



Roundtable on Foundation Grantmaking  
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## Overview of Foundations and Grantmaking

Charitable giving continues to grow!

- Total Giving: \$373.25B
- Foundations: \$58.46B
- Bequests: \$31.76B
- Corporate Donations: \$18.45B
- Individual Donations: \$264.58B

Source: Giving USA Foundation, public-service initiative of The Giving Institute (Indiana University Lilly Family School of Philanthropy)

## Overview of Foundations and Grantmaking: Corporate Philanthropy

- **Aligns with overall business objectives**
  - These can change or be refined in response to changes within internal and external landscape
- **Geographically concentrated**
  - Funding is concentrated where a company does business *and* where employees live and work
- **Strategic in nature**
  - Leverages limited resources for greatest impact
- **Charitable Giving Framework**
  - Pillars/funding categories established

# Overview of Foundations and Grantmaking: Corporate Philanthropy – Classic Structure

**Housed within:  
Global / Corporate Citizenship, Corporate Social Responsibility,  
Community / Public Affairs, or Marketing**

<b>Corporate Foundation</b>	<b>Corporate Giving</b>	<b>Employee Giving &amp; Engagement</b>
<p>Established foundation that provides structured grant funding in line with strategic goals and giving guidelines set by corporation</p> <ul style="list-style-type: none"> <li>▪ Signature Program Initiative</li> <li>▪ Other Corporate Initiatives</li> </ul>	<p>Work with nonprofit partners, local agencies and global corporate neighbors to invest in initiatives that make our communities better places to live and work.</p> <ul style="list-style-type: none"> <li>▪ Sponsorships</li> <li>▪ Funding outside defined framework</li> <li>▪ Disaster Relief</li> </ul>	<p>This category offers distinctive employee giving programs responsive to employee interests, flexible enough for cultural variations and respectful of charities supported over time.</p> <ul style="list-style-type: none"> <li>▪ Team Volunteering and Fundraising</li> <li>▪ Employee Giving Program</li> <li>▪ Matching Gifts</li> <li>▪ Runs/Walks</li> <li>▪ Board Service</li> <li>▪ Pro Bono Engagement</li> </ul>

## Overview of Foundations and Grantmaking: Tips for Grantwriting

### **What is the nature of your request?**

- General operating support
- Targeted request

### **Which is preferred?**

- General operating support for mission specific orgs.:
  - Food bank, disaster relief, social service agency
  - Smaller agencies / smaller annual operating budget
- Targeted request:
  - To fund new initiative or program
  - Scale program
  - Agency capacity building

### **Appropriate size of the request?**

- In line with corporate giving guidelines, and/or funding history
  - Initial requests should be reasonable in size
  - Other requests can be more substantial for established funding partners and/or ambitious programs

# Overview of Foundations and Grantmaking: Tips for Grantwriting

## Types of grant requests:

- **Unsolicited:**
  - Initial letter of inquiry or proposal
  - Be brief and to the point.
  - First impression. Make it good.
  
- **Solicited:**
  - Fully-developed proposal
  - Requires preliminary / ongoing dialogue during the process
  - Ask questions.
  - Be clear about the objectives.

## Overview of Foundations and Grantmaking: Tips for Grantwriting

### **Unsolicited request:**

- Be concise. Recommend max. of 1-3 pages
  
- Core content:
  - Background/history
  - Mission
  - What is the sense of urgency?
  - Why is your agency well suited to do this work?
  - Accomplishments: highlight awards , recognition, etc.
  - State the ask
  
- If established agency, emphasize your overall accomplishments and impact
  
- If newer agency, emphasize innovative approach and anticipated impact

## Overview of Foundations and Grantmaking: Tips for Grantwriting

### **Solicited request:**

- Note funding relationship if applicable.
- How realistic is/are the objective(s)?
- Potential for impact: will it move the needle? How much?
- Clarity of desired results
- Metrics:
  - What is being measured?
  - How is it being measured?
  - Note: See Sample Evaluation Dashboard
- Fully developed budget
- Cite other agency partners and/or collaborators
- Cite any key funding partners
- Is there opportunity to share/publish meaningful results?
- Opportunity for employee engagement?



# Overview of Foundations and Grantmaking: How to Approach Corporate Funders

## ❖ Do's

- Look for strategic funding partners
- Be sure there is alignment
- Submit brief (1-3 page) letter of inquiry
- Approach company through proper channels
- Utilize board and key funders to assist with introductions
- If a potential fit, request permission to update your contact on noteworthy agency news (e.g. e-newsletter, new strategic plan, significant awards/recognition)

## ❖ Don't's

- Think about obtaining one-time grants
- Attempt to make a fit where there isn't one
- Submit full-blown proposal *until invited to do so*
- Submit duplicate requests or attempt to bypass corporate giving guidelines/protocol
- Bombard contact w/ phone calls and emails

Overview of Foundations and Grantmaking:  
Final Thoughts

Partnerships grow over time



Funding opportunities grow from relationships



Start to build a relationship

## Appendix: Alternate Funding Sources

- Making the most of individual giving!
  - Online giving platforms: Agora For Good, Bright Funds, etc.
  - Crowdsourcing
  - Giving Tuesday
- Nonprofit Finance Fund:

### Loans & Financing

Up to \$2M for operating and capital needs.  
New Markets Tax Credits.  
Refinancing, extensions, lines of credit.

### 1-on-1 Consulting

Diagnosis & Analysis,  
Implementing New Tools,  
Communicating Your Story,  
Collaboration Services,  
Planning for Growth/Change

### Group Learning & Education

Webinars, Workshops,  
Clinics; Articles,  
Resources, Research

- Pro bono services
  - Taproot Foundation
  - Catchafire.org

## Appendix: Sampling of Resources

- Chronicle of Philanthropy
- Nonprofit Quarterly
- Inside Philanthropy
- Philanthropy News Digest
- Changing Our World
- BoardSource
- Stanford University Social Innovation Review

## Appendix: Other Resources and Articles of Interest

- Making Your Development Strategy More Strategic

Source: GrantSpace, [http://grantspace.org/blog/making-your-development-strategy-more-strategic?utm\\_medium=marketing&utm\\_source=email&utm\\_campaign=marketinginspiration20161211](http://grantspace.org/blog/making-your-development-strategy-more-strategic?utm_medium=marketing&utm_source=email&utm_campaign=marketinginspiration20161211)

- Fundraising Communications Toolkit for Board Members

Source: BoardSource, <https://boardsource.org/wp-content/uploads/2016/11/Fundraising-Communications-TK.pdf>

- 2016 Giving in Numbers Brief

Overview of the Giving in Numbers report published annually by CECP

Source: Committee Encouraging Corp. Philanthropy (CECP), <http://cecp.co/research/benchmarking-reports/giving-in-numbers-index.html>. *(Note: the full report is only available to CECP members.)*

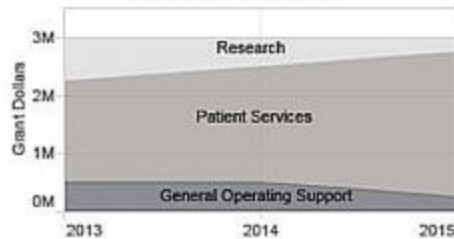
- How Millennials Are Changing the Face of Philanthropy

Source: *Barron's*, [Barronhttp://www.barrons.com/articles/how-millennials-are-changing-the-face-of-philanthropy-1480984160](http://www.barrons.com/articles/how-millennials-are-changing-the-face-of-philanthropy-1480984160)

# Appendix: Sample Evaluation Dashboard Reporting Tool for Metrics

## SAMPLE EVALUATION DASHBOARD: RURAL HEALTH CARE ACCESS PROGRAM

**Program Funding**

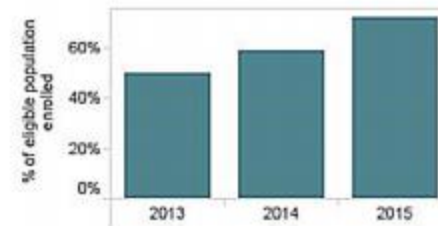


**Patients Served**

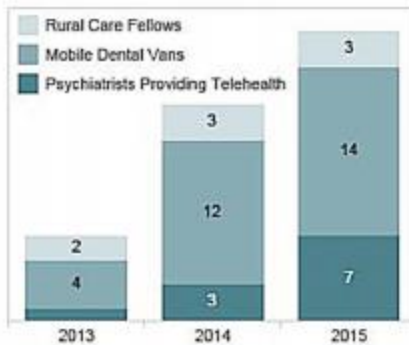
Population	2013	2014	2015
Adults	9,081	10,039	10,257
Children	4,239	4,274	4,419

2016 YTD: 1,081 adults and 417 children served

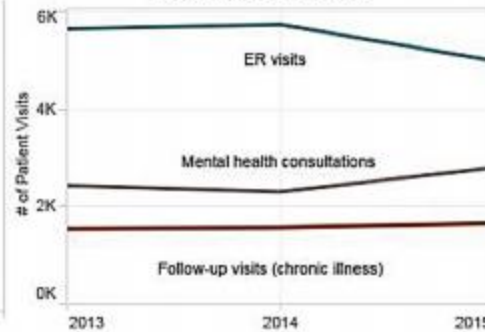
**Marketplace Enrollment (targeted)**



**Mobile and Telehealth Service Providers**



**Preventative Care Metrics (targeted counties)**



**Average Distance from Primary Care Provider (by county)**



## Appendix: Example of Nonprofit Agency Collaboration



The Financial Clinic is excited to announce  
that Governor Andrew Cuomo has signed Refund-529!

Now, upon signing A9118/S6942 into law, 9 million New Yorkers will have an annual chance to build savings at tax time and make college more accessible for themselves and their children. If research shows that as little as \$1 in a designated child savings account can make a child 3 times more likely to graduate from college, imagine what the 7 million filers who received a refund in 2016 can do with an average refund amount of \$1,093!!!

On behalf of New York's working poor families, The Financial Clinic wants to extend its sincere gratitude and congratulations to Governor Cuomo and the New York State Legislature, especially Assemblymember David Buchwald and State Senator Thomas Croci, for recognizing that New York's families, and particularly its low-income families, need every opportunity to help save for their children to go to college.

In addition, thank you to our partners at Citizens' Committee for Children for their tireless support and advocacy; to coalition members: *Children's Aid Society, Harlem Children's Zone, Federation of Protestant Welfare Agencies, Neighborhood Trust Financial Partners*, United Neighborhood Houses NY, and Center for Enterprise Development; and to all of you who signed our petition and sent letters of your own.