What are Foundations?
- Private Foundations
- Corporate Giving Programs / Foundations
- Public / Community Foundations

A Foundation is a nonprofit organization that supports charitable activities in order to serve the common good. Foundations are often created with "endowments" or money given by individuals, families, or corporations. They generally make grants or operate programs with the income earned from investing those endowments.

Getting Started
- Is your organization a credible nonprofit?
- Does your organization have 501(c)(3) IRS Designation or is similarly exempt?
- What kind of support do you need?
- Do you have enough time?

A Successful Grant
- S - Specific
- M - Measurable
- A - Achievable
- R - Realistic
- T – Time-bound

A Great Proposal
- Collaboration
- Matching Funds
- Great Narrative
- Organization values match funders values

Getting Ready: A Proposal is a Process
- What is the community need that you wish to address?
- Does the project promote the mission of your organization?
- Research potential funders who care about the need that you have identified

Remember that a grant is an investment of a foundation’s resources into your organization to help them meet their goals and objectives.
Getting Ready: A Proposal is a Process

- Research the funder’s history of giving, giving range, and priority areas
- Does the project address the funders priority areas?
- Develop a compelling project or program
- Follow the funder’s requirements

Getting Ready: A Proposal is a Process

- Contact the program officer or person assigned to the grant program
- Does the funder provide workshops, technical support, conference calls, website postings of frequently asked questions?
- How will the proposals be scored – do not skip a section or write a partial answer

CFOV Community Impact

- Hancock, Brooke, Ohio, Marshall, Wetzel, and Tyler Counties in WV
- Belmont & Jefferson Counties in Ohio
- Focus Areas: Substance Abuse, Prevention & Treatment; Next Generation Leadership / Mentoring; Youth Recreation / Activities; Economic Development

CFOV Community Impact – Letter of Intent (LOI)

- Pre-application
- Shortened version of the full application
- Many Applicants – usually 1/3 to ½ of the LOI applicants are asked to submit a full application

Community Impact LOI - Narrative

Our organization requests…
We are well positioned to accomplish this because…
Two critical factors make it urgently necessary to…
Funding for this project will allow our organization to solve these problems by…

Community Impact LOI - Narrative

A Project Abstract is a snapshot of the proposal – usually 1 paragraph
- Problem
- Solution
- Who will benefit / How will they benefit
Community Impact LOI - Example

“The Fostering Futures Initiative takes CASA Volunteerism to another level by adding a new training curriculum that specifically addresses advocating for youth ages 14-21. Trained CASA volunteers will be able to advocate for additional services for these youth to help ensure that each child is mentally prepared for transitioning into adulthood. Our project includes training other CASA program staff around the state in this National CASA Association approved curriculum.”

CFOV Community Impact – Organizational Profile

- When was your organization founded?
- Does your organization have an interesting story?
- What is your organization’s mission? Values?
- Accomplishments and qualifications

CFOV Community Impact – Project Description

- Do you have a compelling story to tell as an example?
- Why is the project necessary? What are the current conditions or situations? Contributing factors?
- Is the project currently being addressed?
- No need to repeat your mission
- Remember CFOV Focus Areas

CFOV Community Impact – Project Description

- Data that supports your case (statistics, examples, use references to support)
- Who will carry out the project and what are their qualifications?
- Sustainability – Does the project have a life beyond the grant period?

CFOV Community Impact – Project Description

- WHO is affected?
- WHAT is happening?
- WHERE does the situation take place?
- WHY is it a problem?
- What else can you tell us about the situation?
- What are the underlying causes?
- What are the effects of this problem?
CFOV Community Impact – Goals & Objectives
- Describe how you will achieve your goals and objectives
- What benefits or changes for individuals (or population) during or after participation
- Subject of the sentence should be the clients/participants in the project.

Robert Penna, *The Nonprofit Outcomes Toolbox*

CFOV Community Impact – Methods
- Why was this particular approach chosen? Are there other research-based outcomes?
- Implementation plan and timeline with deadlines for completion
- REASONABLE scope of activities that can be accomplished within the stated time frame and resources available
- Sequence, flow, and interrelationships of the activities

CFOV Community Impact – Impact & Evaluation
- How will you define success for your project?
- This answer on the application will be automatically populated on your grant report and then asked to explain

CFOV Community Impact – Project Budget
- Numerical financial description of the project
- Expense information (staffing, project costs, overhead, and indirect costs)
- Income/Revenue information (include fees generated and other sources identified, applied or committed)
- Be as specific as possible – don’t estimate costs

CFOV Community Impact – The Budget
- Personnel/Staffing
- Travel
- Equipment
- Supplies & Materials
- Meetings/Trainings
- Consultants, Professional Fees, Subcontracts
- Direct Costs and Indirect Costs
- Don’t forget about In-Kind!!

CFOV Community Impact – Budget Narrative
- More important than you probably realize
- Here is your chance to explain your expenditures and their importance to the project and its success
CFOV Community Impact – Prior Grants

- Research historic grants made from CFOV’s Unrestricted Pool
- Do not worry about grants from DAFs, Endowment Funds, or Donor Designated Funds
- If you don’t know, call and ask
- This WILL be discussed at committee review

CFOV Community Impact – Other Elements

- Organization Board of Directors / Trustees
- Organization Annual Operating Budget
- Most Recent Audited Financial Statements and 990
- Supporting Information, if you have any (Proof of collaboration, program brochure, photos, etc.)

Tips and Advice

- Have questions? Don’t be afraid to call and ask
- Answer the question being asked
- Avoid industry jargon and acronyms
- Make your Project Abstract compelling
- Don’t attach more than is asked
- Re-type the question before answering it

Tips and Advice

- If your project doesn’t fit the criteria, don’t apply
- Use statistics or data to emphasize need
- Do not send in incomplete applications
- Follow all directions completely
- Ask someone outside your organization to read narrative
- If a collaboration, include letter from the other organization

Tips and Advice

- If you need a quote / bid on capital projects, include it in the application. Mention that you received multiple quotes for the work.
- Demonstrate board support
- It is ok to contact the foundation prior to completing the application to ensure your project is a fit

Tips and Advice

- Faxed or emailed applications not accepted
- Hand-written applications not accepted
- For online submissions, type everything in a word document (to check for grammar and spelling) then cut and paste
- Submit the application by the due date and as instructed
If the Answer is “Yes”

- Send a thank-you letter
- Keep the funder informed / connected
- Ask about publicity
- Keep good records and accounting
- Submit grant reports as requested by funder
- Include the funder in publicity

If the Answer is “No”

- Do not take it personally
- Ask the funder why – advice on future applications (in many cases, there are too many requests and not enough funding available)
- Ask about the next round
- Move on, seek other prospects

Funders’ Pet Peeves

- Can’t find the dollar amount in the proposal (or “send whatever you want”)
- Hype or exaggerated statements or results
- Asking for assistance close to grant deadline
- Bad grammar and spelling
- Not living up to your contractual agreement
- Changing the project deliverables without permission
- Not completing the final reports with expenditures
- Not including the funder in media or public relations

Community Foundation for the Ohio Valley

- 501(c)(3) public charity
- Serving 6 Counties in WV and 2 in Ohio
- Assist donors with their charitable goals

CFOV Grant Opportunities

- Community Impact Fund
- Women’s Giving Circle
- County Specific Grant Programs

Community Impact Grant

Focus Areas for Funding:
- Economic Development
- Next Generation Leadership & Mentoring
- Substance Abuse Prevention & Treatment
- Youth Recreation & Activities

Funding decisions made by end of January
Stealey Community Fund

Educational, religious and community organizations and programs, which exist in the Middlebourne, West Virginia community, including organizations and programs situated outside the municipal boundaries of the Town of Middlebourne which benefit the residents of Middlebourne.

Harry & Olive Barth Trust Grant Program

Must serve Tyler County, with preference for Sistersville, West Virginia
Requests should be not less than $5,000
Current criteria very broad
Paper application available at cfov.org

Chevron Grant Program

Must serve Marshall County
Requests up to $10,000 will be considered
Online grant application
Funding ONLY for:
STEM Education
Workforce Development
Basic Human Needs / Healthcare

Belmont County Enrichment Fund

Must benefit Belmont County
Current criteria very broad
Annual Grant Cycle

Women’s Giving Circle

VERY specific to programs that benefit women and girls
Unmet needs
Typically do not fund capital improvements, operating costs, salaries
Will not fund religious or political projects or programs
Funding decisions made by end of January

What about Donor Advised Funds?

A Donor Advised Fund is a charitable giving vehicle administered by a public charity (community foundation) to manage charitable donations to nonprofit organizations.
Donors advise the community foundation on how to make grants from their funds.
Field of Interest Funds

- CFOV has a number of funds that make grants in a specific Field of Interest
- Those grants are made through the Community Impact Process
- Fields of interest can be geographically specific
- Currently includes children in Ohio and Belmont County, Protection of Animals in Marshall, Wetzel, and Ohio Counties, and Community Development in Belmont County

Mythbusting CFOV

Myth: CFOV has $50 million to make grants

Reality: CFOV has many different funds and only $1 million in Unrestricted funds for the Community Impact Grants covering an 8 county region.

Web Resources

- Census 2010
- WV Kids Count Fund
- W.K. Kellogg Foundation
- U.S. Department of Education
- WV Bureau for Public Health
- Ohio Department of Job & Family Services
- Robert Wood Johnson Foundation

Web Resources

- The Foundation Center
- The Chronicle of Philanthropy
- The Council on Foundations
- The Grantsmanship Center
- Grantstation
- GuideStar

CFOV Online Process

- www.cfov.org
- Click on "Grants"
Questions?