

# ***The Road to Grants***

**Introduction**

**Applying  
for a Grant**

**Working  
with  
Foundations**

**After  
Receiving  
a Grant**

**Grant  
Basics**

**Finding  
Grants**

# Introduction

Who am I?

The Road to Grants

- Grant Basics
- Finding Grants
- Applying for Grants
- Working with Foundations
- After Receiving a Grant

**Sources  
of Giving**

**Hiring a  
Grant  
Writer**



## In 2020, Americans gave \$471.44 BILLION to charity

ONLINE GIVING REACHED ITS HIGHEST SHARE OF TOTAL GIVING ON RECORD, PROVING TO BE AN IMPORTANT STRATEGY FOR MANY NONPROFITS IN 2020.

### Where did the generosity come from?\*

CONTRIBUTIONS BY SOURCE (by percentage of the total)

**69%**

**Giving by Individuals**

\$324.10 billion

↑ Increased 2.2% over 2019

**19%**

**Giving by Foundations**

\$88.55 billion

↑ Increased 17.0% over 2019

**9%**

**Giving by Bequest**

\$41.91 billion

↑ Increased 10.3% over 2019

**4%**

**Giving by Corporations**

\$16.88 billion

↓ Decreased 6.1% from 2019

Gifts from estates with \$5M+ in assets accounted for the most funds, followed by estates with assets of less than \$1M.

\* All figures on this infographic are reported in current dollars.

### Where did the charitable dollars go?

CONTRIBUTIONS BY DESTINATION (by percentage of the total)

**28%** to Religion  
\$131.08 billion (increase over 2019)

**15%** to Education  
\$71.34 billion (increase over 2019)

**14%** to Human Services  
\$65.14 billion (increase over 2019)

**12%** to Foundations  
\$58.17 billion (increase over 2019)

**10%** to Public-Society Benefit  
\$48.00 billion (increase over 2019)

**9%** to Health  
\$42.12 billion (decrease from 2019)

**5%** to International Affairs  
\$25.89 billion (increase over 2019)

**4%** to Arts, Culture and Humanities  
\$19.47 billion (decrease from 2019)

**3%** to Individuals  
\$16.22 billion (increase over 2019)

**3%** to Environment/Animals  
\$16.14 billion (increase over 2019)

Growth in giving by foundations and individuals is linked to **positive stock market performance**.

**Human services** had rapid growth, continuing a pattern seen in years where the U.S. has experienced a crisis.

Source: Giving USA 2021

Source: Giving USA 2020

# Tips

- Don't pay them a percentage of what you receive.
- Don't select a grant writer based on their fees alone.
- Don't expect 100% approval.
- Don't expect fast money.



# Grant Basics

A grant is a financial donation given to an organization. Grants are typically given by a foundation, corporation, or government agency. Many nonprofits are funded by grants that they receive throughout the year.

**Grants**

**Grant  
Formats**

**Parts  
of an  
Application**



Types of  
Funders

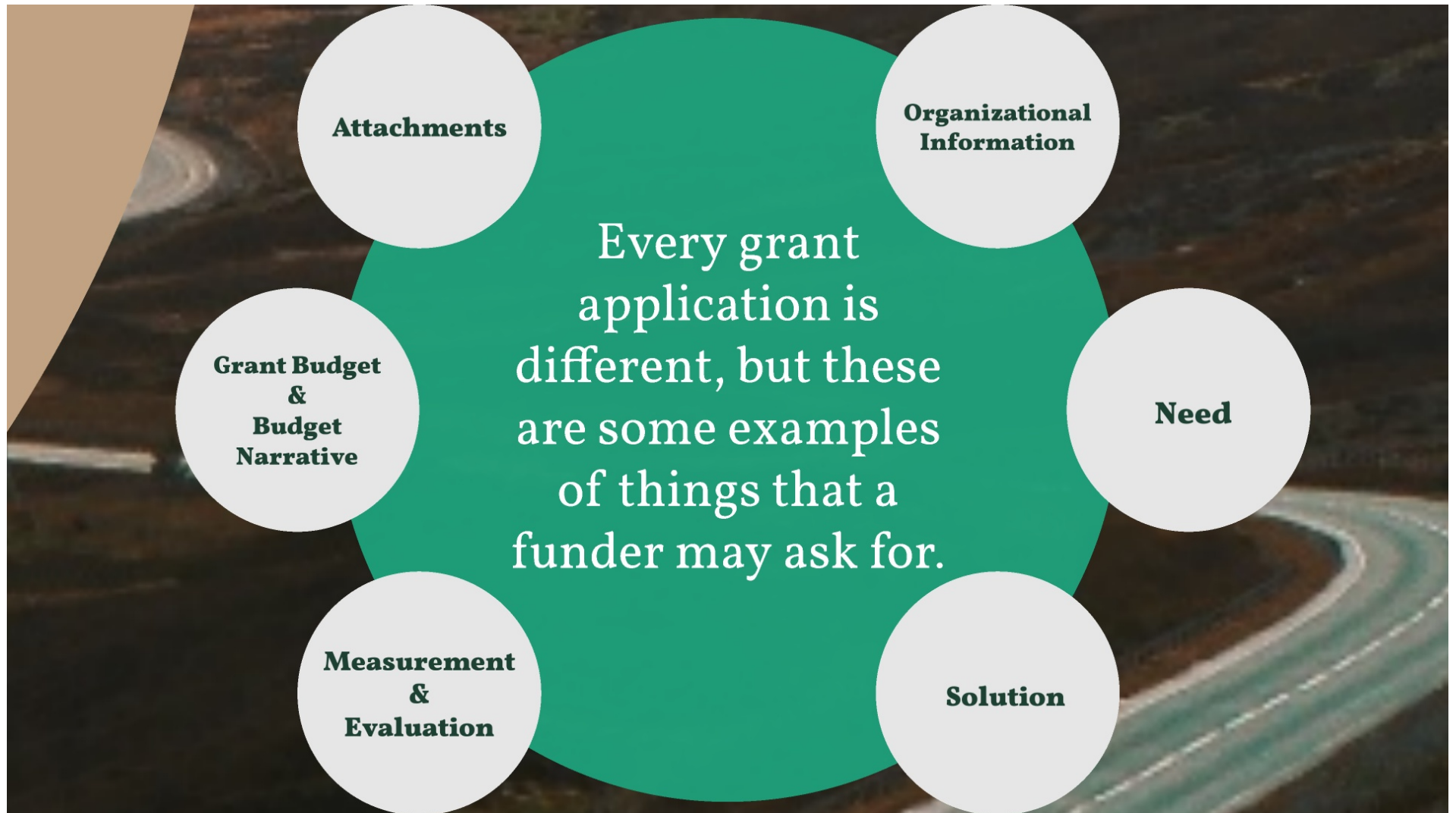
Types of  
Grants





## **Grant Formats**

- Online v. Paper
- Letter of Intent
- Request for Proposals
- Full Application







## **Tools for Grant Success**

Many grantwriters use these tools to keep both your grant information readily available and to organize their grantwriting and reporting.

**Grant  
Binder**

**Grant  
Calendar**



## Where to Look

Grants.gov

Candid

Grant  
Station

Similar Orgs/  
Programs

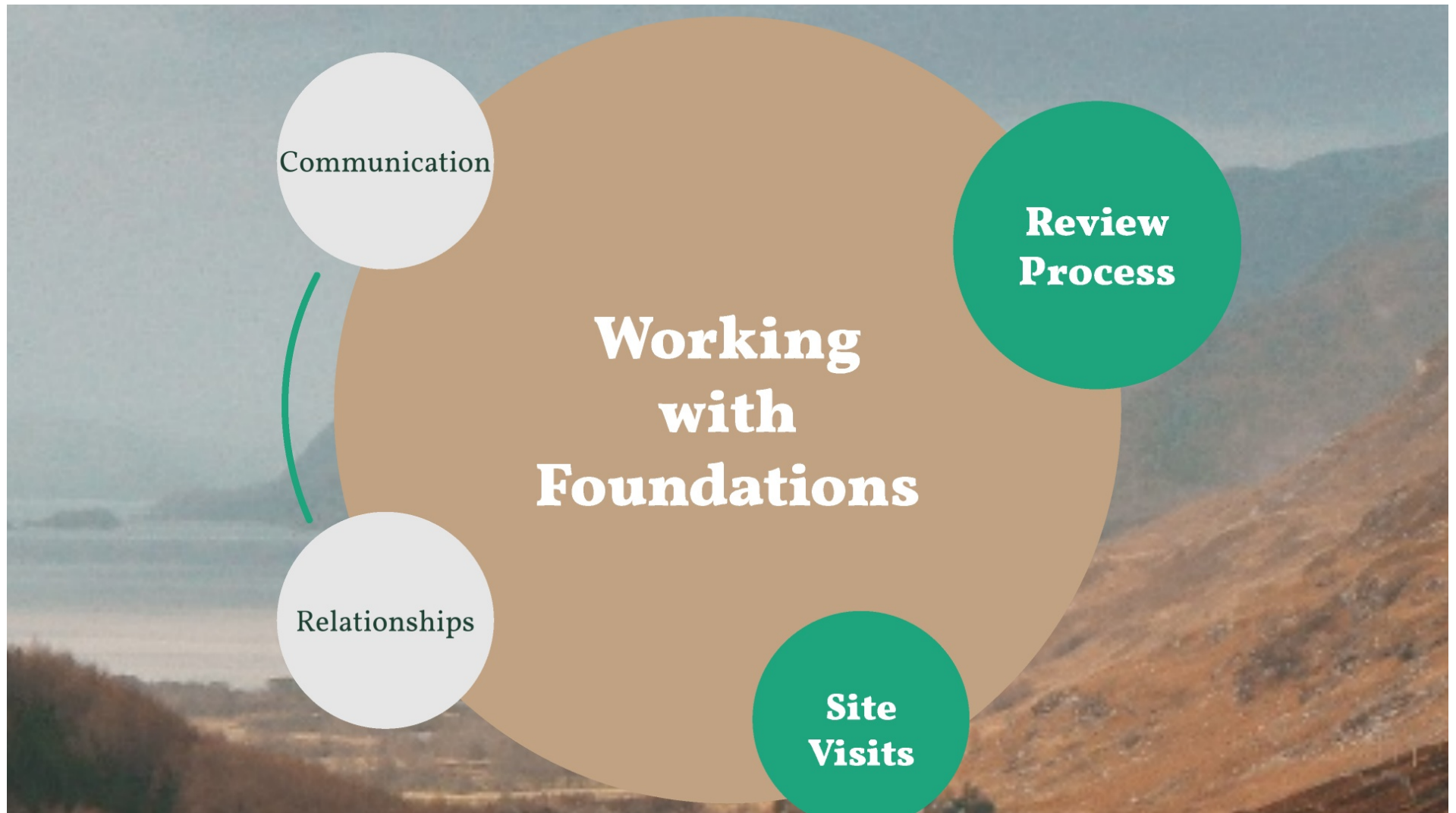
**Three -  
Way Fit  
Test**

## Three-Way Fit Test













# After Receiving a Grant

Acknowledge

Recognize

Remember that most funders consider a grant a partnership not a simple check out the door. How can you build a strong partnership?

Account

Report

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