Zach Huber
Grants Specialist
Toledo-Lucas County
Public Library

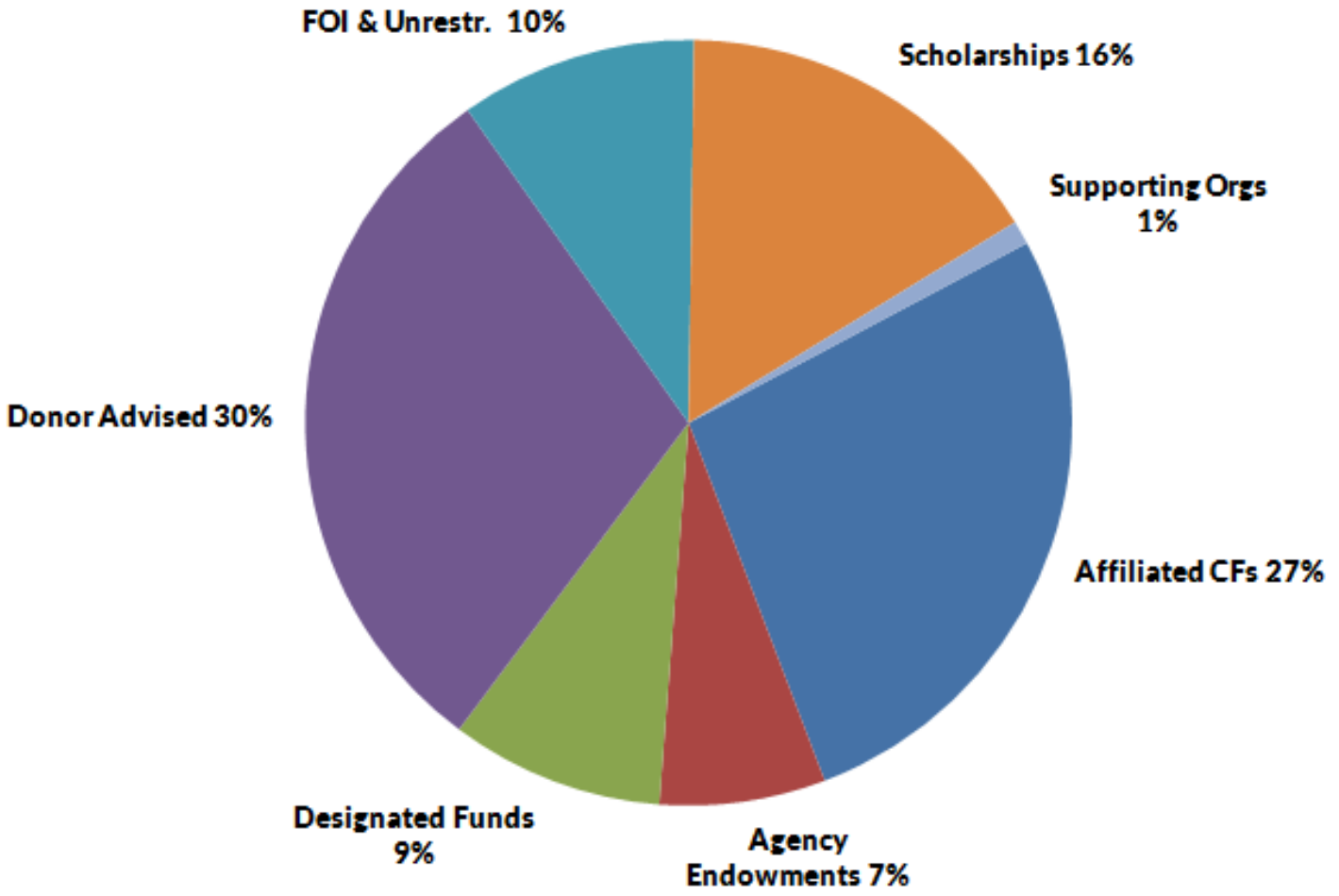
Artisha Lawson
Program Officer
Greater Toledo
Community Foundation

- **Upon completion of today's training, you should be able to:**
  - Determine what your organization needs to be grant-ready
  - Understand the life cycle of a grant
  - Know how to approach a funder
  - Know how to find and evaluate grants

The Basics

- **What is a grant/grant proposal?**
- **Who gives grants?**
  - private foundations
  - community foundations
  - public charities
  - corporate giving programs
  - foreign grantmakers
  - federal agencies

Types of Funds at Greater Toledo Community Foundation



The Myths

- GRANTS ARE FREE, EASY MONEY!
- ONE SIZE FITS ALL
- GRANT FUNDING IS AN INSTANT SOLUTION TO OUR MONEY PROBLEMS
- I CAN MODEL MY PROGRAM AFTER WHATEVER THE GRANTMAKER WANTS

The Basics

- **Start developing your program FIRST**
  - Helps guide you in finding funders
  - Prevents “Mission Creep”

- **How long is a grant cycle?**
  - Depends on the grant and the program
  - Varies by funding opportunity
  - May take 3 to 6 months to hear from funder

Grantseeking organizations must have:

- Continuity of leadership
- Visionary leadership
- Solid board and solid board support
- Solid reputation in the community
- Organizational accomplishments AND/OR impressive credentials of key individuals

Grantseeking organizations must have:

- Credible track record with grantors and banks
- Sound accounting practices and systems
- Audited financial statements by a Certified Public Accountant
- Fund accounting capability (a separate tracking system for grant funds)
- Effective program tracking and recordkeeping systems for reporting outcomes

Grantmakers like to see:

- Existing networks of potential partners
- MOUs - Letters of agreement detailing partnership roles and responsibilities
- Proof of ability to handle large sums of money
- Annual budget of more than four times the amount you are seeking.

In 2019, Americans gave $449.64 billion to charity

$449.64 billion

Giving by foundations grew 2.5 percent in 2019, and has grown in nine of the last ten years.

Education, public-society benefit, arts, culture, and humanities, and environment and animal organizations saw double-digit growth in 2019.

Giving to environment and animal organizations increased 11.3 percent in 2019, marking the sixth consecutive year of growth for this subsector.

Where did the generosity come from?*

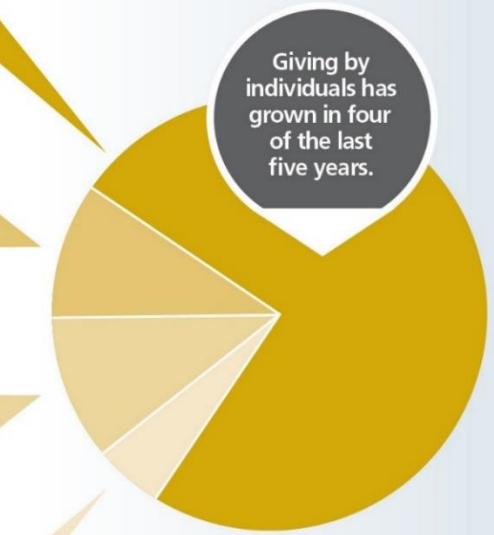
Contributions by source (by percentage of the total)

69% Giving by Individuals — $309.66 billion — increased 4.7 percent over 2018. (4.7%)

17% Giving by Foundations — $75.69 billion — was 2.5 percent higher than in 2018. (2.5%)

10% Giving by Bequest — $43.21 billion — had flat growth of 0.2 percent over 2018. (0.2%)

5% Giving by Corporations — $21.09 billion — increased 13.4 percent over 2018. (13.4%)



* All figures on this infographic are reported in current dollars unless otherwise noted.

Where did the charitable dollars go?

Contributions by destination (by percentage of the total)

Change in comparison to 2018 dollars

- **29%** to **Religion** — $128.17 billion
- **14%** to **Education** — $64.11 billion
- **12%** to **Human Services** — $55.99 billion
- **12%** to **Foundations** — $53.51 billion
- **9%** to **Health** — $41.46 billion
- **8%** to **Public-Society Benefit** — $37.16 billion
- **6%** to **International Affairs** — $28.89 billion
- **5%** to **Arts, Culture, and Humanities** — $21.64 billion
- **3%** to **Environment/Animals** — $14.16 billion
- **2%** to **Individuals** — $10.11 billion

Giving USA Foundation™, **The Giving Institute**, and the **Indiana University Lilly Family School of**

Life Cycle of a Grant

Prepping for a Grant

- Agency Mission Statement
- Certificate of Incorporation
- 501(c)(3) Letter of Determination
- Employer Identification Number (EIN)
- DUNS number
- List of Board Members
- Annual record of board contributions
- Organizational Chart
- Job descriptions for all positions
- Number of full-time and part-time staff, seasonal workers and volunteers
- Brief employee bios or updated resumes
- Auditor's report
- Annual report
- List of all current funding sources and potential sources of matching funds
- Floor plan
- Personnel policies and procedures
- Disaster plan
- Boilerplate
- Relevant MOUs
- Any recent evaluations or assessments
- Recent publicity

Life Cycle of a Grant

- **Pre-Award**
  - Grant Guidelines
  - RFP (Request for Proposal)
  - LOI (Letter of Inquiry/Intent)
  - Grant Agreement
  - Program Officer

Before Submitting an Application

- Conversations with Program Officer
- How to engage a funder
- What is Due Diligence?
- Geography

Due Diligence

1. Project Budget
2. Board List
3. IRS Letter
4. Background Information
5. Operating Budget
6. Financial Documents (Audit or Income/Expense Statement and Balance Sheet)

** *Every Funder is different, so ask before submitting an application* **

CONNECTIONS, INC.

Board List

Ken Morris

Alexia Couchman

Ann Brazell

William Brazell

Skip Gruner

Karen Arnett

Everything to All People
Projected Budget
FY 2017

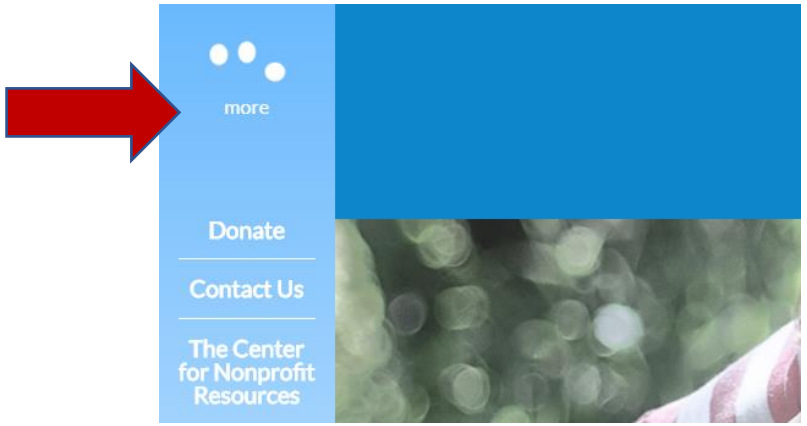
REVENUE			
Program			Notes
Participant Fees	$	13,500.00	Based on a projection of 450 participants
Group Fees (Weekend Program)	$	1,500.00	Based on a projection of 6 groups
Total Program Revenue	$	15,000.00	
Fundraising			
Government Grants	$	50,000.00	
Foundation and Association Grants	$	42,000.00	
Corporate Contributions	$	27,000.00	
Individual Contributions	$	37,500.00	
Special Events/Fundraisers	$	80,000.00	
Merchandize Sales	$	1,500.00	Sale of T-shirts & hats
Investments	$	10,000.00	
Total Fundraising Revenue	$	248,000.00	
Total Revenue	**$**	**263,000.00**	

What is the Geography for GTCF?

Greater Toledo
Community
Foundation
Strength in Giving. Hope in Action.

Understanding Application Process

Go to: www.toledocf.org



How to Apply – To access the online application system, please click here.

Understanding Application Process

Logon Page

Create New Account

Forgot Password

Video Tutorials

Common Mistakes

- Misspelling
- Not answering application questions
- Not providing information or connections to best practices or stated objectives
- Using jargon
- Incorrect math
- Not reviewing grant guidelines

GTCF Review Process

1. Site Visit
2. Research
3. Collateral Calls

Life Cycle of a Grant

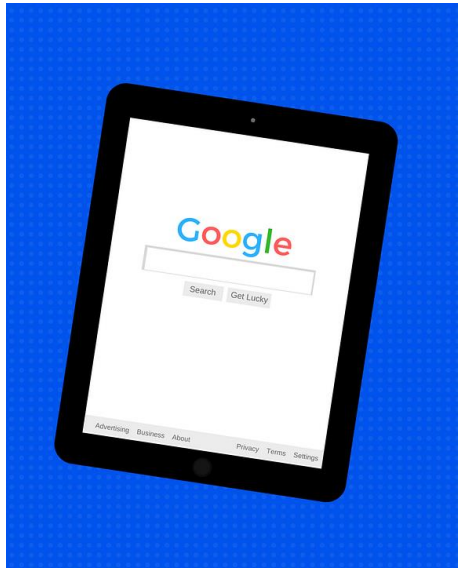
- **Post Award**
  - Outcomes/Outputs
  - Evaluation
  - Reporting

GTCF Reporting Requirements

1. Understand the report format (I.E.) email, software, etc.
2. Understand the report(s) deadlines
3. GTCF Report tutorial link (www.toledocf.org/grants-2/)

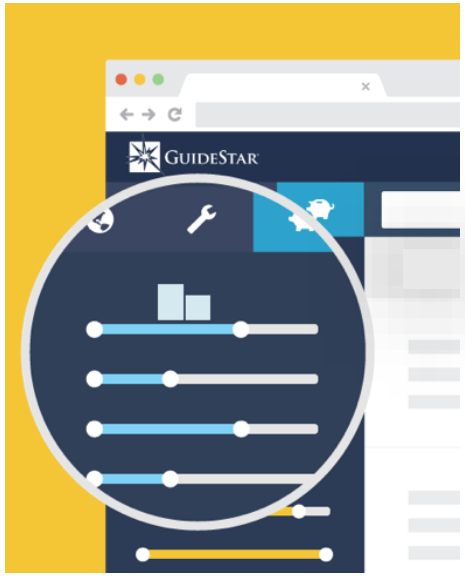
Finding Grants

Search Online

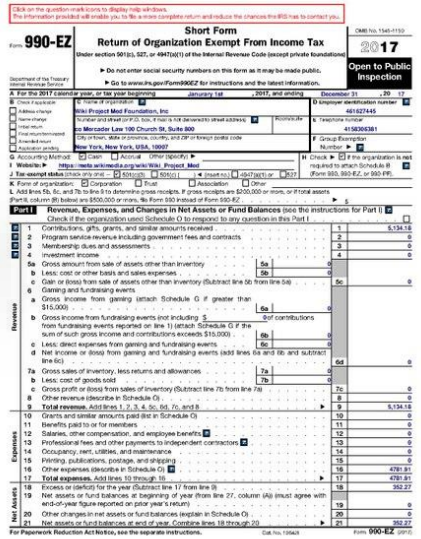


Look for RFPs

Search GuideStar



Look at 990s



Foundation Directory Online (FDO)

Unsurpassed in:

- **Scope:** 235K+ funders, 2M+ recipients. 22.4M+ grants added yearly.
- **Depth:** Detailed profiles of funders, grants, recipients, companies.
- **Currency:** Updated daily.

Data Sources

- Grantmaker websites
- Annual Reports
- Published application guidelines
- Philanthropic press
- Federal government grants
- 30+ other information sources
- Direct reporting from grantmakers

Identify Your Needs

Ask 3 Questions:

1. Who are you serving?
2. Where are they?
3. What are you doing for them?

Evaluate Prospects

Ask yourself these 5 questions as you review each prospect:

1. Do I meet this funder's requirements?
2. Is my mission or project's goal a priority for this funder?
3. How big are the grants?
4. Does this funder support organizations like mine?
5. Do I know anybody associated with this funder?

Visibility/Transparency

- **Make your story available online for funders to find via:**
  - Website
  - Social Media Channels
  - Guidestar

Geography | Organization | Financials

STATE

Ohio - 1675 ×

ZIP CODE

Enter zip code | Radius

METRO STATISTICAL AREA (MSA)

Enter MSAs

CITY

Toledo

Select city

1,675 results found. Clear search

SORT BY Relevance

LOTT INDUSTRIES INC Bronze

Lott / Shared Lives Studio

Toledo, OH | EIN: 34-4466943

GROSS RECEIPTS
$6,660,003

ASSETS
$7,926,596

TOLEDO SOCIETY FOR THE BLIND INC Platinum

The Sight Center of Northwest Ohio

Toledo, OH | EIN: 34-4428258

GROSS RECEIPTS
$1,309,687

ASSETS
$4,645,956

Toledos Pet Bull Project Inc

Toledo, OH | EIN: 30-0702586

GROSS RECEIPTS
$56,467

ASSETS
$71,666

Mission

WGTE Public Media is dedicated to enabling personal development and civic improvement by the innovative use of technology to enlighten, educate, enrich, engage, entertain, empower, and explore.

Ruling year
1958

President and CEO
Mr. Marlon Kiser

Main address
1270 South Detroit Avenue
P.O. Box 30
Toledo, OH 43614 USA
Show more addresses

EIN
34-6554586

Cause area (NTEE code)
Television (A32)
Radio (A34)
Educational Services and Schools - Other (B90)

wgte Public Media

IRS filing requirement
This organization is required to file an IRS Form 990 or 990-EZ.

Tax forms
Show Forms 990

Communication

Next Steps

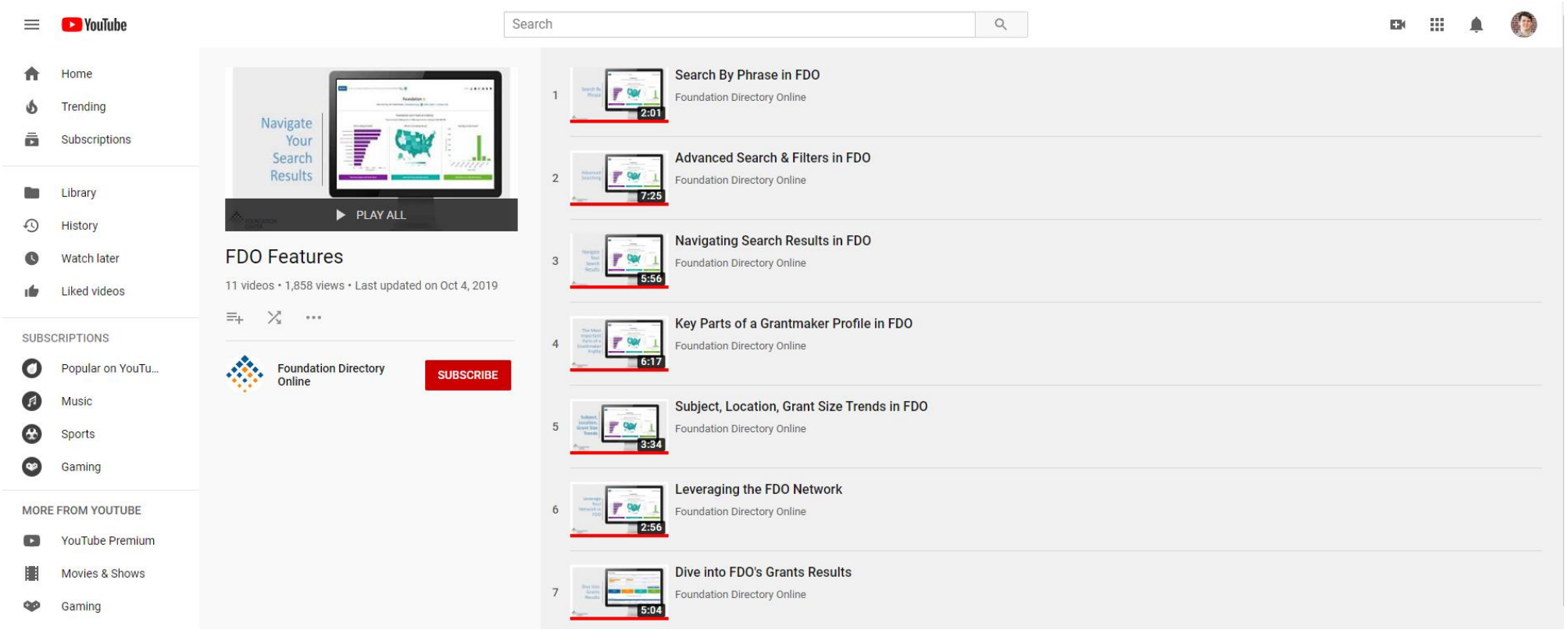
Introduction To Fundraising Planning
(Webinar, Video and Self-Paced Course)
http://bit.ly/IntroFundPlanning

Introduction To Finding Grants
(Webinar, Video and Self-Paced Course)
http://bit.ly/IntroFindingGrantsFC

Candid.

YouTube Trainings

Candid. offers a playlist of training videos on YouTube
https://bit.ly/34XdPVS



Contact

- **Zachary Huber – Specialist Librarian**
  - Zachary.huber@toledolibrary.org
  - 419-214-6131

- **Diving Deeper into Library Resources for Nonprofits**
  - 2 pm Thursday, November 19, 2020

Greater Toledo Community Foundation
Strength in Giving. Hope in Action.

GTCF 2021 Competitive Funding Opportunities

Currently open or opening soon:

- Andersons Fund Supporting Organization (Apr. 15)
- First Solar Corporate Charitable Fund (May 1, Aug. 1 and Nov. 1)
- Community Impact & Community Builder Funds (July 15)
- Toledo Walleye Hockey Club Walleye Wishing Well Fund (Sept. 1)
- Strategic Alliance Partnership (Sept. 15)
- Fund for Islamic Understanding (rolling)
- Sisters of St. Francis Fund (TBD)
- Equity & Access Initiative Fund (TBD)

Artisha Lawson, GTCF Program Officer
Artisha@toledocf.org/ 419-241-5049

Sign up for C4NPR newsletter for up-to-date deadlines