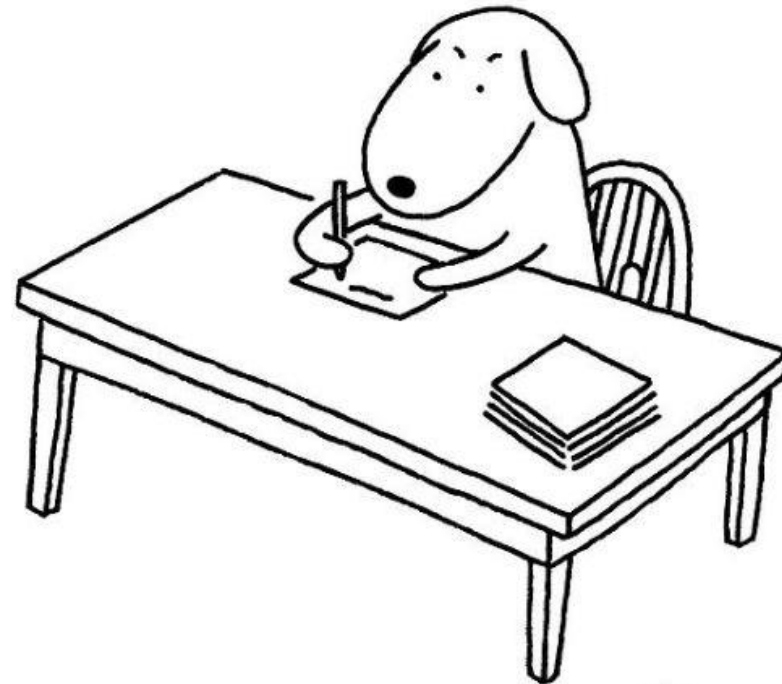


"Chapter One: Call me Scooter..."



*Parvotti*  
**GRANTWRITING BASICS**



Jenny Bigelow Development Services

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Practical Solutions for Fundraising

# Agenda:

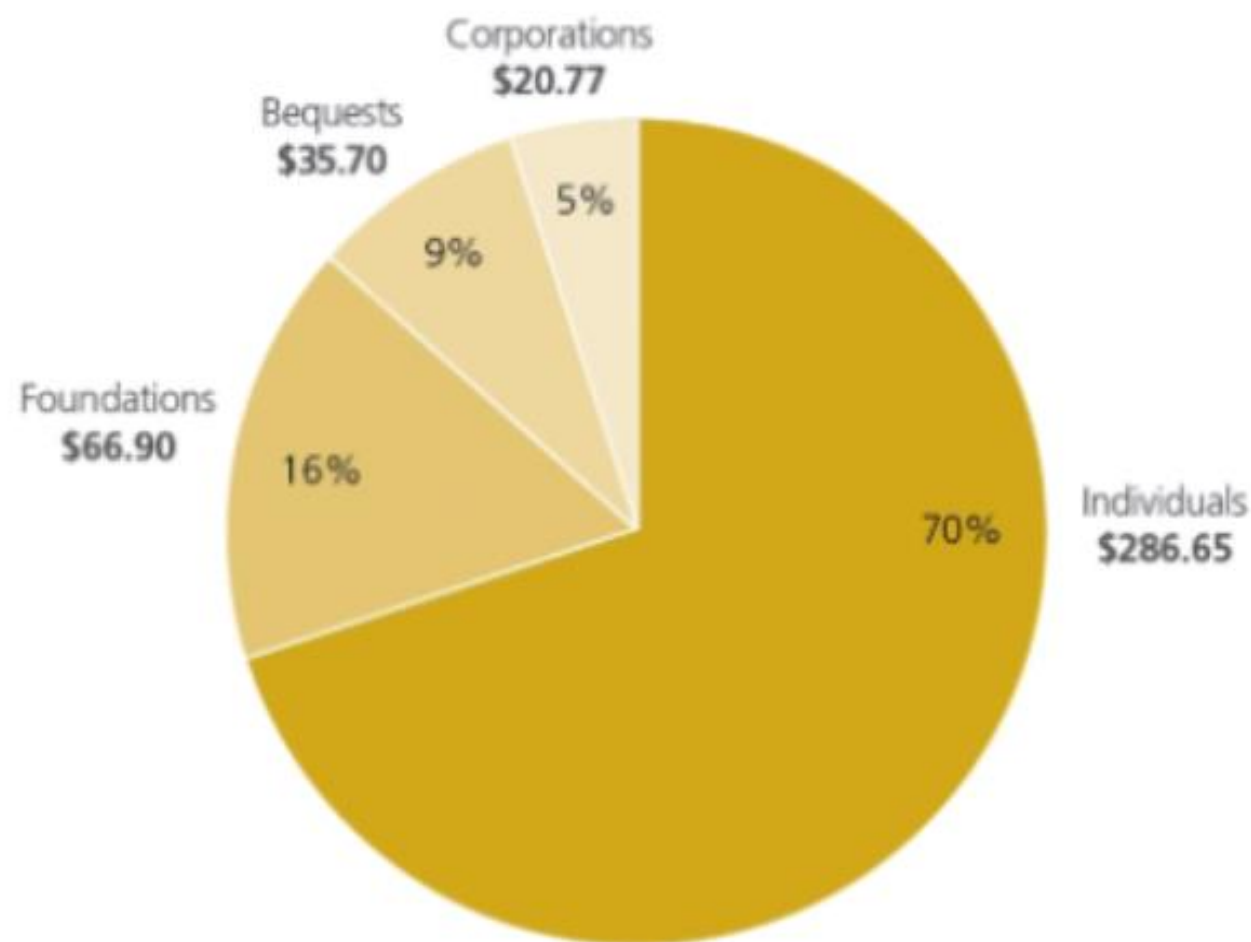
- Where To Find Grant Opportunities
  - Where the Money Is
  - Private Foundations
  - Government Grants
  - Corporate Grants
- How To Find A Grant That Fits
- Crafting Your Proposal
  - Some Basic Rules
  - Your Case Statement
  - Your Program Design
  - Evaluation

# Where The Money Is



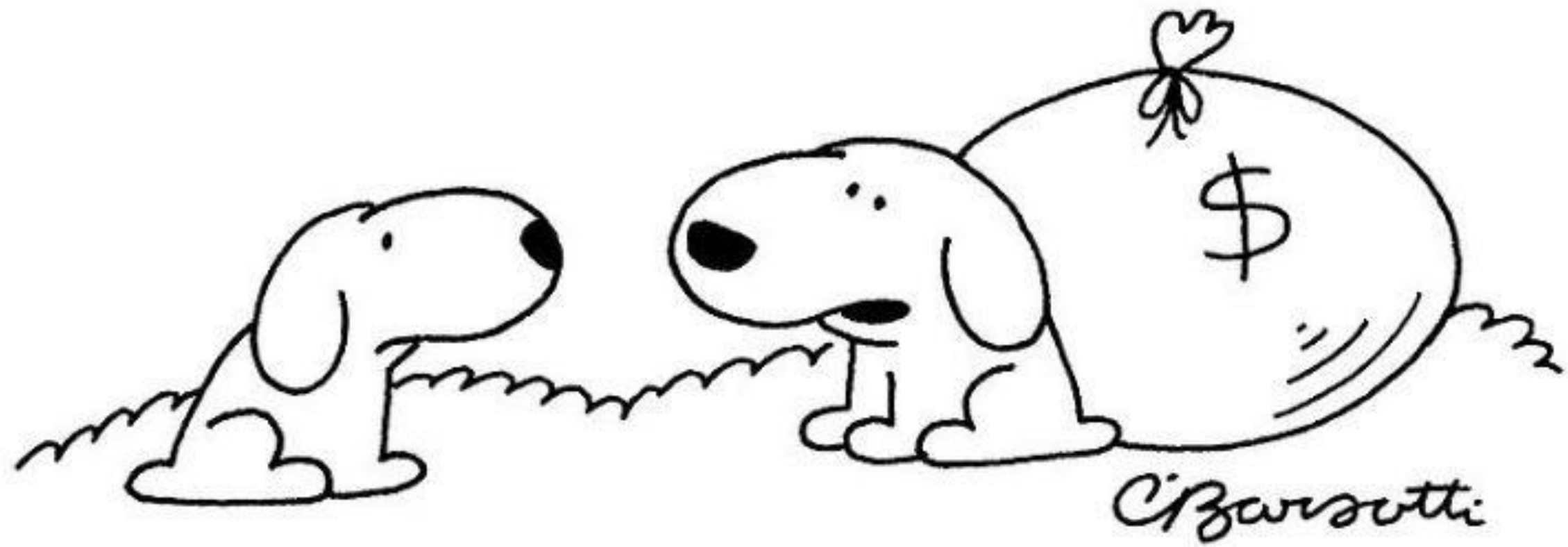
*"You'll see, this is going to cause real trouble."*

# 2017 CONTRIBUTIONS: \$410.02 BILLION BY SOURCE (IN BILLIONS OF DOLLARS; ALL FIGURES ARE ROUNDED)



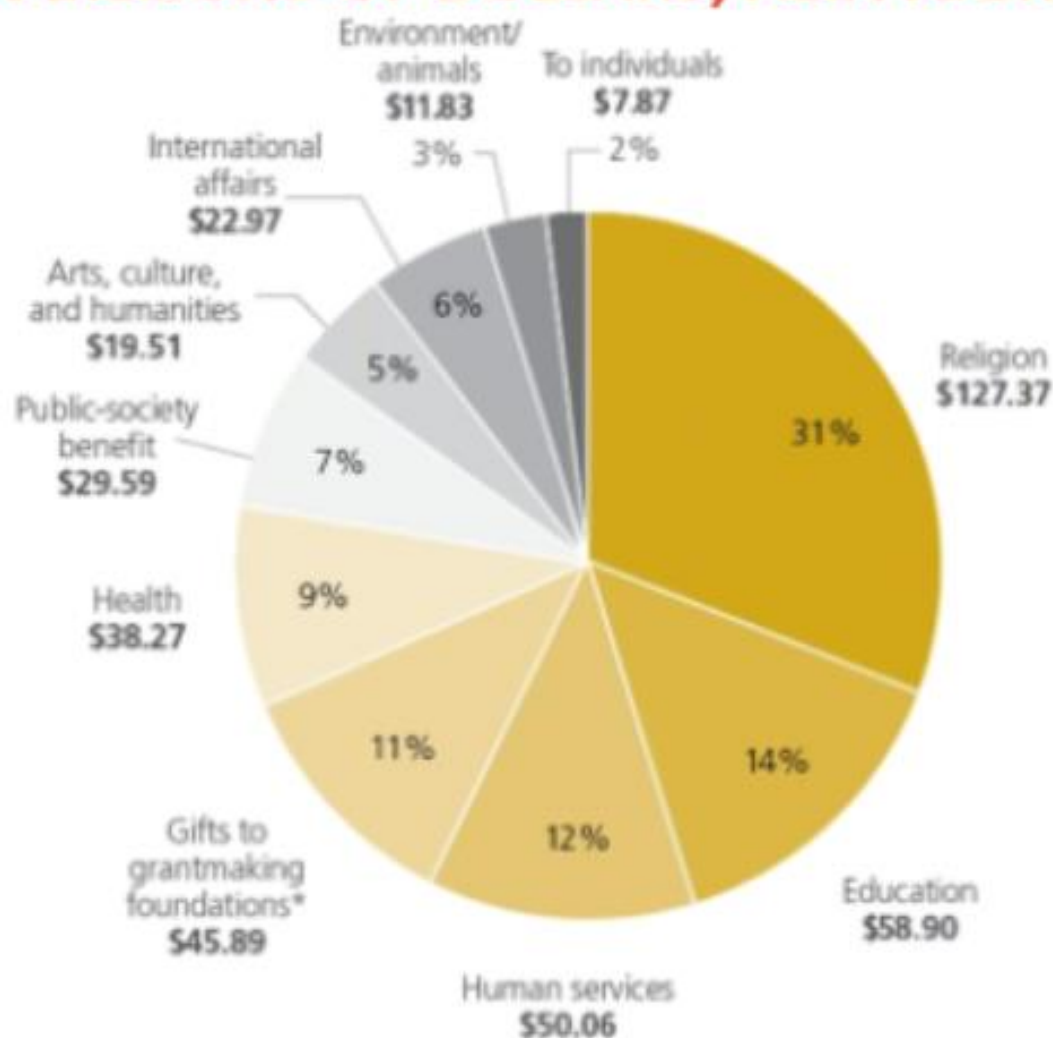
Source: Giving USA Foundation / GIVING USA 2018





*"She was a sweet old lady whose kids never called."*

# 2017 CONTRIBUTIONS: \$410.02 BILLION BY TYPE OF RECIPIENT ORGANIZATION (IN BILLIONS OF DOLLARS; ALL FIGURES ARE ROUNDED)



Source: Giving USA Foundation /

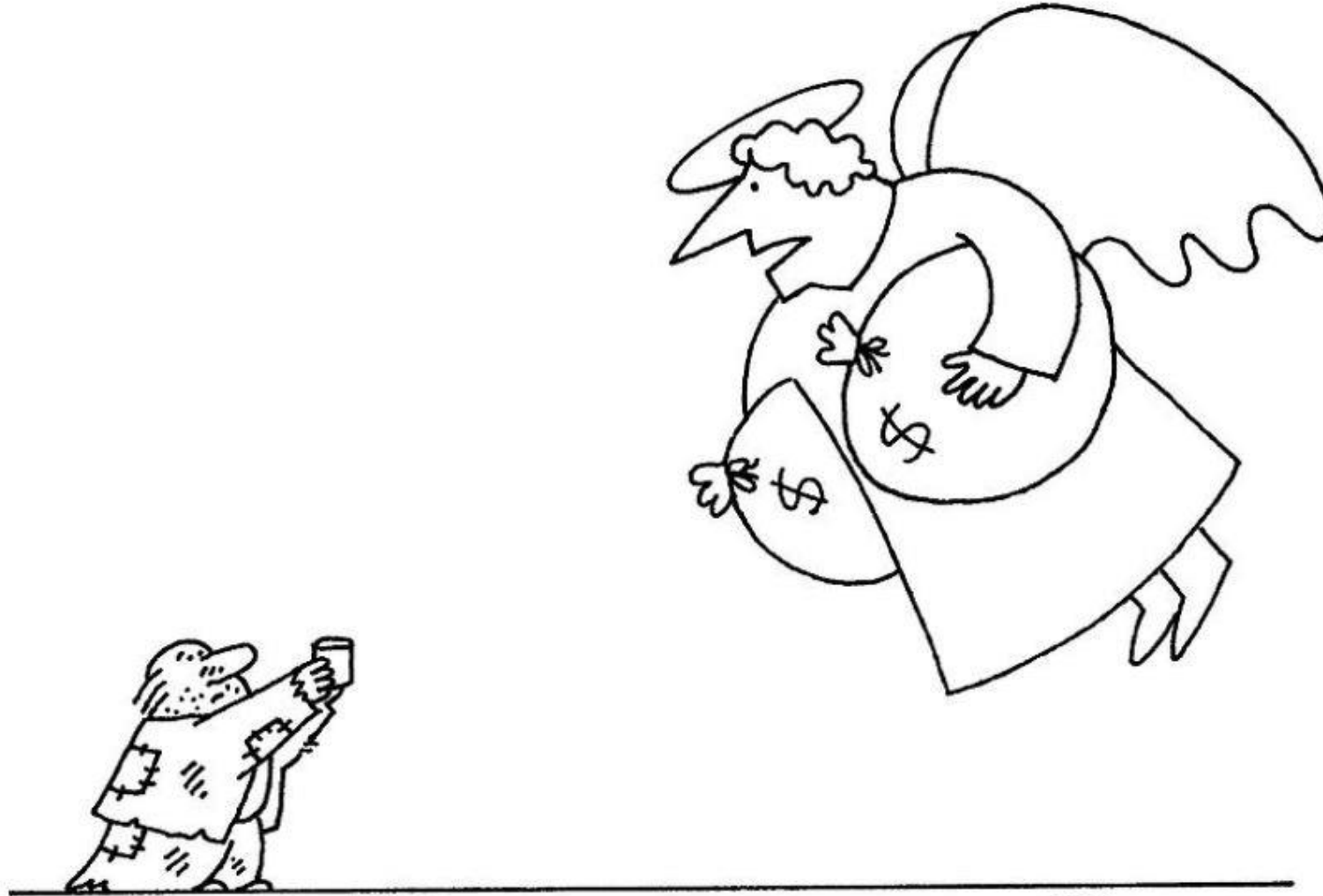
\* Estimate developed jointly by the foundation Center and Giving USA



# 3 major kinds of grants:

- General operating
- Program
- Capital

# Private Foundations



C. Zarnotti

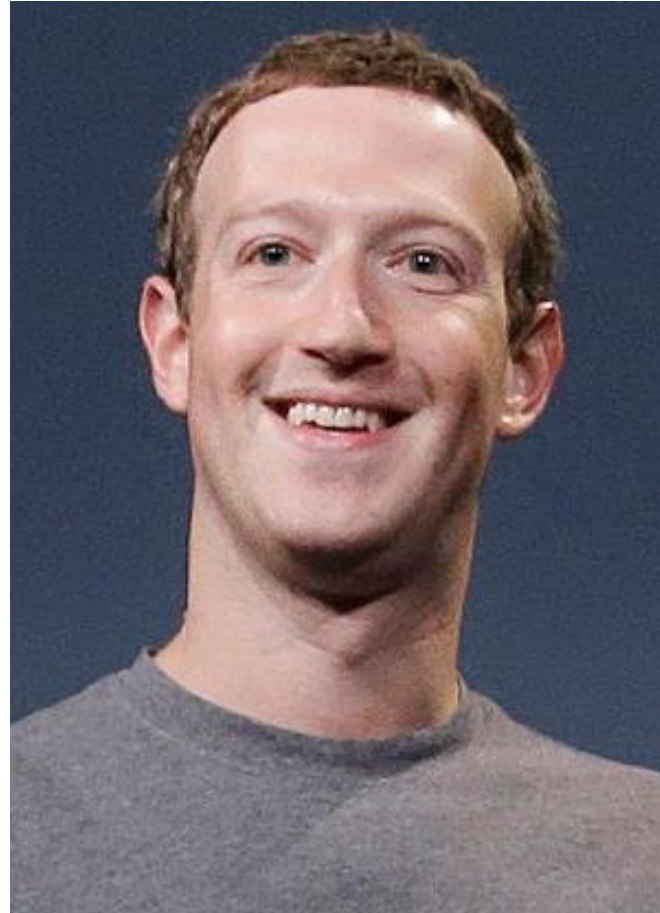
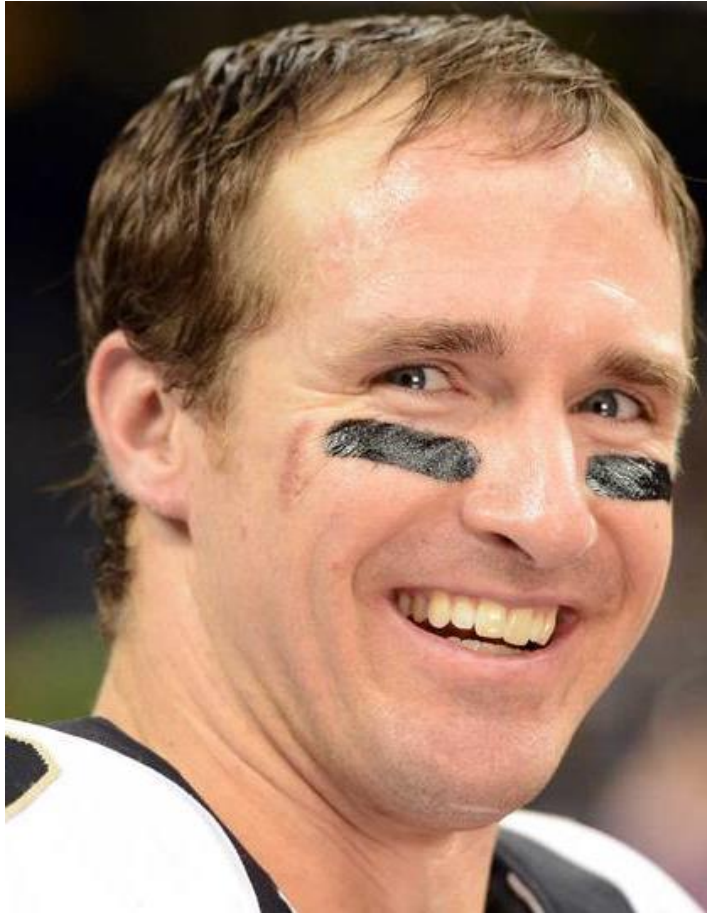
*"Sorry, I'm meeting a guy, but you're not the guy."*



## **Types of foundations:**

1. Community foundations
2. Corporate foundations
3. Family foundations (large: Gates, small: local)
4. Limited purpose foundations (universities, hospitals)
5. Operating Foundations (they have their own programs)

**What do these three people have in common?**



## **Where to look:**

- Foundation Center
- Guidestar
- Subscribe to email lists
  - Foundation Center
  - Philanthropy News Digest
  - GrantStation
- Check “like” organizations

# **Government/Federal Grants—two types**

- Formula grants: MFP, CoC, Head Start, etc.—Paid after services are done
- Project grants: Competitive RFPs

# Corporate Giving



*C. Barvotti*

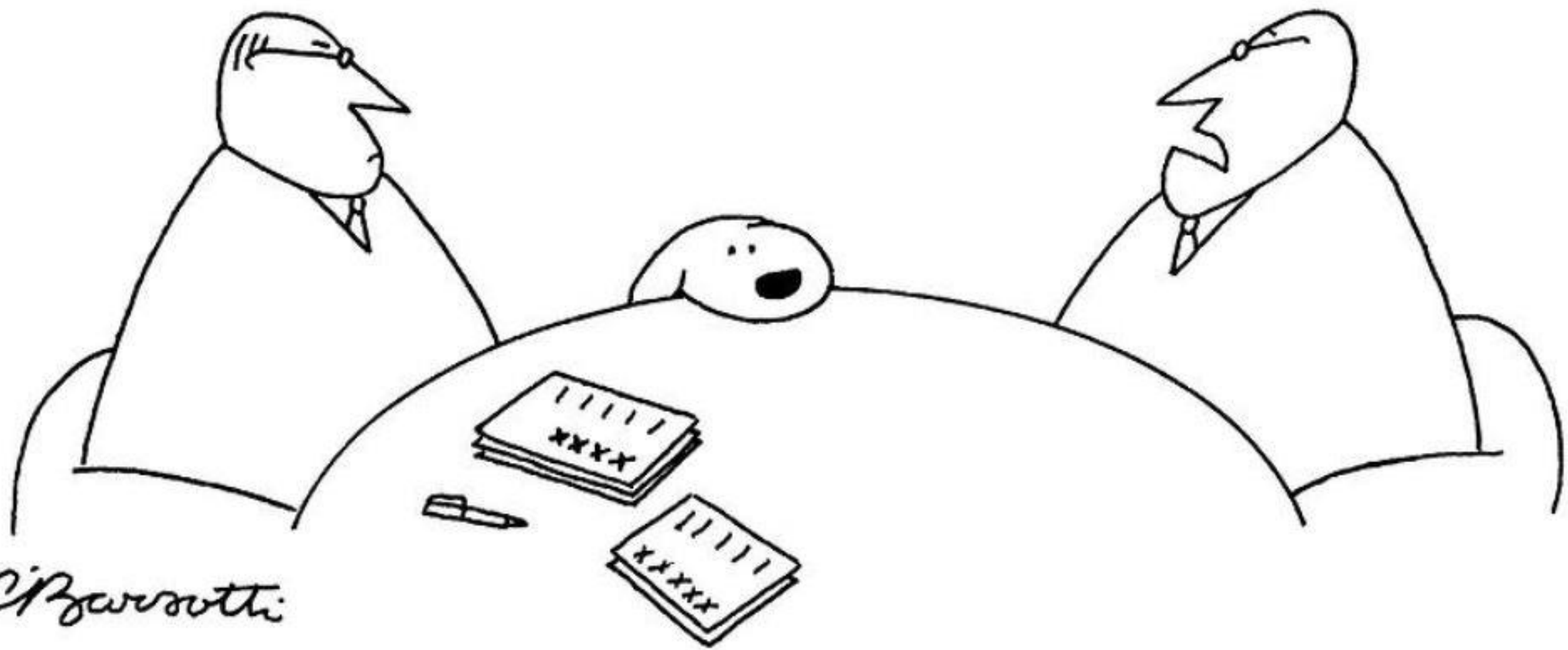
*"The bidding will start at eleven million dollars."*

# Types of corporate giving:

- Corporate foundation
- Corporate contributions—similar process, usually done locally
- Employee matching gifts
- Event sponsorships
- In-Kind products or services

## Basics about corporate giving:

- They give where their employees live and work (or sell stuff)
- Usually tied to company purpose (or need to improve image, i.e., oil companies ~ environment)
- They like their gifts to be visible
- You need to consider whether the source conflicts with your mission (i.e. beer company ~ substance abuse treatment facility)



*"No, damn it, we keep Tuffy."*



# Finding Fit:

- DO: seek grant funding for program development, expansion, special projects and start-up funding
- DON'T: depend on grant funding for regular and recurring operations expenses
- Grantwriting is not difficult, but it can be time-consuming if done properly.
- Spend as much effort identifying and researching your prospect as you do crafting your proposal.
- Be creative about how your programming can suit a funder, but don't be unrealistic.

**Again...**



## **Prospect Screening Questions:**

- Does the funder accept applications?
- Has the funder demonstrated a real commitment to funding in your subject area?
- Does it seem likely that the funder will make grants to organizations in your geographic location?
- What are the financial conditions that may affect the foundation's ability to give?

## **Prospect Screening Questions, continued:**

- Does the funder give to the same nonprofit groups every year or has the funder committed its resources many years into the future?
- Does the amount of money you are requesting fit within the funder's typical grant range?
- Does the funder have a policy prohibiting grants for the type(s) of support you are requesting?
- Does the funder usually make grants to cover the full cost of a project or does it favor projects where other funders will participate?

## **Prospect Screening Questions, continued:**

- Does the funder put limits on the length of time it is willing to support a project?
- What types of organizations does the funder tend to support?
- Does the funder have application deadlines?
- Do you or does anyone on your board or staff know someone connected with the funder?

# Crafting the proposal:

## Three cardinal rules:

1. DO NOT CUT AND PASTE

2. START WITH THE BUDGET

3. IT'S ABOUT THE FOUNDATION'S PRIORITIES,  
NOT YOURS



*C. Borsotti*

*"It's non-negotiable."*

# Crafting the proposal, continued:

- Focus on how your program addresses the foundations priorities.
- Answer the application questions correctly and completely.
- The reviewer is still a person, but may be more knowledgeable than you expect.
- The reviewer is looking at MANY applications. Make yours stand out.
- Remember: A grant is a contract.



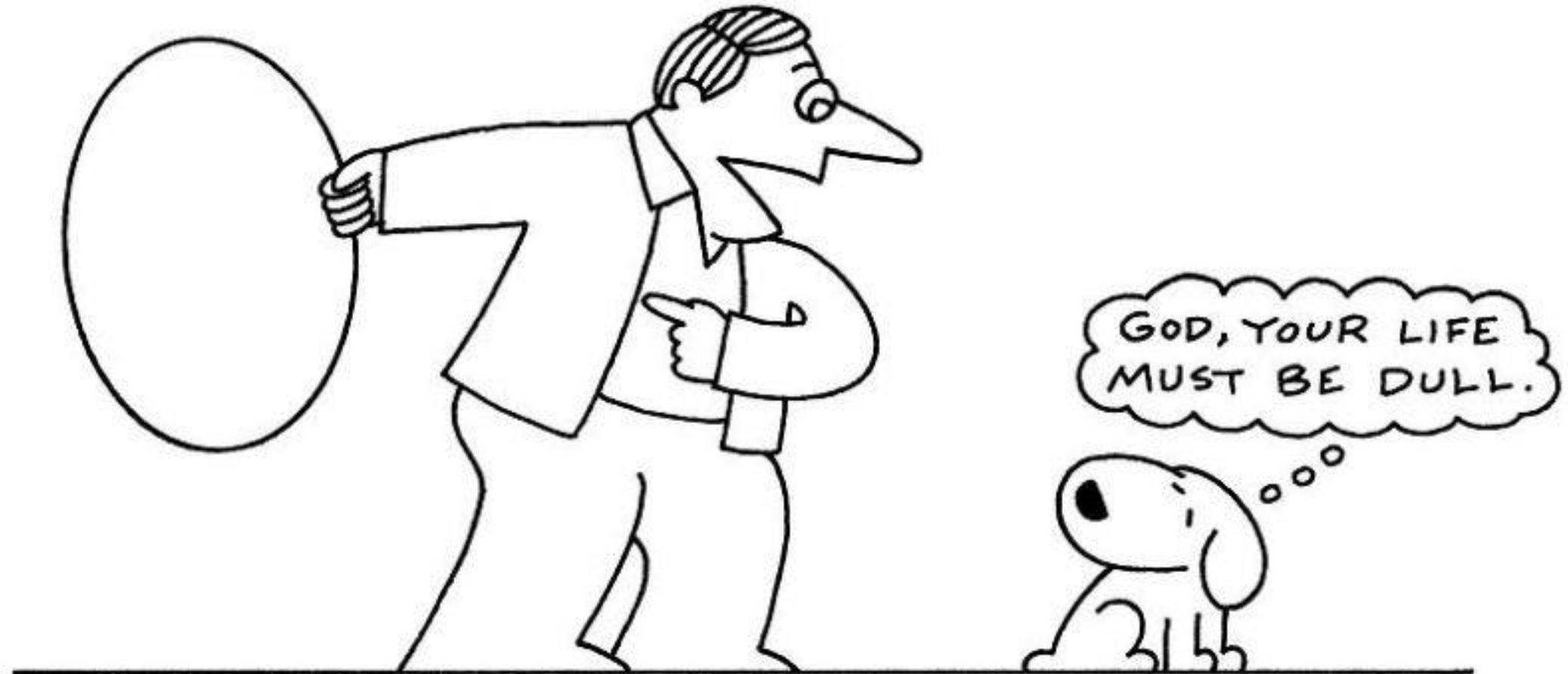
# Crafting your Case Statement:

## Elements in statement of need:

- Choose facts/stats to support project
- Give reader hope
- Decide if you want to present your program as a model
- Determine if it is reasonable to portray the need as acute
- Decide if you're different/better. Don't ignore others doing similar work.
- Avoid circular reasoning: "The problem is we have no community pool. Building a community pool will solve the problem."

# The Most Important Rule: Follow the Instructions!!!

JUMP, BOY!



# Crafting your Case Statement:

## Your Program Design:

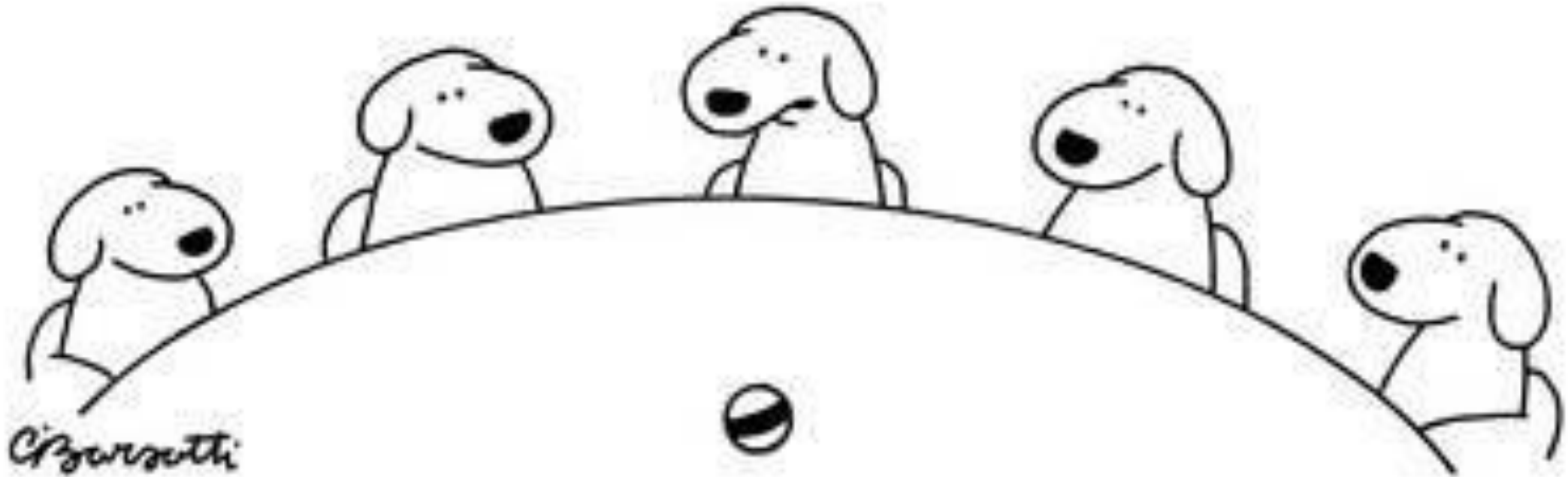
SMART: Specific, Measurable, Attainable, Relevant, Time-Bound

## Outcomes and Objectives:

4 types of objectives:

1. Behavioral—someone will do something
2. Performance—timeframe for something to occur at a certain level
3. Process—the manner it occurs in is the end
4. Product—tangible item

**At the end of the day, it's about how my investment will make the world better.**



*"Perhaps we're overthinking the situation."*

# Questions and Discussion

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**Jenny Bigelow Development Services**

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Practical Solutions for Fundraising