

Finding Private Funding That is a Good Fit for Your Organization!

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Session Covers

- Types and Characteristics of Private Grantors
- Research Sites and Tools for Private Grantors
- Factors to Consider Before Applying
- What Prospective Grantors Want to Know
- Typical Attachments/Supportive Documents
- Reviewers' Likes and Dislikes



Once you meet one foundation,
you have met one foundation

Carolyn Watson, JPMorgan Chase

1889

Types of Private Grantors

- Community Foundations
- Corporate Giving Programs
- Private Foundations
 - Corporate Foundations
 - Independent Foundations
 - Family Foundations
 - National Foundations
- Other nonprofits as grant-makers

Characteristics of Private Grantors

- Foundation board/funder's interests/funder's location drives the grant's intent/purpose and priorities
- Needs assessment based on facts/studies with a touch of the human side/case studies
- Expect board members to contribute financially to the organization
- Prefer to support a portion of project versus full project costs; may also support operational costs
- Measure outcomes and process via internal program evaluations to improve program efficacy and progress

Characteristics of Application Process

- May submit full proposal or initial letter of inquiry for selection process
- Proposal length is shorter than public grant applications/proposals
- Annual or rolling deadlines for submission of proposal
- Requests project and organizational budget
- May request a site visit prior to grant award

Sample of Private Research Tools



The
Grantsmanship
Center



FOUNDATION Search 



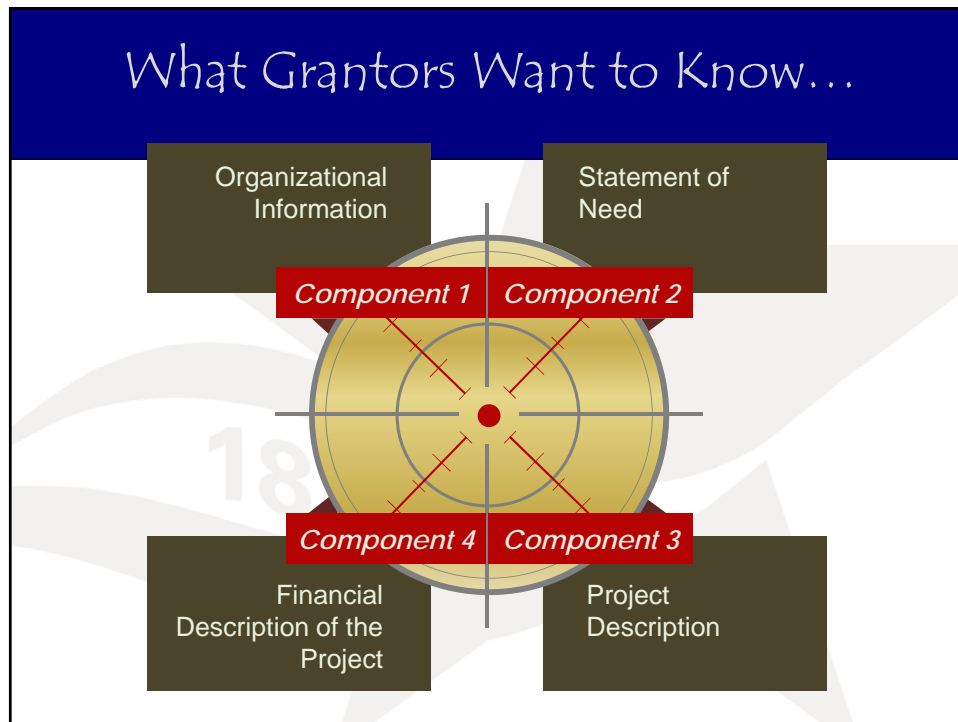
THE CHRONICLE OF
PHILANTHROPY

When Searching Private Funders...

- Purpose
- Eligibility
- Amount Available
- Number of Awards
- Deadlines
- Special Restrictions

Factors to Consider

- Eligibility of Organization
- Capacity of Program Staff
- Capacity of Organization to Implement Project



Organizational Information

- History and Governing Structure
- Organization's Mission/Vision/Goals...
- Target Populations Organization Serves
- Activities that Meet the Needs of Target Population(s)
- Organizational Accomplishments/Successes

Statement of Need



Project Description/Evaluation Plan

- Allows you to **describe** how you plan to implement and evaluate the project



Financial Description of the Project

- **Justifies** your organization's request for funding



Typical Requested Attachments

- **501(c)3** Letter of Determination
- **List of Board Members** with their positions and affiliations
- Financial **Statements**/Independent **Financial Audit**
- Project **Budget**/Organizational **Budget**
- **IRS Form 990** – Annual Report

Reviewer Likes

- A document that is easy to read – font type and size; good use of white space...
- Use of headings provided in funding guidance
- Leveraging of resources/community investment
- Person first language
- A clean copy with correct spelling and proper grammar

Reviewer Dislikes

- ❖ Not answering the question asked
- ❖ Making general statements without citing proof
- ❖ No connection across the sections of the proposal
- ❖ Defining lack of service as the problem
- ❖ Offering too little for too much and vice versa

CGD Resource Connections



@GaylaRawlinson
@GrantQuest
@CenterGrantsDev



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Center for
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For More Information

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