

APPLYING TO FOUNDATIONS PART II

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THURSDAY, DECEMBER 12 2013



TODAY'S ACTIVITIES & TOPICS

- **Some quick facts about foundation grants-making**
- **Using Pivot to seek foundation grant opportunities**
- **Using The Foundation Center website investigate funders**
- **Review of proposal basics**
- **Letters of Inquiry and pre-proposal contact**
- **Improving foundation proposals**
- **Some process reminders**

APPLYING TO FOUNDATIONS – PART II

**SOME QUICK FACTS
ABOUT FOUNDATION
GRANTS-MAKING**



ABOUT FOUNDATION GRANTS-MAKING

QUESTION:

1. How many foundations in the United States distributed funds in 2011?
2. How many grants did they make in 2011?
3. How many recipients received these grants?
4. How much grant money did they distribute in 2011?

ANSWER:

1. 81,777
2. 149,518
3. 56,970
4. Almost \$25 Billion

ABOUT FOUNDATION GRANTS-MAKING

QUESTION:

- 1. What were the top 5 states in terms of number of foundations in 2011?**
- 2. Where did Alabama rank in terms of number of foundations in 2011?**

ANSWER:

- 1. New York
California
Pennsylvania
Florida
Texas**
- 2. 26th**

ABOUT FOUNDATION GRANTS-MAKING

QUESTION:

- 1. What were the top four grant-making foundations in the U.S. in 2011?**
- 2. What were the top four grant-making foundations in Alabama in 2011?**

ANSWER:

- 1. Bill & Melinda Gates Foundation**
Walton Family Foundation
Ford Foundation
The Susan Thompson Buffett Foundation
- 2. Community Foundation of Greater Birmingham**
Lucille S. Beeson Charitable Remainder
Alabama Power Foundation, Inc.
BBVA Compass Foundation

ABOUT FOUNDATION GRANTS-MAKING

QUESTION:

- 1. What were the top three foundation grant receiving higher education institutions in the U.S. in 2011?**
- 2. What were the top three foundation grant receiving higher education institutions in Alabama in 2011?**

ANSWER:

- 1. University of Southern California
Stanford University
Duke University**
- 2. Spring Hill College
University of Alabama
Birmingham-Southern College**

APPLYING TO FOUNDATIONS – PART II

**USING PIVOT
TO SEARCH FOR
FOUNDATION GRANT
OPPORTUNITIES**



USING PIVOT

Access the Pivot website at:

<https://pivot.cos.com>

Log In using your Pivot ID and Password

Go to the *Advanced Search* page

After the overview, use the search engine to find a potential grant opportunity that is of interest to you. Note the name of the granting foundation and its website URL for future use.

APPLYING TO FOUNDATIONS – PART II

USING THE FOUNDATION CENTER WEBSITE TO INVESTIGATE FUNDERS



USING THE FOUNDATION CENTER WEBSITE

Access the website of The Foundation Center at:

<http://foundationcenter.org>

Click on the *Find Funders* link at the top of the page.

Click on the *990 Finder* link on the left side of the page.

Enter *Malone Family Foundation* in the search box. Choose *Alabama* as the state.

Choose the *2012 990PF* from the list provided.

USING THE FOUNDATION CENTER WEBSITE

What information on the foundation can we get here:

- **First page – Contact information and grants paid out (Line 25)**
- **Information on the foundation’s officers, directors, trustees and managers (Section VIII or, in this case, added table)**
- **Information on how to apply for funding (Section XV)**
- **Information on what the foundation paid out during the tax year or has approved for future payment (Section XV)**

USING THE FOUNDATION CENTER WEBSITE

Return to the home page at:

<http://foundationcenter.org>

Enter the name of your funder, as well as the state (if known), in the *Funder Data* search box in the middle of the page.

Take note of what information is available to you.

Click on *Find Funders*, then on *990 Finder*, and enter the name of your foundation.

Note the location of the foundation, the number of directors/trustees, the name of the foundation manager, how to apply and the types and sizes of grants paid in the most recent tax year available.

USING THE FOUNDATION CENTER WEBSITE

Make notes of the following from the most recent 990 or 990-PF form available:

- **The location of the foundation**
- **The number of directors/trustees**
- **The name of the foundation manager**
- **How to apply**
- **The number, sizes and recipients of grants paid**
- **The types of organizations that the foundation seems to fund**

BREAK

**RECONVENE IN ROOM 4 DOWNSTAIRS
IN 15 MINUTES**



APPLYING TO FOUNDATIONS – PART II

**REVIEW OF
PROPOSAL BASICS**



REVIEW OF PROPOSAL BASICS

“Standard” Sections of a Letter Proposal

- **Introductory** paragraph stating the reason for writing
- Section explaining **why this grantor was selected**
- **Needs** section that presents the problem that you will solve
- **Solution** section that states what you will do and how
- **Uniqueness** paragraph that shows why your organization is the best choice for implementing the solution
- **Request for funds** section that asks for money and summarizes your budget
- **Closing** paragraph that provides a contact for more information if needed
- **Signatures** of your *highest-ranking officials and partners*
- **Attachments**, if allowed.

REVIEW OF PROPOSAL BASICS

Keep in mind:

- **Follow the grantors instructions to the letter**
- **Don't ask them to fund something different than they want to fund**
- **Do not assume that they know much about the specifics of your project. Write about it in layman's terms.**
- **Be very clear in your budget and budget narrative. Ensure that you are providing the level of detail that the grantor wants in a proposal.**
- **Make sure that you only ask for funding to cover objects of cost which the funder allows.**

APPLYING TO FOUNDATIONS – PART II

**LETTERS OF INQUIRY
AND
PRE-PROPOSAL
CONTACT**



LETTERS OF INQUIRY & PRE-PROPOSAL CONTACT

- **The Letter of Inquiry**
 - Typically very, very brief
 - 1 to 2 pages
 - Should encapsulate your project and why you are interested in working with this foundation
 - Could include a request for direct contact with the program officer prior to submitting the letter proposal or long-form proposal
 - May or may not be required by the foundation
 - May or may not be done on-line
 - Typically can be sent under the signature of the proposing PI, but you should check on this with your OSP Grants Specialist to be sure
 - Can benefit from having a signature from “higher up”

LETTERS OF INQUIRY & PRE-PROPOSAL CONTACT

Questions to ask during pre-proposal contact:

1. We have developed several feasible approaches. Would you please look at them and comment on which one looks the most interesting to you (or would look most interesting to the board)?
2. Last year, your foundation awarded \$_____ to our kind of project and the average size of the award was \$_____. Will this remain consistent?
3. Our research indicates that your deadlines last year were _____ and _____. Will they be the same this year?
4. Does it help if proposals are submitted early? Do proposals that are submitted early receive more favorable treatment?
5. How are proposals reviewed by your foundation? Who performs the review? Outside experts? Board members? Staff? Is there a scoring system or checklist they use that you could share with us?

LETTERS OF INQUIRY & PRE-PROPOSAL CONTACT

Questions to ask during pre-proposal contact:

- 6. Are there your current granting priorities expected to change?**
- 7. What do you think of submitting more than one proposal in a funding cycle?**
- 8. Is the amount that we are requesting realistic in light of your current goals?**
- 9. Have you ever provided grant support jointly with another funding source and, if so, is that approach appropriate here?**

LETTERS OF INQUIRY & PRE-PROPOSAL CONTACT

Questions to ask during pre-proposal contact only when the grantor seems very encouraging:

10. Would you look over our proposal before our formal submission if we finished it early?
11. May I see a proposal that you have funded that you think is well written, or would you recommend one and I will contact the grantee to make the request? This would provide us with a model for style and format.

Question to ask during pre-proposal contact only when the grantor is not very encouraging:

10. Can you suggest any other funders who may be appropriate for this project?

APPLYING TO FOUNDATIONS – PART II

IMPROVING FOUNDATION PROPOSALS



IMPROVING FOUNDATION PROPOSALS

- **Utilize Quality Circles and Other Pre-submission Internal Reviews**
- **Pre-submission review by foundation program officer**
- **Using the OSP-funded services of the Writing Center for proposal review and editing**
- **Ensuring alignment of all parts of the proposal**
 - **Make sure that the budget, budget narrative, and primary proposal document all match**
- **Pay attention to page limits, format requirements (i.e., font, pitch, margins, etc.)**

APPLYING TO FOUNDATIONS – PART II

SOME PROCESS REMINDERS



SOME PROCESS REMINDERS

- **Indirect costs**
- **Matching and cost-sharing requirements**
- **Salaries and benefits**
 - Optional retirement coverage
 - Salary increases over time
- **Costs related to student employees**
 - Tuition
 - Medical insurance
 - Salaries
- **Early warning to College grants office and OSP Grants Specialist**
- **Proper signatures on submissions**
- **Clearing with Advancement Office**
- **IRB and Conflict of Interest**
- **Internal Coordination Sheet and sharing credit**

APPLYING TO FOUNDATIONS – PART II

QUESTIONS AND DISCUSSION



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