



# ***Funding Research***

A Basic Review

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# ***Types of Grantmakers***

- **Private Foundations**

- A nonprofit corporation or a charitable trust, charged with making grants for charitable purposes. A private foundation derives its money from a family, an individual, or a corporation

- **Corporations**

- Revenues of companies such as Target, Dell Clorox, Levi Strauss, etc.

- **Public Foundations**

- Derives their support from diverse sources, which may include foundations, individuals, and government agencies. Community Foundations are public foundations.

# ***The Search***

- Understanding the terminology
- Define what you do in their terminology
- Prepare a list of good prospects
- Narrow the list of prospects to the ones that give the best match for your organization

# ***Finding a Funding Prospect Match***

- There are three key areas:
  - By Subject
  - By Geography
  - By Types of Support
- Important: Pay close attention to the “Limitations” section early on in the research process

# ***Types of Support***

- **Operating (General Support)**

*Covers the cost of running the organization to meet community needs*

- **Project Support**

*Used to fund a project for a limited timeframe*

- **Start Up or Seed Money**

*Used to start up a new program*

# ***Types of Support***

- **Capital/Equipment**

*Used to build or renovate physical plant, purchase land or purchase major equipment*

- **Endowment**

*Principal held as long-term investment while income is used for operations*

# ***Narrowing the List***

- Database Information
- Directories
- Annual Report/Guidelines
- Periodicals
- Conversations