



Grantseeking:

Proposal Development for Non-Profits

Contact Info

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Types of Funding

- Fundraising: individual donors (Gifts vs Grants)
- General Operating Funds
- Capital Campaign (silent vs public)
- Endowments
- Project/Program Specific Grants
- Scholarships; Fellowships

Intro to the Grant World



Intro to the Grant World



Funding Agencies

- Government Funds
(Federal, State, Regional)
- Community Foundations
([The Cleveland Foundation](#))
- Family Foundations
([Murphy Family Foundation](#))
- Corporate Foundations
([PNC Foundation](#))
- National Foundations
([The Rockefeller Foundation](#))

Developing Your Idea

- Why is this project necessary?
(Statement of Need; uniqueness of project)
- Who is it going to affect?
(Target Population & Number)
- Why your organization?
(Goals & Mission)
- What do you need? What do you bring to the project?
(Rough idea of the budget; Resources)

Developing Your Idea

- How will you know you've accomplished your goal?
(Outcomes and Evaluation)
- Timeline
- What happens when the funding ends?
(Sustainability)
- Who cares?
(Potential impact/broader impact; Replicability)
- [Proposal Planning Form link](#)

“SMART” Goals

S

- Smart

M

- Measurable

A

- Attainable

R

- Relevant

T

- Time bound

Finding a Funder

- On campus: SPIN
- Grasselli Library: Catholic Funding Guide and other resources
- Off Campus: Foundation Center's Cleveland Library
- Who is funding similar organizations?
- Google search

How to Search

- Keywords
- Type of awardee/eligibility
- Geographic region
- Typical award amount
- Allowable costs
- **Deadlines:** letter of inquiry; rolling; quarterly; annual; by invitation only

Evaluating the Opportunity

- **Sponsor:** Graham (Elizabeth Firestone) Foundation
- **Title:** Grants Program
- **Program URL:** <http://www.efgfoundation.com/guidelines.html>
- **SYNOPSIS:** Support is provided to foster awareness and appreciation of contemporary visual art, particularly through catalogues and other publications that document art produced by emerging or under-recognized artists. Grant amounts typically range from \$5,000 to \$20,000. Eligible applicants are tax-exempt organizations.
- **Deadline(s):** 03/15/2013; 08/15/2013
- **DEADLINE NOTE**
- Letters of inquiry are required before submission of a full proposal.
- They are accepted throughout the year for preliminary review by the grants committee but must be postmarked by March 15 for the Spring funding cycle and by August 15 for the Fall funding cycle. Letters of inquiry will not be accepted via fax or email. If the request is recommended for further consideration, the applicant will be invited to submit a full proposal.

Formatting the Proposal

- Proposal Guidelines
- Application: form, template, free-form
- Online submission
- Paper submission



Telling Your Message

- Background information: how long in business, mission, who you are
- Statistics (on who you are and on the project)
- Story telling
- Naming your project

Typical Proposal

- Cover letter/Cover page
 - (Authorization from the head of the nonprofit)
- Executive Summary (1 page)
- Narrative
 - Organization information (background, mission, programs)
 - Statement of need
 - Project description: (what, who, how)
 - Evaluation/outcomes; sustainability
 - Conclusion
- Budget & budget narrative
- Appendices

Typical Appendices

- Board of Directors list
- Project Director resume
- 990 tax form or audit statement
- Annual Report
- Non-profit status form: 501(c)(3) designation
- Letters of support from partners

Sample Proposals: GrantSpace

- Proposal from the Lincoln Literacy Council to the Cooper Foundation (using the Common Grant Form)
- Proposal from Pivotal Point Youth Services to Pottruck Family Foundation
- Proposal from the Corps Network to Mitsubishi Electric America Foundation

Other Useful Links

- JCU's SPIN access
- Foundation Center
 - Cleveland Library
 - Prospect Worksheet
 - Sample Documents at Grant Space
(cover letters, letters of inquiry, budgets, proposals;
see also Skills section of Grant Space)
- The George Gund Foundation
- The Martha Holden Jennings Foundation

Other Resources

- NEO CANDO: Northeast Ohio social & economic data to support need statements
- TRASI: *Tools & Resources for Assessing Social Impact*
Foundation Center site for assessing the social impact of your project

Questions?

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