GRANTS 101

Presented by:

Heather Iliff
Maryland Nonprofits
Nonprofits in Maryland

Over 31,000 nonprofits

www.marylandnonprofits.org  Facebook.com/MarylandNonprofits  @MDNonpro
Nonprofit Economic Impact

1.3 million volunteers

273,737 Total nonprofit employees

Maryland Workforce
Nonprofit Revenue

- **Fees for Service**: 47.5%
- **Government contracts and grants Medicaid/Medicare**: 32.5%
- **Philanthropy**
  - Individuals
  - Foundations
  - Businesses: 13.5%
- **Investment income**: 6.7%
- Other: 4.8%

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

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3 Categories of Grants

1. Government
   - Federal
   - State
   - County, City, Municipal

2. Foundations

3. Corporations
   - Corporate Foundations
   - Sponsorships
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

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

- Proposal, 5%
- Visibility, 25%
- Relationship, 70%
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

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