

Locating Funders

Course on DVD with Philip Johncock
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Linear & Nonlinear Approaches

<p>Linear</p> <ul style="list-style-type: none"> • Left-brained • Logical ... • You find ... • Starts with ... • Find out... • Find ... • Who will ... • Based on ... • \$\$\$-based 	<p>Nonlinear</p> <ul style="list-style-type: none"> • Right-brained • Creative ... • Funders find ... • Starts with ... • You never know ... • Identify a budget... • How will ... • Based on ... • Idea-based
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Step #2 – Research Funders

- Start with a "wish list"
- Select "key words"
- Understand four funder types
- Where to look?
 - Hard copies
 - Internet
- Pre-Proposal Contact
- Analyze Forms & Guidelines

Your Idea

Funder's Idea

Develop Your Idea
(Step #1)

Customize Your Proposal
(Step #3)

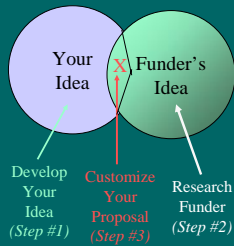
Research Funder
(Step #2)

Start With a "Wish List"

- What do you "really" want?
 - Choose one project
 - Develop budget
 - Non-\$\$
 - \$\$

Four Funders

Idea Match



	How Much?
Corporations*	
Foundations*	
Governments**	
Individuals – Bequests*	
Individuals*	
TOTAL	

*Source: AAFRC Trust for Philanthropy Giving USA 2001
 **Source: The "How To" Grants Manual – Bauer 1999

Brainstorm Funders

- Share your idea with others
- Educate others in four funder types
 - Corporations
 - Foundations
 - Governments
 - Individuals
- Complete WORKSHEET

Corporations

- # & %
- % that contribute more than \$500
- Obligation
- Where do they give?
- Charitable & marketing budgets
- What to look for?
- Tips

Corporations: What to look for?

What to look for...

- Officers and trustees
- Biographical data
- Grant information
- Sales volume
- # of employees
- Type of industry
- Headquarters
- State
- Operation location(s)

Grant information...

- Types of grants given
- Giving priorities and budgets
- Typical recipients
- Contact person
- Application procedures
- Company info

Corporation Research Tips

- Use business directories
- Use the Internet
 - www.fdncenter.org
 - www.thomasregister.com
 - www.{organizationname}.com
- To check a company's profitability...
 - Use Dun and Bradstreet
 - Buy one share of stock
- Identify corporations within a 20 mile radius
- Know an employee

Foundations

- A foundation is defined as...
- #
- 4,000 largest foundations give...
- By federal law, foundations must...
- If 5% rule is broken...
- Foundations vary in...
- Sharing vs. constrained
- Types of foundations
- Tips

Types of Foundations

- National
- Community
- Corporate
- Family
- Special Purpose

Nevada Foundations...

<http://budget.state.nv.us/Local%20Foundations.htm>

Foundation Tips

- Network
 - Consider how your idea fits into commonly funded areas
 - Contact staff
 - Use foundation directories
 - Use electronic retrieval and database searches
 - Use IRS tax returns
 - Collect three important pieces of information
 - Net assets
 - List of key personnel
 - List of recipients from previous year
 - Use foundation websites
- Commonly funded areas...
- Education ___%
 - Health ___%
 - Human services ___%
 - Arts and culture ___%
 - Public/society benefit ___%
 - Environment and animals ___%
 - Science and technology ___%
 - International affairs ___%
 - Social sciences ___%
 - Religion ___%

Government

- Although no single source of info...
- In 20 years (1980-2000)...
- Government departments (www.cfda.gov)
- Government agencies
- Technical assistance
- Government officials...
- Federal funds are the result of...
- The federal grants clock
- Useful resources

Government Resources

- Catalog of Federal Domestic Assistance
 - <http://www.cfda.gov>
- Federal Register
 - http://www.access.gpo.gov/su_docs/aces/aces140.html
- Commerce Business Daily
 - <http://cbdnet.access.gpo.gov>
- Department/Agency Websites

Individuals

- 98% of individual donations come from...
- 83% of private funding comes from..
- Although wealthy individuals...
- Individual donations are great sources of...
- Where to find individuals?

In Summary...



- Use linear & nonlinear approaches
- What's your "wish list"?
- What are the four funder types?
- Brainstorm potential funders
- Watch for the "idea match"



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