

Grant Research 101 and Candid Resources

National Small Nonprofit Summit, July 23, 2020

Speaker



Elizabeth Madjlesi

Programs Manager, Candid

Pronouns: she/her

What is Candid?

On February 1, 2019, Foundation Center and GuideStar joined forces to become Candid, a 501c3 nonprofit organization. Together, these organizations brought a combined 88 years of expertise and millions of data points to Candid.

Why Candid?

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where the money comes from, where it goes, and why it matters.

How?

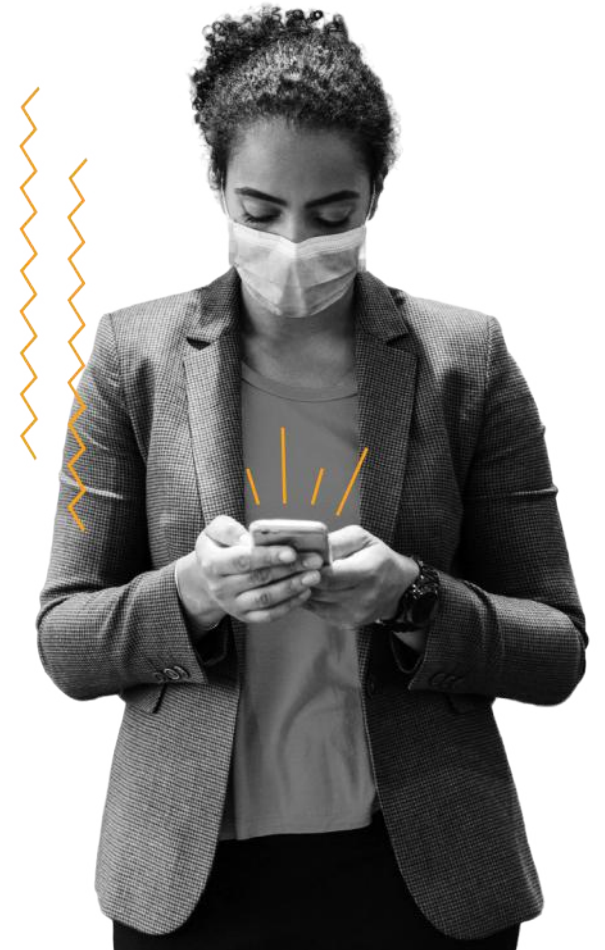
Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it.

Our response to global events

Thank you for being a part of Candid's learning community. We recognize that this may be a challenging time for many. Candid has shifted its key learning opportunities to a virtual format, and you can check them out at bit.ly/CandidLearningOnline. We've also invested in providing the social sector with the resources they need to make informed decisions about today's most pressing issues:

Learn more about COVID-19 resources here:
bit.ly/CandidResourcesCOVID19

Learn more about racial equity resources here:
bit.ly/CandidRacialEquity



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Grant Research 101 and Candid Resources

During this session, we'll cover:

- Different types of foundations
- Common funder motivations
- How to research potential funders
- Tips on making the initial approach
- How to use Candid resources in grant research and fundraising planning

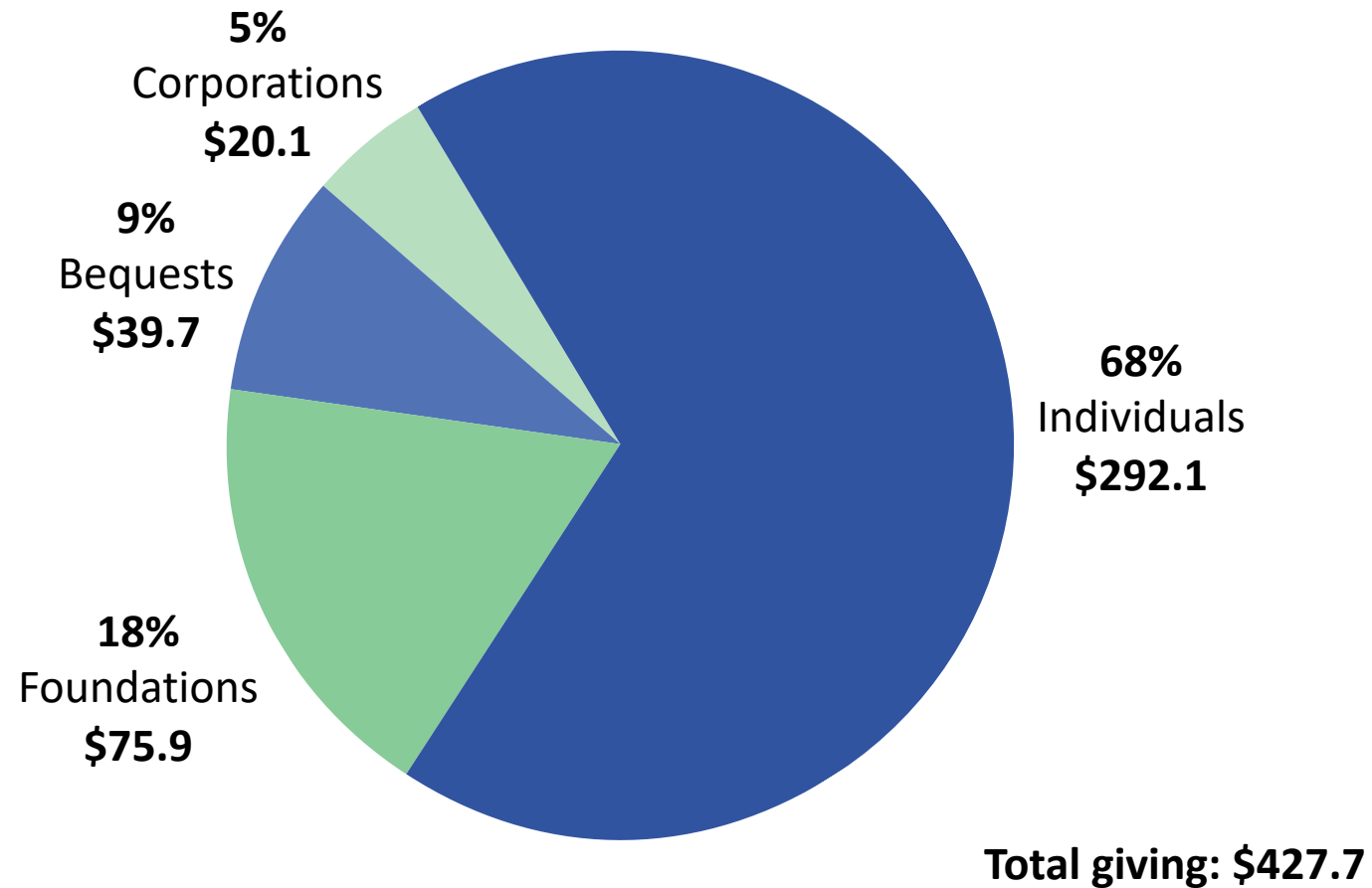
The 10 most important things you need to know about finding grants

1. You can't survive on grants alone



Private contributions by source

(\$ in billions)



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

Does your organization have a diversified fundraising strategy that includes at least three categories of funding?

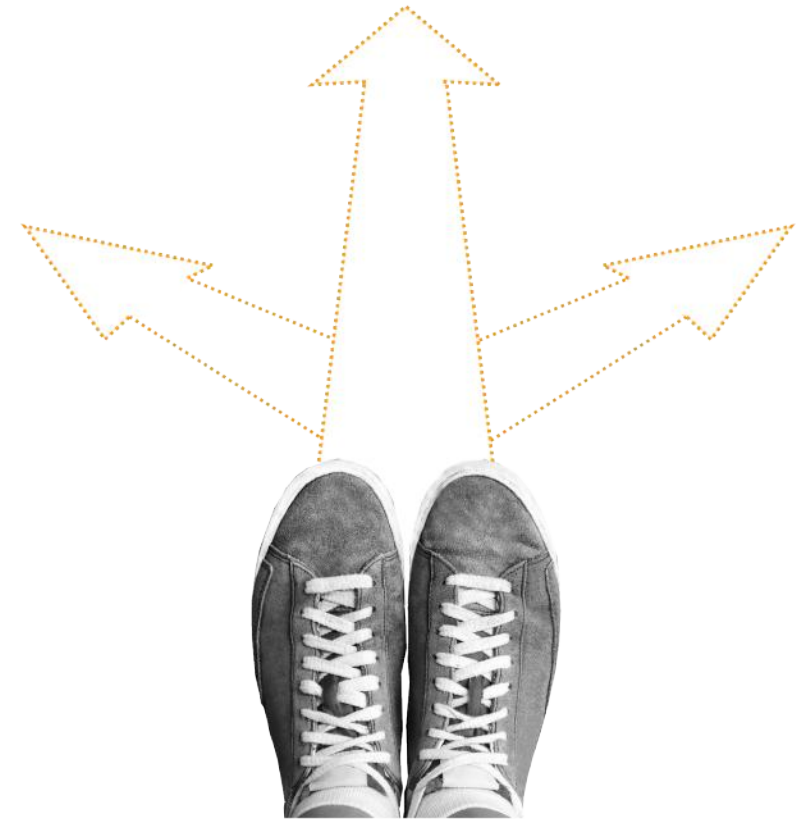
A. Yes

B. No

C. I'm not sure



2. Not all foundations are alike



Private foundations

There are three main types:

- Independent
- Company-sponsored
- Operating

3. Foundations must give money away



Other types of grantmakers

- 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

4. Grant seeking is a competitive process. Prove that you're a credible nonprofit and can carry out a project and demonstrate impact.



Credibility

- Are you a legal nonprofit?
- Do you have a compelling mission that is compatible with the funder's focus area?
- Do you have strong leadership?
- Do you provide high-quality programs that meet a real need in the community?
- Do you have a strong organizational and financial infrastructure?

5. Do your homework first



6. The one size fits all approach doesn't work



7. To get the grant, you have to find the right match

- Who funds in my area of interest and the population I serve?
- Who funds in my geographic region?
- Who will provide the support I need?

8. Ask for the right amount



9. You don't need to know someone to get a grant, but it can help you get your foot in the door

Where to find a connection

- ✓ Your board members or donors
- ✓ Organizational partners
- ✓ Your current funders
- ✓ Check your LinkedIn network



10. The proposal is typically not the first thing a foundation wants

Tips for the initial approach

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

Key takeaways

- Find the right fit
- Be prepared—know who you're approaching and why
- Look at a funder's grant history. Do you see a pattern in their giving?
- Research the funder's **current** giving priorities

Learn more about using Candid resources for grant research:

- **Funding Information Network:** <https://candid.org/find-us>
- **eBooks:** <https://candid.overdrive.com/>
- **IssueLab reports:** <https://www.issuelab.org/>

Questions?

Thank you

Stay connected and never miss a virtual training by subscribing to our Candid Learning newsletter
bit.ly/CandidLearningNewsletter

