Finding the Right Funders: A Strategic Approach

**Barbara Floersch**, Director of The Grantsmanship Center since 2011, has over 30 years of experience in nonprofit management, proposal writing, and grants administration, and nonprofit consulting. She has secured tens of millions of dollars in federal, state, and foundation grants; taught hundreds of seminars and classes at conferences, colleges, and nonprofits; testified before Congress; published numerous articles; and served as an expert reviewer for many government grant competitions. Barbara has been a trainer for The Grantsmanship Center for 12 years.

Barbara Floersch
• Headquarters in downtown Los Angeles

• Variety of training programs and publications

• More than 115,000 alumni

• *Program Planning & Proposal Writing* is basis of most proposal writing and training today

• Learn more at www.tgci.com

©2012 The Grantsmanship Center. All rights reserved.
Be Strategic ➤ Prospect

- Be Proactive
- Think Long-Term
- Learn about serious research tools & use them

Plan the Work & Work the Plan!
# Government Funders and Private Funders are Different

<table>
<thead>
<tr>
<th>Government</th>
<th>Foundations &amp; Corporations</th>
</tr>
</thead>
</table>
| Issue requests for proposals and application guidelines | Seldom solicit proposals  
May not provide guidelines |
| Federal very organized – others less so           | It JUST depends                                   |
| Relationships can be helpful                     | Relationships usually **critical**                |
| Quality of proposal is critical                  | Quality of proposal often less critical than quality of relationship |

©2012 The Grantsmanship Center. All rights reserved.
Catalog of Federal Domestic Assistance

(CFDA)

www.cfda.gov

Provides information on every federal funding program that is authorized by statute and that requires you to apply.

Get Ahead of the Game!
Catalog of Federal Domestic Assistance

CFDA Statistics: Programs at a Glance

CFDA currently tracks over $10 million federal dollars obligated to domestic assistance programs. The following chart displays projected and actual Recovery and non-Recovery federal dollars obligated.

About CFDA

Catalog of Federal Domestic Assistance (CFDA) provides a full listing of all Federal programs available to State and local governments (including the District of Columbia), federally recognized Indian tribal governments, Territories (and possessions) of the United States; domestic public, quasi-public, and private profit and nonprofit organizations and institutions, specialized groups, and individuals.

Keyword or Program Number

“water quality”

Select Assistance Type

Find Programs

Advanced Search Form
Find Programs by Number
Find Programs by Agency
Download CFDA 2008 Print Edition

RECOVERY
SEARCH RECOVERY PROGRAMS

CFDA User Guide

Download the CFDA User Guide (PDF format)

Additional Resources

Frequently Asked Questions
Federal Service Desk
CFDA 2008 Print Edition
Writing Grant Proposals
Types of Assistance
Overview of CFDA
LoanBenefits
GovBenefits
OMB Circular A-115 Compliance

www.cfda.gov
<table>
<thead>
<tr>
<th>#</th>
<th>Program Title</th>
<th>Agency/Office</th>
<th>Types of Assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>66.926</td>
<td>Indian Environmental General Assistance Program (GAP)</td>
<td>Environmental Protection Agency Office of International and Tribal Affairs</td>
<td>B - PROJECT GRANTS</td>
</tr>
<tr>
<td>66.931</td>
<td>International Financial Assistance Projects Sponsored by the Office of International and Tribal Affairs</td>
<td>Environmental Protection Agency Office of International and Tribal Affairs</td>
<td>B - PROJECT GRANTS</td>
</tr>
<tr>
<td>66.951</td>
<td>Environmental Education Grants</td>
<td>Environmental Protection Agency Office of the Administrator</td>
<td>B - PROJECT GRANTS</td>
</tr>
<tr>
<td>85.104</td>
<td>Life Sciences Awards</td>
<td>Christopher Columbus Fellowship Foundation</td>
<td>D - Direct Payments with Unrestricted Use</td>
</tr>
<tr>
<td>93.070</td>
<td>Environmental Public Health and Emergency Response</td>
<td>Department of Health and Human Services Centers for Disease Control and Prevention</td>
<td>B - Cooperative Agreements</td>
</tr>
<tr>
<td>94.004</td>
<td>Learn and Serve America_School and Community Based Programs</td>
<td>Corporation for National and Community Service</td>
<td>B - PROJECT GRANTS</td>
</tr>
</tbody>
</table>
Design, demo, or disseminate ENV ED practices, etc

Must address two sets of priorities
Uses and Use Restrictions (070):

Grant funds shall be used to establish an education program which shall include, at a minimum: (1) design, demonstration, or dissemination of environmental curricula and materials on specific topics for which there are no existing materials; (2) design and demonstration of field methods, practices and techniques, including review of environmental and ecological conditions and analysis of environmental and pollution problems; (3) projects to understand and evaluate a specific environmental issue or a specific environmental problem; (4) provision of training or related education for teachers, faculty, or related personnel in a specific geographic area or region; and (5) design and demonstration of projects to foster international cooperation in addressing environmental issues and problems involving the United States and Canada or Mexico. Priority will be given to those projects which will develop: (a) a new or significantly improved environmental education practice, method, or technique; (b) an environmental education method which may have wide application; (c) an environmental education method which addresses skills or scientific fields identified as a priority in the report developed by the National Environmental Education Advisory Council; and (d) an environmental education project which addresses an environmental issue which, in the judgment of the Administrator, is of a high priority. More specific priorities are listed above under Objectives and are specified in the annual Solicitation Notice. Restrictions: No funds made available for this program shall be used for technical training of environmental management professionals; for advocacy or lobbying; for acquisition of real property (including buildings); or the construction or substantial modification of any building. Assistance agreement awards under this program may involve or relate to geospatial information. Further information regarding geospatial information may be obtained by viewing the following website: http://geodata.epa.gov.

Grant recipients and sub-recipients are encouraged to adopt and enforce policies that ban text messaging while driving company-owned or -rented vehicles or government-owned vehicles, or while driving privately-owned vehicles when on official government business or when performing any work for or on behalf of the government. Grant recipients and sub-recipients are encouraged to conduct initiatives of the type described in section 3(a) of the Federal Leadership on Reducing Text Messaging While Driving Executive Order that was signed on October 1, 2009.

Eligibility Requirements (080)

 Applicant Eligibility (081):
 Assistance under this program is generally available to local education agencies, colleges and universities, state education and environmental agencies, nonprofit organizations described in Section 501(c)(3) of the Internal Revenue Service, and noncommercial educational broadcasting entities as defined and licensed by the Federal Communications Commission. Applicant organizations must be located in the United States, territories and the majority of the educational programming must be delivered to the United States, territories, or other countries in the Western Hemisphere. No funds will be awarded to any organization that is primarily engaged in political, lobbying, or religious activities.
Financial Information (120)

Account Identification (121): 68-0108-0-1-304

Obligations (122): (Project Grants) FY 10 $3,450,882; FY 11 est $3,400,000; and FY 12 est $3,400,000

Range and Average of Financial Assistance (123): Range in past years was $5,000 to $200,000 per grant. In FY 2011 the range is $15,000 to $100,000 per grant under one RFP, and about $185,000 to $200,000 per cooperative agreement under a separate RFP. Average financial assistance: Regional grants are anticipated to average around $50,000 this year, and the cooperative agreements will be about $190,000 per Region.

Program Accomplishments (130): Fiscal Year 2011: No Current Data Available Fiscal Year 2012: No Current Data Available Fiscal Year 2013: No Current Data Available

Regulations, Guidelines, and Literature (140): 40 CFR Parts 7, 12, 30, 31, 32 Subpart F, 33, 47; Public Law 101-619, and the Office of Environmental Education annual Grant Program Solicitation Notice(s).

Information Contacts (150)

Regional or Local Office (151): See Regional Agency Offices. Contact the appropriate EPA Regional Office listed in Appendix IV of the Catalog and on the website www.epa.gov/enviroed/grants.

Headquarters Office (152): Karen Scott, Environmental Education Grant Program 1704A), Environmental Protection Agency, 1200 Pennsylvania Ave., NW, Washington, District of Columbia 20460 Email: scott.karen@epa.gov Phone: (202) 564-2194.

Website Address (153): http://www.epa.gov/enviroed

Related Programs (160): 66.950 Environmental Education and Training Program
Research Grant Programs through the CFDA

- Brainstorm Key Words and Phrases – Think Broadly
- Study CFDA Listing
- Visit Website of Relevant Federal Agency
- Call Federal Agency if You Have Additional Questions

©2012 The Grantsmanship Center. All rights reserved.
A Few Basic Questions

1. Does opportunity match the mission & priorities of my organization?

2. Is my organization eligible to apply?

3. Does this grant program offer a competition each year?

4. When is the next competition expected to open?

5. Can I get a copy of the most recent application guidelines? (Federal agency site? Grants.gov?)
Find. Apply. Succeed.

Grants.gov is your source to FIND and APPLY for federal grants. The U.S. Department of Health and Human Services is proud to be the managing partner for Grants.gov, an initiative that is having an unparalleled impact on the grant community. Learn more about Grants.gov and determine if you are eligible for grant opportunities offered on this site.

Grants.gov does not provide personal financial assistance. To learn where you may find personal help, check Government Benefits, Student Loans and Small Business Start-up Loans.

What’s New at Grants.gov

Grants.gov to actively reject submissions from organizations with expired CCR registration.

Grants.gov Webcast on Grant Fraud is now available online

New Opportunities This Week

OMB Memoranda for the Use of Grants.gov by the Federal Agencies
FIND GRANT OPPORTUNITIES

All discretionary grants offered by the 26 federal grant-making agencies can be found on Grants.gov.

You do not have to register with Grants.gov to find grant opportunities. However, once you are ready to apply for a grant, you will need to GrantAlert. It takes 3-5 business days up to 4 weeks if you experience any difficulties.

Search Grant Opportunities

Search by keyword, Funding Opportunity Number (FON) or Catalog of Federal Domestic Assistance (CFDA) number.

Search by a variety of categories of funding activities.

Search from a list of agencies offering grant opportunities.

Search by more specific criteria such as: Funding Instrument Type, Eligibility or Sub-agency.

Search for Recovery Act Opportunities.
Home > Find Grant Opportunities > Basic Search

BASIC SEARCH

Basic Search • Browse by Category • Browse By Agency • Advanced Search

To perform a basic search for a grant opportunity, complete at least one of the following fields Keyword Search, Search by Funding Opportunity Number, and Search by CFDA Number.

Only open opportunities will be returned. To search closed or archived opportunities, use the Advanced Search.

For helpful search tips and to learn more about finding grant opportunities check out the Search Grant Opportunities.
To perform an advanced search for a grant, complete any combination of fields and select the Search button below.

For helpful search tips and to learn more about finding grant opportunities check out the Search Grant Opportunities guide.

Keyword Search:

*water quality*

*Required Search In:

✓ Open Opportunities
✓ Closed Opportunities

Search by Funding Opportunity Number:

Search by CFDA Number:

Dates to Search:

<table>
<thead>
<tr>
<th>All Days</th>
<th>Last 3 Days</th>
<th>One Week</th>
<th>Two Weeks</th>
<th>Three Weeks</th>
</tr>
</thead>
</table>

Search by Eligibility:

<table>
<thead>
<tr>
<th>All Eligibility Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>City or township governments</td>
</tr>
<tr>
<td>County governments</td>
</tr>
<tr>
<td>For profit organizations other than small businesses</td>
</tr>
<tr>
<td>Independent school districts</td>
</tr>
</tbody>
</table>

Search by Funding Activity Category:

<table>
<thead>
<tr>
<th>All Categories of Funding Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
</tr>
<tr>
<td>Arts (see &quot;Cultural Affairs&quot; in CFDA)</td>
</tr>
<tr>
<td>Business and Commerce</td>
</tr>
<tr>
<td>Community Development</td>
</tr>
</tbody>
</table>

Search by Agency:

<table>
<thead>
<tr>
<th>All Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency for International Development</td>
</tr>
<tr>
<td>Appalachian Regional Commission</td>
</tr>
<tr>
<td>Broadcasting Board of Governors</td>
</tr>
<tr>
<td>Bureau of Reclamation - South Central CA Area Office</td>
</tr>
</tbody>
</table>

[SELECT SUB AGENCIES]
<table>
<thead>
<tr>
<th>Open Date</th>
<th>Opportunity Title</th>
<th>Agency</th>
<th>Funding Number</th>
<th>Attachment</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/14/2008</td>
<td>Severe Repetitive Loss (SRL) Pilot Program</td>
<td>Department of Homeland Security - FEMA</td>
<td>DHS-FEMASRL-08-001</td>
<td>LIST OF ACRONYMS.</td>
</tr>
<tr>
<td>02/04/2008</td>
<td>REGION 6 FISHERIES CONSERVATION MANAGEMENT</td>
<td>Fish and Wildlife Service</td>
<td>FW5-R6-FR08-2</td>
<td></td>
</tr>
<tr>
<td>02/22/2008</td>
<td>Global Livestock Climate Change CRSP DRAFT</td>
<td>Agency for International Development</td>
<td>M-OAA-EGAT-DHWA-0802-DRAFT</td>
<td>LIVESTOCK - CLIMATE CHANGE CRSP.</td>
</tr>
<tr>
<td>06/06/2008</td>
<td>ARO Broad Agency Announcement - Revised</td>
<td>Dept of the Army -- Materiel Command</td>
<td>W911NF-07-R-0003-02</td>
<td>ARMY RESEARCH OFFICE BROAD AGENCY ..., ARMY RESEARCH OFFICE BROAD AGENCY ..., ARMY RESEARCH OFFICE BROAD AGENCY ..., ARMY RESEARCH OFFICE BROAD AGENCY ...,</td>
</tr>
<tr>
<td>07/11/2008</td>
<td>CSCOR FY08 NGOMEX and CRES</td>
<td>National Oceanic and Atmospheric Administration</td>
<td>NOS-NCCOS-2009-2001466</td>
<td>ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY ..., ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY ...,</td>
</tr>
<tr>
<td>07/24/2008</td>
<td>China Rule of Law Program - Administrative Law</td>
<td>Thailand USAID-Bangkok</td>
<td>USAID-RDMA-CHINA-486-08-015-RFA</td>
<td>USING ADMINISTRATIVE LAW TOOLS AND CONCEPTS TO ...</td>
</tr>
<tr>
<td>02/03/2009</td>
<td>USAID Philippines Conservation of Biodiversity and Management of Natural Resources, APS FY04</td>
<td>Philippines USAID-Manila</td>
<td>USAID-PHILIPPINES-492-09-002-APS</td>
<td>Issuance Date.</td>
</tr>
<tr>
<td>03/09/2009</td>
<td>Interfacial Processes and Thermodynamics</td>
<td>National Science Foundation</td>
<td>PD-09-1414</td>
<td></td>
</tr>
<tr>
<td>03/09/2009</td>
<td>Interfacial Processes and Thermodynamics</td>
<td>Department of the Army -- Materiel Command</td>
<td>W911NF-07-R-0003-02</td>
<td>ARMY RESEARCH OFFICE BROAD AGENCY ..., ARMY RESEARCH OFFICE BROAD AGENCY ..., ARMY RESEARCH OFFICE BROAD AGENCY ..., ARMY RESEARCH OFFICE BROAD AGENCY ...,</td>
</tr>
</tbody>
</table>

**Sort by Date, Ascending**
Fee-Based service that includes federal, other government, & private funders.

Federal
- Daily listing of ALL funding opportunities
- Quick access to both opened and closed opportunities
- Archived guidelines
- Quick link to all federal agencies
- Quick link to CFDA

GrantDomain is a user-friendly, affordable tool that gives grantseekers instant access to databases containing the full range of funding opportunities available to them.

GrantDomain's databases contain the most genuinely useful information available on government, foundation and corporate funding sources. Subscribers receive access to all three databases at far less cost than other services charge for databases covering only one kind of funding source.

Click on the “Federal,” “Foundation,” and “Corporate” tabs for more information about each of the databases, including sample funder profiles and guided tours.

Purchasing a GrantDomain account is quick and easy. You may pay by check, purchase order, or credit card- and GrantDomain comes with a money-back guarantee. Try GrantDomain for 30 days and if you're not completely satisfied, we'll refund your payment- no questions asked. The price of GrantDomain is $495 for 1 year, $695 for 2 years and $795 for 3 years.
State - County - Municipal

- Check out web sites
- Call Office of Governor, County Official, Mayor
- Ask colleagues

Most state, county, municipal grants are “pass through” from federal funds
Private Funders

What’s the Mutual Interest

Five percent rule

Nonprofits

Find a Connection

Relationships

©2012 The Grantsmanship Center. All rights reserved.
Private Foundations

- General areas of interest
- Some have deadlines, some don’t
- Many don’t accept proposals
Doing the Research

Step 1 – Use a good, thorough database

Step 2 – Brainstorm key words and phrases

Step 3 – Establish a system to organize the information you find

Step 4 – Decide what questions you want to answer

Step 5 – Use 990-PF tax returns to fill in the blanks

Step 6 – Decide which of your organization’s efforts are most appropriate for each identified funder, and what level of funding you should request
Important questions . . .

1. Does funder support your area of interest?

2. Does funder make grants in your geographic area?

3. Is your organization eligible to apply?

4. What size grants does funder make to organizations such as yours? (990-PF)

5. Can you find a connection?
Where, or where . . . . ?

Research Tools

The Foundation Center
(Fdn.org)

Guidestar.org

GrantDomain.org
(tgci.com)

990-PF Tax Return
(Guidestar.org or Fdn.org)

©2012 The Grantsmanship Center. All rights reserved.
Other Important Research Tools

- State foundation directories
- Foundation websites
- Foundation annual reports and printed guidelines
- Other organizations that received grant funds

©2012 The Grantsmanship Center. All rights reserved.
First, Look Close To Home

Then Branch Out!

Funders close by are most likely to be interested in your work. Your organization is more likely to have connections.
Fee-Based services necessary for strategic search

Best = Foundation Directory Online Professional

Cooperating Collections throughout U.S. provide free access
• 3 Years of 990-PFs for free – just register

• Information on ALL nonprofit organizations

• Search by zip code and foundations will show up along with your colleague nonprofits

• Free, easy way to locate foundations within a specific area

• THEN check out their 990-PF
Fee-Based service that includes private & government funders

Foundations=includes those that accept unsolicited proposals or that occasionally issue calls for proposals

Corporate Giving Programs = by city or zip code.

Simple & user friendly

www.tgci.com
Managing Information

Hard Files (stored alphabetically)
- Listing from database
- Pages from 990-PF
- Pages from website
- Notes on connections to foundation
- Notes on contacts with foundation
- Contact information for promising foundations that do not accept proposals
- Copies of proposals
- Copies of award letters

Key Lists (hard copy or database)
1) Foundations with deadlines (arranged by deadline)
2) Foundations without deadlines (alphabetically)
3) Foundations that do not accept applications (with notes)
Visit [www.tgci.com](http://www.tgci.com)

Many resources – some free and some for a fee

Class schedule and information about bringing a workshop to your community

**New publication** that provides extensive information on funder research and includes 3 electronic forms for managing funder information should be available for sale digitally next week
The Webinar concluded with a live demonstration of a web-based grant search tools.

This Webinar was recorded live.

To view this recording please visit:

http://www.waterboards.ca.gov/mywaterquality/monitoring_council/collaboration_network/index.shtml#webinar