

Types of Funding Opportunities

Grants Development or Fundraising?

Fundraising is...

- Solicitation from individual and corporate donors
- Usually done on a one-time basis
- Often an aggressive, short-termed marketing program
- Focused on operations or general operating expenses
- Sometimes focused on helping a specific, target population
- May be tied into grant development efforts

Successful grant proposals...

- Prevent or reduce a community problem or research a major issue facing society
- Always help a targeted population
- Attack problems through creative, innovative programs or services
- Result in gaining new knowledge about how to prevent and reduce a problem
- Disseminate the new knowledge to others
- Are easily replicated

Types of Grant Sponsors

Federal Agencies

Local Government Grants

- City and county governments receive money through block grants
- Grants tend to be small and allocated annually
- Contact your local city or county planning departments to identify these grants

State Government Grants

- May be simple to moderately complex to apply
- Typically distribute smaller awards for one-year funding
- Most state agencies list grant opportunities on their web pages

Federal Government Grants

- Are the most complex, competitive, and lengthy type of proposal
- Offer larger awards and fund for multiple years
- Opportunities may be found at <http://grants.gov>
- Opportunities may be found at the Federal Register at <http://www.gpoaccess.gov/fr/index.html>

Corporations

Are interested in...

- Creating public awareness
- Promoting their products and increasing profits
- Assisting employees and their families
- Training the future workforce

Corporations...

- Donate via Corporate-Giving Programs and Company-Sponsored Foundation
- May be national, regional, state, or local in scope
- Donate cash, products, and/or manpower

Foundations

Types of Foundations

Independent Foundation- Established to aid social, educational, or charitable activity; Endowed by a single source (individual or family); Decisions by board, donor, or trust officer; Discretionary giving, usually limited to local area.

Community Foundation- Publicly supported organization making grants for charitable purposes in a geographic area; contributions from many donors (tax-deductable benefit); decisions by board representing diversity of community.

Company-Sponsored Foundation- Endowed by a profit-making corporation; Decision by board (often company officials); Giving related to corporate activities or communities where corporation operates.

Locating Foundation Opportunities:

The Foundation Center – <http://fdncenter.org>

***Many Foundations will only offer grant funding to 501(c)(3) nonprofit organizations. In this case, the Rowan Foundation would submit an application on Rowan's behalf.