

Grant Writing I: Finding Funders

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



Two Important Things to Remember...



#1

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



#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?



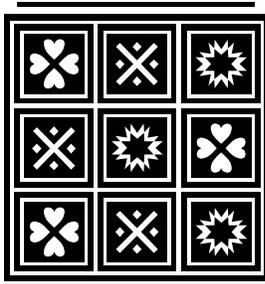
Any ethical issues?



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

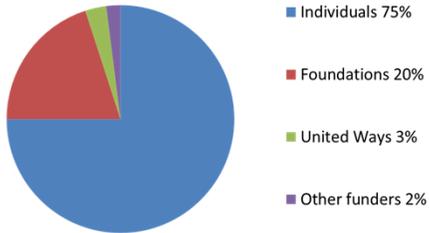


Who Does the Most Giving?

Foundations?
Corporations?
Individuals?



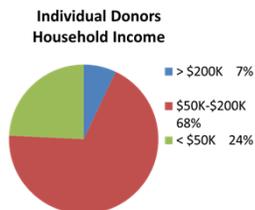
Ohio Gives... \$6.6 Billion Annual Charitable Giving



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

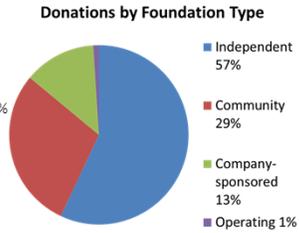
- Independent
- Company-sponsored
- Operating
- Community



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%



Finding Foundations...



Get Them 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, Suite1660, 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



THE
GRANTSMANSHIP
CENTER
Get funding. Create change.



- <https://www.tgci.com/funding-sources>
- Lists by state of top foundations, **community foundations**, and corporate grantmakers
- Abstracts of successful proposals



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
- Environmental Grantmakers Association <https://ega.org>



Periodicals

- Chronicle of Philanthropy, <http://philanthropy.com/>
- Grass Roots Fundraising Journal
- Foundation News and Commentary
- Nonprofit World
- Nonprofit Times



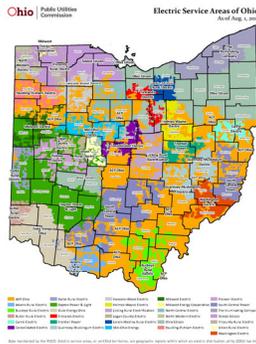
Finding Corporate Givers

- 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
- The Federal Register, www.archives.gov/federal_register/index.html
- Web sites of relevant federal agencies:
 - Homeland Security
<https://www.dhs.gov/how-do-i/find-and-apply-grants>
 - 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



- Master list of Ohio state agency grants <https://ohio.gov/wps/portal/gov/site/help-center/state-directory/> - search "grants from state agencies"
- Ohio EPA grants summary list <https://epa.ohio.gov/Do-Business/Get-Help/Financial-Assistance>
- ODNR grants summary list <http://ohiodnr.gov/grants>
- Ohio Development Services Agency summary list 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.
