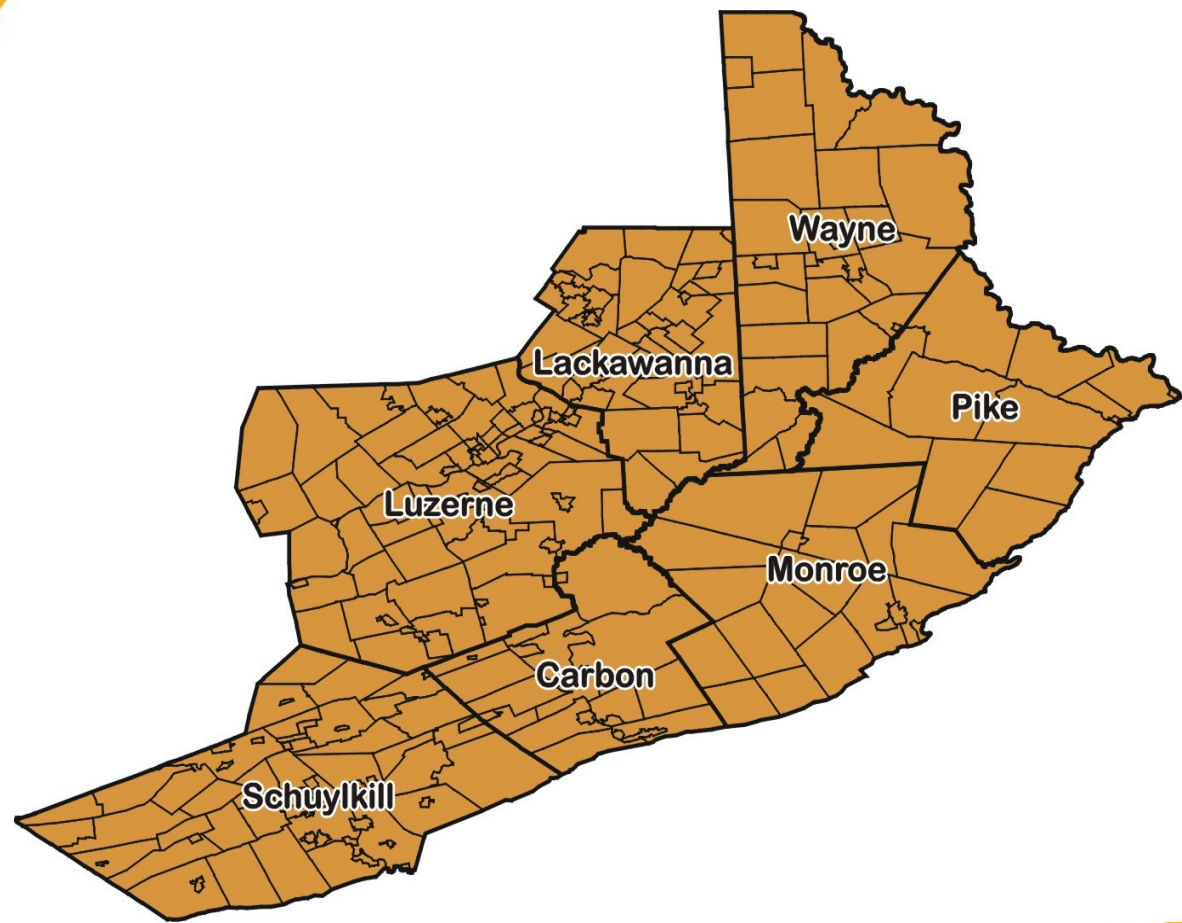
NCAC is governed by a Board of Directors comprised of nonprofit, community and business leaders.

The NEPA Alliance provides staffing and administrative support to NCAC.

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# NCAC's Service Area



- Carbon
- Lackawanna
- Luzerne
- Monroe
- Pike
- Schuylkill
- Wayne

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NCAC is a regional “Cooperating Collection” site for the Foundation Center offering free services and resources to the public.

Cooperating Collections are free funding information centers in libraries, community foundations, and other nonprofit resource centers that provide a core collection of Foundation Center publications and a variety of supplementary materials and services in areas useful to grantseekers.



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# What that means...

- Services for nonprofits
  - Professional one-on-one assistance
  - Extensive collection of nonprofit resources
  - Cooperating Collection of The Foundation Center
  - Workshops/Trainings/Seminars
  - Collaboration & Partnership Initiatives
- Support for regional grantmakers

# NCAC Member Services...

Members of the NCAC receive enhanced services including:

- E-Newsletter with news and feature articles relevant to resources for nonprofits in the region, as well as funding opportunities (NCAC Fundamentals)
- Customized Foundation Center searches
- Nonprofit counseling on issues such as fundraising, governance, board & staff, proposal writing, communications & marketing, etc.

Membership is \$35 per year or \$65 for two years.



# NCAC Member Services...

Members of the NCAC receive enhanced services including:

- Discounts to workshops seminars & other programs
- Review of funding proposals
- Letter's of support for proposals
- Organization's profile in the Alliance Insider which as over 1,500 subscribers

Membership is \$35 per year or \$65 for two years.

# NCAC Fundamentals e-newsletter



## Example Funder Profile

**Foundation:** American Hiking Society

**Deadline:** November 1, 2006 for FY 2007

**Region:** National

**Category:** Hiking Trails

**Eligible Entities:** Nonprofit Organizations

**Minimum & Maximum:** \$500 - \$10,000

**Link:** <http://www.americanhiking.org/alliance/fund.html>

**Details:** The Fund is the only privately funded national grants program dedicated solely to hiking trails. Grants have been used for land acquisition, constituency building campaigns and traditional trail work projects. Since the late 1990's, the American Hiking Society has granted nearly \$200,000 to 42 different organizations across the U.S.

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# Community Awards Program...

Ted Daniels, former President of the NCAC Board of Directors, VP of Business Development, Pennstar Bank, stated,

"NCAC is the regional leader in assisting nonprofits and community groups to meet and exceed their goals. Through the Community Awards Program, NCAC offers a stage for nonprofits to further advance their mission by sharing their success stories and honoring their triumphs."

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# Community Awards Program...

- Applications are available in December of each year at [www.nepa-alliance.org/ncac](http://www.nepa-alliance.org/ncac)

## Six award categories:

- Ted Daniels Community Development Award
- Arts & Culture
- Environmental Action/Animal Welfare
- Health & Human Services
- Children & Youth
- Education

# Introductions



- Name
- Experience with grant writing
- Agency/Institution/Your role
- What you would like to gain from the class?



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# Grantsmanship



*“Nothing great in the world has ever been accomplished without passion.” Georg Wilhelm Friedrich Hegel (German Philosopher)*

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# Finding the Funding

- Overview of today's program
  - Types of Funding & Online Resources
  - Grant Seeking Process
  - Example Funder Profiles
  - Foundation Center Online Directory
- Ask questions at *any* time!

# Types of Funding

- Private
  - Foundations
  - Corporations
  - Professional Organizations
  - Private Industry
- Public
  - Federal
  - State
  - County
  - City

# Private Foundations

- 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 serving the common welfare

# Private Foundations

- Types of private foundations
  - Independent
  - Corporate
  - Operating
- Must disclose total giving and grants in IRS Form 990-PF



# Other Types of Grantmakers

- Community Foundations
- Grantmaking Public Charities
  - Federated Funds (United Way)
- Donor-Advised Funds
  - Community Foundations

# Private Funding Resources

- Online sources
  - [www.foundationcenter.org](http://www.foundationcenter.org)
  - [www.guidestar.org](http://www.guidestar.org)
  - [www.pafoundations.net](http://www.pafoundations.net)
  - [www.bigdatabase.com](http://www.bigdatabase.com)
  - [www.tgci.com](http://www.tgci.com) (The Grantsmanship Center)
  - [www.iwave.com](http://www.iwave.com) (Prospect Research Online)

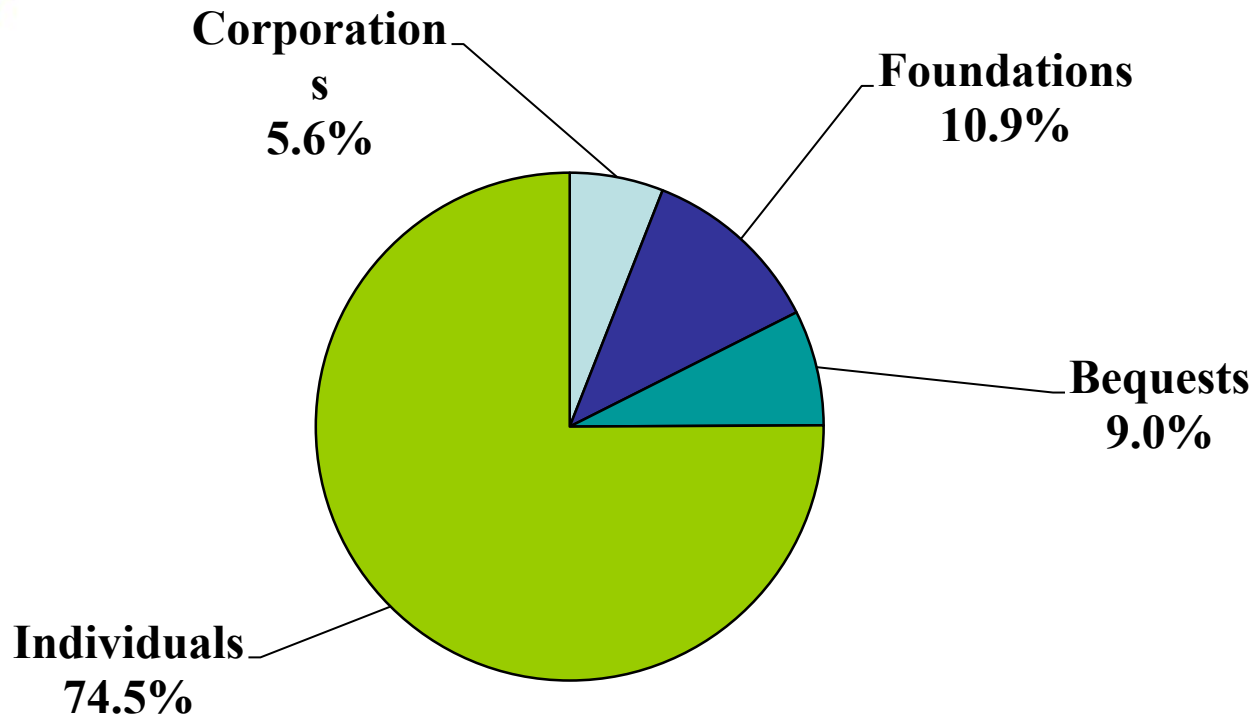
# Federal / State Funding

- NCAC newsletter subscriptions
  - Federal Assistance Monitor
  - Local/State Funding Report
  - Grants for Cities & Towns
  - Pennsylvania Bulletin
  - NCAC Weekly Updates

# Federal / State Funding

- Online sources
  - [www.grants.gov](http://www.grants.gov) or [www.fedgrants.gov](http://www.fedgrants.gov)
  - [www.cfda.gov](http://www.cfda.gov)
  - [www.firstgov.gov](http://www.firstgov.gov)
  - [www.newpa.com](http://www.newpa.com)
  - [www.grantstation.com](http://www.grantstation.com)

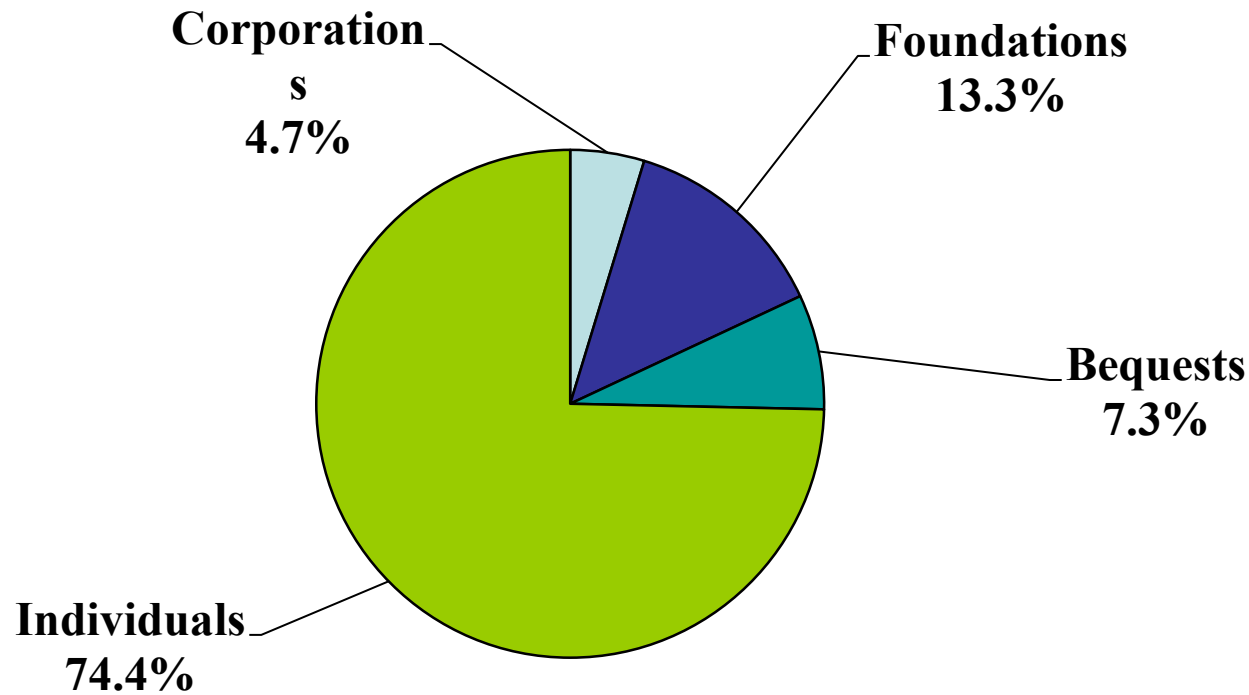
# 2003 Contributions - \$240.72 billion by source of contribution



Source: Giving USA, 2004



# 2008 Contributions - \$307.70 billion by source of contribution



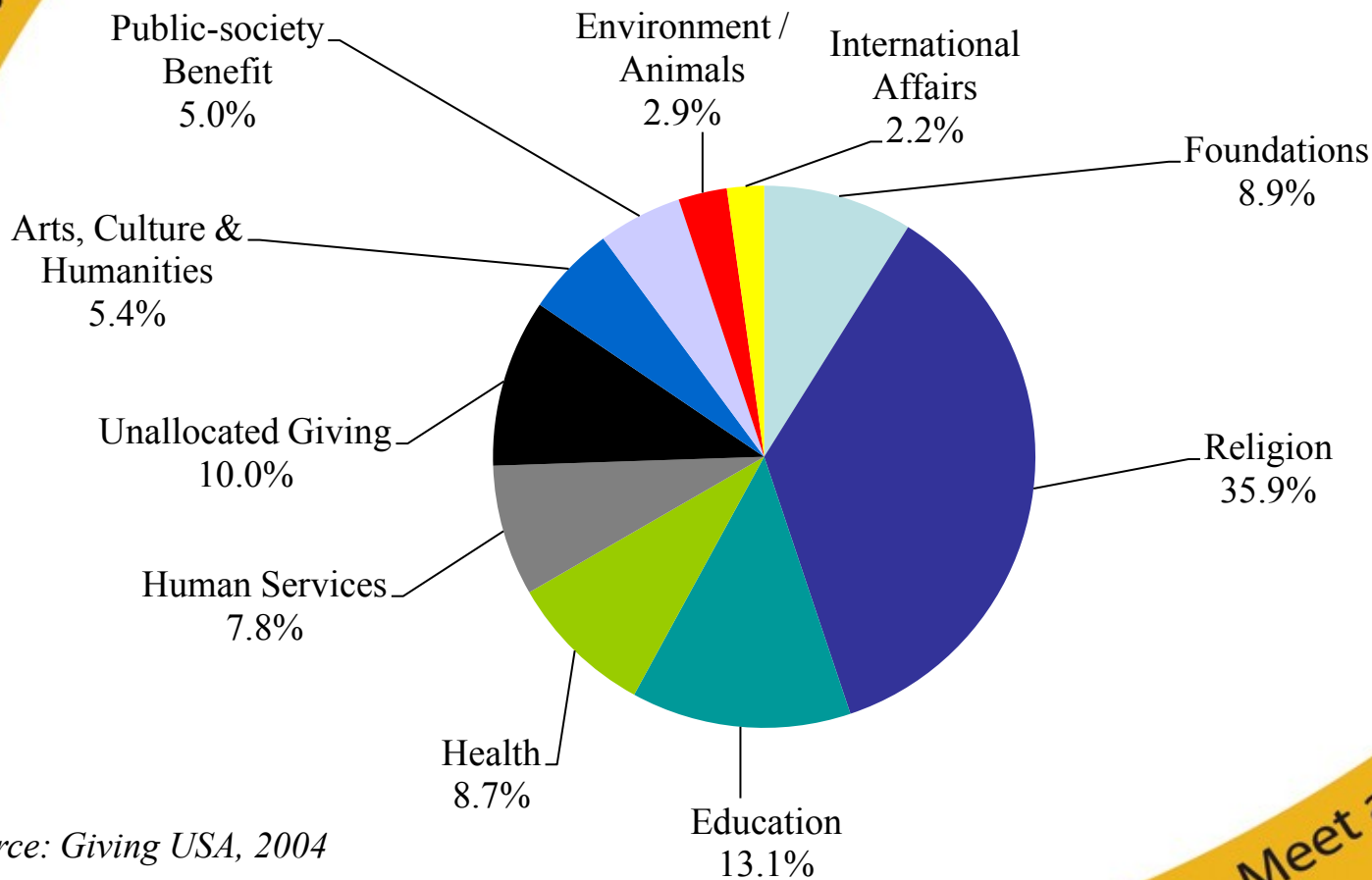
Source: Giving USA, 2009

# Who Gets Foundation Grants...

- Nonprofit Organizations
- Community Groups (Through Fiscal Sponsorships)
- Government Agencies/Authorities
- Profit-Making Organizations (Research)
- Individuals (Scholarships & Fellowships)

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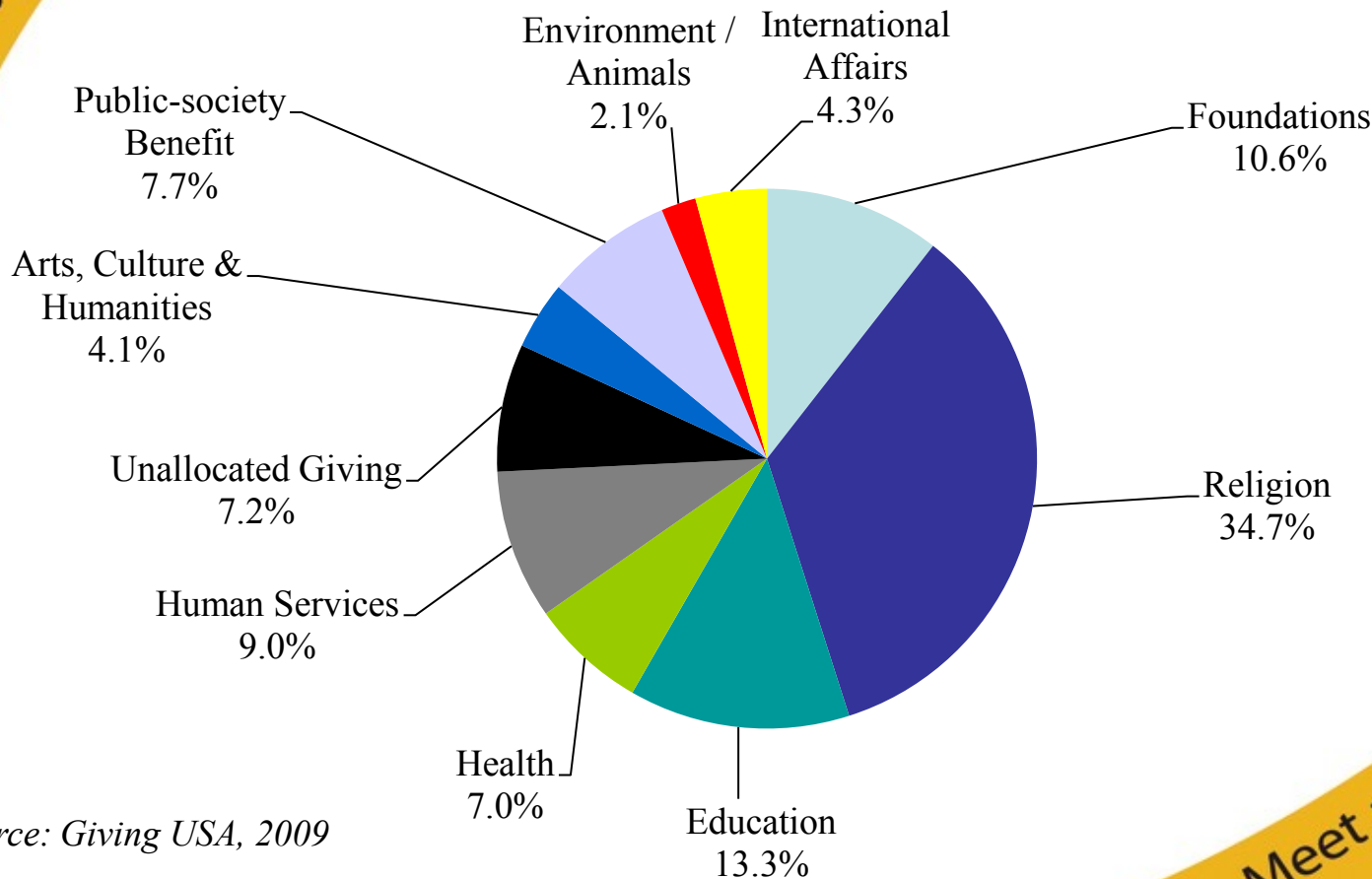
# 2003 Contributions - By type of recipient organizations



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# 2008 Contributions - By type of recipient organizations



Source: Giving USA, 2009

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# Planning Your Research Strategy

- Know your own program
- Identify your needs
- Research strategies
  - Develop a broad prospect list
  - Refine your list
  - Use primary resources to find your most likely prospects
  - Learn more about your prospects
  - Record what you do



# Know Your Own Program...

- Building a credible nonprofit organization
  - 501(c)(3) status
  - Active Board of Directors
  - Effective bylaws
  - Strong mission statement
  - Needs Assessment/Requirements Analysis
  - Annual Survey
  - Document Feedback

# Know Your Own Program...

- Identify your funding needs
  - Purpose
  - Amount
  - Timing
- Identify Potential Partners

# Identifying Your Needs...

## questions to consider

- Do you have 501(c)(3) status?
- What is the central purpose of the project?  
Does it address a significant issue?
- What is the subject focus?
- What population groups will benefit?
- What geographic area will be served?
- How does this fit into the central purpose of your organization?

# Identifying Your Needs...

## questions to consider

- What unique qualifications does your organization/staff have to accomplish this?
- What are the distinctive features of the project?
- What is your timetable?
- What are your objectives?
- What type of support?
- What is your total budget? What are other sources?  
Sustainability?
- Who else has expressed support?

# Develop a Broad Prospect List

- The subject approach
  - The geographic approach
  - The types of support approach
- ...and then refine it!



# Use Primary Sources

- IRS Form 990-PF
- Websites
- Annual Reports
- Application guidelines/brochures

# Learning More About Your Prospects

- Has the funder demonstrated a real commitment to your subject field?
- Is it likely the funder will make a grant in your geographic area?
- Does the amount of money you are requesting fit within typical giving range?
- Does the funder have a policy prohibiting the type of funding you are asking for?
- Does the funder make grants to cover the full cost of a project?

# Record What You Do

- Data Gathering
  - develop files, either hard copy or electronically
  - use the Prospect Worksheet
- Record Keeping
  - keep track of contact between your organization and staff at the foundation
  - copies of all communication sent to a foundation

# Resources for Foundation Research

- General grantmaker directories
- Specialized funding directories
- Original or primary sources generated by the foundation/agency (Annual Reports)
- Secondary sources such as news or journal articles

# The Foundation Center

- Print Directories
  - Guide to U.S. Foundations
  - Foundation Directory
  - Foundation 1000
  - National Directory of Corporate Giving
  - Subject Guides to Funding
- Foundation Directory Online



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# Grantsmanship



*“You have to learn the rules of the game.  
And then you have to play better than  
anyone else.” Albert Einstein*

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# References

- *Foundation Fundamentals, A Guide for Grantseekers*, 7th Ed. (2004). Kief Schladweiler, Ed. The Foundation Center.
- *Foundation Center Online*
- *Giving USA 2009, The Annual Report on Philanthropy for the Year 2009*, AAFRC Trust for Philanthropy
- *Grant Guide*, Pennsylvania League of Cities & Municipalities, September 2005