

# Grant Seeking Basics

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# Introductions

- ▶ Name
- ▶ Role/Organization
- ▶ What do you hope to get out of today's session?

**((hi))**

# Agenda

- ▶ Public/private funding sources and grant seeking opportunities
- ▶ How to search for grants, with emphasis on free tools and resources
- ▶ Deciding if you should apply for a grant
- ▶ Writing the proposal
- ▶ Best practices, even if you don't get the grant
- ▶ ...and your questions!

# 1. What types of funders are out there?

- ▶ Independent foundation: Not governed by a benefactor, the benefactor's family, or a corporation
- ▶ Family foundation: Funded by an endowment from a family. With family foundations, the family members of the donor(s) have a substantial role in the foundation's governance.
- ▶ Corporate foundation: Created and financially supported by a corporation; different than a corporate giving program.
- ▶ Community foundation: *Publicly* sponsored organizations that make grants in a specific community or region.
- ▶ Operating foundation: Primarily operate their own charitable programs, although some also make grants.
- ▶ Government agency: Grants are awarded by a local/state/federal governmental entity to another entity, such as an NGO or university



# 2. How do I find funders?

- ▶ GrantStation Insider
- ▶ Philanthropy News Digest RFP Bulletin
- ▶ Funds for NGOs

## Funding Opportunities

### **National Opportunities**

*Opportunities throughout the U.S.*

#### **Support for the Preservation of Audio and Audiovisual Content**

Recordings at Risk is a national regranting program, administered by the Council on Library and Information Resources (CLIR), to support the preservation of rare and unique audio and audiovisual content of high scholarly value through digital reformatting.

#### **Educational Garden Projects Funded**

KidsGardening.org, a national nonprofit dedicated to providing inspiration and support for parents and educators who are gardening with children, awards Youth Garden Grants to support school and youth educational garden projects that enhance the quality of life for students and their communities.

#### **Grants Promote Revenue Generation Programs for Progressive Groups**

The Progressive Multiplier Fund is dedicated to helping progressive nonprofit organizations in the U.S. who are interested in testing and scaling their best revenue generation ideas.

#### **Native Language Programs Supported**

The Native Language Immersion Initiative, a program of First Nations Development Institute, seeks to stem the loss of Indigenous languages and cultures by supporting new generations of Native American language speakers, and establishing infrastructure and models for Native language-immersion programs that may be replicated in other communities.

## 2. How do I find funders?

- ▶ Foundation Search (paid)
- ▶ Foundation Directory Online (free and paid)
  - ▶ Tip: Use a local Funding Information Network location to access their robust database for free. There are more than 400!
- ▶ Grants.gov (free)

# A Closer Look: Foundation Search

**FOUNDATION**Search 

[ABOUT US](#) [ASSISTANCE](#) [EDUCATION](#) [OUR SERVICES](#) [SUBSCRIBE](#)

## My Best Prospects > Project Definition

*Enter your project parameters here, to generate the list of best prospects for your project!  
To learn more about how My Best Prospects works, please [click here](#).*



<b>Project Name:</b>	<input type="text" value="Environmental Education Funding"/>
<b>Project Description:</b>	<input type="text" value="Project Description"/>
<b>Grant Needed by:</b>	<input type="text" value="May"/> <input type="text" value="2020"/>
<b>Funding Urgency# (1-10):</b>	<input type="text" value="5"/>
<b>Total Funding Amount Needed:</b>	<input type="text" value="50,000"/>

Describe the areas that your project will benefit:

<b>State:</b>	<input type="text" value="New York"/>	<input type="text" value="New York x"/>
<b>County:</b>	<input type="text" value="New York"/>	<input type="text" value="New York(NY) x"/>
<b>Granting Category:</b>	<input type="text" value="Environment"/>	
<b>Giving Interests:</b>	Categories:	<input type="text" value="Environment"/>
	Giving Interests:	<input type="text" value="Environmental Education (1128)"/>

# A Closer Look: Foundation Search

Results found:

Select All Select None

For similar Funder  
Category-StateGrants:



Prospect	Ranking	Score	Average Score	Low/High Scores	Recommended Ask Amount
<input type="checkbox"/> GLASTENBURY FOUNDATION INC	1	80	78	76/81	\$17,500
<input type="checkbox"/> TD CHARITABLE FOUNDATION	2	77	85	71/93	\$5,000
<input type="checkbox"/> NORINCHUKIN FOUNDATION INC	3	38	40	34/47	\$5,000
<input type="checkbox"/> WILDNER FOUNDATION INC	4	35	36	32/44	\$4,000
<input type="checkbox"/> MAX & VICTORIA DREYFUS FOUNDATION	5	55	79	64/92	\$5,000
<input type="checkbox"/> ARCUS FOUNDATION	6	55	82	70/93	\$50,000
<input type="checkbox"/> NATIONAL FISH AND WILDLIFE FOUNDATION	7	55	80	68/90	\$23,261
<input type="checkbox"/> THE BROWN FOUNDATION INC	8	53	81	64/91	\$25,000
<input type="checkbox"/> BILL & MELINDA GATES FOUNDATION	9	53	83	58/91	\$50,000
<input type="checkbox"/> THE FORD FOUNDATION	10	53	86	64/95	\$50,000
<input type="checkbox"/> HARRY & JEANETTE WEINBERG FOUNDATION INC	11	53	78	61/90	\$50,000
<input type="checkbox"/> THE VIDDA FOUNDATION	12	51	77	70/83	\$15,000
<input type="checkbox"/> THE WILLIAM PENN FOUNDATION	13	51	77	64/88	\$50,000
<input type="checkbox"/> THE CYNTHIA & GEORGE MITCHELL FOUNDATION	14	50	83	73/90	\$50,000
<input type="checkbox"/> NORTH STAR FUND INC	15	50	73	61/88	\$10,000
<input type="checkbox"/> HENRY & ELAINE KAUFMAN FOUNDATION INC	16	49	75	63/82	\$11,700
<input type="checkbox"/> MERCK FAMILY FUND	17	49	79	61/92	\$25,000
<input type="checkbox"/> VICTORIA FOUNDATION INC	18	48	75	63/86	\$30,000
<input type="checkbox"/> THE DAVID AND LUCILE PACKARD FOUNDATION	19	48	84	69/89	\$50,000
<input type="checkbox"/> NATIONAL PARK FOUNDATION	20	47	76	60/91	\$20,000
<input type="checkbox"/> CHRISTENSEN FUND	21	46	82	63/89	\$50,000



# A Closer Look: Foundation Search

## Grant Visualizer

Search Criteria: Grant category is Environment (remove) and 1 more...

View Mode: List By Grants

Grant Total: \$450,500 # Grants: 36

<u>Granting Foundation</u> <u>City State</u>	<u>Recipient Name</u> <u>City State</u>	<u>Giving Category</u>	<u>Grant Amount</u>	<u>Year</u>	<u>Description</u>
GLASTENBURY FOUNDATION INC Naples Florida 990PF GRANTS	EVERGLADES FOUNDATION Osprey Florida	Environment	\$12,500	2017	Charitable contribution - everglades restoration
GLASTENBURY FOUNDATION INC Naples Florida 990PF GRANTS	CONSERVANCY OF SOUTHWEST FLORIDA Naples Florida	Environment	\$12,500	2017	Charitable contribution - water, wildlife, and land conservation in southwest Florida
GLASTENBURY FOUNDATION INC Naples Florida 990PF GRANTS	VERMONT LAND TRUST Montpelier Vermont	Environment	\$15,000	2017	Charitable contribution - Vermont land protection and conservation
GLASTENBURY FOUNDATION INC Naples Florida 990PF GRANTS	ENVIRONMENTAL DEFENCE New York New York	Environment	\$17,500	2017	Charitable contribution - environmental education
GLASTENBURY FOUNDATION INC Naples Florida 990PF GRANTS	ENVIRONMENTAL DEFENCE New York New York	Environment	\$20,000	2016	Charitable contribution - environmental education

# A Search's Best Friend: 990-PF

Form **990-PF** **Return of Private Foundation** or Section 4947(a)(1) Trust Treated as Private Foundation

OMB No 1545-0052  
**2017**  
Open to Public Inspection

Department of the Treasury Internal Revenue Service  
Do not enter social security numbers on this form as it may be made public.  
Go to [www.irs.gov/Form990PF](http://www.irs.gov/Form990PF) for instructions and the latest information.

For calendar year 2017 or tax year beginning , 2017, and ending , 20

Name of foundation  
**THE MCKNIGHT FOUNDATION**

Employer identification number  
41-0754835

Number and street (or P.O. box number if mail is not delivered to street address) Room/suite  
710 SECOND STREET SOUTH STE 400

Telephone number (see instructions)  
(612) 333-4220

City or town, state or province, country, and ZIP or foreign postal code  
MINNEAPOLIS, MN 55401

Check all that apply:  
 Initial return  
 Final return  
 Address change  
 Initial return of a former public charity  
 Amended return  
 Name change

Check type of organization:  
 Section 501(c)(3) exempt private foundation  
 Section 4947(a)(1) nonexempt charitable trust  
 Other taxable private foundation

Fair market value of all assets at end of year (from Part II, col. (c), line 16) \$ 2,407,441,822

Accounting method:  Cash  Accrual

If the foundation is in a 60-month termination under section 507(e)(1)(B), check here

**Part I Analysis of Revenue and Expenses** (The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a) (see instructions).)

	(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
<b>1</b> Contributions, gifts, grants, etc., received (attach schedule)	246,010			
<b>2</b> Check <input type="checkbox"/> if the foundation is not required to attach Sch. B				
<b>3</b> Interest on savings and temporary cash investments	372,538	372,538		
<b>4</b> Dividends and interest from securities	30,141,157	38,215,448		
<b>5a</b> Gross rents				
<b>b</b> Net rental income or (loss)				
<b>6a</b> Net gain or (loss) from sale of assets not on line 10	176,844,660			
<b>b</b> Gross sales price for all assets on line 6a	548,704,657			
<b>7</b> Capital gain net income (from Part IV, line 2)		141,587,894		
<b>8</b> Net short-term capital gain				
<b>9</b> Income modifications				
<b>10a</b> Gross sales less returns and allowances	0			
<b>b</b> Less: Cost of goods sold	0			
<b>c</b> Gross profit or (loss) (attach schedule)	0			
<b>11</b> Other income (attach schedule)	2,626,986	16,608,207	0	
<b>12 Total.</b> Add lines 1 through 11	210,031,351	196,784,087	0	
<b>13</b> Compensation of officers, directors, trustees, etc.	1,009,590	230,746		638,704
<b>14</b> Other employee salaries and wages	4,441,847	211,488		4,194,628
<b>15</b> Pension plans, employee benefits	1,522,670	140,729		1,459,761
<b>16a</b> Legal fees (attach schedule)	127,374	44,419	0	74,016
<b>b</b> Accounting fees (attach schedule)	83,317	14,300	0	41,659
<b>c</b> Other professional fees (attach schedule)	19,441,524	17,115,746	0	3,953,771
<b>17</b> Interest				
<b>18</b> Taxes (attach schedule) (see instructions)	6,791,942	964,270	0	0
<b>19</b> Depreciation (attach schedule) and depletion	126,961	0	0	
<b>20</b> Occupancy	1,152,438	5,028		1,137,562
<b>21</b> Travel, conferences, and meetings	1,433,204	50,059		1,404,219
<b>22</b> Printing and publications	172,877	8		213,022
<b>23</b> Other expenses (attach schedule)	1,008,910	1,047,178	0	540,157
<b>24 Total operating and administrative expenses.</b> Add lines 13 through 23	37,312,654	19,823,971	0	13,657,499
<b>25</b> Contributions, gifts, grants paid	58,741,625			90,879,172
<b>26 Total expenses and disbursements.</b> Add lines 24 and 25	96,054,279	19,823,971	0	104,536,671
<b>27</b> Subtract line 26 from line 12:				



PHILANTHROPY, VOLUNTARISM, AND GRANTMAKING

## MCKNIGHT FOUNDATION

SUMMARY PROGRAMS FINANCIALS

### Mission

The McKnight Foundation, a family foundation based in Minnesota, advances a more just, creative, and abundant future where people and planet thrive. Program interests include regional economic and community development, Minnesota's arts and artists, education equity, youth engagement, Midwest climate and energy, Mississippi River water quality, neuroscience research, international crop research, and rural livelihoods.

### Ruling Year

1994

### President

Ms. Kate Wolford

### Main Address

710 South Second Street Suite 400  
Minneapolis, MN 55401 USA

Show More Contacts

### Keywords

family foundation

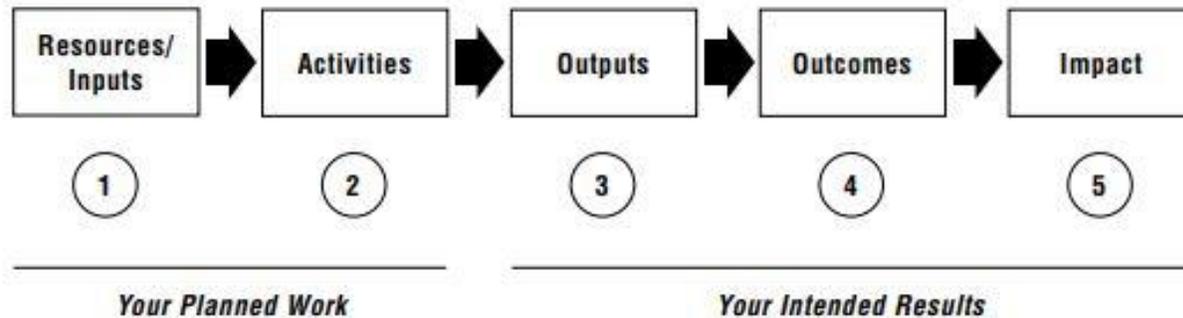
SCANNED DEC 2 9 30 AM

Guidestar.org - it's free!

# 3. What should I consider before applying?

- ▶ What do the foundation's typical grants look like, including average amount, grantee organizations, grant term, and type (unrestricted/programmatic, one-time/multi-year)?
- ▶ Does our work align with the foundation's vision, values, and overall strategy?
- ▶ Do we have other sources of revenue for match or to show sustainability?
- ▶ Is our budget/timeline reasonable for the work proposed?
- ▶ Do we have the capacity to do the work or is this mission creep?
- ▶ Are we collaborating and seeking beneficiary input?
- ▶ Do we have an evaluation plan?
- ▶ *Can we get a phone call with a program officer to discuss alignment?*

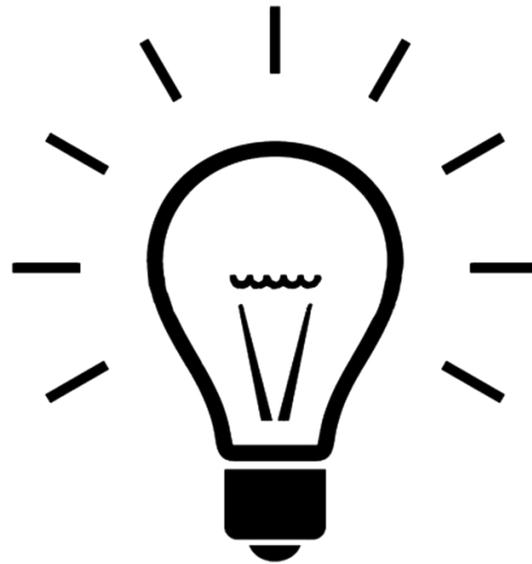
## 4. What I might I encounter when writing a grant? Logic Models (Informal and Formal)



- ▶ A “Logic Model” is the theory and assumptions underlying your program. That’s it!
  - ▶ Inputs: The resources your organization devotes to a particular program
  - ▶ Activities: What you do with the resources
  - ▶ Outputs: What the program produces
  - ▶ Outcome: Effect your program produces on the people or issues you serve or address
  - ▶ Impact: long-term or indirect effects of your outcomes

## 4. What I might I encounter when writing a grant? SMART Goals

- ▶ S: Specific
- ▶ M: Measurable
- ▶ A: Achievable
- ▶ R: Relevant
- ▶ T: Time-bound



## 5. What are some best practices for grant seeking?

- ▶ Have a “go-time” folder
  - ▶ Common proposal attachments, such as:
    - ▶ Organizational Budget
    - ▶ Audited Financial Statements
    - ▶ 990
    - ▶ IRS Determination Letter
    - ▶ Organizational Chart
    - ▶ Annual Report
    - ▶ Board List
    - ▶ NICRA letter
  - ▶ Boilerplate language, including your mission, and both a short (2-3 sentence) and long (2-3 paragraph) description of your organization
  - ▶ Photos, media hits, testimonials/letters of support
  - ▶ Key statistics/info—such as staff demographics, year incorporated, Tax ID/EIN, key phone numbers/email addresses, N of people served/volunteers

## 5. What are some best practices for grant seeking?

- ▶ Write for the reader and make no assumptions
  - ▶ Have someone not “in the weeds” read before you submit
- ▶ Draft a brief two-pager for each program that can be used as a letter of inquiry, meeting leave behind, or summary for staff
- ▶ If you get the grant, schedule a kick-off! Pull everyone together (program, finance, grant lead) and walk through start/end dates, reporting requirements, tracking mechanisms and who does what. **File EVERYTHING and set up meeting reminders for key dates!**
- ▶ If you are declined, ask for feedback and debrief internally
- ▶ *It's all about the relationships.*

# Q&A

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