Grant Writing I: Finding Funders

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http://epa.ohio.gov/oee/EnvironmentalEducation.aspx

Two Important Things to Remember...

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- Don’t let the funder drive your project! Instead, drive your project proposal to the most appropriate funders.

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#2
Start Early!

Getting Started...
A lot more time should be spent designing the project than writing the grant proposal.

Getting Started:
How well can you articulate your organization’s mission?
Collaborate

• Consider cooperating, not competing!
• Who would be a good collaborator?
• Which partner should submit the grant application?

Answer these questions for the grantmaker:

• What is it you propose to do?
• What will be the result?
• How will you know if it worked?
• Why are you the right people to do it?

• How much money do you need?
Have your answer ready:

- What will you do when the money runs out?
- If the grant is for operating expenses, what will you do if it is not renewed?

Can you use the grant to leverage other funds?

Any ethical issues?
More things to think about...

- Is it cost-effective to apply for a grant?
- Are there strings attached? Is your agency prepared to comply with them?
  - Copyrights, use of grant products
  - Maintain equipment in service for x years
  - Competitive procurement
  - Audited financial statements of your organization

Which pieces of your project are most appropriate for which funding source?

What’s on the mind of the grantmaker?

- Publicity, legacy
- Risk Avoidance, Liability
- Who controls the property? Are there long-term use agreements or MOUs? (Does the grounds crew know not to mow down the butterfly garden over the summer?)
- Transfer institutional memory (When this year’s conference chair retreats in exhaustion, who will train next year’s chair?)
What’s Sexy?

“Public-private Partnerships”
“Faith-Based Initiatives”
“Community-Based Organizations”
“Capacity Building”
“Intergenerational” programs

What’s Not-so-Sexy?

Life Support
Overhead/Indirect
“Trinkets-and-Trash”
Equipment that might sit on a shelf

Prospecting Tips:
Finding the Right Funding Source
Who Does the Most Giving?

Foundations?  
Corporations?  
Individuals?

Ohio Gives... $6.6 Billion Annual Charitable Giving

- Individuals 75%
- Foundations 20%
- United Ways 3%
- Other funders 2%

What do Ohio Individuals Support?

1.31 million Ohioans donate about $5 billion to charity annually

- Religion 36%
- Education 16%
- Disasters/Human Services 11%
- Health 9%
- Other 9%
- Public Affairs/Society Benefit 8%
- International 5%
- Arts 4%
- Nature, Environment 2%
Three Types of Grant Makers

• Foundations
• Corporations
• Government Agencies

Why are there Foundations?

Types of Foundations

• Independent
• Company-sponsored
• Operating
• Community
What do Ohio Foundations Support?
3,626 Ohio foundations award $1.67 billion annually

- Education 22%
- Health 19%
- Human Services 18%
- Arts & Culture 14%
- Public Affairs/Social Benefit 14%
- Environment 5%
- Religion 3%
- International 3%
- Other 2%

Donations by Foundation Type

- Independent 57%
- Community 29%
- Company-sponsored 13%
- Operating 1%

Finding Foundations...

Get Thee To A Library or Online Directory!

90% of U.S. Foundations do not have websites, according to the Foundation Center.
The Foundation Center
www.foundationcenter.org

- Grant maker information and Web sites
- Seminars on proposal writing
- Subscriptions to online directories from $19.95/month
- FC Search database on CD ROM
- Cleveland Office: 1422 Euclid Ave, Suite 1660, 44115-2001

Repository Libraries in Ohio

- Cincinnati/Hamilton County
- Cleveland (Foundation Center)
- Columbus
- Dayton/Montgomery County
- Mansfield/Richland County
- Muskingum County
- Stark County
- Toledo/Lucas County
- Youngstown and Mahoning County

Foundation Center Subject-Area Directories

- Elementary and Secondary Education
- Environmental Protection and Animal Welfare
- Foreign and International Programs
- Higher Education
- Religion, Religious Welfare & Education
- People with Disabilities
- Women and Girls
- Minorities
- Services for the Aging
More Foundation Center Subject-Area Directories

- Capacity Building, Management & Technical Assistance
- Public Health
- Cancer Research & Patient Care
- Disaster Relief and Recovery
- Employment
- Community and Economic Development
- Information Technology
- Housing, Services for the Homeless

*Ohio Environmental Protection Agency*

- [https://www.tgci.com/funding-sources](https://www.tgci.com/funding-sources)
- Lists by state of top foundations, community foundations, and corporate grantmakers
- Abstracts of successful proposals

*Ohio Environmental Protection Agency*

Researching Foundations...

- Annual Reports in the reference section of the public library
- 990-PF Forms are the tax returns of grant making foundations, and are often the best source of information on very small foundations.
- Online at The Foundation Center
  [www.foundationcenter.org](http://www.foundationcenter.org)
- Environmental Grantmakers Association
  [https://ega.org](https://ega.org)
Periodicals

- Grass Roots Fundraising Journal
- Foundation News and Commentary
- Nonprofit World
- Nonprofit Times

Finding Corporate Givers

- Look for local companies’ Annual Reports online and in the reference section of the public library
- Look for phrases like “community involvement” or “corporate responsibility” rather than “grants"
- National Directory of Corporate Giving from the Foundation Center

Ohio Utilities grantmaking

- Are you in their service area?
Finding Federal Government Grants

- http://grants.gov
- Catalog of Federal Domestic Assistance, www.cfda.org
- Web sites of relevant federal agencies:
  - Health & Human Services https://www.hhs.gov/grants/index.html

Federal Grants

- Most are reimbursement only
- Eligibility Determinations for project and applicant
- Many are passed through state agencies
- “Public Private Partnerships”
- Bundle small projects together into a larger combined application whenever possible
- “Allowable Costs” and administrative costs
- Understand what the reporting requirements will be before you apply! Most require quarterly reports and annual FFRs

Finding New Federal NOFAs (notices of funding availability)

- Check the Federal Register database https://www.federalregister.gov/documents/search# and search for NOFA
Finding State Government Grants

- ODNR grants summary list [http://ohiodnr.gov/grants](http://ohiodnr.gov/grants)
- Ohio Development Services Agency summary list [https://www.development.ohio.gov/bs/bs_busgrantsloans.htm](https://www.development.ohio.gov/bs/bs_busgrantsloans.htm)

Researching Grantmakers

- Look for giving patterns
- Do they give for the purpose you are interested in?
- Do they give to organizations that “look like you?”
- Do they give in your geographic area?
- How much is their usual range of giving?
- Does their mission match yours?

When you call a grantmaker...

*(AFTER reading their Website)*

- Request sample applications of recently funded projects
- Application deadline vs. actual start date
- What are funding priorities this year?
- How will applications be reviewed?
- Suggestions for benchmarking
- Will they comment on a draft (which you will provide them well before the deadline)
Pop Quiz!

- What were the two most important things to remember from this session?

Next session, “Grant Writing II” will offer tips on avoiding common mistakes, and how to write a successful proposal.