

Grant Funding During Difficult Economic Times

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Differences Between the Private & Public Sectors

	PUBLIC 1. Government (federal, state, local)	PRIVATE 2. For-profit (business)	3. Nonprofit
1. Primary source of funds	taxes	payment from customers	fees, grants or 3 rd parties
2. Source of policy-making authority	legislative body	owners/stockholders corporate board	charter, bylaws, board
3. Accountability	to electorate via legislative body	owners/stockholders corporate board	constituency, board Community/funders
4. Mission/ motivation	public good	profit	service
5. Management philosophy	public administration	bus. Mgmt.	social work or human services
6. Measurement of performance	public opinion/ electorate	sales/profit	community support need

Philanthropy in NM

■ 2005 New Mexico Philanthropy

- Total Number of Foundations 227 (363 in 2008)
- Total Foundation Assets \$1.23 billion (\$1.38 in '08)
- Total Giving into NM \$132 million
- Out-of-State into NM \$100 million
- NM Giving within NM \$32 million
- NM Giving Out-of-State \$27 million

In 1997, there were fewer than 200 NM foundations in NM holding assets of slightly more than \$438 million

Source: NEW MEXICO ASSOCIATION OF GRANTMAKERS, PHILANTHROPY IN NM: 2008, DATA YEARS 2005-2007

NM Foundations by Category

- Top NM Foundation by Assets
 - Lannan Foundation \$238
 - J. F Maddox Foundation 178
 - McCune Charitable Fdn. 131

- Top NM Foundations by NM Giving
 - J. F Maddox Foundation \$5.6
 - McCune Charitable Fdn. 4.1

- Top (Out-of-state) Foundations Giving in NM
 - W.K. Kellogg Foundation \$12.4
 - Daniels Fund 11.6

*Dollars in millions rounded. 2005 data, number & assets, **Foundation Center**; giving, **FoundationSearch***

Types & Comparison of Funders in NM

- NM - 11 community foundations (e.g. Albuquerque Community Foundation), total assets of \$127 M in 2006
- In 2007 there were 269 private foundations (e.g. Con Alma Health Foundation & McCune), 13 holding assets of \$1.3 million (24 had assets in excess of \$5 million)
- NM is home to only 20 corporate foundations (e.g. PNM Resources Foundation)
- Other Giving Vehicles – United Ways

Foundation Funding Categories - 2005

- Largest proportion - Education
 - In-state: \$10.6 million; (33%); Out-of-state (32%)
- Arts & Culture - 2nd largest category
 - \$4.8 million from in-state (15%); Out-of-state (24%)
- Social and Human Services
 - \$3.6 million in-state (11%); \$7 million out-of-state (8%)
- Health
 - NM funders \$2.6 million (8%); Out-of-state (2%)
- Environmental Issues
 - NM foundations \$1.73 million (5%); Out-of-state (4%)

Types of Funding Requests

- Program/Project
- Capacity Building
- Technical Assistance
- General Operating
- Endowment
- Capital Improvements
- Equipment
- Technology
- Matching
- Other

Capacity Building

- Infrastructure Development
- Adaptability/ Responsiveness
- Systems, Policies & Procedures
- Technology
- Reporting/ Compliance
- Physical plant (facilities/equip.)

Being Fundable

- Quality
- Programs/Services
- Types of funding
- Finding funding sources
- Resources for securing funding
- Effective proposals
- Opportunities for Collaboration
- Capacity, Opportunity, Motivation
- Positioning your organization
- Telling your story
- Return on investment

Relationship Building

- Funding
 - Diversified funding sources
- Human Resources
 - Staff & Volunteers
 - Board & Committees
- In-Kind
- Endowment
- Facilities
 - Office Space
 - Equipment & Furniture
 - Technology
- Collaboration
- New Thinking

Writing Guidelines General Proposal

1. Do your homework
2. Follow instructions
3. Stay within your mission
4. Be specific
5. Statement of Need
6. Avoid circular reasoning
7. Using data
8. Budgets
9. Avoid "proposalese"
10. Integrity

Proposalese: Terms & Concepts

- Capital costs
- Direct costs
- Direct Services
- Fiscal sponsorship
- Fiscal year
- In-kind
- LOI
- RFP
- Two-step process
- 501(c)(3)

RESOURCES

- Con Alma Health Foundation – www.conalma.org, click on “For Grant seekers” and “Resources”
- New Mexico Association of Grantmakers – info on giving, etc. at www.nmag.org/resources (click on resources)
- New Mexico Center for Nonprofit Excellence – workshop info and more at www.centerfornonprofitexcellence.org
- New Mexico Grantmakers Directory – online searchable database at www.centerfornonprofitexcellence.org
- Guide Star – info on 990s and more, www.guidestar.org