



# Grants Information Collection

A Foundation Center Funding Information Network Partner

<http://go.wisc.edu/grants>



FOUNDATION CENTER

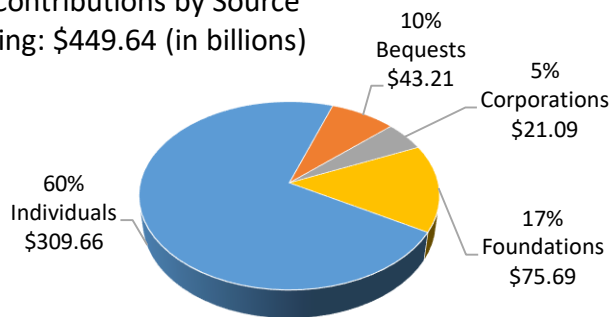
Knowledge to build on.

## FINDING GRANTS: STRATEGIES AND RESOURCES

### The 10 Most Important Things You Need to Know About Finding Grants

#### 1 YOU CAN'T SURVIVE ON GRANTS ALONE

Private Contributions by Source  
Total Giving: \$449.64 (in billions)



Source: *Giving USA 2019*, Giving USA Foundation, Researched and written by the Center On Philanthropy at Indiana University

Notes:

#### Key Takeaways

- Prove that you are a credible nonprofit
- Find the right fit
- Always focus on the funder's motivations and interests — show what is in it for them
- Be prepared—know who you are approaching and why

#### 2 NOT ALL FOUNDATIONS ARE ALIKE

##### Types of Foundations:

- Independent
- Company-sponsored
- Operating
- Direct Corporate Giving Programs
- Grantmaking Public Charities

##### Funder Motivations:

- *Private Foundations* primarily want to fulfill philanthropic goals and interests while supporting a variety of issues through an objective process
- *Corporations* tend to focus more on branding, visibility and Corporate Social Responsibility (CSR)
- *Grantmaking Public Charities* typically want to make an impact in designated communities or regions, or focus on specific population groups or issue areas

Notes:

Contact us with any questions or to schedule an appointment: [go.wisc.edu/grants](http://go.wisc.edu/grants)

Additional materials and handouts are available here:

[http://researchguides.library.wisc.edu/grantsfor nonprofits/nonprofit\\_workshops](http://researchguides.library.wisc.edu/grantsfor nonprofits/nonprofit_workshops)

### 3 PRIVATE FOUNDATIONS MUST GIVE MONEY AWAY

- Regulated by the IRS to give away 5% of total assets
- Grants are itemized on the 990-PF tax form
  - FDO Quick Start: <http://foundationcenter.org/find-funding/fdo-quick-start>
  - Guidestar: <https://www.guidestar.org>

Notes:

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### 4 GRANT WRITING IS NEVER JUST ABOUT THE NEED OF YOUR ORGANIZATION

When approaching funders for support, you must prove that it isn't just about the **NEED** of your organization, but the people you are serving and the impact it will make.

#### How credible is your organization?

- Are you a legal nonprofit?
- Do you have a compelling mission that is compatible with their focus areas?
- Do you have strong leadership?
- Do you provide high-quality programs that meet a real need in the community?
- Do you have a successful track record of program delivery with measurable results?
- Do you have a strong organizational and financial infrastructure?

Grantseeking is a very competitive process. You want to ask funders to invest in your vision. Also, when approaching funders for support, you have to prove to them that you are a credible nonprofit organization with the capacity to carry out a well planned idea, purpose or project.

Notes:

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### 5 DO YOUR HOMEWORK FIRST

Do not ask questions to which you can find the answer. Explore the funders' websites, documents, and publications, like annual reports.

Notes:

Never approach a grantmaker unprepared!

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## 6 THE ONE SIZE FITS ALL APPROACH DOES NOT WORK

Create an individual strategy for each potential funder and tailor your proposal around who you are approaching and why.

Notes:

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## 7 TO GET THE GRANT, YOU HAVE TO FIND THE RIGHT MATCH

Look for grantmakers who:

- Fund in your area of interest and the population your serve
- Fund in your geographic region
- Provide the type of support you need

Use *Foundation Directory Online!*

- Search grantmakers

Notes:

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## 8 ASK FOR THE RIGHT AMOUNT

Things to consider:

- Do you have list of past grants to determine a giving pattern?
- Has the funder supported organizations and/or projects similar to yours?
- What is the typical grant range?

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## 9 YOU DON'T NEED TO KNOW SOMEONE TO GET A GRANT, BUT IT CAN HELP YOU TO GET A FOOT IN THE DOOR

It's hard to get a face to face meeting with a funder before you actually apply for something, so it can sometimes help to use any contacts you may have to help set up meetings with funders or make introductions.

- Let your supporters and stakeholders facilitate an introduction

Unsolicited applications not accepted? Get on their radar!

- Use your networks
- Send a letter of introduction
- More information available at <http://grantspace.org/>

Notes:

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## 10 THE PROPOSAL IS TYPICALLY NOT THE FIRST THING A FOUNDATION WANTS

Tips on the initial approach:

- If acceptable, try to make a phone call
- Know who you are talking to and why
- Keep the conversation brief and to the point
- Try to utilize contacts, if you have them

Notes:

Always respect the funder's time and have a few brief talking points in front of you so you know exactly what you want to say.

ADDITIONAL RESOURCES:

- Candid: <https://candid.org/>
  - Racial Equity resources: <https://candid.org/explore-issues/racial-equity>
  - Philanthropic Response to COVID-19: <https://candid.org/explore-issues/coronavirus>
- Grantspace: <http://grantspace.org/>

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# FOUNDATION DIRECTORY ONLINE

Go to [go.wisc.edu/grants](http://go.wisc.edu/grants)

- Scroll down to the nonprofit section and click on Foundation Grants and Grants Databases
- Then select Foundation Directory Online
  - Use Search Grantmakers
  - One of many options

## Finding Grants for My Nonprofit Organization

- [Foundation Grants & Grants Databases](#)
- [Corporate Funding](#)
- [Federal Funding](#)
- [Wisconsin Resources](#)

The screenshot shows the top navigation bar of the Foundation Directory Online Professional website. On the left is the logo with the text "FOUNDATION DIRECTORY ONLINE Professional". On the right are links for "HOME", "HELP", "FEEDBACK", and "LOGOUT (uwmadison)". Below the logo are several search options: "Search Grantmakers" (highlighted with a box), "Search Grants", "Search Companies", "Search 990s", "Pathways", and "Power Search".

Fill out the following fields:

- Fields of Interest
- Geographic Focus
  - State, national, national/international

The screenshot shows two input fields for search criteria. The first is labeled "Fields of Interest" with a "view index" link and contains the text: "Energy efficiency" OR "Energy resources" OR "Renewable energy". The second is labeled "Geographic Focus" with a "view index" link and contains the text: "Wisconsin" OR "National" OR "National, International".

- Under More Search Options

[More search options](#)

- Support Strategy

The screenshot shows an input field for "Support Strategy" with a "view index" link. The text inside the field is: "Outreach" OR "Program development".

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### Need help with terms?

<http://taxonomy.foundationcenter.org/>

- Scroll down to Quick Search
  - Type in a word to locate the recommended terms
  - Definitions of terms and types

QUICK SEARCH

Search across all the facets.

*Suggestions will appear as you type, select a suggestion to view the full record.*

### Navigation and saving your results:

- Use internal navigation, do NOT use the back button
  - Profile tab, then Search Results

Search Form > Search Results > Grantmaker Record

## SC Johnson Giving, Inc.

Profile Search Grants Map Grants Chart Grants RFPs/News/Jobs Company

- Saving records:
  - Profile tab, then Print/Save Record

### Tools

- E-mail Record
- Print/Save Record
- Add to My Alerts

- From Search Results, select records
  - Export list to create a spreadsheet
  - Create a notes field: Why this funder?

	Grantmaker Name	City, State / Country	Total Assets	Total Giving ?
<input checked="" type="checkbox"/>	Wisconsin Public Service Foundation	Green Bay, WI	\$24,077,798	\$1,338,570
<input checked="" type="checkbox"/>	Johnson Giving, Inc., SC	Racine, WI	\$10,192,130	\$5,252,025