

Grants Preparedness: Public and Private Foundations

This video is for general informational purposes only and is not legal advice. Viewers should consult their attorney, accountant, lender, and payroll provider to make determinations regarding their organization's specific eligibility and to ensure compliance with all applicable laws and regulations.

The Rationale

- Non-profits and other grant eligible organizations must engage in a variety of strategies to solicit and secure funds to support operations
- Foundation grants tend to be easier to apply for and access
- Many public and private foundations may exist in your local community or region
- The timeframe from application to award tends to be shorter than when applying for government grant funds
- Local proximity may make it easier to develop a relationship and communicate with your local program officer

How to Access Funding

- Research and identify foundations whose focus areas and priorities match your organization's mission and programs
- Research grant opportunities using searchable databases like The Foundation Directory Online
- Review the Foundation's website to make sure you have the most current information
- Review and follow the application guidelines posted by the Foundation
- Apply using the methods listed on the funder's website

Ask for the Right Support

- Review the Foundation's funding priorities and confirm that your organization's request fits within their guidelines
- Review any strategic plans, reports or other publications posted by the Foundation to better understand their priorities
- Reach out to the program officer (if not prohibited) to discuss your program idea
- Review the Foundation's past grant awards to get a sense of the types of programs they support

Ask for the Right Amount

- Review grant guidelines to identify any information provided regarding the allowable range of grant awards
- Review past awards to get a sense of the size of grants awarded
- Review the Foundation's most recently completed 990 Forms which list the grants they award each year
- Be conservative in your initial approach and work to build a relationship with the Foundation over time

Strategies for Success

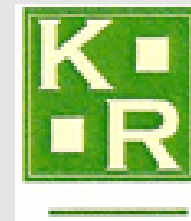
- Follow the Foundation's social media platforms and sign-up for newsletters to gain additional insight
- Identify compatible organizations with which you can partner to apply for funding
- Participate in any webinars or technical assistance sessions foundations offer providing an overview of their application process and organizational priorities
- Confirm that your organization meets their eligibility guidelines
- Confirm the Foundation's application deadlines and submission requirements and plan your submission in accordance with your program needs

Strategies for Success

- Simplify the process by having standard components of your grant applications already written (e.g., organization background, program descriptions, sustainability plan, and qualifications of key staff members, etc.)
- Purchase software that will allow you to easily convert documents to PDF
- Set-up a folder of commonly requested attachments in PDF (e.g., Board of Directors List, IRS Non-Profit Determination Letter, resumes and bios for key staff, annual financial audits)

Websites to Know and Use

- [GuideStar](#)
- [Foundation Directory Online](#)
- [National Council of Non-Profits](#)
- [Chronicle of Philanthropy](#)



Kim Richardson
Kimberly Richardson Consulting, LLC
205-612-3600
kim@kimrichardsonconsulting.com