

Mission Guided Grants

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- ▶ GRANT WRITING
- ▶ INCORPORATION OF YOUR NONPROFIT
- ▶ 501C3 APPLICATIONS FOR IRS TAX EXEMPTION
- ▶ TRAINING, WORKSHOPS, WEBINARS
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... Bridging the gap between Non-profits and Funders

Agenda

- ▶ THE NON-PROFIT SECTOR
- ▶ THE GIVING LANDSCAPE
- ▶ TYPES OF GRANTS
- ▶ FOUNDATION GRANTS
- ▶ CORPORATE GRANTS
- ▶ GOVERNMENT GRANTS
- ▶ GROUP EXERCISE
- ▶ GRANT SUCCESS FACTORS
- ▶ SUMMARY

The Non-Profit Landscape

- ▶ Nonprofit Quarterly reports 1,799,401 tax-exempt organizations (2017)
- ▶ Nonprofits in your area*

Delaware	11,193
Pennsylvania	112,054
New Jersey	72,186
- ▶ According to a 2018 report by the Center for Civil Society Studies at Johns Hopkins University, nonprofits account for at least one in 10 jobs in more than half the states, with total employees numbering 11.9 million in 2015. The nonprofit workforce is the third largest of all U.S. industries behind retail trade and manufacturing.

The Giving Landscape

For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

\$410.02 billion

Where did the generosity come from?*

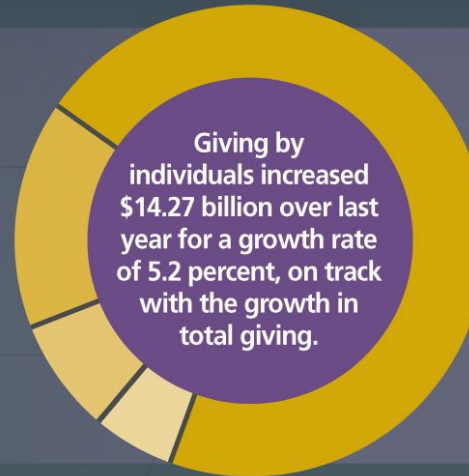
Giving by Individuals ↑ 5.2% **70%**
\$286.65 billion
increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016

Giving by Foundations ↑ 6.0% **16%**
\$66.90 billion
increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

Giving by Bequest ↑ 2.3% **9%**
\$35.70 billion
increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

Giving by Corporations ↑ 8.0% **5%**
\$20.77 billion
increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

Contributions by source
(by percentage of the total)



Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.

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



Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.



Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

- 31% **Religion** ↑ \$127.37 billion
- 14% **Education** ↑ \$58.90 billion
- 12% **Human Services** ↑ \$50.06 billion
- 11% **To Foundations** ↑ \$45.89 billion
- 9% **Health** ↑ \$38.27 billion
- 7% **Public-Society Benefit** ↑ \$29.59 billion
- 5% **Arts, Culture, and Humanities** ↑ \$19.51 billion
- 6% **International Affairs** ↓ \$22.97 billion
- 3% **Environment/Animals** ↑ \$11.83 billion
- 2% **To Individuals** ↓ \$7.87 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



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Types of Grants

- ▶ **General Fund/Unrestricted** - General purpose (personnel, admin, misc expenses...)
- ▶ **Restricted** – Specific projects/programs, expenses direct to program
- ▶ **Seed money** – Start-up funds for new organizations, start up funds
- ▶ **Building/Renovation*** – Construction, renovating, or remodeling
- ▶ **Curriculum Development** – To develop curriculum for schools, colleges, universities
- ▶ **Endowment funds*** – Kept permanently and invested for interest income for nonprofit
- ▶ **Continuing Support*** – Annual renewal of grants from past supporting funders
- ▶ **Emergency Funds*** – One time grants for urgent funding needs
- ▶ **In Kind** – Services, equipment, supplies (donated items, discounts, volunteers, ...)
- ▶ **Matching/Challenge** – Funds granted only if matched by another donor
- ▶ **Employee Matching** – Corporate foundations match employee gifts to a nonprofit

* Typically awarded to np's they have worked with before, proven fiscal/admin ability

Grants can come from...

▶ Foundations

▶ Corporations

▶ Government



What is a Foundation?

▶ Public Foundation

- ▶ Essentially a public charity
- ▶ Make-A-Wish Foundation and The Susan G. Komen Foundation
- ▶ Rely on donations from individuals, government, corporations, and private foundations to fund their operations and programs
- ▶ Typically do not offer grants

▶ Private Foundation

- ▶ A private foundation, like a public charity or public foundation, is dedicated to carrying out a charitable mission
- ▶ Instead of receiving public support, it is funded and controlled by an individual, family, or corporation
- ▶ The Bill and Melinda Gates Foundation and the Coca-Cola Foundation, Inc.
- ▶ A private foundation is required to make an annual distribution equal to roughly 5% of its prior year's average net investment assets

Top five wealthiest US foundations...

- ▶ **Bill & Melinda Gates Foundation** \$51.6 billion
 - ▶ Global - healthcare and poverty; US - educational information technology opportunities/access to
- ▶ **Howard Hughes Medical Institute** \$22.6 billion
 - ▶ Biological and medical research in the US
- ▶ **Ford Foundation** \$13.7 billion
 - ▶ Economic empowerment, education, human rights, arts, Third World development democracy, creative
- ▶ **Kamehameha Schools** \$11.5 billion
 - ▶ Educational opportunities to improve the capability of people of Hawaiian ancestry and well-being
- ▶ **Lilly Endowment** \$11.7 billion
 - ▶ Community development, education and Christianity

Corporate Foundations

Corporations provide support to nonprofits through direct-giving programs and private foundations

Company-Sponsored Foundations

- ▶ Separate legal entities
- ▶ Close ties with the parent company - rely on contributions to support giving programs
- ▶ Giving usually reflects company interests – geographical and value driven

Corporate Direct Giving Programs

- ▶ Not separate legal entities
- ▶ Employee driven and local community related (tutoring, walks/runs, holiday programs,...)
- ▶ May include employee matching gifts and in-kind gifts as part of grantmaking activities



Government Grants

► What is a Grant from the Government?

A grant is one of the ways the government funds ideas and projects to provide public services and stimulate the economy. Grants support critical recovery initiatives, innovative research, and many other programs. Highly project specific.

► Who May Receive a Grant?

The federal government typically awards grants to state and local governments, universities, researchers, law enforcement, organizations, and institutions. Fund major projects that will benefit specific parts of the population or the community as a whole.

► Examples

Federal

FY 2019 Community College Initiative Program, USAID/Ethiopia, Health Workforce Improvement Program, Montana Arctic Grayling Conservation

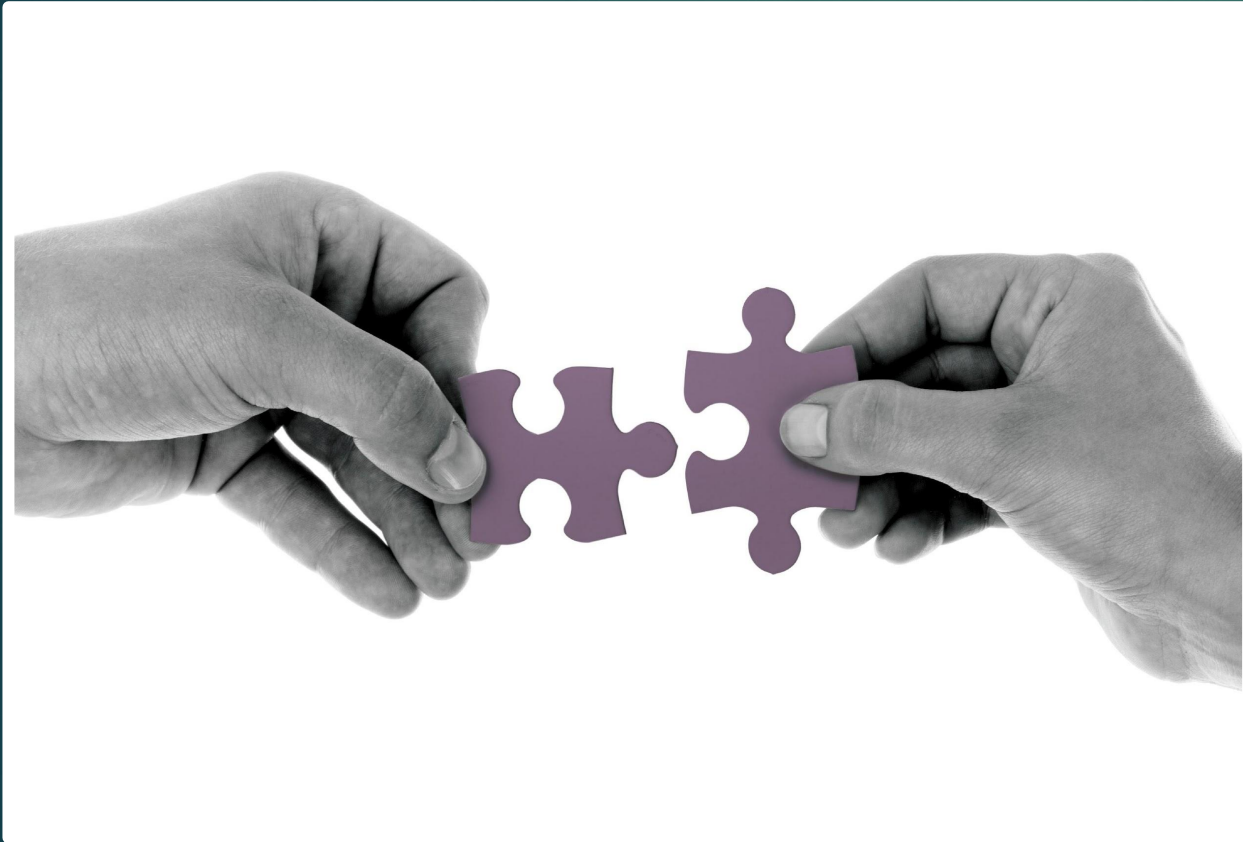
State

Advanced Computer Science Grant Program, NJ Family Care Outreach Project, Dam Restoration & Inland Water Project Loan Program



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Group Exercise



- 1] READ THE HANDOUT AND
IDENTIFY YOURSELF AS A
FUNDER OR A NONPROFIT
- 2] WALK AROUND THE ROOM AND
MATCH YOUR NON-PROFIT'S
MISSION AND NEEDS WITH A
FUNDER'S GIVING FOCUS

Grant success factors

- ▶ The pieces of the puzzle have to fit exactly right...otherwise walk away, do not waste your time or theirs
- ▶ Key criteria...
 - ▶ Your mission and funder's strategic vision must be in alignment
 - ▶ Speak to a Program Officer, enlist them to be your advocate
 - ▶ Attend an information session
 - ▶ Large projects may require a team of funders
 - ▶ Area served must match
 - ▶ Follow directions exactly
 - ▶ Meet the deadline!!



It's not all about the money ...\$5,000 or \$50,000

- ▶ Developed an important relationship with a funder, a new advocate for your cause
- ▶ Elevated your reputation in the community
- ▶ Built awareness through an award ceremony, press release, TV,...can't buy advertising this good!
- ▶ Increased donations by communicating your award to donor base
- ▶ Increased volunteerism for your new program

Summary

- ▶ Establish your nonprofit, apply for your 501c3
- ▶ Determine your programs
- ▶ Decide what type of grant you need
- ▶ Find funding: Foundation, Corporate, Government
- ▶ Apply for funding
- ▶ Say “Thank you” or get feedback for next cycle
- ▶ Keep track of what you achieved with the funding
- ▶ Report the results to your funder
- ▶ Continue building the relationship
- ▶ Apply again!

YOUR MISSION ... YOUR CALLING!

What do you dream of doing if you had the resources you needed, how would you make the world better?

Make a plan, basic next steps

Write it Down!

*You become 42% more likely to achieve your goals and dreams,
simply by writing them down on a regular basis,
even higher if you tell someone*

(Dominican University, CA)

