

School Advancement Series

Grant Writing 101: *Finding & Engaging Funding Sources*

Presenters



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What do you hope to gain?

- I would like to be able to find and write grants.
- New resources
- Review of Finding and Engaging Funding Sources and learn new things!
- Finding new sources
- How to locate funding sources.
- How to communicate effectively with potential donors.
- Knowledge in grant writing
- Resources for finding grants

Objectives

After this session, attendees will be able to:

1. Identify the **4 major types** of **funding sources**.
2. Identify **6 starting points** to help locate funding sources.
3. **Navigate 990s** to determine funding source giving history and application process.
4. Identify ways to **communicate and engage funding sources** beyond the actual application process.

Terminology



1. **Grants:** funds for a specific purpose
2. **Proposal:** the official written request for funds
3. **Funding Source:** supplier of the grant
4. **Form 990:** the IRS' tool for gathering information about tax-exempt organizations
5. **Unsolicited requests:** a proposal submission / request without the prompting of the funding source

Types of Funding Sources



1. **Government-Based**
2. **Businesses or Corporations**
3. **Private or Public Foundations**
4. **Individuals**



Funding Sources want

to support a worthy cause that they are passionate about, investing in something that will have a proven impact on others, and that is led by like-minded, competent personnel.

What am I looking for?



1. **Financial contributor**
2. **Matching values and interests**
3. **Matching funding criteria**
4. **Giving history**
5. **Communication options**

Where to Start

1. **General Search Engines:** Google, Bing, Duck Duck Go, Yahoo
2. **Grant Search Engines:** [Grant Watch](#), [Grants.Gov](#)
3. **Subscription-Based Resources:** [Catholic Funding Guide](#), [Chronicle of Philanthropy](#), [Instrumentl](#), [Foundation Directory Online](#)
4. **Others' Success:** [Benedictine College](#), [Kansas City Zoo](#)
5. **Community Agencies:** [Greater Kansas City Community Foundation](#), [Nonprofit Connect](#)
6. **Searchable Directory / Database:** [Guidestar](#), [Charity Navigator](#), [BBB Wise Giving Alliance](#)

General Search Engines

Pros	Cons
<ul style="list-style-type: none">● Easy to use● Multiple options● Free	<ul style="list-style-type: none">● Repetitive title tags● 404 errors● Purchased links● Unclean URLs● Specific algorithm● Explicit and implicit biases● High usage

If you found a funding source, how many others found it too?

Grant Search Engines

Pros	Cons
<ul style="list-style-type: none">● Subscription and automatic updates emailed to you● Filtering options	<ul style="list-style-type: none">● Not an exhaustive list● Many private foundations not listed● High usage● Expense

Subscription-Based Resources

Pros	Cons
<ul style="list-style-type: none">● Access to members-only or lesser known funding options● Directories● Vetted resources	<ul style="list-style-type: none">● Expense

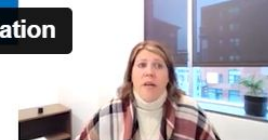
Others' Success

Pros	Cons
<ul style="list-style-type: none"><li data-bbox="224 377 871 481">● Identify funding sources with similar interests	<ul style="list-style-type: none"><li data-bbox="987 377 1673 481">● Public knowledge = many requests

How many funding sources in the Archdiocese are approached by parishes, schools, Catholic Education Foundation, *and* Call to Share?

Community Agencies

Pros	Cons
<ul style="list-style-type: none">● Connect organizations● Provide insight into grant opportunities and foundations● Training● Networking	<ul style="list-style-type: none">● Not a straight-forward funding source resource



DONOR-ADVISED FUNDS AND BEYOND

DONOR-ADVISED FUND Give with ease and flexibility.	CORPORATE DONOR-ADVISED FUND Organize a company's giving under one structure.	FIELD-OF-INTEREST FUND Create a legacy fund to support a cause or community.	SCHOLARSHIP FUND Help students reach their educational goals.	DESIGNATED FUND Support one specific charity, making grants to the charity over time.	AGENCY FUND Set up by a charity, to benefit only that charity.
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07:50



GKCCF

Request a Grant History Report

If you'd like to receive a list of all of the funds at the Community Foundation that have made grants to your organization, please complete our short request form on this page. A member of our team will follow up with a report within a few business days.

The grant history report will include every grant to your nonprofit since 1994. You will also see:

- the fund name, unless the donor chose to make an anonymous grant
- the amount of the grant
- the purpose of the grant, if the donor designated a specific purpose

Our donors grant to thousands of nonprofit organizations each year, but it is possible that your organization may not have ever received a grant from one of our funds. If this is the case for your organization, we will let you know.

Point of Contact: Afton Baxter
baxter@growyourgiving.org

Interested in the latest grant announcements?

The quicker you know about new grant opportunities, the quicker you can take advantage. Let us know where we can email you the latest announcements.

GuideStar 990s

Nonprofit corporations must submit their financial statements, which include the salaries of directors, officers and key employees to the IRS on Form 990.

Both the IRS and the nonprofit corporation are required to disclose the information they provide on Form 990 to the public.

Navigating GuideStar

Geography Organization Financials

STATE

Enter state

ZIP CODE

Enter zip code

Radius

METRO STATISTICAL AREA (MSA)

Enter MSAs

CITY

Enter city

COUNTY

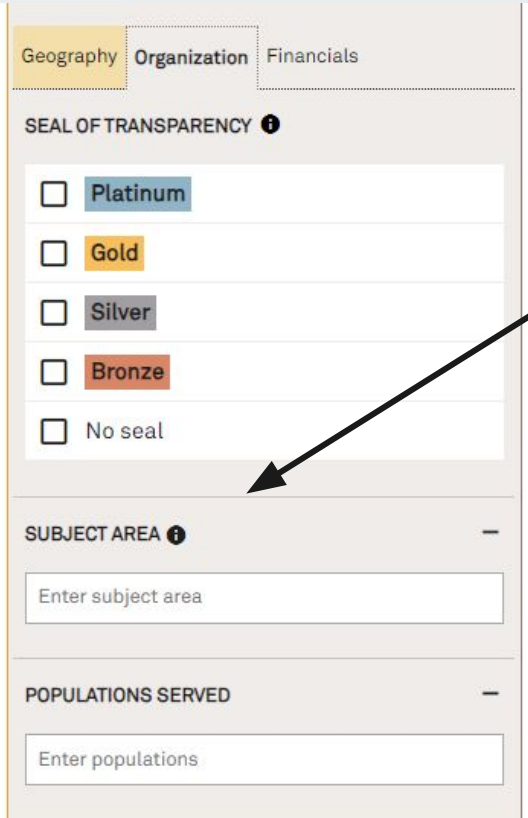
Enter county

Ask Yourself:

- What area do you serve?
- Are there specific areas in the state, region, or country that have a similar population?
- Are there specific areas that have greater funding source potential than others?

Leawood, Kansas: median household income is more than double the national figure. The typical household in the area earns \$159,540 a year.

Navigating GuideStar



Geography **Organization** Financials

SEAL OF TRANSPARENCY ⓘ

Platinum

Gold

Silver

Bronze

No seal

SUBJECT AREA ⓘ -

Enter subject area

POPULATIONS SERVED -

Enter populations

18 Subject Area:

- Arts and Culture
- Education
- Religion
- Science

Get creative! A special project in a parish might fit under a category you typically wouldn't associate with your community.

Navigating GuideStar

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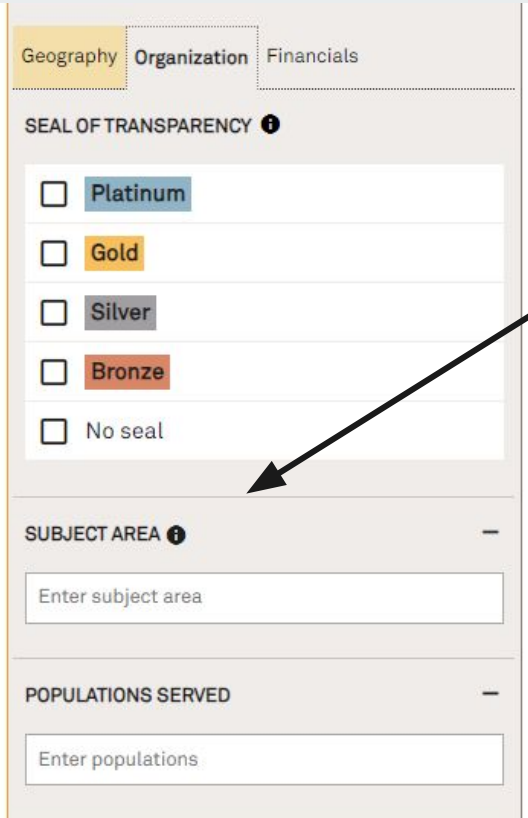
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Enter subject area

POPULATIONS SERVED -

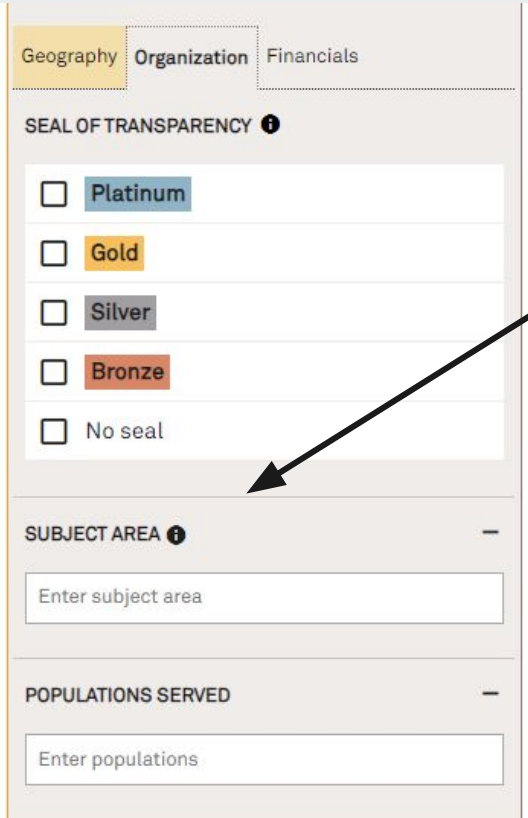
Enter populations



Education:

- Adult education
- Early childhood education
- Educational management
- Education services
- Elementary and secondary education
- Equal opportunity education
- Graduate and professional education
- Higher education
- Student Services
- Vocational education

Navigating GuideStar



Geography **Organization** Financials

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No seal

SUBJECT AREA ⓘ -

Enter subject area

POPULATIONS SERVED -

Enter populations

Education services

- College preparation
- Computer literacy
- Cooperative education
- E-learning
- Educational exchanges
- Educational software
- Educational testing
- Out-of-school learning
- Parent-teacher involvement
- Reading promotion
- Student retention
- Tutoring

Navigating GuideStar

Geography Organization Financials

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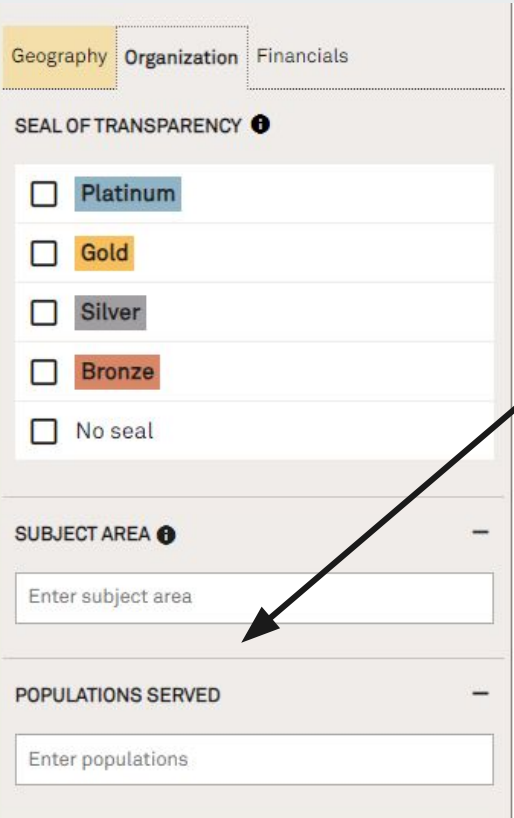
No seal

SUBJECT AREA ⓘ -

Enter subject area

POPULATIONS SERVED -

Enter populations



Populations Served:

- Age groups
- Ethnic and racial groups
- Family relationships
- Health
- Religious groups
- Sexual identity
- Social and economic status
- Work status and occupations

Part XV**Supplementary Information (Complete this part only if the foundation had \$5,000 or more in assets at any time during the year—see instructions.)****1 Information Regarding Foundation Managers:**

- a** List any managers of the foundation who have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000). (See section 507(d)(2).)

NONE



- b** List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the ownership of a partnership or other entity) of which the foundation has a 10% or greater interest.

NONE

**2 Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:**

Check here if the foundation only makes contributions to preselected charitable organizations and does not accept unsolicited requests for funds. If the foundation makes gifts, grants, etc. to individuals or organizations under other conditions, complete items 2a, b, c, and d. See instructions

- a** The name, address, and telephone number or e-mail address of the person to whom applications should be addressed:

SABATINI FAMILY FOUNDATION
2423 SW 37TH STREET
Topeka, KS 66605
(785) 266-5555

- b** The form in which applications should be submitted and information and materials they should include:

LETTER APPLICATION

- c** Any submission deadlines:

NO DEADLINES

- d** Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors:

NO RESTRICTIONS OR LIMITATIONS ON AWARDS

Form **990-P****Section 2**

- No check = open to receiving applications
- Check = still worth trying, but will require longer relationship-building

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**Section 2a**

- Mailing Address
- Phone number
- No website listed; likely going to require a mail-in proposal

Form **990-P**

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Form **990-P**

Section 2b

- Mail-in proposal
- No specifics requested in proposal

What to Include:

- Organization Background
- Statement of Need
- Goals & Objectives
- Project Timeline + Narrative
- Budget Timeline + Narrative

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Form **990-P****Section 2c**

- No deadline; accepting year-round
- Add information to grant calendar

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Form **990-P**

Section 2d

- No restrictions or limitations
- Would this funding source be best for:
 - Grant?
 - Scholarship fund?
 - Event sponsorship?
 - Capital campaign?

Part VIII Information About Officers, Directors, Trustees, and Contractors

1 List all officers, directors, trustees, foundation managers and trustees

(a) Name and address	(b) Title, and average hours per week devoted to position
FRANK C SABATINI 2423 SE 37TH STREET Topeka, KS 666052340	TRUSTEE 2.00
MIKE SABATINI 10317 CHEROKEE LANE Leawood, KS 66206	CO-TRUSTEE 1.00
MATTHEW SABATINI 1815 SW MACVICAR AVENUE Topeka, KS 66604	CO-TRUSTEE 1.00
DANIEL SABATINI 1512 W 8TH TERRACE Lawrence, KS 66044	CO-TRUSTEE 1.00

2 Compensation of five highest-paid employees (other than those listed in Part VIII)

(a) Name and address of each employee paid more than \$50,000	(b) Title, and average hours per week devoted to position
NONE	

Information Found in Part VIII

- Officers
- Directors
- Trustees
- Foundation Managers
- Active hours
- Address

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2 Compensation of five highest-paid employees (other than those)

(a) Name and address of each employee paid more than \$50,000	(b) Title, and average hours per week devoted to position
NONE	

Questions to Ask:

- Do I know Frank Sabatini?
- Does someone from our community / board know Frank?
- Quick search: [Mr. Frank C. Sabatini passed away in 2021](#)
 - Legacy and impact on the community
- Update records/database to reflect Mr. Sabatini's passing

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(a) Name and address of each employee paid more than \$50,000	(b) Title, and average hours per week devoted to position
NONE	

Questions to Ask:

- Cure of Ars and Nativity Parish are the closest to Mike's address - is he a parishioner there?
- Quick search: Mike is an architect at Populous. Does someone from our community have a connection to Populous?



Part XV Supplementary Information (continued)**3 Grants and Contributions Paid During the Year or Approved for Future Payment**

Recipient Name and address (home or business)	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
a <i>Paid during the year</i> CONTRIBUTIONS UNDER 250 VARIOUS ORGANIZATIONS Topeka, KS 66605	NONE	PC	VARIOUS	910
ARCHDIOCESE OF KC IN KANSAS 12615 PARALLEL PARKWAY Kansas City, KS 66109	NONE	PC	RELIGIOUS ACTIVITIES	5,000
BAKER UNIVERSITY 618 8TH STREET Baldwin City, KS 66006	NONE	PC	SUPPORT SCHOLARSHIP ACTIVITIES	5,000
DOWNTOWN TOPEKA INC 719 S KANSAS AVENUE Topeka, KS 66603	NONE	PC	SUPPORT COMMUNITY ORGANIZATIONS	250
FORT HAYS STATE UNIVERSITY 600 PARK STREET Hays, KS 67601	NONE	PC	SUPPORT SCHOLARSHIP ACTIVITIES	5,000
HAYDEN HIGH SCHOOL 401 SW GAGE BOULEVARD Topeka, KS 66606	NONE	PC	SUPPORT STUDENT EDUCATION	75,000
JAYHAWK AREA COUNCIL BSA 1020 SE MONROE STREET Topeka, KS 66612	NONE	PC	SUPPORT YOUTH ACTIVITIES AND DEVELOPMENT	500
JUNIOR ACHIEVEMENT 4008 SW HUNTOON STREET Topeka, KS 66604	NONE	PC	SUPPORT COMMUNITY ORGANIZATIONS	2,500
KANSAS HISTORICAL FOUNDATION 6425 SW 6TH AVENUE Topeka, KS 66615	NONE	PC	SUPPORT COMMUNITY ORGANIZATIONS	500
KANSAS UNIVERSITY ENDOWMENT PO BOX 928 Lawrence, KS 66044	NONE	PC	SUPPORT SCHOLARSHIP ACTIVITIES	10,000
LAWRENCE ARTS CENTER 940 NEW HAMPSHIRE STREET Lawrence, KS 66044	NONE	PC	SUPPORT FOR THE ARTS	10,000
MATER DEI PARISH 1114 SW 10TH AVENUE Topeka, KS 66604	NONE	PC	SUPPORT RELIGIOUS ACTIVITIES	1,000
MULTICULTURAL SCHOLARS PROGRAM	NONE	PC	SUPPORT SCHOLARSHIP ACTIVITIES	6,000

Information Found in Part XV:

- Giving history
- Recipients
- Purpose / programs
- Amount range

Part XV Supplementary Information (continued)**3 Grants and Contributions Paid During the Year or Approved for Future Payment**

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Giving History:

- Catholic and non-Catholic organizations
- Education
- Historical Foundations
- Parish
- Arts
- Topeka, Lawrence, Hays, Baldwin City, KCK

Part XV Supplementary Information (continued)**3 Grants and Contributions Paid During the Year or Approved for Future Payment**

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Programs Supported:

- Religious activities
- General support

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KANSAS UNIVERSITY ENDOWMENT PO BOX 928 Lawrence, KS 66044	NONE	PC	SUPPORT SCHOLARSHIP ACTIVITIES	10,000
LAWRENCE ARTS CENTER 940 NEW HAMPSHIRE STREET Lawrence, KS 66044	NONE	PC	SUPPORT FOR THE ARTS	10,000
MATER DEI PARISH 1114 SW 10TH AVENUE Topeka, KS 66604	NONE	PC	SUPPORT RELIGIOUS ACTIVITIES	1,000
MULTICULTURAL SCHOLARS PROGRAM	NONE	PC	SUPPORT SCHOLARSHIP ACTIVITIES	6,000

Gift Amounts:

- \$250 - \$75,000
- Average gift = \$5,000



Real Estate

Location.
Location.
Location



Development

Relationships.
Relationships.
Relationships.

Unsolicited Requests



- 990s indicate if an organization DOES NOT accept unsolicited requests
- Invitation-only opportunities
- How do you get “in”?
 - a. Build a relationship - send Christmas cards, notes from students, extend an invitation
 - b. Find connections - who do you know?
 - c. Find common ground?
 - d. Introduce yourself - send a letter, make a phone call

Ask yourself - are you spending too much time focusing on organizations that DO NOT accept unsolicited requests?

Engaging Funding Sources



- **Event Invitations:** Back to School Night, performance, Talent Show, community event, service learning project, Mass, tour of the school
- **Student-Created Items:** Christmas cards, Easter cards, Thank You cards, student artwork with a personable note, National Catholic Schools Week
- **Videos:** Create a generic video that introduces someone to your school. Then, add an introduction or closing as needed to specifically address a funding source.
- **Building a relationship:** Select staff and/or students to serve as the contact person throughout the year, sharing updates and perspectives

Hospitality



- First impressions matter - what does your school look like? The entrance? The office? The hallways? The bathroom?
- Showcase the best of your program
- Plan ahead - let staff know what is going on, have them talk to students about expectations
- Greet your guest at the door
- Turn off your cell phone and watch
- Offer a chilled beverage
- Come prepared with visuals
- Have your elevator pitch fine tuned

Tips

1. Just as important as identifying funding sources and grants that ARE a match for your program is identifying those that are NOT a good fit.
2. Make sure there is a clear process for recording the following:
 - a. Foundations /funding opportunities researched
 - b. Eligible projects / requests
 - c. Communication attempts made
 - d. Application process and deadlines
 - e. Submissions, awards, and denials
3. If working with a team, everyone needs to be on the same page and utilize the same process for recording. Consider delegation of tasks.

Tips Continued

4. If unsure about eligibility, the grant cycle, or application, contact the funding source.
5. When communicating with a funding source, make sure to get the name of the person you communicated with and, when possible, communicate in writing.
6. Follow-up to receive a confirmation your proposal was received; put them on your radar.
7. Give a cell phone number for the point of contact. If someone calls on a Saturday night, be sure to pick it up.

Tips Continued

8. Have a digital file on each funding source / donor. Include small details, like their favorite soda, number of children, upcoming mission trips. Review this file before a conversation or visit.
9. Be certain to ask the funding source / donor if they would like to be acknowledged or if they prefer to remain anonymous.
10. In recognizing and thanking funding sources / donors, ensure that you include everyone. Failure to remember someone can be detrimental to the relationship.

Action Items

1. Create your free [GuideStar account](#). Start by searching for organizations within your program's zip code and neighboring cities. Spend time using the filters and identifying potential funding sources.
2. Search your organization on GuideStar and claim ownership.
3. Subscribe to the Greater Kansas City Community Foundation's (GKCCF) free email list at <https://www.growyourgiving.org/nonprofit-resources/>.
4. Request a grant history report from the GKCCF to identify previous funding and which of your funding sources work with the GKCCF.
5. Subscribe to the free newsletter at [Grants.gov](#).
6. Make a list of your present funding sources / donors. When was the last time you contacted them? When was the last time they were in the building?

Resources

1. [Grant Tracking Calendar Templates](#)
2. [Grant Writing 101: Parts of a Proposal \(Slide Deck\)](#)
3. [Funding Needs Tracking Document](#)
4. [Little Green Light](#) (constituent database / donor management software)
5. [How to Write a Letter of Introduction](#) (article)
6. [Nonprofit Grant Tracker Template](#)
7. [Donor Communication and Stewardship Template](#)
8. [Sample Donor Communication Flow & Templates](#)
9. [5 Things to Know Ahead of Your Next Donor Visit](#) (article)
10. [How to Create an Elevator Speech](#) (article + examples)
11. [How to Send a Thank You Note after Meeting with a Donor](#) (article)
12. [Creating Infographics for Donors](#) (article)

Questions?



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School Advancement Series

Grant Writing 101: *Creating Reusable Content*

Option 1:

July 18th, 10 - 11:30 AM
Good Shepherd School
Shawnee, KS

Option 2:

July 19th, 10 - 11 AM
Zoom

Register online at archkckcs.org/school-advancement-series