

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
