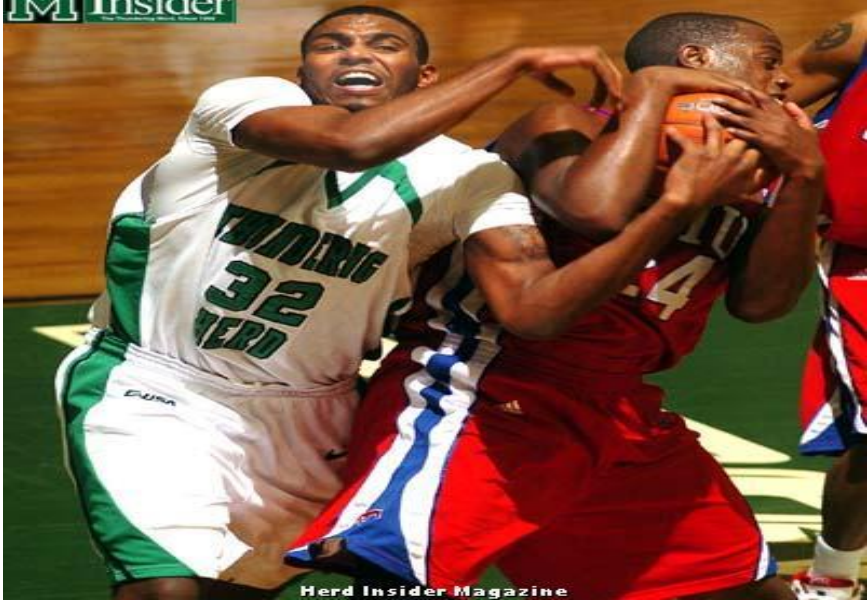




**HEY GUYS, HEALTHY TEETH
MAKE WINNERS!!!**



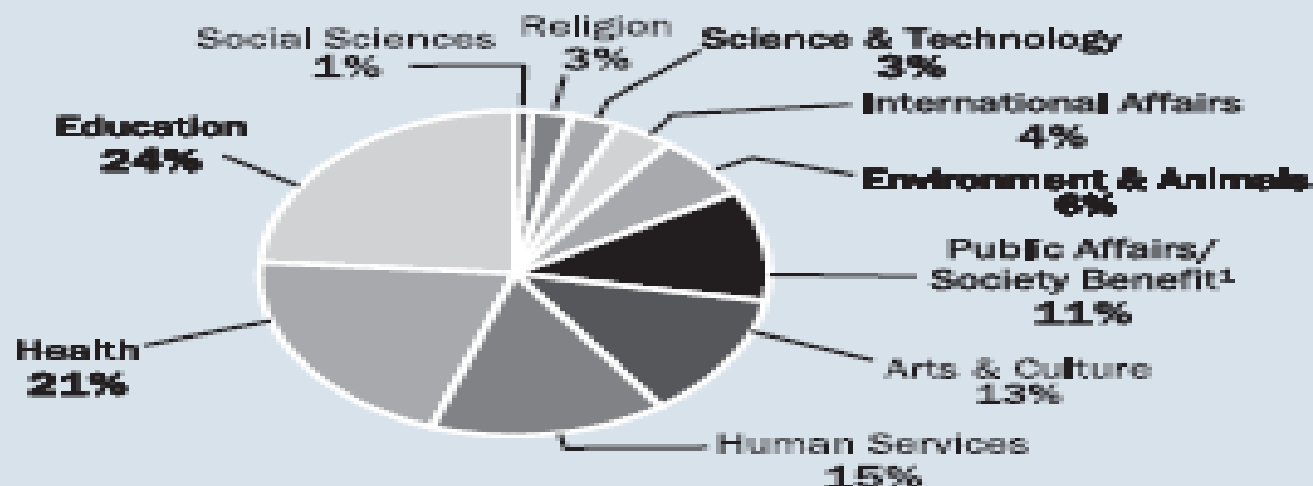


Donnie, what are you thinking?
How could you leave us?

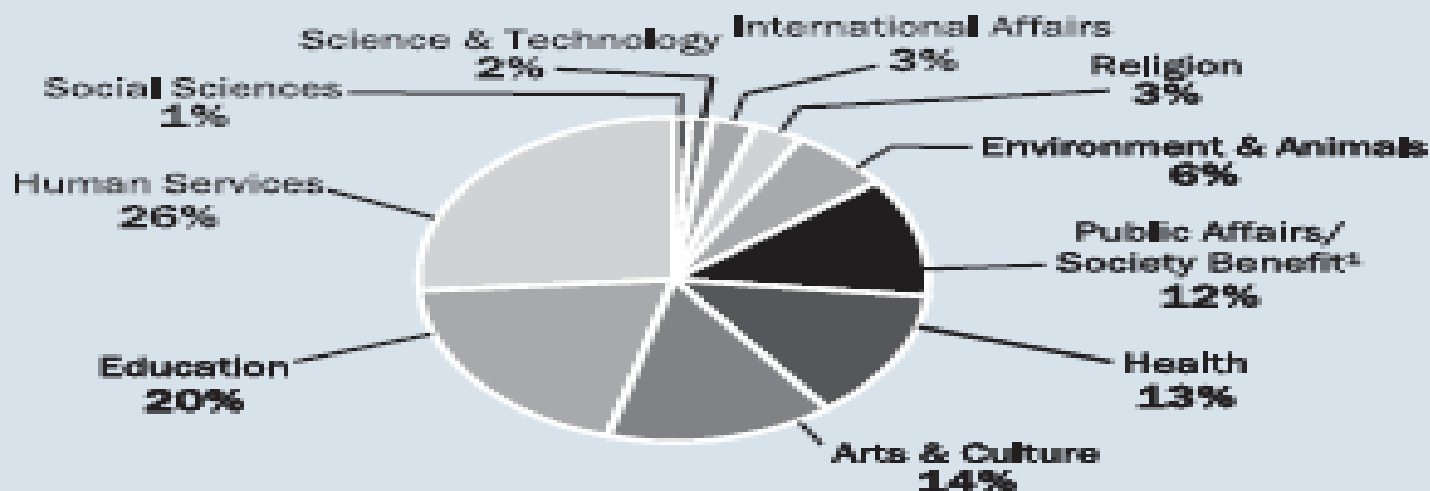
Realities of Foundation Funding

- Getting government support is much easier than getting a foundation grant.
- Foundation funding is highly competitive.
- My experience since 1979:
900+ grants totaling about \$76 million
About 5600 denied and many more discouraged.

Education ranked first by share of foundation grant dollars in 2005; Human Services led by share of grants



Percent of Grant Dollars



Percent of Number of Grants

Source: The Foundation Center, *Foundation Giving Trends*, 2007. Based on a sample of 1,154 larger foundations.

¹Includes Civil Rights and Social Action, Community Improvement and Development, Philanthropy and Volunteering, and Public Affairs.

Foundations

- “You’ve seen one foundation, you’ve seen one foundation...”
- Building relationships is key to success
- Research until you find a fit, or don’t bother sending a proposal

Types of Foundations

- Independent (Benedum is independent)
- Family
- Corporate
- Operating

Community Foundations

- Excellent vehicle to increase local giving
- “Funds” created by individuals, groups, companies
- Permanently endowed, locally governed
- Multiple charitable activities
- 650 in US, 26 in WV
- givetowestvirginia.org

Start Closest to Home to Increase Likelihood of Funding

- Local foundations
- Regional foundations
- National foundations

Before you start

- Commitment of leadership is foremost
- Definition of mission is essential
- Consensus about fundraising purpose
- Solid budget and audit, tax status
- Staff and volunteer support
- Communication plan
- Create real-life scenarios
- Be realistic
- Be confident

First Step

The first important step in seeking a grant is researching:

- geographic focus
- giving interests
- types of grants available
- financial range of grants that a grantmaker offers

Resources

- The Foundation Center , DC, WV branches
- Guidestar.org
- Most universities and colleges
- Affinity groups
- See who else gets funding
- Lots of experienced fundraisers in WV

West Virginia Grantmakers and Community Foundation - Windows Internet Explorer

http://www.givetowestvirginia.org/who-we-are

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West Virginia Grantmakers and Community Foundation

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For Professional Advisors

Create a WV Nonprofit

Information for Grant Seekers

West Virginia Statistics

Grantmakers Membership Forum

WEST VIRGINIA COMMUNITY FOUNDATIONS CONSORTIUM

Who We Are
Who We Are

Helping local citizens support West Virginia's hometowns through charitable giving.

The West Virginia Community Foundations Consortium is a program of West Virginia Grantmakers Association, a membership of the Mountain State's grantmaking institutions and donors.

The West Virginia Community Foundations Consortium is a network of the state's 25 community foundations and county funds working to build legacies in every West Virginia hometown.

Creation of this Web site was generously underwritten by Verizon and the Verizon Foundation. Our programs are supported by the Appalachian Regional Commission, the Claude Worthington Benedum Foundation, the Ford Foundation, and Mary Reynolds Babcock Foundation and you, charitably minded supporters of West Virginia's legacy. Landscape photographs on the site were donated and provided with permission by photographer Josh Upton.

Get GiveToWestVirginia logo to link to your site

Use these logos (120x65 and 61x34) to link back to the GiveToWestVirginia.org Web site (<http://www.givetowestvirginia.org/>).



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Check out foundation websites

CLAUDE WORTHINGTON BENEDUM FOUNDATION



A regional foundation
serving West Virginia
and Southwestern
Pennsylvania

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Site Search

Grant Search

*Leave blank to show all

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info@benedum.org



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Claude Worthington Benedum Foundation

The Claude Worthington Benedum Foundation is an independent foundation established in 1944 by Michael and Sarah Benedum, natives respectively of Bridgeport and Blacksville, West Virginia. They named the Foundation in memory of their only child, Claude Worthington Benedum, who died in 1918 at age 20. The Benedums expressed the wish that grantmaking be focused in West Virginia and Southwestern Pennsylvania, their native and adopted homes.

The Foundation's assets at year-end 2006 totaled \$425,575,685. Since its inception, the Foundation has authorized grants totaling more than \$316,000,000. Grants are made in the areas of Education, Health and Human Services, Community Development, and Economic Development. Grants are made to advance specific initiatives in [West Virginia](#) and [Southwestern Pennsylvania](#), as well as [Promotion of Philanthropy](#) in those regions.



Sarah, Claude & Michael
Benedum

Random Thoughts

- Foundation staffers are sales reps, too. They report to a board and hope they will agree with their ideas.
- Foundation boards can always say “no.”
- Often, bringing pressure isn’t helpful.
- Most of the work is saying no, hopefully nicely.
- Most foundations are not looking for steady boarders.

Project Development

- Increase potential for impact and leverage
- Collaborate with other communities, organizations
- Plan for sustainability
- Measure program performance
- Broaden leadership base
- Broaden participation

Questions (continued)

- Does your proposal fit with current guidelines?
- Current IRS determination letter?
- Latest audit available?
- Why this plan?
- Importance to community (demand, not just need)
- Is this creative?
- Can you leverage other support?

Questions from Foundations

- Is your leadership committed?
- Is the budget sound? Other support?
- Who are you working with?
- Do you have good evaluation plan?
- Is the timing right?
- Can this carry on without foundation funding?

Writing The Proposal

- Find out what foundation wants first
- Prepare a clear budget
- Avoid jargon- we are rarely experts
- Build the case for why your organization fits with foundation
- Don't send a menu of ideas
- Emphasize evaluation
- Show sustainability plan

Why Are Proposals Declined?

- Idea does not fit the foundation's interests
- Board is not actively involved
- Poorly written, hard to read
- Unconvincing
- Thoughtless budget
- Evaluation plan is missing
- No plan to sustain effort
- You're rude to staff (just kidding!)

After you are funded

- Spend funds as intended
- Report diligently
- Let funders know if you have a problem
- Maintain informal dialogue with funders
- Continue to demonstrate capacity
- Show the sustainability (Work on sustaining the program before you submit the proposal; don't wait!)

After you are funded (cont.)

- Ask your funders to help you with other funders, if appropriate.
- Funder performance is measured by your performance. You must evaluate your program!!
- Be honest.... It's the right thing to do, and it's a small world!
- Thank the funders. They didn't have to pick your project.

Questions?