Mining for Gold: Discover Foundation Funding

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Mining for Gold
Discover Foundation Funding

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It’s a Big Funding World

- Beyond the Federal Agencies
- Diversifying Your Resources
- Layman’s Terms

Relationships Matter

- Federal Agencies, Foundations, Individual Benefactors
- It’s All the Same ...
- Today’s Focus – Foundations
Today’s Session

1. Foundation Trends and Strategies
2. Building Partnerships
3. First Steps
4. Today’s Realities/Parting Shots

Foundation Trends & Strategies

Foundation Growth
- Foundation Giving
  - 2004: Up 6.9%
  - 2005: Up 14.3%
  - 2006: Up 11.7%
  - 2007: Up 10%
  - 2008: Up 3%
  - 2009: Down 8.4%
  - 2010: Giving Flat
  - 2011: Modest Growth

Source: Foundation Center
Where the Money Is

Foundation Giving, 2009

Community 10%
Operating 8%
Incl./Grants 10%
Corporate 10%

Source: Foundation Center

Family Foundations!

New Family Foundations Created

Before 1980
1980s
1990s
2000-2007

21% 20% 12% 27%
Longevity

- 2009 Foundation Center Study
- Most Family Foundations Plan to Operate Forever
  - Only 12 percent plan to close at some point
  - 63 percent plan on perpetuity

Community Foundations

- Don’t Forget About Them
- Assets are Growing
- They “Know Where the Money is”
- Donor Advised Funds

Do Your Homework

- Who Are You Dealing With?
- Large or Small Foundation?
  - Foundation Culture
- Operating Foundations, etc.
How Do You Fit?

- In Back Yard, Don’t Limit Yourself
- Regionally, Nationally – What is Your Fit?

Building Partnerships

- Recognize Appropriately
  - Use Internal Publications
  - Highlight Media Coverage

11/19/12
Provide Access

- Disclaimer
- Trust Factor
- Evidence of Commitment

Green light for Fiat deal

Fostering Success

Supreme Court clears bid to buy Chrysler

Detroit Free Press

In this, State Farm is alluding perhaps to support of WMU that appeared nearly 50 years ago.

Chapin's "aggression" became a hallmark of his career. His office was a sort of trading post for anyone looking to buy or sell property with the federal government.

A few months later, she was gone again, said the national director of the "You Are Not Alone" movement, a program organized by the nonprofit National Center for Missing and Exploited Children.

"We try to create a nonthreatening setting. We don't do any kind of interrogation, we don't have any same sex or opposite sex interviews with boys or girls, so we can be sure that we are not doing anything that might be interpreted as sexual assault or sexual harassment," said Dr. Larry Altamirano, director of the National Center for Missing and Exploited Children.

"We're not there to ask the kids about their sexual preferences. We're not there to ask them about their sexuality in any way," Altamirano said. "We're there to establish trust and get to know them and let them know that we're there to help them in any capacity that we can."
**Creative Access**

- More Than Just Leadership
- Legislative Connection
- Alumni/Constituent Connections

**Be the Gatekeeper**

- Funneling System
- Many Foundations Like It
- Saves Time on Both Ends
- Insures Focus on Organizational Priorities

**Some Cautions**

- For Mature Relationships
- Both Sides of the Fence
- Not for Everyone
Understand Foundation Roles

- Program Officer’s Role
- Give Them Ammunition
- They Look Good, You Look Good

First Steps

- Again, Do Your Homework
  - Before the Approach
  - GuideStar, Foundation Center, Web Sites, Board Members, etc.
  - Does Your Organization/Program Line Up?
The Approach

- The Phone Call
  - The Phone May Not Be an Option – That’s OK
- Brief and Focused
- Listen More, Talk Less

The Journalist

- Think Like A Reporter
- Information Seeking, Not Soliciting
- Value Their Advice

“Baseline” Questions

- Deadline/Deadlines for Proposals?
- Board Meetings – When/How Often?
“Odds Assessment” Questions

- How Many Applications?
- What Percentage Do You Fund?
- Typical Grant Amount?

“Open Ended” Questions

- Recent Initiatives?
- “Are there review criteria that might be helpful for our organization to know?”
- Unwritten Culture Cues

The Approach (Cont’d)

- Funder Determines Next Step, But...
- Suggest Personal Meeting
  - If You Don’t Get It, That’s Fine
The Approach (Cont’d)

- Email Approaches
- Personal Meeting Preferred, But ....
- Success Story

Letter of Inquiry

- Can Be Initial Point of Contact
- No More than Two Pages

Following Up

- The Phone Call
- Persistent, Not Pushy
- Whose Timetable?
Other Thoughts

- Do Not Accept Proposals?
- Cutting Your Losses
- Thanks for Nothing?

Today’s Realities/Parting Shots

It’s a New Foundation World

- Laser Focus on Foundation Mission
- Emphasize the Human Condition
- Show Impact on the Vulnerable/Underserved
Parting Shots

- Timing the Solicitation
- Determine Foundations’ Fiscal Standing
- Use Available Tools

Today’s Session -- Recap

1. Foundation Trends and Strategies
2. Building Partnerships
3. First Steps
4. Today’s Realities/Parting Shots

In Conclusion...
Questions?

Thank You!

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