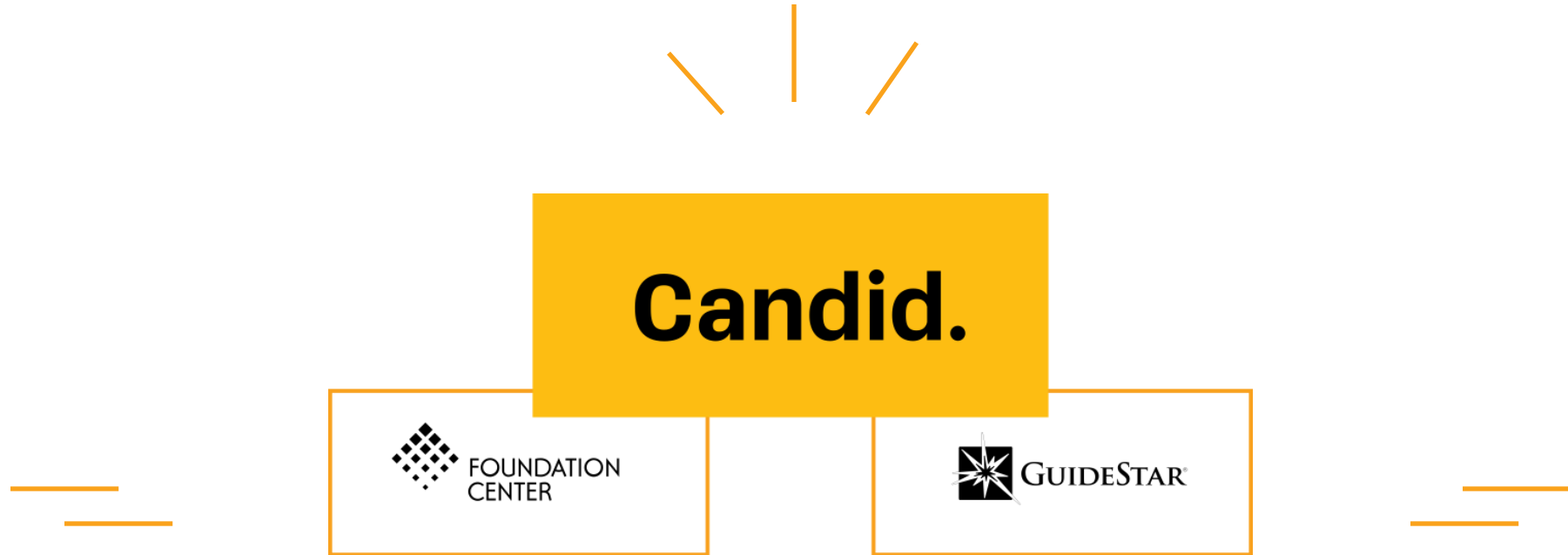


Introduction to Finding Grants

You probably know us
already.



Together, we do so much more.

Candid.

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. We get you the information you need to do good.



Find us

At 1500+ locations in the U.S. & Mexico

candid.org/find-us



Today's session

Upon completion of this training, you'll be able to:

- List types of foundations
- Explain funders' motivations for giving grants
- Prove your organization's credibility
- Research potential funders
- Plan your initial approach to a funder

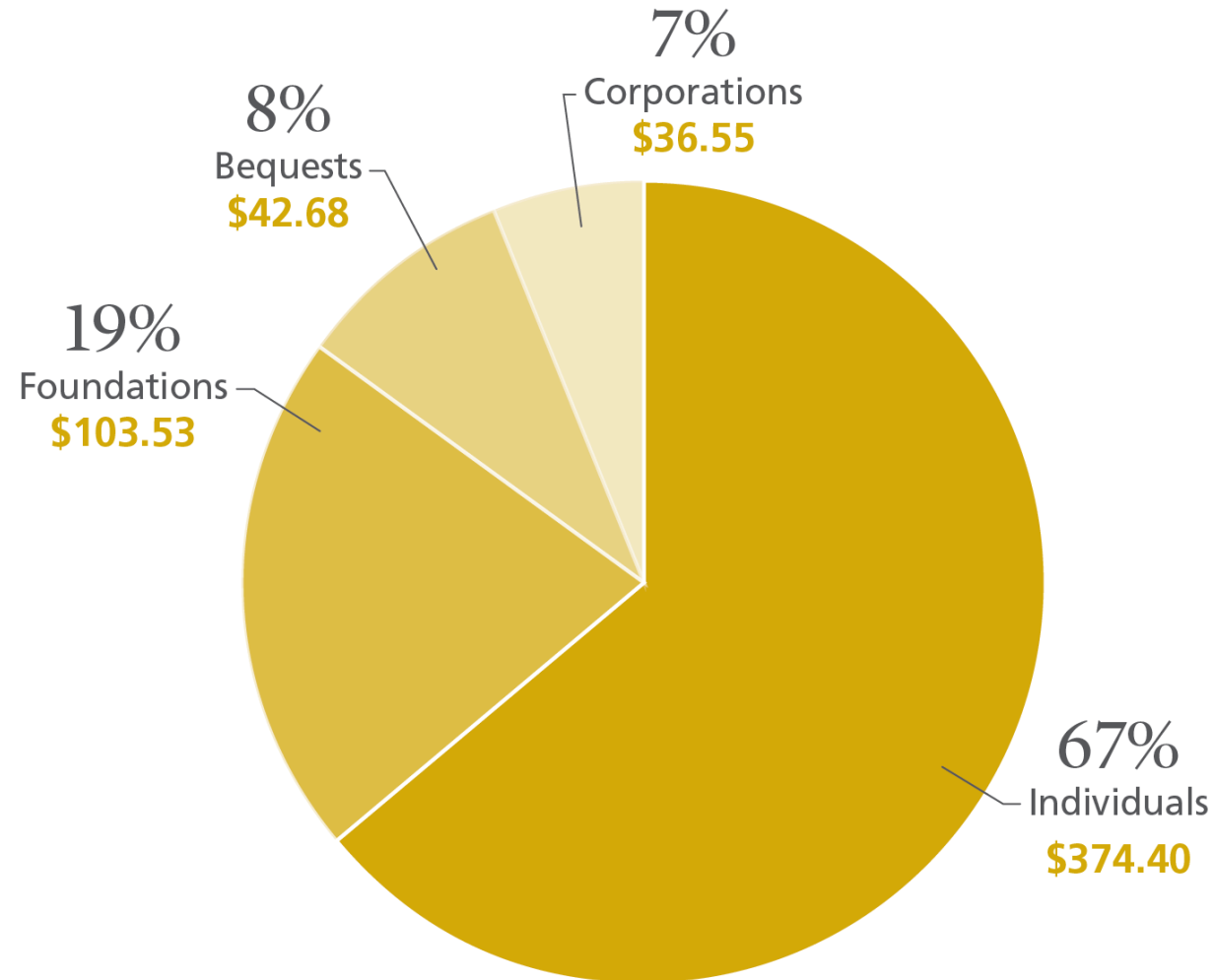
The 10 most important things you need to know about finding grants

1. You can't survive on grants alone

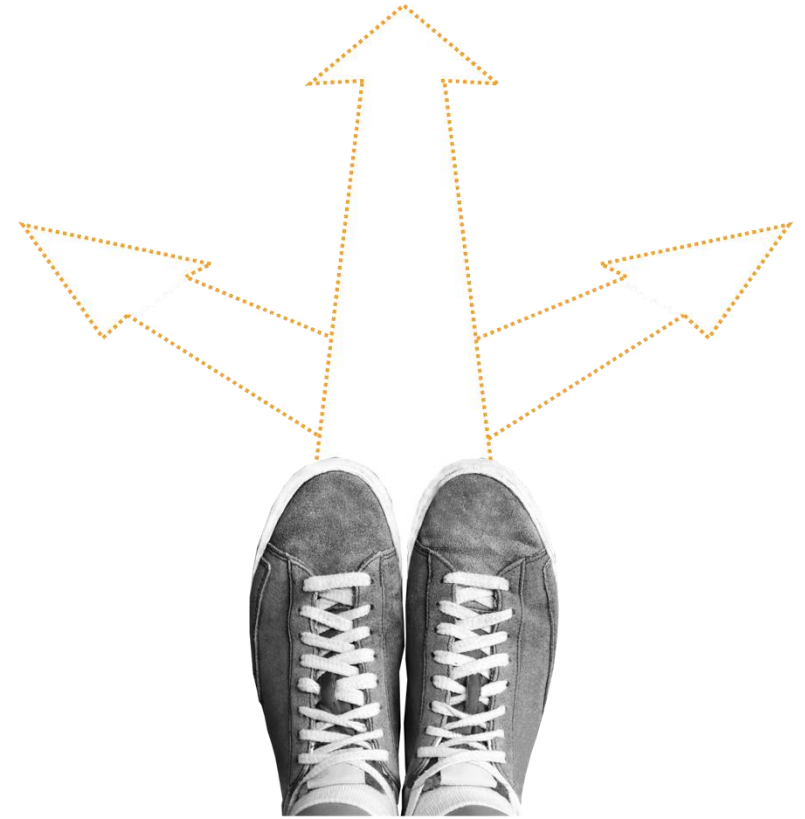


2023 contributions: \$557.16 billion by source of contributions

(in billions for dollars – all figures are rounded)



2. Not all foundations are alike



Private foundations

There are three main types:

- Independent
- Company-sponsored
- Operating

3. Foundations must give money away



Other types of grantmakers

- Direct corporate giving programs
- Grantmaking public charities

Funder motivations

- Private foundations

Primarily want to fulfill philanthropic goals and interests while supporting a variety of issues through an objective process

- Corporations

Tend to focus more on branding, visibility and Corporate Social Responsibility (CSR)

- Grantmaking public charities

Typically want to make an impact in designated communities or regions, or focus on specific population groups or issue areas

4. Grant writing is never about the need of your organization



Credibility

- Are you a legal nonprofit?
- Do you have a compelling mission that is compatible with the funder's focus area?
- Do you have strong leadership?
- Do you provide high-quality programs that meet a real need in the community?
- Do you have a strong organizational and financial infrastructure?

Use your Candid organizational profile to demonstrate your credibility

- Goes beyond IRS data
- Information from nonprofits themselves, 990s, and other 3rd party sources
- An opportunity to tell your story and prove your credibility



The Seals of Transparency



Help donors find you

Share your mission and keep basic contact information up-to-date



Guide funding decisions

Provide program(s) information and brand details



Gain trust and support

Provide financial and leadership information



Highlight your impact

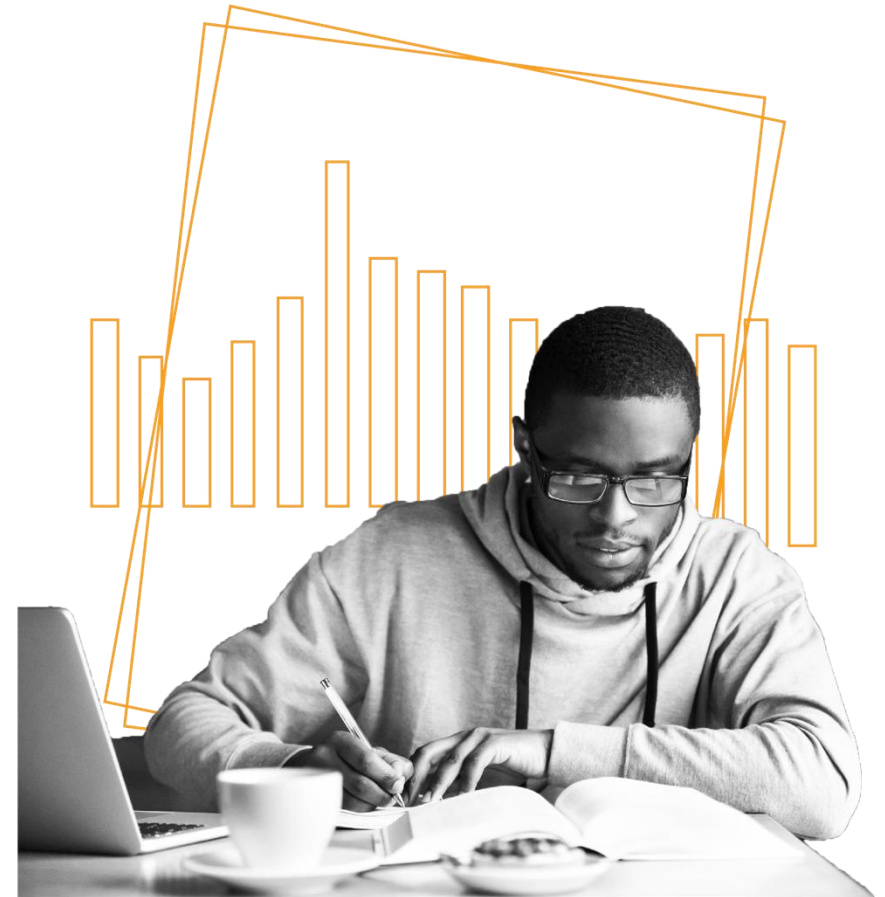
Share your measures of progress + results

Have questions? Go to our Help Center

Go to **help.candid.org/s** for

- Guides on how to claim your profile
- Guides for how to earn a Seal

5. Do your homework first



6. The one size fits all approach doesn't work



7. To get the grant, you have to find the right match

- Who funds in my area of interest and the population I serve?
- Who funds in my geographic region?
- Who will provide the support I need?

Prospect research through 990s is time consuming

Save time and win funding with *Foundation Directory*.

- Build and refine prospect lists by knowing how much a funder supports your mission
- Find connections with key decision-makers
- Influence prospecting strategies with Recipient profiles

Get valuable insights you need to succeed.
Learn more: fdo.org/guide



Where to freely access *Foundation Directory*

Visit or contact your nearest
Candid partner location:

candid.org/find-us/



8. Ask for the right amount



9. You don't need to know someone to get a grant, but it can help you get your foot in the door

Where to find a connection

- Your board members or donors
- Organizational partners
- Your current funders
- Check your LinkedIn network



10. The proposal is typically not the first thing a foundation wants

Tips for the initial approach

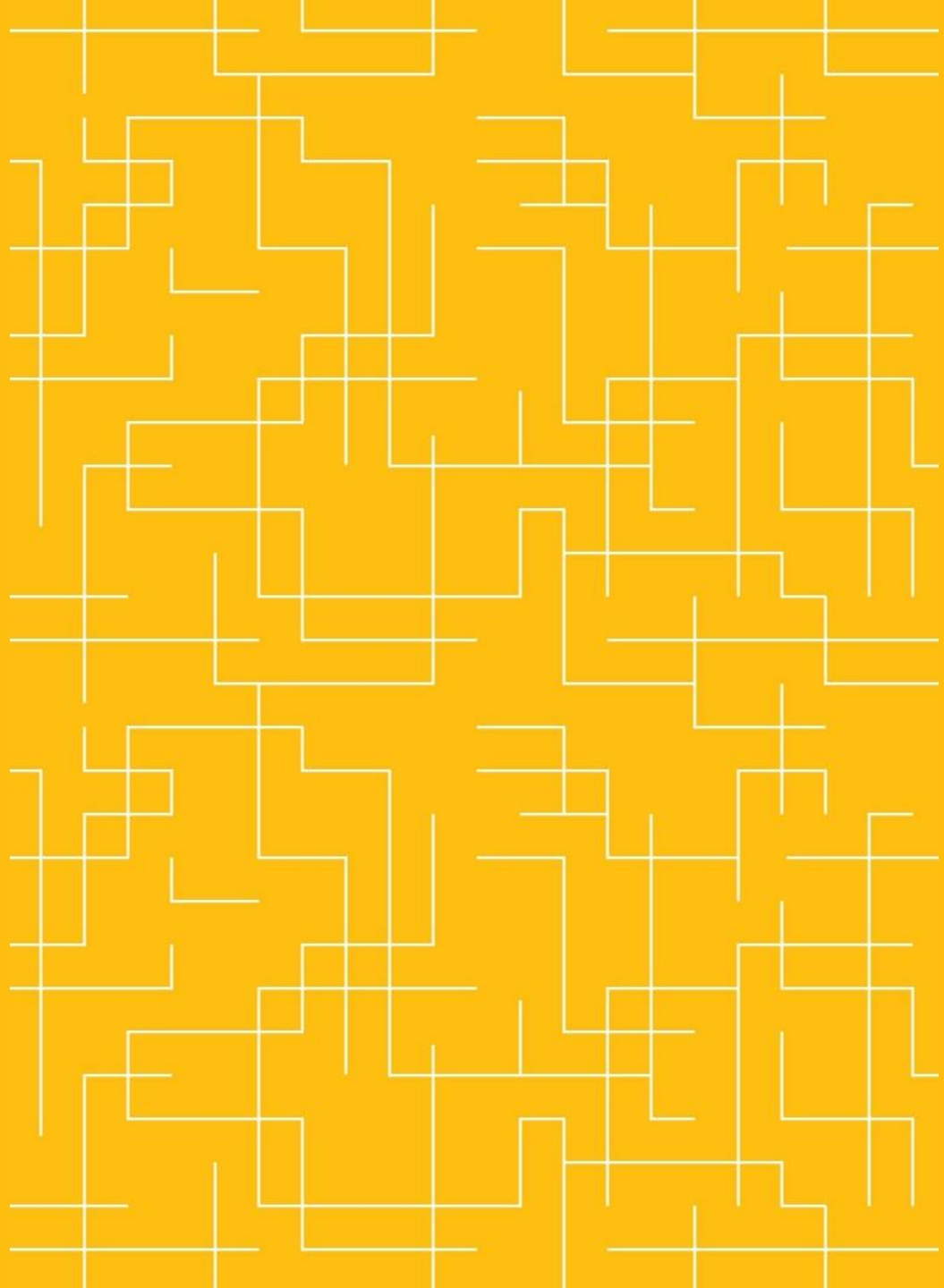
- If acceptable, try to make a telephone call
- Know who you're talking to and why
- Keep the conversation brief and to the point
- Try to utilize contacts if you have them

Key takeaways

- Prove that you are a credible nonprofit
- Find the right fit
- Always focus on the funder's motivations and interests—show what's in it for them
- Be prepared—know who you're approaching and why

Exercise

Describe your program and
start your research



What's next

Short video

Find grants by searching on
Foundation Directory

Price: Free

bit.ly/SearchForGrants

Self-paced training

Tell Your Story: Reach Donors Using
Your Free Candid Profile

Price: Free

bit.ly/CandidProfileCourse



Removing barriers to funding resources

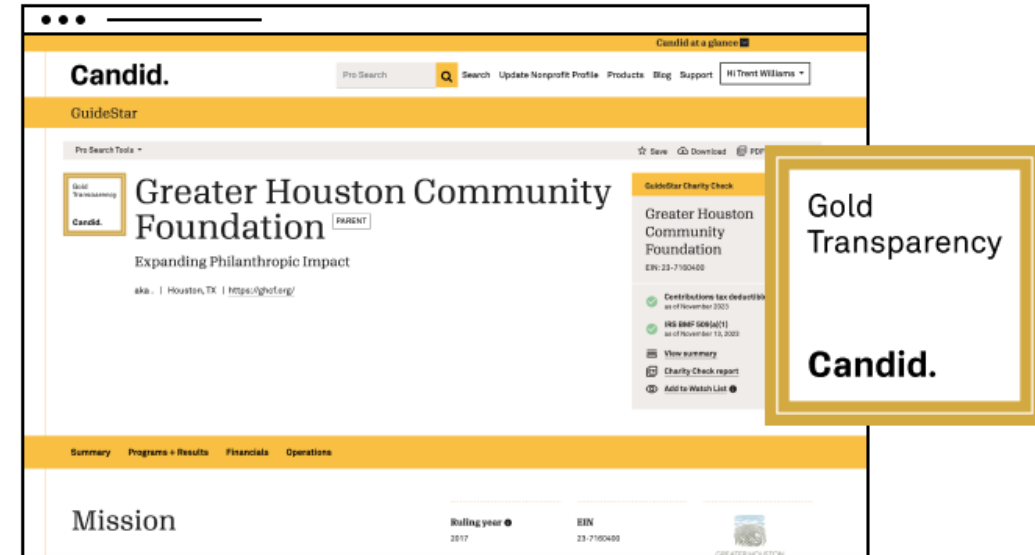
Small nonprofits can access Foundation Directory Essential Annual for free.

How

- Simply earn a **2023 Gold Seal of Transparency**
- Coupon code will be available in Benefits section

Who

- Small nonprofits <\$1M in annual revenue or expenses



Learn more at help.candid.org/s/article/Go-for-the-Gold

Thank you

Your feedback is important to us. Please take a moment to fill out our course survey by using the QR code on this slide.

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bit.ly/CandidLearningNewsletter



Questions?