

**Grant Writing: Approaches to Getting Started for the Writing Professional**  
**May 25, 2010**  
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**There are four parts to tonight's talk:**

1. Types of funders and where to find them
2. Working with nonprofits—questions to ask in order to write the grant
3. The grant proposal itself: pieces and parts
4. Compensation—issues to keep in mind

## **Types of Foundations**

### Private Foundations also called Independent Foundations

- Most common
- Many are family foundations
- All family foundations are private, not all private foundations are family foundations
- Examples: Gates Family Foundation (Denver), Brett Family Foundation

### Community Foundations

- Geographically based
- Umbrella for many endowments (small)
- Both raise \$ and grant \$
- Often have very specific criteria
- Examples: Denver Community Foundation, The Community Foundation Serving Boulder County

### Corporate Foundations

- Separate in function from the companies that created them
- But their interests are still aligned with the business
- Either endowed or annually funded w/ pretax \$ from the corp.

Community Resource Center: Grants Guide - Windows Internet Explorer

http://www.crcamerica.org/online\_grantsguide/search.asp

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**COMMUNITY RESOURCE CENTER**  
Success Strategies for Colorado Nonprofit Organizations

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## 2009-2010 Colorado Grants Guide

- ONLINE GRANTS GUIDE
  - [Advanced Search](#)
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- TRAINING
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- NONPROFIT FORMATION
- DIVERSITY & INCLUSIVENESS
- RURAL PHILANTHROPY DAYS
- STATEWIDE PROJECTS
- COLORADO GRANTS GUIDE
- REGISTER/PURCHASE
- RESOURCES & LINKS

### How to Search Overview

There are four ways to search for prospective funders:

**Advanced Search:** Pinpoint funders by selecting the Areas of Interest, Geographic Focus, Type of Grant, Type of Foundation, Proposal Deadlines, and Average Grant Size or Funder Location that best meets your needs.

**Browse the Database:** Like paging through a book, browsing lets you review funders in alphabetical order or by type of foundation.

**My Favorite Funders:** Do you have funder profiles you want to save and review later? You can create your own list by selecting "Add this Funder to My Favorites" when browsing the funders' profile.

**Recently Updated Funders:** This report shows you the funders who have been recently updated. From the report you can jump directly to their profile.

655 Broadway, Suite 300, Denver, CO 80203-3426  
303.623.1540 · 800.516.6284 · f: 303.623.1567 · [Contact Us](#)

Sign up for our Email Newsletter

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http://www.crcamerica.org/online\_grantsguide/search\_advanced.asp

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**Search the Colorado Grants Guide Online**  
To refine your search, enter criteria in as many fields as you wish.

**Funder Name contains:**

**Area of Interest:**  All Interests  Primary  Secondary

--SELECT--  
--SELECT--  
--SELECT--

**Geographic Focus:**  
--SELECT--  
--SELECT--  
--SELECT--

**Type of Grant:**  
--SELECT--  
--SELECT--  
--SELECT--

**Funder Type:**  
--All Categories--  
Colorado Foundations  
National Foundations  
Government Agencies

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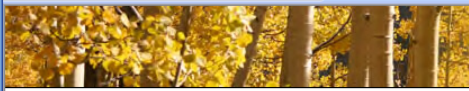


Community Resource Center: Grants Guide - Windows Internet Explorer

http://www.crcamerica.org/online\_grantsguide/search\_advanced

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Blackboard Learning System Community Resource Center



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RESOURCES & LINKS

**Search the Colorado Grants Guide**

To refine your search, enter criteria:

**Funder Name contains:** \_\_\_\_\_

**Area of Interest:** \_\_\_\_\_

**Geographic Focus:** --SELECT--

**Type of Grant:** --SELECT--

**Funder Type:** --All Categories--

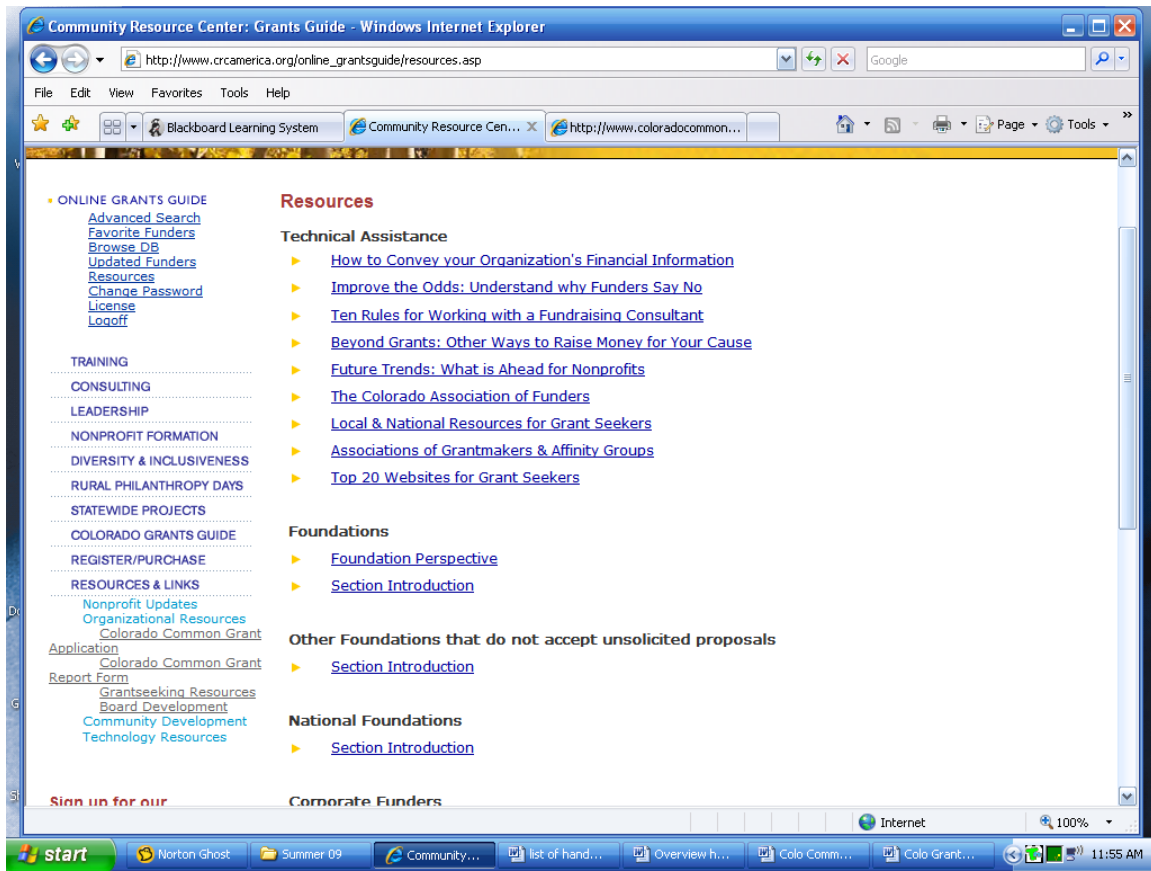
Environment, Conservation  
 Food, Agriculture, Nutrition  
 GLBT  
 Group, Race Relations  
 Health  
 Health/AIDS/HIV  
 Health/Alcohol, Drug & Substance Abuse  
 Health/Diseases, Medical Disciplines  
 Health/Medical Disorders  
 Health/Medical Research  
 Health/Mental Health Treatment  
 Hospices  
 Housing, Homeless Shelters  
 Human Services  
 Legal Services  
 Minorities  
 Neighborhood Development  
 Peace Issues  
 Philanthropy, Volunteerism, Grantmaking  
 Public Policy, Society Benefit  
 Public Safety, Emergency Relief  
 Recreation, Sports  
 Religion, Spirituality  
 Reproductive Rights  
 Science, Technology Research  
 Senior Citizens, Aging  
 Social Justice, Advocacy, Civil Rights  
 Technology, Telecommunications  
 Women  
 Youth Development Activities

Google

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This list of resources is accessible from the underlined “Resources” link at the top left of the page (accessible only from within the library or with a subscription)—not the “Resources & Links” listing that is in all capitals at the bottom of the page.

Sample Profile page from the Colorado Grants Guide  
Go to Foundation Website for complete Foundation Information

The screenshot shows a Windows Internet Explorer browser window displaying the Amgen Foundation profile page. The browser's address bar shows the URL: [http://www.crcamerica.org/online\\_grantsguide/funder\\_profile.asp?funderid=478](http://www.crcamerica.org/online_grantsguide/funder_profile.asp?funderid=478). The page content is organized into several sections:

- Navigation Links:** Update Profile, License, Logoff.
- Left Sidebar:** TRAINING, CONSULTING, LEADERSHIP, NONPROFIT FORMATION, DIVERSITY & INCLUSIVENESS, RURAL PHILANTHROPY DAYS, STATEWIDE PROJECTS, COLORADO GRANTS GUIDE, REGISTER/PURCHASE, RESOURCES & LINKS.
- Sign up for our Email Newsletter:** Includes a text input field, a "GO" button, and a "Privacy by SafeSubscribe" link.
- Amgen Foundation Profile:**
  - Category:** Corporations
  - EIN:** 77-0252898
  - CONTACT:**
    - Address:** Grant Manager, One Amgen Center Dr., MS 28-1-B, Thousand Oaks, CA 91320-1799
    - Phone:** (805) 447-4056
    - Fax:** (805) 376-1258
    - Email:** [amgenfoundation@amgen.com](mailto:amgenfoundation@amgen.com)
    - Web:** [www.amgen.com](http://www.amgen.com)
  - INTERESTS:**
    - Geographic:** National
    - Deadlines:** Accepts Proposals Year-Round
    - Purpose:** The Foundation seeks to advance science education, improve quality of care and access for patients, and support resources that create sound communities.
    - Grant Types:** Challenge/Matching; General Operating Support; Project/Program Support
    - Primary Areas:** Abuse & Neglect Prevention; Arts, Culture, Humanities; Arts:Education; Children & Youth Services; Disabled Persons; Domestic Violence Shelters, Services; Economic Development; Education; Education:Early Childhood; Education:Higher; Education:K-12; Employment, Job Training; Environment, Conservation; Food, Agriculture, Nutrition; GLBT; Health; Hospices; Housing, Homeless Shelters; Human Services; Legal Services; Minorities; Senior Citizens, Aging; Social Justice, Advocacy, Civil Rights; Women; Youth Development Activities
    - Past Grantees:** Volunteers for Outdoor Colorado (\$20,000)
  - DETAILS:**
    - Does not accept unsolicited proposals
    - Accepts Letters of Intent
    - Accepts Common Grant Application
    - Accepts Common Grant Application (2000 version)

Community Resource Center: Grants Guide - Windows Internet Explorer

http://www.crcamerica.org/online\_grantsguide/funder\_profile.asp?funderid=478

File Edit View Favorites Tools Help

Community Resource Center: Grants Guide

Always call before applying  
 Issues Requests for Proposals  
 Check annual report for details  
 Check website for details

**How to Apply:** Proposals must be submitted online; paper forms will not be evaluated. Eligibility limitations, a Grant Application Checklist and the application are available at the website: [http://wwwext.amgen.com/citizenship/apply\\_for\\_grant.html](http://wwwext.amgen.com/citizenship/apply_for_grant.html).

**Restrictions:** The Foundation will not consider requests for the following: support to individuals; fundraising or sports-related events; corporate-sponsorship requests; religious organizations unless the gift is designated to a program that is secular in nature and benefits a broad range of the community (the program must have a formal mission and separate budget and staff); political organizations or lobbying activity; labor unions, fraternal, service or veterans<sup>â€</sup> organizations; international organizations; private foundations; organizations not described in sections 501(c)(3) and 509(a)(1), (2), (3) of the IRS Code; organizations that discriminate on the basis of race, color, creed, sex, national origin, sexual orientation, veteran or disability status.

**Board Chair:** David Scott

**Trustees:** Fabrizio Bonanni; Michael Kelly; Brian McNamee; Joseph Miletich; Helen Torley

**Additional Information:** The company has two plants located in Boulder and Longmont, Colorado. The company's giving through matching gifts from its employees is substantial.

**FINANCIALS (Derived from 990PF or other annual report)**

<b>Year for Financials (Date of 990):</b>	2006
<b>Total Number of Grants:</b>	216
<b>Number of Grants in CO:</b>	14
<b>Total Net Assets (Fair Market Value):</b>	\$96,209,809
<b>Total Grants Awarded in CO:</b>	\$138,759
<b>Highest Grant:</b>	\$60,000
<b>Lowest Grant:</b>	\$50
<b>Average Grant Range:</b>	\$500 - \$1,500

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## **Parts of the Proposal**

### Letter of inquiry

- Pre-proposal letter
- 1-3 pages
- Helps foundations screen applicants—they then invite full proposals
- Link funder's priorities and your program
- Provide credibility—your history, past work
- Explain how \$\$ would be spent

### Cover letter (sent with a full proposal)

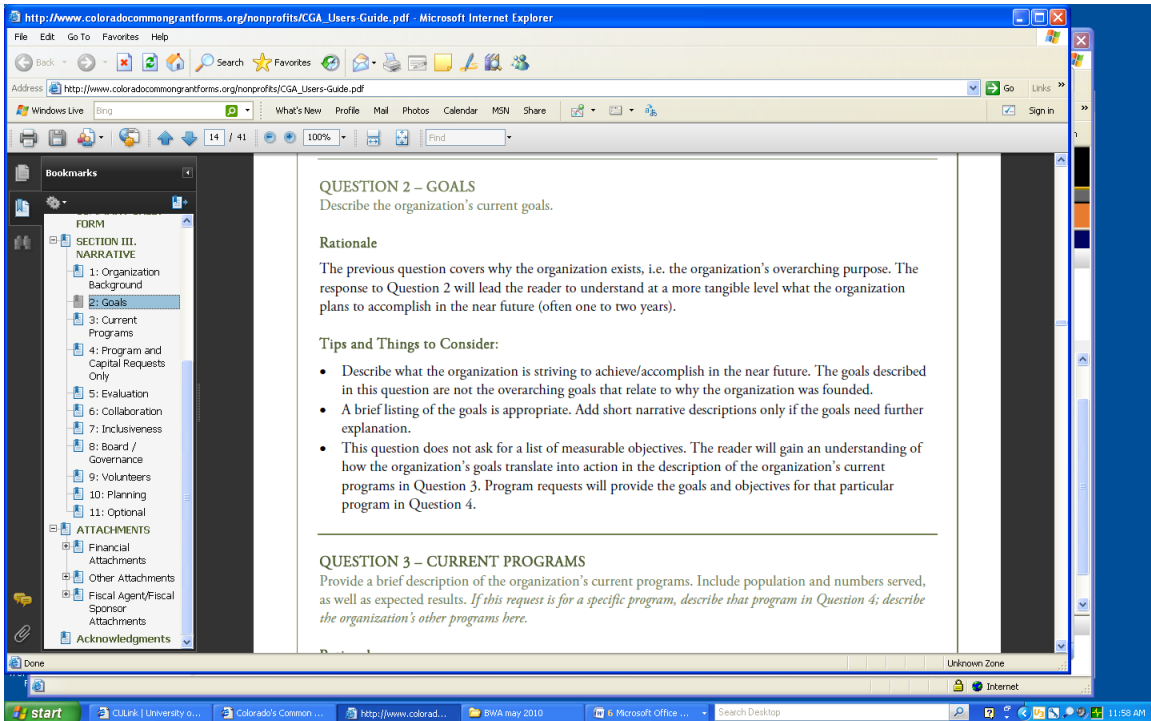
- Remind reader of any relationship or previous communication you've had
- State how much \$ requesting
- Describe mission (brief) and why the project is essential to your work
- Explain how your proposal meets the foundation's guidelines and interests
- Offer to provide additional info
- 1-2 pages
- Cover letters may get separated from proposal itself—don't put info in the letter that isn't also in the proposal

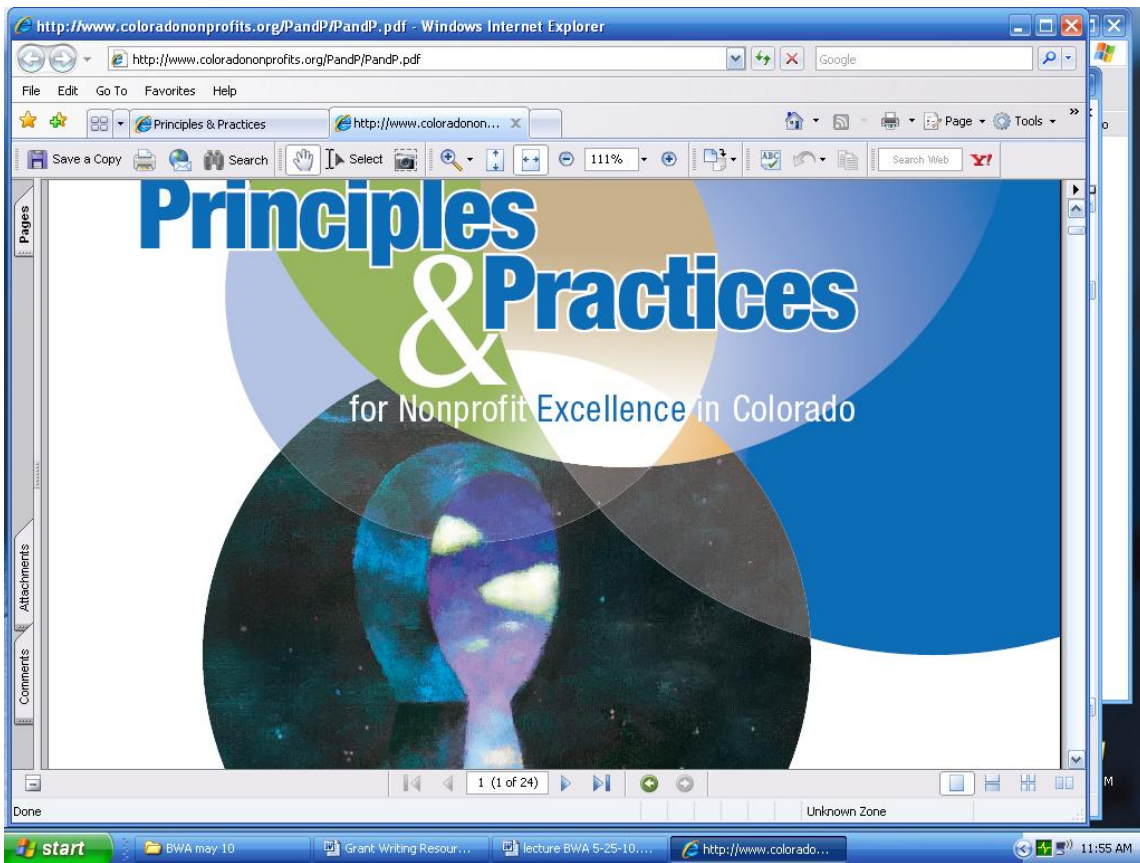
### Narrative (from Colorado Common Grant Application)

- Background,
- Goals
- Current Programs
- Program/Capital Requests
- Evaluation
- Collaboration
- Inclusiveness
- Board/Governance
- Volunteers
- Planning
- Optional Additional Information

### Manners

- Write a thank you note even if you get turned down
- Keep doors open
- Write a thank you note when you get a grant
  - Write a note about progress
  - Send an evaluation report at the end of the grant period





<http://www.coloradononprofits.org>

## Principles and Practices for Nonprofit Excellence

The screenshot shows a Windows Internet Explorer browser window displaying a PDF document. The address bar shows the URL: <http://www.coloradononprofits.org/PandP/PandP.pdf>. The document content is as follows:

### Principles & Practices

Colorado Nonprofit Association

- 9. Donor Confidentiality** – A nonprofit organization should strive for a balance between publicly recognizing nonprofit contributions and maintaining donor confidentiality when requested. A nonprofit should not share, trade or sell contact information for any donor without prior permission from the donor. Personal information about potential donors collected in prospect research should also remain confidential.
- 10. Communication with Donors** – A nonprofit should regularly communicate with donors regarding its activities and should make such information available through multiple outlets.

#### Policies

- 11. AFP Code of Ethics** – A nonprofit board and executive should be familiar with the Association of Fundraising Professionals' (AFP) *Code of Ethical Principles and Standards of Professional Practice*, and ensure that all fundraising professionals and others representing the nonprofit organization in fundraising activities adhere to this code. This includes ensuring that compensation for fundraising personnel and contractors should not be based on a percentage of funds raised or other commission-based formulas.
- 14. Declining Gifts** – A nonprofit should decline gifts or in-kind donations that would bring about adverse conditions for the organization or its constituents and gifts given for purposes outside the scope of its mission. Nonprofit organizations should implement clear policies, based on the organization's exempt purpose, to determine whether accepting a gift would compromise the ethics, financial circumstances, program focus, or other interests of the organization.
- 15. Application of Funds Raised** – A nonprofit should apply a high percentage of each dollar raised to programs and services in accordance with practices of comparable organizations and representations made to contributors and the public.
- 16. Persons Raising Funds** – A nonprofit should be familiar with the legal distinctions between staff, consultants, and contract employees, and should ensure that its staff has the knowledge and ability to adequately manage and supervise all fundraising activities. This is especially important if the organization uses outside contractors for fundraising.
- 17. Gift Policy** – A nonprofit should have policies in place that govern the receipt, disposal, and management of

The browser interface includes a menu bar (File, Edit, Go To, Favorites, Help), a toolbar with navigation and utility icons, and a status bar at the bottom showing the page number (12 of 24) and the system tray with the time 11:59 AM.

## Helpful Links:

**Colorado Grants Guide:** [www.crcamerica.org/online\\_grantsguide/](http://www.crcamerica.org/online_grantsguide/) (easy to find on Google)  
Free online access at Norlin Library on the CU Boulder campus  
Also see the “Resources” links—at the top (campus access only) and the bottom of the Home Page

**The Foundation Directory:** <http://fconline.foundationcenter.org/> (published by the Foundation Center)  
Free online access at the Denver Public Library, main branch only

**Colorado Common Grant Application:** <http://www.coloradocommongrantforms.org/> (easy to Google)  
Be sure to use the User’s Guide

**Volunteer Connection:** <http://www.volunteerconnection.net/>  
Lists organizations that are looking for volunteer grant writers  
Keywords to try: grant writer, grants, development, fundraising

**Colorado Nonprofit Association:** <http://www.coloradononprofits.org/>  
Helpful resources, includes the “Principles and Practices” publication

## Grant Writing Class

CU Boulder Continuing Education

Taught by Christine Macdonald, Ph.D.

[www.colorado.edu/conted](http://www.colorado.edu/conted)

Look under “Career” and then under “Professional Development”

4 sessions: June 8, 15, 22, 29

6:00-8:00 pm

### Course Overview

Session 1: Grant Writing in Context; Know Your Project and Organization

Session 2: Research Methods & Finding Funding Sources: Your Community,  
Demographic Data, Colorado Grants Guide, Foundation Center

Session 3: Audience-Centered Writing; Matching Memo

Session 4: Grant Proposal Pieces and Parts, Colorado Common Grant Application