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?

- Private Contributions: 13.3%
- Government Grants: 8.3%
- Fees for Svcs & Goods from Govt: 23.9%
- Investment Income: 2.8%
- Other Income: 2.1%
- Fees for Svcs & Goods from Private Sources: 49.6%

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
- www.washingtongrantmakers.org
- www.pnd.org
- www.philanthropy.com
- 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

Funding Information Centers

• Info & training

Ask Us
Chat Now
Welcome, Foundation Center Library Visitor.
Let's get started.

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.
Visit Update Central!»

Headlines
Global Impact Investing Network Announces Partnership to Expand Reach of Impact Investing
In partnership with the Omidyar Network, the Rockefeller Foundation, and USAID, GIN 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
## Search Grantmakers

### Search Grantmakers

<table>
<thead>
<tr>
<th>Field</th>
<th>Input Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grantmaker Name</td>
<td></td>
</tr>
<tr>
<td>EIN</td>
<td></td>
</tr>
<tr>
<td>Grantmaker Location</td>
<td></td>
</tr>
<tr>
<td>Fields of Interest</td>
<td></td>
</tr>
<tr>
<td>Types of Support</td>
<td></td>
</tr>
<tr>
<td>Geographic Focus</td>
<td></td>
</tr>
<tr>
<td>Trustees, Officers, and Donors</td>
<td></td>
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<tr>
<td>Type of Grantmaker</td>
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</tr>
<tr>
<td>Total Giving</td>
<td></td>
</tr>
<tr>
<td>From:</td>
<td></td>
</tr>
<tr>
<td>To:</td>
<td></td>
</tr>
</tbody>
</table>

### Saved Searches

- Last Search

### Access

- 120,000+ in-depth profiles of foundations, corporate giving programs, and grantmaking public charities
- 1 million searchable IRS Forms 990
- 9 searchable databases
- Maps and charts of grants data

### Save 40%

by upgrading to an annual FDO Professional plan.
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”
The Bristol-Myers Squibb Foundation, Inc.

Profile

The Bristol-Myers Squibb Foundation, Inc. (formerly The Bristol-Myers Fund, Inc.)
345 Park Ave., 3rd fl.
New York, NY, United States 10016

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 12/31) Assets: $119,600,626 Total giving: $31,175,633
EIN: 13-3127947

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: Phangialele Mtshali, phangialele.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. +27 11 456 6400, fax: +27 11 456 6169, e-mail: archie.smuts@bms.com or berni.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, Devereux, 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 Federation campaign-supported
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
### Search Results

**Subjects:**
- "Military/veterans"

#### Narrow Your Results

**Grants**

- **Grantmaker Name**
  - California Endowment, The, CA
  - Cafritz Foundation, Morris and Gwendolyn, The, DC
  - California Endowment, The, CA
  - California Endowment, The, CA
  - WOMEN'S WAY, PA
  - Collins Foundation, The, OH

<table>
<thead>
<tr>
<th>Grantmaker Name, State</th>
<th>Recipient Name, Location</th>
<th>Year Authorized</th>
<th>Grant Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Endowment, The, CA</td>
<td>Inner-City Law Center, Los Angeles, California</td>
<td>2015</td>
<td>$1,750</td>
</tr>
<tr>
<td>Cafritz Foundation, Morris and Gwendolyn, The, DC</td>
<td>Easter Seals Greater Washington-Baltimore Region, Silver Spring, Maryland</td>
<td>2015</td>
<td>$75,000</td>
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<tr>
<td>California Endowment, The, CA</td>
<td>Goodwill Industries of Southern California, Los Angeles, California</td>
<td>2014</td>
<td>$10,000</td>
</tr>
<tr>
<td>California Endowment, The, CA</td>
<td>Aspen Institute, Washington, District of Columbia</td>
<td>2014</td>
<td>$50,000</td>
</tr>
<tr>
<td>WOMEN'S WAY, PA</td>
<td>Womens Resource Center, Wayne, Pennsylvania</td>
<td>2014</td>
<td>$5,000</td>
</tr>
<tr>
<td>Collins Foundation, The, OH</td>
<td>Full Time, Thailand</td>
<td>2014</td>
<td>$15,000</td>
</tr>
</tbody>
</table>
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
WE RECOMMEND

The Grantseeker’s Guide to Winning Proposals
The latest addition to our best-selling Winning Proposals series includes 35 actual funded proposals reprinted in their entirety. $39.95

The Foundation Center’s Guide to Proposal Writing, 6th Edition
The newest edition of our most popular Guide, with grantmaker perspectives on the latest trends in reviewing proposals. $39.95

Guía para escribir propuestas
The Spanish-language translation of our 5th edition Guide to Proposal Writing. $39.95

GET ANSWERS

Q: How can I learn about researching and cultivating individual donors?
Q: Where can I find information about government grants?
Q: Where can I find information on corporate giving?
Q: How do I find grants for my nonprofit?
Q: How do I write a grant proposal?

SAMPLE DOCUMENTS

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.

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.

ONLINE CLASSES

Proposal Writing: The Comprehensive Course
Self-Paced eLearning | $189.95
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.

Proposal Writing Short Course
Self-Paced eLearning | Free
Learn the key components of a proposal to a foundation. Offered in English, French, Mandarin, Portuguese, Russian, and Spanish.

Proposal Budgeting Basics Tutorial
Self-Paced eLearning | Free
Learn to prepare and present a budget in a grant proposal. Offered in English and Spanish.

Proposal Budgeting Basics in Spanish: Elementos básicos del presupuesto de un proyecto webinarn
Recorded Webinar | Free
Aprenda a preparar y presentar el presupuesto de un proyecto en su solicitud de fondos.

LISTEN

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: Dolya Massachi on
Writing Outstanding
Funding Proposals
00:12:04