

# GRANTS 101

Presented by:

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Maryland Nonprofits



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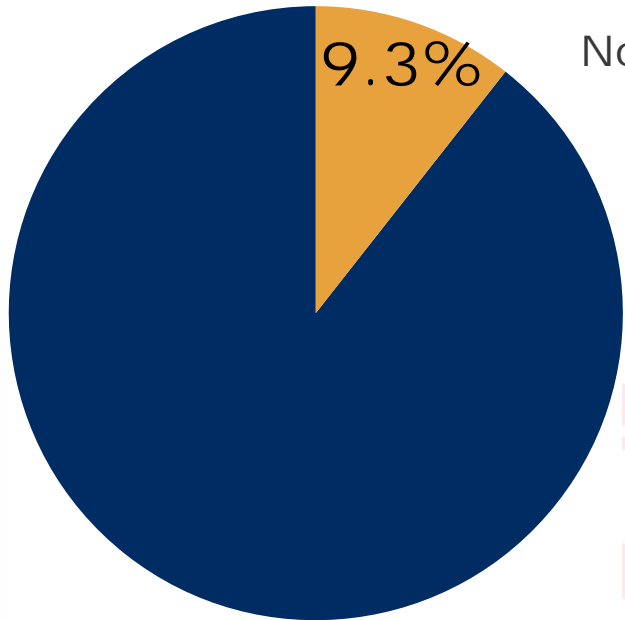
# Nonprofits in Maryland

Over **31,000**  
nonprofits



# Nonprofit Economic Impact

**1.3 million** volunteers



Nonprofit Employees

**273,737**

Total nonprofit employees



Maryland Workforce

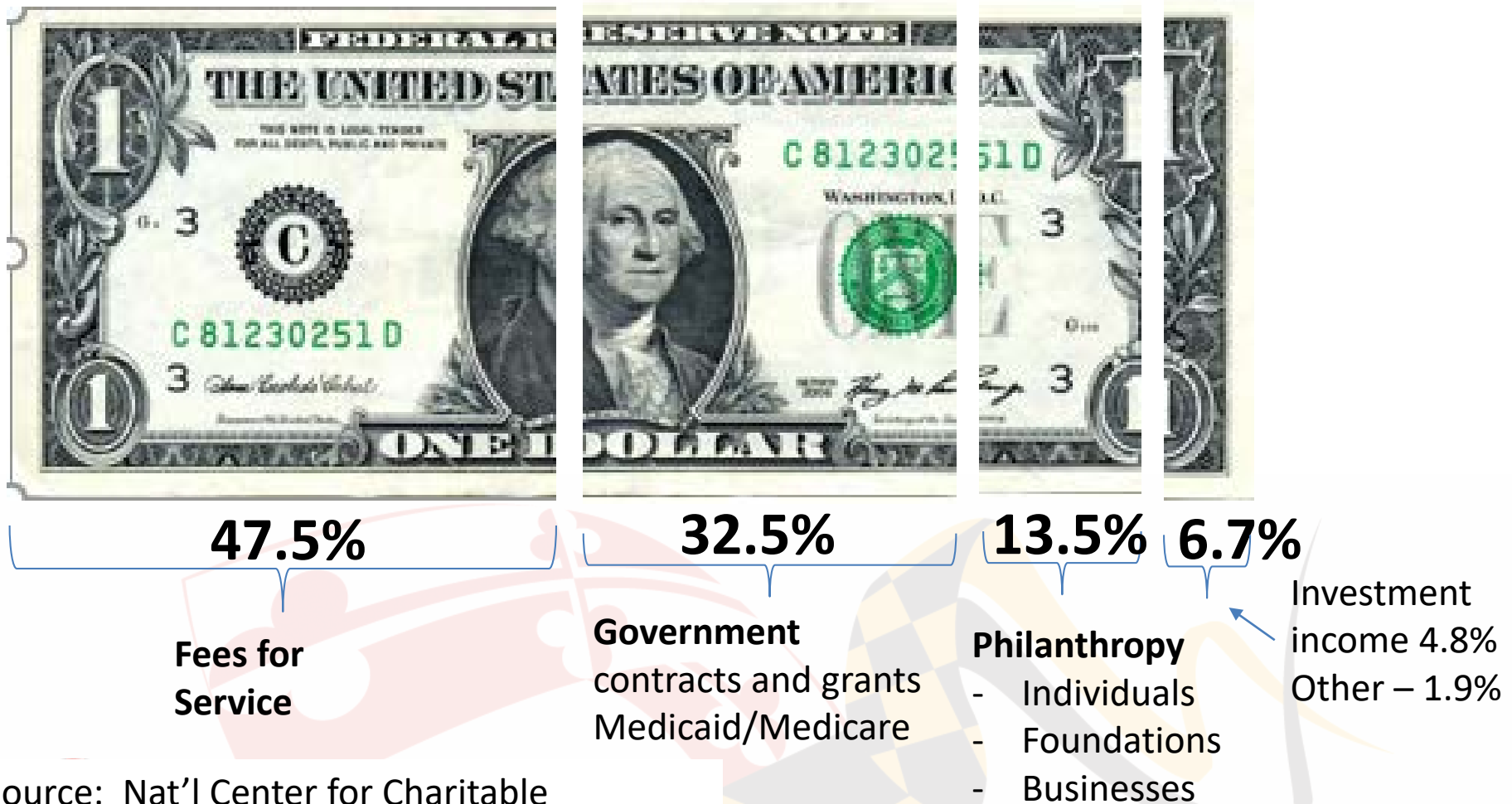
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# NONPROFIT REVENUE



Source: Nat'l Center for Charitable Statistics; Chart by Maryland Nonprofits

# 3 CATEGORIES OF GRANTS

## 1. Government

- Federal
- State
- County, City, Municipal

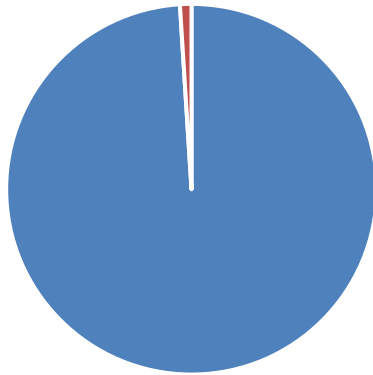
## 2. Foundations

## 3. Corporations

- Corporate Foundations
- Sponsorships

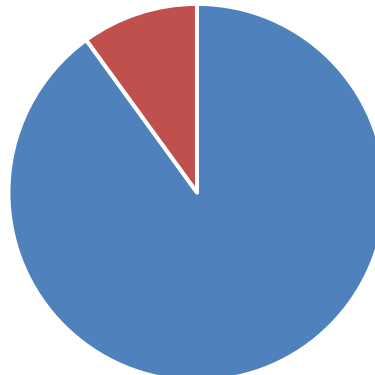
# GOVERNMENT GRANTS PROPOSALS & RELATIONSHIPS

Federal



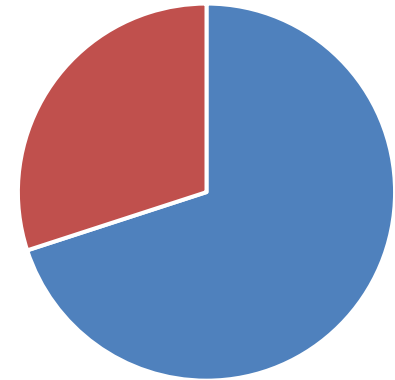
■ Proposal ■ Relationship

State



■ Proposal ■ Relationship

Local



■ Proposal ■ Relationship

**The relationship often STARTS with the proposal**

# WHAT MAKES A STRONG PROPOSAL?

- Meets Eligibility
- Demonstrated Need & Programmatic Solutions
- Clarity and Focus
- Demonstrated Track Record
- Partnerships
- Letters of Support
- Follows ALL Directions

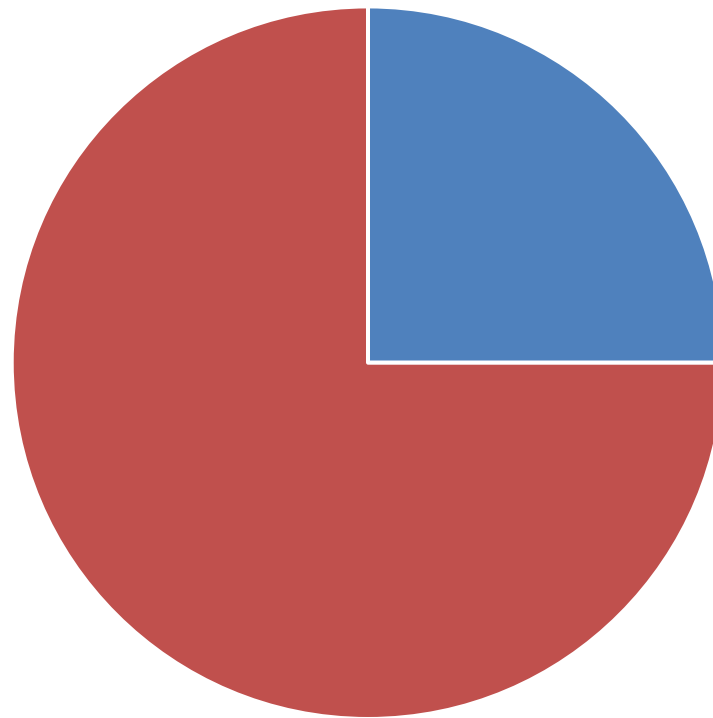
# WHERE TO FIND GOVERNMENT GRANTS & PROCUREMENT

- Governor's Grants Conference ☺
- Grants.Maryland.gov
- Emaryland Marketplace  
Emaryland.buyspeed.com
- Grants.gov
- FederalRegister.gov



# FOUNDATION GRANTS

Foundtions



■ Proposal ■ Relationship

# WHAT MAKES A STRONG RELATIONSHIP WITH FOUNDATIONS

- Face-to-face Meetings
- Updates On Successes & Progress
- Stories & Data on Impact
- Invitations to Events, Open-Houses
- Invitations to Speak
- Requests for Advice; Connections
- Serving as a Resource
- Timely Reports; Responses

# TIPS FOR FACE-TO-FACE MEETINGS

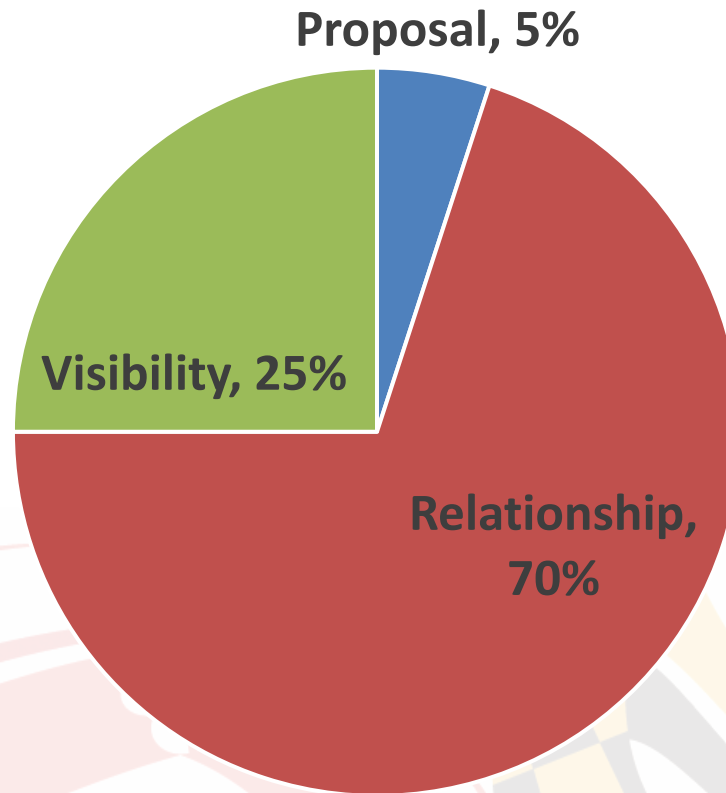
- Draw them Out; Ask Questions
  - What are the latest developments with your foundation?
  - I read xyz on your website –can you tell me more about it?
  - We share an interest in xyz... What has been your experience?
- Connect Your Work to What They Say
- OBJECTIVE: To invite a proposal; **a specific amount; timeframe**

# WHERE TO FIND FOUNDATIONS

- FoundationCenter.org
- Washington Grantmakers
- Association of Baltimore Area Grantmakers
- Annual Reports & Websites of Others in Your Field

# CORPORATIONS

## Corporate Grants



# RELATIONSHIP & VISIBILITY WITH CORPORATIONS

- Employee(s) Involved in Your Mission – Volunteering, Serving on the Board; Attending Events
- Their logo on your website, signage, events (send them notes with links to share)
- Social media promoting company's involvement
- Honoring the Corporation – “big check”
- Thank you notes from people you serve

# WHERE TO FIND CORPORATE GRANTS/SPONSORSHIPS

- Volunteers
- Board
- Social Media: LinkedIn, to some extent Facebook
- MatchingGifts.com
- Attending Fundraisers & Other Events

# MARYLAND NONPROFITS RESOURCES



NONPROFIT DEVELOPMENT CENTER

Presented by



CONNECTING SMALL NONPROFITS WITH  
RESOURCES TO HELP THEM GROW

**Free Access to Fundraising  
Databases: \$3,100 Value**

- Health Insurance, D&O Insurance
- Workers Compensation
- Background Checks
- Free Job Postings

- GrantWatch
- Foundation Directory
- DonorSearch



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