

Show Me The Money: Effective Grant Research

FUNDING FOR GOOD





MANDY PEARCE, OWNER

Work with Funding For Good

Grant Research | Template Creation
| Coaching | Board Development |
Strategic Planning | Webinar Series |
Training | Keynotes | Finding Your
Next Development Director

E | team@fundingforgood.org

W | www.fundingforgood.org



POLL: What brought you to today's training?

- A. Looking to expand grant funding before year-end 2021.
- B. Preparing for an upcoming special project or capital campaign.
- C. I am a consultant looking to help more clients.
- D. I'm new to fundraising or nonprofits and want to learn more.
- E. My new job/role requires me to research and write grants.





Giving Breakdown 2019

Individuals \$309.66 billion 70%
Foundations \$75.69 billion 17%
Bequests \$43.21 billion 9%
Corporations \$21.09 billion 4%

-GIVING USA 2020

WHAT YOU NEED TO KNOW BEFORE YOU CAN BEGIN SUCCESSFUL RESEARCH

- Date of Incorporation, are you a nonprofit? 501c3?
- In what county/state/province/country are you located?
- What counties/regions does your organization serve?
- Is your organization a United Way/Fund Affiliate?
- What type of funds are you hoping to locate?
- What is your annual operating budget?
- A list of specific funding needs.
- What type of work does your organization do?
- A list of grants you have applied to, received or been denied.
- Do you serve a specific population?
- List a few nonprofits with similar programs or services.

FUNDING SOURCES



Government | Federal, State,
Local



Foundations | Private, Corporate,
Community, Family

TYPES OF GRANTS



Government Grants |
Federal Appropriations are appropriated by agencies & departments ([grants.gov](https://www.grants.gov))



Corporate Foundations |
Funded by major corporations, annual contributions vary relative to the profit of the company and usually give in communities where there is a corporate presence.



Private Foundations | Have a mission and a strategy, must give away money equal to 5% of assets annually, can only fund tax-exempt organizations, must file a **990PF**



Community Foundations |
Funded by contributions from numerous individuals and families, often a pool of money made up of donor-advised funds, often limit grants to their community



Family Foundations |
Funded by contributions from individual benefactors or families, small family foundations are often staffed by an attorney/gate keeper, often do not solicit proposals.

DETERMINE YOUR RESEARCH CRITERIA

**Geographic
Focus**

Field of Interest

Types of Support

Amount

FOUNDATIONS TYPICALLY GIVE AWAY 5% OF THEIR ASSETS ANNUALLY.....

- When the U.S. government grants a private foundation tax-exempt status, it expects the foundation to use its money to do good for society. To make sure that happens, the government requires the foundation to spend at least part of its assets each year for charitable purposes. That rule is called the payout requirement.
- Foundations pay that amount in the form of *qualifying distributions*, most of which will be grants. Within certain limits, the administrative cost of making grants also qualifies. Generally, a private foundation must meet or exceed an annual payout requirement of **five percent** of the average market value of its net investment assets to avoid paying taxes.
- If you're a nonprofit looking for funding, the payout requirement can help you. By knowing how much a private foundation holds in assets, you can roughly estimate how much it should pay in grants each year to meet its payout requirement.

POLL: How many years of grant research experience do you have?

- A.** Less than 1.
- B.** 1-2
- C.** 3-4
- D.** 5+



QUESTIONS TO CONSIDER WHEN CONDUCTING PROSPECT RESEARCH



- Does my program/project fall within the funders area of interest?
- Where will my program/project have an impact and what area do I serve?
- Does the average grant size fit my need?
- Will we be required to match the grant? If so, by what percentage?
- Are we confident we can 'find the match'?
- Are funds paid upfront or is it a reimbursement grant?
- Grant funds can take 6-9 months to acquire. Will the dollars come in time for our need?
- Are there restrictions? (i.e., faith based, no transport, etc.)

QUESTIONS TO CONSIDER TO DEMONSTRATE NEED



- Can you clearly demonstrate the key need(s) you are filling in the community?
- Are you illustrating your value with compelling stories relating the benefits those you serve receive?
- Are you highlighting how an investment will be impactful?
- Have you been able to adapt to the current circumstances and still provide services to those you serve?
- What is the impact of COVID/social unrest/economic downturn, etc. on your organization?
- Why do you need support now?

FREE ONLINE RESOURCES FOR GRANT RESEARCH

- **Grants.gov** - All things federal | <https://www.grants.gov/>
- **The Grantsmanship Center** – State Grant Resources | <https://www.tgci.com/funding-sources>
- **Candid 990 Finder** | <https://candid.org/research-and-verify-nonprofits/990-finder>
- **Finding Foundation Directory Library Location to access free software** | <https://candid.org/find-us>
- **Foundation Directory Online** | <https://fconline.foundationcenter.org/>
- **Animal Welfare Funders** | <https://www.aspcapro.org/grants/resources>
- **Grants for Teachers** | <https://www.grants4teachers.com/>
- **Funds Net Services** | <http://www.fundsnet services.com/>
- **Philanthropy News Digest** | <https://philanthropynewsdigest.org/rfps>
- **GrantMakers.io** | <https://www.grantmakers.io/>

FREE ONLINE RESOURCES FOR GRANT RESEARCH

- Funds for Coronavirus Relief | <https://candid.org/explore-issues/coronavirus/funds> (currently 854 funds listed)
- COVID-19 Emergency Funds | <https://grantspace.org/resources/knowledge-base/covid-19-emergency-financial-resources/>
- SBA Coronavirus Relief Options | <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options>
- COVID Resources for Artists and Arts Organizations | <https://www.arts.gov/covid-19-resources-for-artists-and-arts-organizations>
- Instrumentl – COVID Grants | <https://www.instrumentl.com/browse-grants/covid-19-grants>
- Grant Station – COVID 19 Related Funding | <https://grantstation.com/covid-19-related-funding>
- InfoEd Global COVID Resources | <https://www.infoedglobal.com/COVID19/COVID-19.html>
- Council on Foundations | https://docs.google.com/spreadsheets/d/e/2PACX-1vT3YOH_tCxOTw1P0ZTdVnnGdNsULENdaZ36mUnL8TwN8xzgjQ3oXFAL93YYgrNHOTamHB0Deagn3DGe/pu bhtml
- **Terra Viva Grants Directory**: Terra Viva is a resource for grant opportunities for projects in developing countries related to agriculture, energy, environment, and natural resources. On the Terra Viva website, you can access funder profiles and lists of recent grant opportunities for free. For \$12/year, you can receive email alerts about funding opportunities and access a searchable database of funding opportunities. **We have never used this site, but found it for those seeking funds outside the US.

FREE ONLINE RESOURCES FOR STATE, GOVERNMENT, INTERNATIONAL AID GRANT RESEARCH

- **State Governments (US)** - State government opportunities can be a little harder to track down. Some state-sponsored opportunities will appear in funder databases, just like federally sponsored opportunities. As many state-based opportunities are federally funded, you will find them posted in [grants.gov](https://www.grants.gov). One of the most reliable routes to find state-level opportunities is to visit the website of the state-level department that oversees your program area.
- **Government Resources Outside of the US** - Outside of the US, you can find grant listings through government websites and the websites of regional and multinational organizations. Few governments maintain a resource like grants.gov, which posts all government agency grants in a single location. If you live outside of the US and seek a grant for a project based within your country, try visiting the website of the government agency that oversees the program or subject area most closely related to the work of your organization.
- **International Aid** - Federal aid agencies fund the majority of international development work conducted around the world. In the US, the lead agency for international aid is the [US Agency for International Development \(USAID\)](https://www.usaid.gov) [https://www.usaid.gov/](https://www.usaid.gov). USAID's grant opportunities are posted on [grants.gov](https://www.grants.gov), and its contract opportunities are posted on [https://fbohome.sam.gov/](https://fbohome.sam.gov). For forecasted opportunities (contracts and grants), there's a very helpful database called the [USAID Business Forecast](https://www.peakproposals.com). (resource: www.peakproposals.com)



Grant Writing Webinar Series

Pro-level (& accessible) trainings for everyone working hard towards sustainable funding

<https://fundingforgood.org/grant-writing-courses/>



Q + A





Funding For Good

Mandy Pearce, Owner

team@fundingforgood.org

www.fundingforgood.org

