

Funding Fundamentals

Cooperative Conservation Leadership
Conference

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Assess Your Situation

Articulate Your Needs

- What do you need/want...and why?
 - Project?
 - Operations?
 - Expansion?

Assess Your Situation

Get Your House in Order

- Look at Your Organization
 - Eligibility
 - Experience
 - Capacity
 - Desire

What do people see when they see
you coming?

Focus on the “Sweet” Spot

- Match your program needs with the donors interests.
- Remember that people give to people, and that your organization is a “person”.

Consider Funding Options

- Partnerships
- Shared resources
- Fundraising Options
 - Earned Income
 - Donation Based
 - Grants
 - Others

Gimme a Grant!

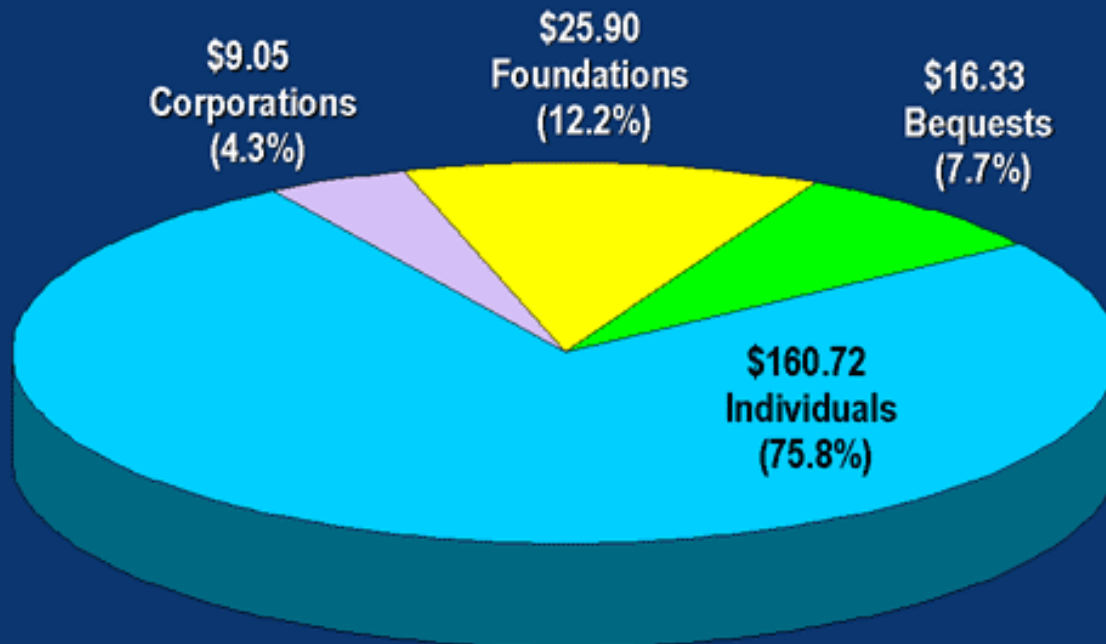
- What is a Grant?
- Are you eligible?
- Who has the money?

Who Has the Money?

- Eight Sources of Funding
- 1. Federal Government
- 2. State Government
- 3. Local Government
- 4. Business and Industry
- 5. Local Fund Raising Programs and Activities
- 6. Service Organizations/ Community Groups
- 7. Private Donations
- 8. Philanthropic Organizations/ Foundations

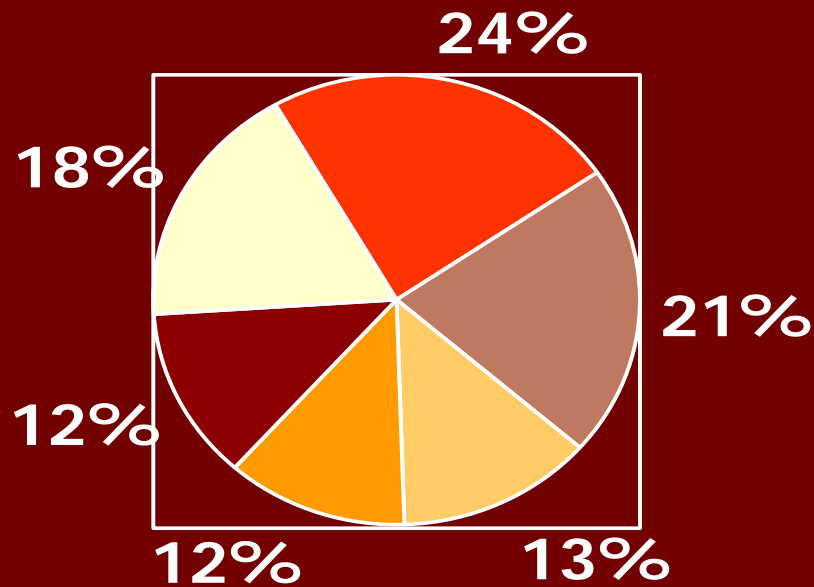
Non-Government Giving

2001 CONTRIBUTIONS: \$212.00 BILLION BY SOURCE OF CONTRIBUTIONS



Source: AAFRC Trust for Philanthropy/*Giving USA 2002*

2004 Foundation Giving - \$15.5 Billion



- Education
- Health
- Human Services
- Public Affairs
- Arts & Culture
- Other

Foundation Funding

- 1. Harder than you think.
- 2. Odds are best within a 300 mile target
- 3. Do your homework
- 4. Don't waste their time (and yours!)
- 5. Where to get info....

- www.tqci.org
- www.foundationcenter.org
- www.guidestar.org
- Grants library
- www.rcdnet.org
- Annual Reports
- Websites

Funding Philosophy

- Traditional Method (Chasing After the Money)
- Alternative Funding Philosophy (Finding the Right Funder)

The First Things Funders Look For

- Is it all there?
- Does it adhere to guidelines?
- Does the budget add up?
- Is the budget justifiable?
- Will it make a difference?
- Can it be **evaluated**?

Government Funds

- 1. Generally an RFP process
- 2. Rules, rules, rules!
- 3. The closer to home, the greater the politics.

- <http://www.gpoaccess.gov/fr/index.html>
to register for daily Federal Register Table
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What is a Grant Proposal?

- Program Presentation
- Request
- Persuasion
- Promise
- Plan
- Pre-Contract

Preparing to Write the Grant

- 1. Know your audience.
- 2. Think like it is your personal money.
- 3. Be clear about what you want.
- 4. Clearly introduce your organization.

Preparing to Write the Grant

- 5. What is your problem?
- 6. How will you fix the problem?
- 7. Evaluation plans.
- 8. What will it cost?

Write every grant as if it WILL
be funded

Write the Abstract First...and Last

- 150 words or less.
- Make it COMPELLING...may be the ONLY thing read

Abstract

- Need/problem
- Where it occurs
- When it occurs
- What will happen if nothing is done
- What will you do to fix the problem
- What is your timeline
- How you will know it worked
- What are the results you expect
- Why your organization is the best
- How much will it cost and how much you are asking for
- Who else is involved
- WHY THEY ARE THE PERFECT FIT FOR FUNDING

Final Thoughts

- Don't get discouraged.
- Get "Grant Ready".
- Think like a business.
- Remember that grants are only one of many funding tools.
- Take care of the details.

Questions?

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