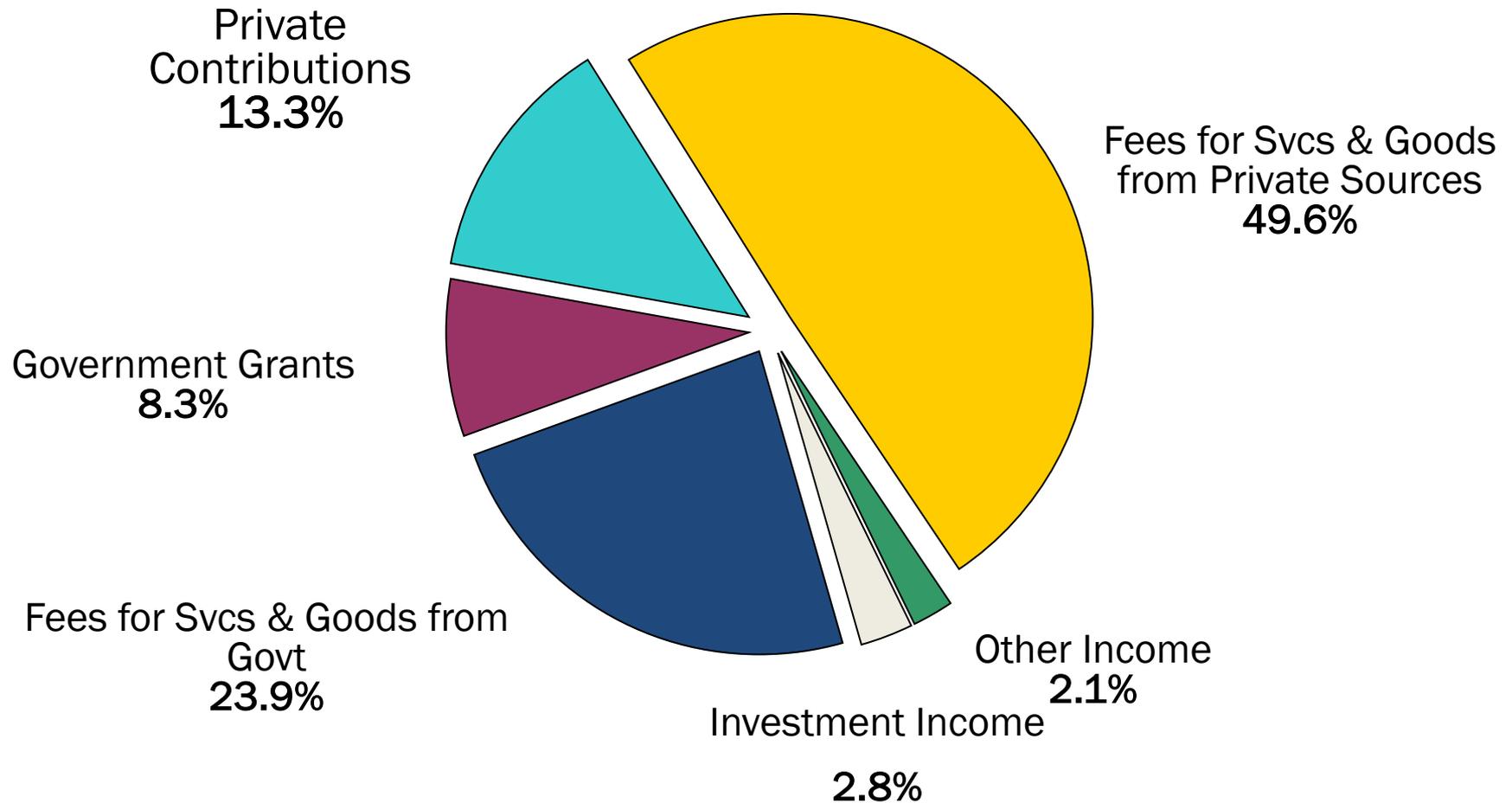


***Grantwriting:  
Beyond the Basics***  
**Trends & Resources**

Pat Pasqual, director  
Foundation Center, Washington, D.C.

Presented at  
Governor's Grants Office  
Workshop for Small Non Profits  
January 6, 2015  
College Park, Maryland

# Where does a grant fit in your fundraising plan?



Source: *Nonprofit Sector in Brief 2012*

National Center for Charitable Statistics, the Urban Institute

**Proposals:**

**Necessary but not  
sufficient**

# Engage Funders

- Go to events
- Use board
- Social media
- Volunteers

Not just at proposal submission time!

# Nimble

- Keep up with the news
  - Field & philanthropy
  - Vocabulary, RFP, new funding opportunities
- Basic files in order
- Donor tracking system
- Volunteer to review proposals

# Environmental Scan Resources

- [www.grants.maryland.org](http://www.grants.maryland.org)
- [www.washingtongrantmakers.org](http://www.washingtongrantmakers.org)
- [www.pnd.org](http://www.pnd.org)
- [www.philanthropy.com](http://www.philanthropy.com)
- [\*www.bizjournals.com/washington\*](http://www.bizjournals.com/washington)
- Local papers

# Trends in Proposal Preparation

- Proposal formats – more options
  - Narrative, Q&A, LOI
- Submission process – more varied
  - 2 parts
- More info on Boards & staff
- Appendices

# Foundation Directory Online Professional

- 9 databases
- 130, 000 foundation & corporate donors
- 3 million grants
- Data is gathered from a variety of resources
- Continuously updated

# Research Basics

- Researching trends not certainties
- No perfect search
  - Not every grant!
- Know the details of your program
- Don't start too narrow

# Access & Help

[www.grantSPACE.org](http://www.grantSPACE.org)

## Funding Information Centers

- *Info & training*



## Ask Us Chat Now



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## Power Search




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*Eye on FDO* is the official blog of *Foundation Directory Online*. Visit often to stay current on everything FDO...

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### Update Central

View summaries of recent additions and updates to our grantmaker database and build customized reports for more detail.

[Visit Update Central»](#)

### Map of Cross-

### Update Central

One of the many benefits of an FDO *Professional* subscription is access to Update Central, where you can get a quick summary of the numbers of newly added grantmakers; high growth grantmakers; and grantmakers with contact information changes, fields of interest or types of support changes, and leadership changes. There were over 100 new grantmakers added in August alone and nearly 15,000 with changes to their profiles. You can build a custom Update Generator to see lists of new and updated grantmakers that interest you and sign up to receive summaries of each month's additions and updates via e-mail.

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### What's new?

**Learn more about these exciting recent enhancements:**  
[Data on corporate social responsibility](#) | [All-new Foundation Grants to Individuals Online](#) | [Foundation Directory Mobile app](#) | [People & affiliations](#) | [Live social media feeds](#)

### Headlines

#### Global Impact Investing Network Announces Partnership to Expand Reach of Impact Investing

In partnership with the Omidyar Network, the Rockefeller Foundation, and USAID, GIIN will work to increase the scale and effectiveness of the impact investing market and solidify its leadership as a steward of the industry....

#### Lumina Foundation Awards \$11.5 Million to Boost Latino Student Success

Grants were awarded to thirteen partnerships that have been working for the past six months to develop projects aimed at increasing educational attainment for more than two hundred thousand Latino students....

[More news from PND»](#)

### RFPs

#### Doris Duke Charitable Foundation Invites Applications for Clinical Scientist Development Award

Awards of \$150,000 per year for three years are available to junior physician-scientists conducting clinical research at an institution in the United States to facilitate their transition to an independent clinical research career....

#### AIDS United and MAC AIDS Fund Announce Retention in Care for People Living With HIV/AIDS Funding Opportunity

Five organizations in the United States will be awarded grants of \$200,000 to \$250,000 to facilitate retention of HIV patients in health care by addressing barriers that affect people's ability to consistently participate in such care....

[More RFPs from PND»](#)

# Database Navigation Tips

- Must use index terms!
- Can join terms by **AND/ OR (in caps)**
- Use Quotation marks for “exact phrases”
- Last search saved!

# Grantmaker Database

- Foundations, Corporate Giving Programs, Grantmaking Public Charities
- Directory
  - Contacts, guidelines, etc.
  - Leadership, sample grants

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## Search Grantmakers

📄 Saved Searches 📄 Last Search

Grantmaker Name view index

EIN

Grantmaker Location More location options

Fields of Interest view index

Types of Support view index

Geographic Focus view index

Trustees, Officers, and Donors view index

Type of Grantmaker view index

Total Giving  From:  To:

Keyword Search

# Sample Search

- Field of Interest
- Type of Support
- Geographic Focus
- Key Word

# Field of Interest

- Subjects
- Population Groups
  - Military/veterans
- Countries & continents

# Geographic Focus

- States
- International
- National

# Searches

- Limit with state(s)/national
- Limit with subject
- Keyword
- “Applications not accepted”



Power Search Search Grantmakers Search Companies Search Grants Search 990s

Search Form Search Results Grantmaker Record < Previous Record | Next Record >

### The Bristol-Myers Squibb Foundation, Inc.

- Profile
- Search Grants
- Map Grants
- Chart Grants
- News
- Social Media
- Publications
- Company

#### Profile

Last Updated: 2014-01-14

Standard View

**The Bristol-Myers Squibb Foundation, Inc.**  
(formerly The Bristol-Myers Fund, Inc.)  
345 Park Ave., 3rd Fl.  
New York, NY United States 10154-0004  
Telephone: (212) 546-4000  
Contact: John L. Damonti, Pres.  
E-mail: bms.foundation@bms.com  
URL: www.bms.com/foundation/Pages/home.aspx

**Type of Grantmaker:** Company-sponsored foundation  
**Financial Data:** (yr. ended 2012-12-31) Assets: \$119,600,626 Total giving: \$31,175,633  
**EIN:** 133127947

**990:** 2012 2011 2010 2009 2008 2007 2006 2006 2005 2004 2003 2002  
Learn more about the information displayed in Forms 990 and 990-PF, as well as processing errors announced by the IRS.

**Additional Contact Information:** E-mail for Together on Diabetes in the U.S.: Patricia Doykos, patricia.doykos@bms.com or togetherondiabetes@bms.com; E-mail for Together on Diabetes in China and India: Phangisile Mtshali, phangisile.mtshali@bms.com; Contact for Mental Health & Well-Being: Catharine Grimes, e-mail: Catharine.Grimes@bms.com; Contact for Secure the Future - Technical Assistance and Skills Transfer Program: Secure the Future, P.O. Box 1408, Bedfordview, 2008, South Africa, tel.: +21 11 456 6400, fax: +27 11 456 6589, e-mail: archie.smuts@bms.com or beryl.mohr@bms.com

**Background:** Incorporated in 1982 in FL as successor to a foundation established in 1953.

**Limitations:** Giving primarily in areas of company operations in Wallingford, CT, Washington, DC, Mount Vernon, IN, Devens, MA, Hopewell, New Brunswick, Plainsboro, Princeton, and West Windsor, NJ, New York and Syracuse, NY, PA, TX, Africa (especially Sub-Saharan Africa), China, Europe, India, Japan, Taiwan, and Thailand.; No support for political, fraternal, social, or veterans' organizations, religious or sectarian organizations not of direct benefit to the entire community, or federated campaign-supported

#### Tools

- E-mail Record
- Print/Save Record
- Add to My Alerts

#### Record Tags

add a tag

Select an existing tag

# Grants

- Not every single grant
- Details on grants
  - Amount, funder
- Ideas & search terms

# Search Options

- Subject
- Recipient Type
- Where grant was made
- Type of Support
- Keyword Search
- Link back to Grantmakers



Power Search Search Grantmakers Search Companies Search Grants 990s

Search Form > Search Results

Results: 1-100 of 17019

Subjects: "Military/veterans"

Narrow Your Results

Grants

Grantmaker Name

- [Prev 10 | Next 10]
- ⊕ The New York Community Trust (309)
- ⊕ The Wal-Mart Foundation, Inc. (261)
- ⊕ The USAA Foundation, Inc. (228)
- ⊕ The Bank of America Charitable Foundation, Inc. (222)
- ⊕ The Community Foundation for the National Capital Region (213)
- ⊕ Silicon Valley Community Foundation (208)
- ⊕ The San Diego Foundation (198)

Search Within Results

Search

Print/Save Email Export List Save Search Modify Search

Grantmaker Name, State	Recipient Name, Location	Year Authorized	Grant Amount
<input type="checkbox"/> California Endowment, The, CA	Inner-City Law Center, Los Angeles, California	2015	\$1,750
<input type="checkbox"/> Cafritz Foundation, Morris and Gwendolyn, The, DC	Easter Seals Greater Washington-Baltimore Region, Silver Spring, Maryland	2015	\$75,000
<input type="checkbox"/> California Endowment, The, CA	Goodwill Industries of Southern California, Los Angeles, California	2014	\$10,000
<input type="checkbox"/> California Endowment, The, CA	Aspen Institute, Washington, District of Columbia	2014	\$50,000
<input type="checkbox"/> WOMEN'S WAY, PA	Womens Resource Center, Wayne, Pennsylvania	2014	\$5,000
<input type="checkbox"/> Collins Foundation, The, OR	Folk Time, Portland, Oregon	2014	\$15,000

# After FDO: Prioritizing!

- Look at annual report/web site
- 990 or 990PF
- Internet & social media
- Send list to board, staff, etc.
- Ask around

# Submission!

One size does not fit all!

Letter of Intent

Online forms

Common Grant Applications

# Government vs. Private Grantseeking

- More staff
- More readily available information
- More money
- More tech savvy
- RFP driven
- Shorter proposals
- Shorter process
- Less access
- More Flexible
- You present your projects
- Relationships important!

# Take-Aways!

- FDO is one tool!
- Relationships in community
- Grantseeking is an art not science
- Grants part of diversified funding plan

**[www.grantSPACE.org](http://www.grantSPACE.org)**

**SUBJECTS**

**SKILLS**

**CLASSROOM**

**TOOLS**

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## Skills

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### FUNDRAISING PLANNING

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### FINDING FUNDERS

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### DEVELOPING PROPOSALS

[GO »](#)



### MANAGING NONPROFITS

[GO »](#)



### ALL SKILLS

- [Accountability](#)
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- [Developing Proposals](#)
- [Finding Funders](#)
- [Foundation Fundraising](#)
- [Fundraising Planning](#)
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- [Legal Issues](#)
- [Managing Nonprofits](#)
- [Reporting](#)
- [Voluntarism](#)

# GrantSpace.org

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## Foundation Fundraising

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### WATCH

MORE »

What Advice Do You Have for Organizations Approaching You For the First Time?



00:00:54  
Grantmakers share their insights and advice on proposals, relationships with nonprofit organizations, and more.

### LISTEN

MORE »

Philanthropy Chat: Janis Foster Richardson on Grassroots Grantmaking  
00:14:02

Philanthropy Chat: Dr. Marybeth Gasman Discusses African American Family Foundations  
00:09:52

Yvonne Moore on Building Grantmaker-Grantee Relationships  
00:25:48

### WE RECOMMEND

**Foundation Directory Online**  
Gain immediate access to the leading grantseeking database on the web. Updated weekly, it's your most accurate source for funding research.  
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**Foundation Fundamentals**  
Our popular how-to guide gives beginning grantseekers a thorough overview of the funding research process.

### LIVE CHAT

MORE »

**How to Contact Grantmakers & Get Results**  
Manlyn Hoyt, nonprofit executive, consultant, and trainer, and Meghan Mucklow Pietrantonio, grants manager for SunTrust Bank's Foundations & Endowments Specialty Practice, answer questions about the right and wrong ways to approach grantmakers during all stages of the funding request process.

**Applications Not Accepted: Get on Their Radar**  
Foundation Center president Bradford Smith and grant writing consultant Pamela Grow answer your questions on how to approach foundations that do not accept unsolicited proposals.

**The Future Funding Question: How Do You Answer?**  
Kevin Monroe, X Factor Consulting, and Dave Koser, Lancaster County Community Foundation, explore how to respond to funders' questions about nonprofit sustainability, especially in

### ONLINE CLASSES

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**Getting Ready for Foundation Fundraising**  
Self-Paced eLearning | Free  
Learn to assess your nonprofit's readiness for foundation fundraising.

**How to Approach a Foundation**  
Self-Paced eLearning | Free  
Learn how to build relationships with foundation prospects and prepare for calls and meetings with funders.

**Guide to Funding Research**  
Self-Paced eLearning | Free  
A basic primer on the grantseeking process and an introduction to the available resources.

**You Got the Grant! Now What? Webinar**  
Recorded Webinar | Free

feedback

Posted: Jan 5, 2015

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New York City and Long Island, New York

Posted: Jan 5, 2015

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**GET ANSWERS**[MORE »](#)

**Q:** How can I learn about researching and cultivating individual donors?

**Q:** Where can I find information about government grants?

2

**Q:** Where can I find information on corporate giving?

2

**Q:** How do I find grants for my nonprofit?

**Q:** How do I write a grant proposal?

**SAMPLE DOCUMENTS**[MORE »](#)**Cover Letter from Center for Effective Philanthropy to Charles Stewart Mott Foundation**

Request for multiyear general operating support for capacity building.

**Letter Proposal from Puppies Behind Bars to Planet Dog Foundation**

Letter proposal for training support.

**Cover Letter from New York Hall of Science to the Morris and Alma Schapiro Fund**

Request for general operating support.

**Cover Letter from Outdoor Explorations to the Carl and Ruth Shapiro Family Foundation**

Request for multi-year support for capacity building.

**Letter Proposal from the Foundation Center San Francisco to the S. H. Cowell Foundation**

Request for funds to conduct nonprofit management training.

foundation.  
Free

**ONLINE CLASSES**[MORE »](#)**Proposal Writing: The Comprehensive Course**

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A thorough, step-by-step guide to preparing an effective proposal for foundation support, covering every section of the proposal. Includes a copy of *The Foundation Center's Guide to Winning Proposals*, a \$39.95 value.

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**Philanthropy Chat: Revisions to DC's Common Grant Application - What You**

**Need to Know**

00:10:22



**Philanthropy Chat: Benton Murphy on Letters of Intent/Inquiry**

00:17:22



**Philanthropy Chat: Dalya Massachi on Writing Outstanding Fundraising and Marketing Materials**