Finding $$ for Your Organization: An Intro to Fundraising Resources

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Agenda

- Grants Collection
- World of Philanthropy
- Identifying Funding Needs
- Researching Donors
  - Individuals, Business, Gov't, Foundations
- Wrap-Up

What is the Grants Collection?

- We provide
  - FREE leads to foundations and other donors, through our directories and databases
  - FREE tips on nonprofit and fundraising management, through our take-home book collection
  - FREE workshops on starting a nonprofit, fundraising, proposal writing, etc.

What is the Grants Collection?

- Cooperating Collection of the Foundation Center
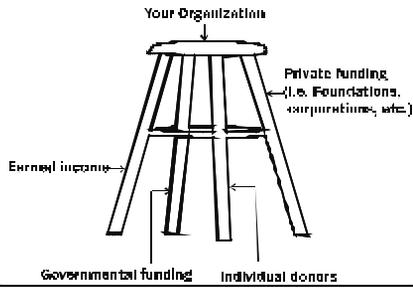
- www.foundationcenter.org
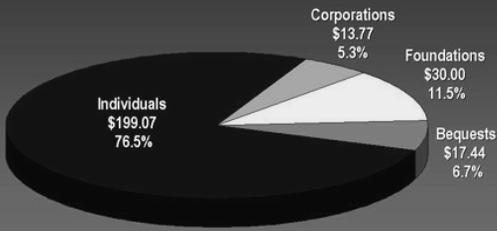
Understanding the World of Philanthropy

What is Philanthropy?

- The effort or inclination to increase the well-being of humankind, as by charitable aid or donations.

- Love of humankind in general.

- Something, such as an activity or institution, intended to promote human welfare.
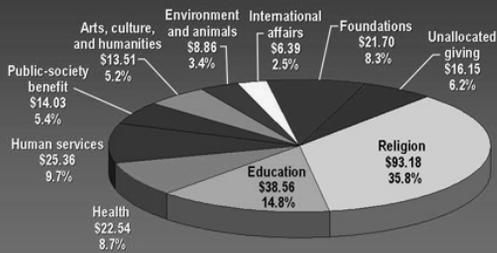
Securing Your Organization's Financial Stability

2005 CONTRIBUTIONS: $260.28 BILLION BY SOURCE OF CONTRIBUTION

Source: Giving USA Foundation™ / Giving USA 2006

2005 CONTRIBUTIONS: $260.28 BILLION BY TYPE OF RECIPIENT ORGANIZATION

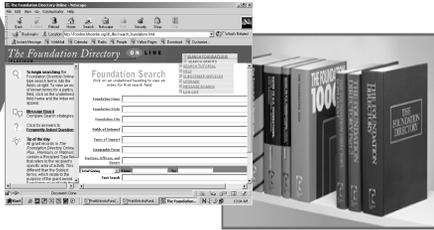Source: Giving USA Foundation™ / Giving USA 2006

Questions
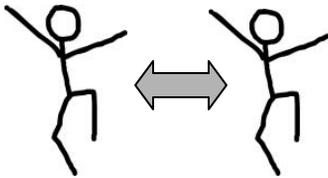

Identifying Funding Sources

Finding the Match!

- Who funds in my area of interest?
- Who funds in my geographic region?
- Who will provide the type of support I need?
- Who has funded organizations like mine?
- Who has given amounts in the range I need?

Researching Potential Donors

Individuals

Prospect Research

- Identification of and research of individuals who are capable and interested in giving a substantial gift to your organization.

A Likely Prospect:
Has **all three** qualities:

capacity

willingness

interest

A **limited** number of people are capable of giving you a major gift!

Creating Your List of Prospects

- Begin with those with the closest ties
  to your organization:
  - Your board and their families and friends
  - Other volunteers
  - Your current and past donors
  - The people your organization serves

Broadening Your Search

- Think creatively.
- Research donors and board members of local and/or similar organizations.
- Use lists of the wealthy, large gifts, top people by profession or industry, state and population group.
- Read, Read, Read!!

Research Sources

- *Biography Resource Center* database
- *Who's Who*
- Professional/niche directories
- News sources

Research Sources cont'd

- Portico
  http://indorgs.virginia.edu/portico/

- APRA
  http://www.aprahome.org/researchlinks/index.html

- David Lamb's Prospect Research Page
  http://www.lambresearch.com/index.html

Questions

Business

Targeting Businesses

- *Reference USA* database
- *National Directory of Corporate Giving*
- *D & B Regional Business Directory*
- *Maryland Business Directory*
- *D & B Minority-Owned Business Directory*

Research Sources

- Hoovers
  http://www.hoovers.com/free/
- Websites of Corporate Grantmakers
  http://fdncenter.org/funders/grantmaker/gws_corp/corp1.html

- Internet Prospector
  http://www.internet-prospector.org/company.html

Government

Research Sources

- **Federal (U.S.) government**
  - www.grants.gov
- **State (Maryland) government**
  - Governor's Grants Office
    - http://www.gov.state.md.us/grants.html
  - Maryland Red Book
    - http://www.mdredbookonline.com

Questions

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
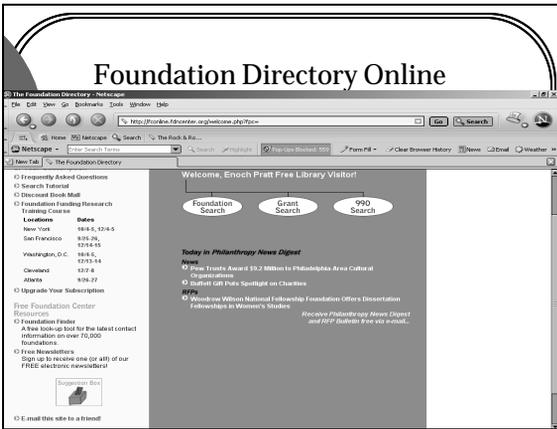
Resources for Researching Grantmakers available @ Pratt

- Major Print Directories
  - Guide to U.S. Foundations
  - Foundation Directory
  - Foundation 1000
  - National Directory of Corporate Giving
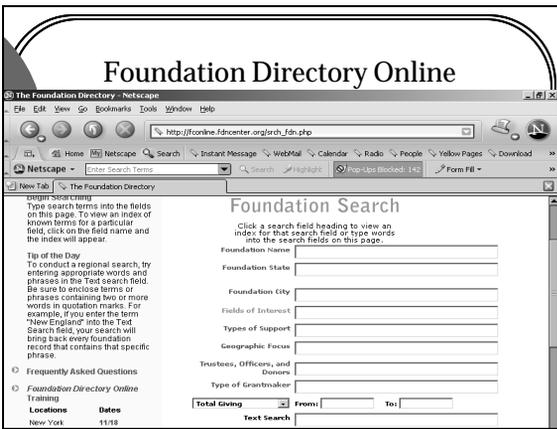 - National Guide to Funding in Religion
  - ***** This is only a sampling*****

Resources for Researching Grantmakers available @ Pratt

- Electronic Resources

  - Foundation Directory Online

  - Grants Direct

Foundation Directory Online

Foundation Directory Online

Grants Direct

Grants Direct

Resources on Specific Funders

- Grantmaker Web sites
- Grantmaker documents
  - Annual reports
  - Newsletters
  - Guidelines/brochures
- IRS filings (Form 990-PF)
- News articles

On-line Resources

- Finding Funders (Foundation Center)
  - http://fdncenter.org/funders

- Guidestar
  - www.guidestar.org

Questions

Where Else Can I Go?

- **The Foundation Center, Washington DC**
  - http://fdncenter.org/washington/
- **Maryland Nonprofits (MANO)**
  - http://www.mdnonprofits.org/
- **AFP Maryland Chapter**
  - http://www.afpmaryland.org/
- **Governor's Grants Office**
  - http://www.gov.state.md.us/grants.html
- **Maryland SOS, Charitable Orgs. Division**
  - http://www.sos.state.md.us/sos/charity/html/cod.html

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