

Slide 1

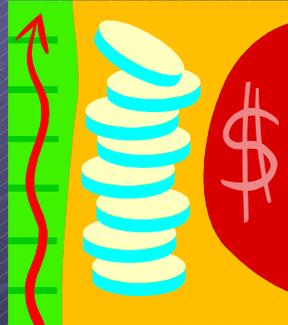
Show me the money

Resources and references



3 sources of funding

- Grants
- Individuals
- Earned Income



Slide 3

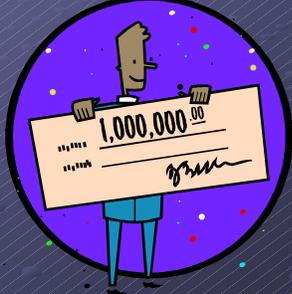


Where do we get grants from? There are the traditional sources – government, foundations, corporations are more apt to give you in-kind donations – equipment, meeting space, products, volunteers. Special interest groups – defined as non-governmental organizations – are a great source of external resources. Example: Junction Butte Wetlands – NFWF awarded \$25,000, which was matched by \$75,000 from Ducks Unlimited.

But the most surprising new player in the field of philanthropic giving are faith based groups, churches and groups who believe that the Bible has instructed them to take care of the environment.

Individuals

- Memberships
- Major gifts
- Benefit events
- Planned Gifts



There's a very strong movement within the federal government to encourage the development of cooperating associations and friends groups. These are partnerships which often form non-profit organizations to support a geographically designated area – a refuge, a forest, and in BLM, a newly designated monument or National Conservation Area. They support the agency by bringing in resources from the sale of publications or memberships. Ex. Rocky Mountain Nature Association.

Major gifts need no explanation. That's what we all would like to have happen to us – someone would walk up and hand us a check for \$1,000,000 with no strings attached. But lots of work goes into courting and wooing those big donors.

3 levels of funding

- Grassroots
- State
- National



Where does money come from?

- In 2001, government funding = 250-300 billion dollars
- Non-profits collected \$213 billion dollars from 4 sources:
 - Foundations – 12%
 - Corporations – 4 %
 - Individuals – 76 %
 - Bequests – 8%

Lot of government funding has to do with contract work. Declining in past 20 years.

This is not scarcity---this is abundance.

Common myth – most money comes from grants. Not true. Only 16% of private sector money (foundations and corporations) gotten through grant proposals. Less than 20% of all grants get funded.

Another myth – corporations are a great source of philanthropic giving.

Another myth – Most of the money comes from rich people. 80% of money donated by individuals comes from families early \$65,000 or less. Based upon income, the most charitable people are poor people – give 4 ½ % of their income, over 100,000 income, give 1 %.

Where does the money go?

- 25% Education
- 21% Health
- 14% Human Services
- 12% Arts & Culture
- 11% Public/Society Benefit
- 07% Environment & Animals
- 03% Science and Technology
- 03% International Affairs

Public/Society Benefit includes civil rights and social action, community improvement, philanthropy and voluntarism, and public affairs.

Roughly nine out of ten foundations gave for education, human services, arts and culture, and health.

At least half of grants were for \$50,000 or less in all subject areas except science

Grassroots Funding

- Individuals
- Corporate
- Special Events

A graphic illustration on a red background. It features a blue globe with a yellow sun-like shape on top. A hand is shown holding a stack of red coins. To the left of the globe, there are three black rectangular boxes, each containing a white icon of a person. The entire graphic is set against a dark blue background with a subtle grid pattern.

Lots talk a little about local fundraising efforts. One of the major rules in resource management is that you always look for funding at the local level first. This is where partnerships become so important. As federal employees, we cannot solicit, but partners can. We can support these solicitations by doing behind the scenes work and we can “educate” the public about what are needs are. Education stops at the point where someone asks for money or other resources.

Lots of local businesses support environmental projects, as do branches of corporations. Both are interested in improving the quality of their lives. Corporations want employees to stay to reduce costs of turnovers.

Special events, if well planned, can become long-term funding opportunities. EX: Boulder Boulder,

Advantages

- Less formal
- Established network
- Timely
- Simple – a handshake
- Builds future support
- Demonstrates local involvement
- Individual contributions

Sometimes money for project can be raised from local community. If not, money raised can be counted as a match which most foundations are now requiring. They want to see broad based community support for the project, and local grassroots funding efforts illustrate this support.

Disadvantages

- Limited funding sources
- High level of competition
- STP
- Staff/volunteer burnout
- Local politics
- Muffin mentality

In rural communities, the tried and true supporters get tapped out pretty quickly because every project approaches them for financial support.

Special events. If not planned well, does not bring in much money – muffin mentality

STP-same ten people

Grassroot Funders

- Volunteers
- Previous donors
- Friends
- Local business
- Out of town Merchants
- Residents
- Users/ user groups



Again thinking rurally, don't forget those merchants who supply your basic needs from 40 miles away – banking, medical, transportation, etc. EX: Alamosa

The hardest money to find from grant makers is operating dollars – salaries, office rent, postage, etc. In a partnership, often the money raised by the partners and at the local level is used for these kinds of costs. There are some ways to get around this, e.g., NFWF will pay for seasonal help.

Earned Income

- Goods
- Services
- Publications
- Investment Income
- Cause-related marketing

An illustration showing several hands of different colors (orange, brown, green) holding and exchanging various banknotes and coins. In the center, a stylized house with a chimney is depicted, suggesting that the income is being used for housing or other essential needs. The background is a dark blue with a subtle pattern of small white dots.

Many groups that failed to plan for self-sufficiency years ago, and have traditionally relied upon grants, are churning out proposals to private foundations and the government. But the competition is fierce, and foundations only have enough money to fund a few organizations.

The funding crisis is sparking some creative solutions.....For several years, there has been an undercurrent of interest in profit-oriented business ventures as a potential source of funds for nonprofit citizen organizations.

Girl Scouts cookies began as a local bake sale in the 1920's. In 2000, sold 250 million boxes of cookies. Reputed to be number two cookie in America.

Charitable organizations have been earning income for as long as they've been around. Today's churches near sports stadiums are selling parking spaces to fans going to the big game.

Fees charged for service account for 42-45% of total budgets for other than religious congregations. Fee income fast growing source of revenue for nonprofits in US



So, we've plumbed all the local opportunities to raise revenue for the project. Don't forget – just because a institution/person cannot give dollars, they may be able to donate equipment, their expertise, time, labor, etc.

So, the next most realistic source to approach for money is state resources. For instance, your state game and fish department, state department of recreation and natural resources, state cultural organizations – Colorado's support by gambling.

Most national organizations have state or regional offices – DU, TU, RMEF. Universities are great partners, and often have resources not available to us. But they charge really high administrative costs. Ex: CHNP

Oil and gas companies have a big stake in partnering and sharing resources to preserve their "green image." Especially now, with an increased emphasis on oil and gas exploration.

National Grantmakers

- Federal agencies
- Private foundations
- National corporations



These are the big hitters. You come to the national grant makers when you are looking for big bucks. Research, capital improvements, projects which have a national impact or can be replicated nationally.

Federal Agencies

- Catalog of Federal Domestic Assistance
- Federal Register
- Federal Assistance Monitor

A black and white icon of a classical building with a pediment and four columns, enclosed in a rounded square frame. The icon is positioned to the right of the bulleted list.

Largest grantmaker in the US. Examples: EPA DOI

Usually require collaboration and matching funds from state, local or corporate sources.

CFDA: online catalogue accesses databases on all federal domestic assistance programs; published every 6 months, available most public libraries; tips on how to write grants

Federal Assistance Monitor: single best place to find federal grant opportunities. Available most libraries

Federal Assistance Monitor: semi-monthly report on federal and private grant opportunities; good source for social service/community development

Websites for Federal Grants

- Catalogue for Federal Domestic Assistance www.cfda.gov
- The Federal Register www.archives.gov/federal_register/
- The Federal Assistance Monitor www.cdpublications.com/pubs/federal_assistance.html

I was told that these powerpoints will be available in a couple of weeks, so you will be able to get this information



Another type of federal grant maker. These are 4 quasi government foundations set up by Congress to seek funding for specific governmental agencies.

NFWF collects money for seven different federal agencies and pools these monies to fund interagency projects. Money funded through a competitive challenge grant program.

NPF and NFF solicit money for and give exclusively for National Park and National Forest projects.

NEETF” supports environmental education projects that focus on educating adults – decision makers in health and environment and safe water issues.

Websites

- NFWF: www.nfwf.org
- NPF: www.nationalparks.org
- NFF: www.natlforests.org
- NEETF: www.neetf.org

Non-Profit Foundations

- Over 45,000 private foundations
- Give for multiple causes
- Give local, regionally, one city, nationally
- Varied application requirements



5 Non-profit foundations

- Community
- General Purpose
- Special Purpose
- Family
- Company-sponsored

These foundations distribute 93% of all grants.

75% of foundations are unstaffed and run by volunteers boards or bank trust officers or lawyers.

Fewer the 6,800 foundations have more than \$2 million in Assets

Community Foundations

- Raise money within geographic area
- Focus on local needs
- Funds come from multiple donors
- Put into endowments



Can support towns, regions or a state.

To date, don't support environmental causes.

General and Special Purpose Foundations

- General:
 - Award grants in many areas of interest
 - Grant sizes vary
- Special:
 - Fund activities in one or a few selected areas of interest

General Foundations EX- Rockefeller, Kellogg, EX: build and link websites of 140 non-profits in the SLV

Special – usually focus on a few causes Hunt Foundation – medicine/health

Family Foundations

- Income comes from a single family
- Granting patterns represents values of family members
- Often do not solicit applications
- Account for 2/3rds of all foundations

Company-sponsored Foundations

- Close ties to corporations providing funds
- Giving in fields related to corporate activities
- Often restricted to communities where corporation operates

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O.K. We talked about what the different sources of funding are. Now, where do you find out how to find them? This, by the way, is a library, which if you live near a big city, is one of the most efficient places to begin your search. Looked and federal and non-profit funding resources. How do we find information on them. Given you websites for federal and quasi-government funding sources. Now, talk about finding funds from non-profit foundations

References

- Foundation Center Libraries and Cooperative Associations
 - Directories
 - CD-rom databases
 - Foundation Grants Index
 - FC Research
 - 990-pf's

Best source: Foundation Center Libraries and Cooperative Associations.

Maintains several hundred collections of grant-related information in several formats – printed reference books, CD databases, and pay for access Internet databases in libraries around the US

Foundation Grants Index describes @ 100,000 grants of \$10,000+. FC Search available free of charge in most FC libraries, contains information for grants over \$10,000.

990's required reporting form of all non-profit foundations to maintain non-profit status.

Websites

- Foundation Center
<http://fdncenter.org/funders/grantmaker/>
- Locally published funder guides for many states and larger communities
www.foundationdatatbook.com
- Council on Foundations: non-profit membership of corporations and grantmaking foundations
www.cof.org

Other Collections

- State directories of corporate and non-profit organizations
- University development offices
- Chambers of Commerce
- Corporate funding Directories

State directories list foundations and funding sources that distribute money in that state. May list out-of-state foundations that contribute locally in your region. May include state departments of commerce, fish and game, etc.

Universities typically have development office dedicated to find alternative funding resources beyond legislative appropriations.

Local Chambers of Commerce house funding collections that serve the local community.

Corporate Funding Directories

- National Directory of Corporation Giving
- Regional and Business Indexes
- Chamber of Commerce
- Better Business Bureau



Annual grant totals related to current projects

National Directory of Corporate Giving review over 2,300 corporate funders.

Remember, corporation giving tied to corporate activities and often restricted to communities where corporation operates.

Often will give products vs. cash. Funds can include capital improvements, operating budgets, employee matching gifts, and other aid.

Do not overlook the yellow pages and community knowledge. In corporate grantseeking, personal contacts are invaluable.

Websites

- Grantsmanship Center
<http://www.tgci.com>
- Resources for Global Sustainability:
Environmental Grantmaking
Directory
www.environmentalgrants.com
- Chronicle of Philanthropy
www.philanthropy.com

More websites

- Conservation Assistance Tools
www.Sonoran.org/cat/
- Short tutorial on grantwriting
www.fdncenter.org/learn/shortcourse
- Another Tutorial website
[www.epa.gov/seahome/grants/src/grant
htm](http://www.epa.gov/seahome/grants/src/grant.htm)

Resource Review

- 3 sources of funding
- 3 levels of funding
 - Grassroots funding
 - State Resources
 - National Resources
- Federal Grantmakers
- Non-profit foundations

3 sources of funding: grants, individuals, earned income

3 levels of funding: grassroots, state, and national

Grassroots funding – advantages and disadvantages

Resources at the state level

Resources at the national level

federal grantmakers

non-profit foundations

References Review

- Foundation Center Libraries
- Other Collections
- Corporate Funding Directories
- Websites



