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 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

Source: Foundation Center

Family Foundations!

New Family Foundations Created

Before 1980: 31%
1980s: 12%
1990s: 37%
2000-2007: 20%
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
Detroit Free Press

**Green light for Fiat deal**

**FOSTERING SUCCESS**

**SUPREME COL GIVES CLARIS: HED TO BE CHRYSLER**

By ROBIN ERB

Detroit Free Press Inc.  2009 Vol. 179, Number 37

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**Provide Access**

- **Disclaimer**
- **Trust Factor**
- **Evidence of Commitment**
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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