

Finding Grant Money: An Introduction to the Funding Research *Process*





Maryland's *Best Kept Secret* for the Funding Research Process

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Grants Collection Manager

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NOTE: A Special THANK YOU to Mr. Chasen for sharing many of his slides and the handout identifying the amazing resources at the Enoch Pratt Free Library!



MARYLAND STATE LIBRARY RESOURCE CENTER
ENOCH PRATT *free* LIBRARY



Who is the Grants Collection Manager?

- Grants Collection Librarian
- Foundation Center Cooperating Collection Supervisor
- State Library Resource Center Librarian
- Reference and Instruction Librarian
- Social Science and History Librarian

At the Central Library, 1st Floor
Social Science and History Department



Grants Collection

- Cooperating Collection of the Foundation Center (1 of 13 Cooperating Collections/aka Funding Information Networks)
- Four databases:
<http://www.prattlibrary.org/research/database/?sbj=958>
- Several Research Tools:
<http://www.prattlibrary.org/research/tools/index.aspx?cat=19960>
- Over 500 circulating books
- Free online resources
- Appointment, Group Tour, Walk-In access
- Free nonprofit management and fundraising classes/ Events:
<http://www.prattlibrary.org/calendar/series.aspx?folder=706>
- Emails with helpful information and events



What is a fundraising plan?

A diverse, organized, annual fundraising plan

- Take stock of your organization's strengths and assets
- Creating a case statement
- Setting realistic fundraising goals
- Diversifying your funding mix
- Preparing a fundraising calendar



Who is doing the fundraising?

- Paid: development specialists or executive directors
- Volunteers: mostly board members, people that believe in your organization, people that need the experience, family...
 - Universities/Colleges: Office of Community Services, Volunteer Services, Faculty
 - The Retired
 - Idealist.org, volunteermatch.org

Types of Funding Sources

- 1. Individual Donors**
Out-side the organization
In-side the organization
- 2. Businesses**
- 3. Grants: Foundations**
- 4. Grants: Government**





Finding a “Good Match”

- Area of interest: Issue or Subject
- Connection between your goals and their interests – expand your thinking/description
- Geographic Area of Focus
- Dollar Range
- Type of Support
 - Financial: infrastructure, personnel, maintenance/expansion
 - In-kind: items, space, personnel



1. Individual Donors

- Estimated percentage of giving towards nonprofits: 75%
- Conduct “Individual Prospect Research”
- Individuals *closest to your organization* make up most of 75%:
 - Friends and Family, Board of Directors, People your Organization Serves, Volunteers
 - Relate to your mission
 - “affluent and well-connected local community members”
- How can I learn about researching and cultivating individual donors? <http://grantspace.org/Tools/Knowledge-Base/Funding-Resources/Individual-Donors/Cultivating-individual-donors>
- Individuals: are not required to publicly disclose their financial and philanthropic activities however they are **OFTEN** thanked in annual reports!



Prospect Research

- David Lamb's Prospect Research Page
- David Lamb's Article: Prospect Research for the Non-Researcher
- Standard University's Development Research
- David Lamb: <http://www.lambresearch.com/>
Standard University's Development Research
<http://www.stanford.edu/dept/OOD/RESEARCH/>
- How can I learn about researching and cultivating individual donors?
<http://grantspace.org/Tools/Knowledge-Base/Funding-Resources/Individual-Donors/Cultivating-individual-donors>



2. Businesses

- Mostly Corporations
 - Headquarters
 - Subsidiaries
- Occasionally Small Businesses
- Foundation Directory Online; Reference USA; Business Websites—Human Resources Pages
- Look for:
 - Corporation Direct Giving Programs
 - Company-Sponsored Foundations
 - Three Types of Support:
 - Employee Matching Gifts
 - In-kind Donations
 - Workplace volunteer efforts for the good of community



3. Grants: Foundations

- Private
 - Independent
 - Family
 - Operating
 - Community

- Funding Research Resources:
 - Association of Baltimore Area Grantmakers
 - Baltimore Community Foundation
 - Foundation Center
 - Foundation Directory Online
 - Foundation Finder
 - Philanthropy/InSight
 - Annual Reports, Newsletters, 990s...



4.Grants: Government

- **Federal:**
 - 1,000+ grant programs; 26 grantmaking agencies
 - Projects to serve as models for others to replicate
- **State and Local/Municipal:**
 - Grants vary
 - Require strong evidence of community support
- Grants.gov
- Maryland Governor Grants Office
- Local Governmental Officials/Agencies
- <http://www.grantspace.org/Tools/Knowledge-Base/Funding-Resources/Government-Funders/Government-grants>



READY to VISIT the Enoch Pratt Library yet?!



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