High-Level Grants & Sponsorships Workshop

Presented by:
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National Education & Training Conference

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BEFORE WE START:

REQUESTS

BACKGROUND
REQUESTS

Turn Cell Phones to Vibrate or Off

Hold Questions to the End
BACKGROUND
TODAY’S WORKSHOP:

HIGH-LEVEL GRANTS & SPONSORSHIPS
YOU CAN SEEK FUNDS FOR:

- Your chapter
- Bravery Bags and items given to families
- Mended *Little* HeartGuide & Lite for cardiology offices and hospitals
- Educational programs for families
- Volunteer training
- Events
AGENDA:

• DEFINITIONS
• GRANT REQUEST AND PROCESS
• SPONSORSHIPS
• IDENTIFIED FOUNDATIONS IN STATES WHERE YOU LIVE
• BEST SOURCE OF FOUNDATION INFORMATION
DEFINITIONS

Foundation
Grant
Sponsorship
Corporate-Giving Program
Grassroots Fundraising
Endowment (Asset)
DEFINITIONS

Foundation:

Type of charitable organization

Set-up within IRS tax codes
DEFINITIONS

Foundation:

Two main types:

Private Foundation – funded by individuals, family, or corporation
Public Foundation – funded by nonprofit (also called a Community Foundation)
DEFINITIONS

Foundation:
Difference between Private and Public Foundations:

1) Funding sources
2) Private must pay out 5% a year
3) Public must collect 10% from public sources
4) Private has more legal restrictions and fewer tax benefits than Public
DEFINITIONS

**Foundation**: charitable organization

Grant
DEFINITIONS

Grant:
Gift of funds
May or may not be restricted
DEFINITIONS

Foundation: charitable organization
Grant: gift of funds
Sponsorship
DEFINITIONS

Sponsorship:

Funds provided for advertising opportunity

Called “brand marketing”

Restricted
DEFINITIONS

Foundation: charitable organization
Grant: gift of funds
Sponsorship: brand marketing
Corporate-Giving Program
DEFINITIONS

Corporate-Giving Program:

A grantmaking program established and administered within a profit-making company

Not a foundation

Formal procedures and awards
DEFINITIONS

Foundation: charitable organization
Grant: gift of funds
Sponsorship: brand marketing
Corporate-Giving Program: formal company funding program
Grassroots Fundraising
DEFINITIONS

Grassroots Fundraising:

An individual’s effort to raise money from other individuals or groups within a local community

“Door-to-door”
DEFINITIONS

Foundation: charitable organization
Grant: gift of funds
Sponsorship: brand marketing
Corporate-Giving Program: formal company funding program
Grassroots Fundraising: “door-to-door” fundraising
Endowment (Asset)
DEFINITIONS

Endowment (Asset):

Funds permanently invested to provide income for continual support and grants

“Money in the bank”
DEFINITIONS

Foundation: charitable organization
Grant: gift of funds
Sponsorship: brand marketing
Corporate-Giving Program: formal company funding program
Grassroots Fundraising: “door-to-door” fundraising
Endowment (Asset): invested money
Looking at Endowments (Assets) at the Top 20,000 U.S. Foundations

Northeast  6300+  $424+ billion
Midwest    4300+  $289+ billion
South      5400+  $352+ billion
West       3800+  $414+ billion
Looking at Endowments (Assets) at the Top 20,000 U.S. Foundations

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
<th>Assets</th>
</tr>
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<tbody>
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<td>Northeast</td>
<td>6300+</td>
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Average giving each year 10% of assets
Looking at Endowments (Assets) at the Top 20,000 U.S. Foundations

Northwest 6300+ $424+ billion
Midwest 4300+ $289+ billion
South 5400+ $352+ billion
West 3800+ $414+ billion

Average giving each year 5+% of assets

Over $80 billion funding given each year
Foundation Facts

89,000+ foundations in U.S.

Gave $100+ billion last year

90% of U.S. Foundations don't have websites

New York most foundations and most giving

Alaska fewest foundations and least giving
QUESTIONS:
foundations, grants, or endowments?
GRANT REQUEST AND PROCESS

Pre-Award Period

Award Period

Post-Award Period
Pre-Award Period

1. BE PREPARED
   Process Not Quick
   Lots of Hurdles
   Takes Time
   Takes Effort
Pre-Award Period

1a. BE REALLY PREPARED

- Expect more time and effort
- Expect setbacks
Pre-Award Period

2. IDENTIFY NEED FOR FUNDING

How is grant to be used?
3. IDENTIFY FUNDING SOURCES

- Research foundations
- Determine eligibility
- Identify lifecycle
4. CHOOSE THE FOUNDATION

Will foundation provide what you need?

Verify their criteria
Pre-Award Period

5. OBTAIN AN APPLICATION

Note the filing deadline

Note how many copies to submit
Pre-Award Period

6. GATHER REQUIRED PAPERWORK

Will require several documents

Remember the filing deadline
6a. MLH & MH Documents

Financial Information

Our Financial Information and Organizational Policies

Mended Hearts is a 501(c)3 organization based in Dallas, Texas. Our mission is “inspiring hope and improving the quality of life for heart patients and their families through ongoing peer-to-peer support.”

Mended Hearts Annual Report 2016

- 2016 Audited Financial Statement
- 2016 Form 990

2015 Audited Financial Statement

- 2015 Form 990

Privacy Policy for Donors

Corporate Supporters Disclosure
6b. MLH & MH Documents

Mended Hearts Legal Documents

- Mended Heart Bylaws
- Articles of Incorporation
- Articles of Organization
- Mended Hearts 501C Document
**Important Facts for Grants**

**MLH** is the nation’s largest peer-support program for children with congenital heart defects and their families.

MLH connects families in person and online with its 8,000 members and 90,000 local and national social media followers.

MLH provides over **5,000** Bravery Bags to families in the hospital each year.
Important Facts for Grants

Mended *Little* Hearts works in partnership with children’s hospitals and medical professionals. With a goal of healthier communities, Mended *Little* Hearts strives to improve the lives of children who have heart defects and the quality of life for the whole family.

Mended *Little* Hearts plays a significant role in the lives of families with children diagnosed with congenital heart defects by providing hope and support at a time when the family is often scared, confused and feeling alone. Mended *Little* Hearts can impact more families and improve the care and quality of life for many more children and families living with CHD.
Pre-Award Period

7. COMPLETE & SUBMIT APPLICATION

Remember the filing deadline

Submit two weeks early
Award Period

1. SIT BACK & WAIT

   Foundation will review

   Foundation may ask questions

   Award date will be noted in the application
Post-Award Period

1. IMPLEMENT

Fulfill the foundation’s grant requirements

Time and effort was worth it
Post-Award Period

2. ISSUE REPORTS

   Fulfill the foundation’s reporting requirements

   Make sure reports are on time
3. COMPLETE CLOSE-OUT

Fulfill the foundation’s close-out requirements
Pre-Award Period

1. BE PREPARED
2. IDENTIFY NEED FOR FUNDING
3. IDENTIFY FUNDING SOURCES
4. CHOOSE THE FOUNDATION
5. OBTAIN AN APPLICATION
6. GATHER REQUIRED PAPERWORK
7. COMPLETE & SUBMIT APPLICATION
Award Period

1. IMPLEMENT

Post-Award Period

1. IMPLEMENT
2. ISSUE REPORTS
3. COMPLETE CLOSE-OUT
IF YOUR EFFORT FAILS, ASK WHY AND LEARN FROM THE EXPERIENCE
QUESTIONS:

grant request & process?
SPONSORSHIPS

A form of advertising in which companies pay to be associated with your event.

Different approach to large vs. small companies
SPONSORSHIPS

Large company:

Will have separate, staffed department inside company

May use Public Relations or Marketing department

Corporate-Giving may be involved
SPONSORSHIPS

Small company:

Will not have separate department inside company

Owner or manager will make decision

Funding level will be lower than large company
SPONSORSHIPS

Overall:

Be clear about your event or message
Present a good document
Promise deliverables
Do what you promise
Follow-up
IDENTIFIED FOUNDATIONS IN STATES WHERE YOU LIVE

All listed promote health, human services and education

* Indicates some emphasis on health and/or diseases of children
Alabama

Alabama Power Foundation
Birmingham
Alisha Summerville (205) 257-2508
www.powerofgood.com

Joseph Bruno Charitable Foundation *
Birmingham
Jera Stribling (205) 879-0799
Alabama

Regions Financial Foundation *
Mobile
Al, FL, GA, TN

Alfa Foundation
Montgomery
David Proctor (334) 613-4498
Arizona

Delta Dental Charitable Trust
Glendale
Dawn Lorenzo (602) 588-3922
www.deltadentalaz.com/foundation/index.asp

Emerald Foundation *
Phoenix
(602) 477-2500
Arizona

Globe Foundation *
Scottsdale

Zuckerman Family Foundation *
Tucson
Amy Zuckerman (502) 749-9655
Arkansas

Delta Dental Charitable Trust
Sherwood
Kelly Caldwell (501) 992-1698
www.deltadentalaz.com/foundation/index.asp

Charles Frueauff Foundation *
Little Rock
Alma Willett (501) 324-2233
Arkansas

Wal-Mart Foundation *
Bentonville
Julie Gehrki (800) 530-9925
http://foundation.walmart.com

Schmieding Foundation *
Springdale
Gilda Underwood
California

Blue Shield of California Foundation *
San Francisco
Gwyneth Tripp
www.blueshieldfoundation.org

Douglas Foundation *
Beverly Hills
(310) 274-5294
California

Goldsmith Family Foundation *
Beverly Hills
Bram Goldsmith

Josephine and Herbert Giels Foundation *
Irvine
Connecticut

Chase Family Foundation *
Hartford
John Redding (203) 549-1674

GE Foundation *
Fairfield
Robert Corcoran (203) 373-3216
www.gefoundation.com
Connecticut

Hollander Foundation *
Stamford
Dee Perrone (203) 359-7635

SBM Charitable Foundation *
Manchester
Doreen Downham (860) 533-0355
www.sbmfoundation.org
Delaware

AstraZeneca HealthCare Foundation *
Wilmington
(302) 886-3000

Marmot Foundation *
Wilmington
Willis duPont
Delaware

Crystal Trust *
Montchanin
Patricia Anderson (302) 651-0533

Leslie Fund *
Wilmington
District of Columbia

Meyer Foundation
Washington
(202) 483-8294
www.meyerfoundation.org

Vradenburg Foundation *
Washington
District of Columbia

Zients Family Foundation *
Washington

Rales Foundation *
Washington
DC, FL
Florida

Glazer Family Foundation *
Tampa
(813) 870-2700
www.glazerfamilyfoundation.org

Chatios Foundation *
Longwood
William Chatios (407) 862-5077
www.chatios.org
Florida

GiveWell Community Foundation
Lakeland
Terry Simmers (863) 683-3131
www.givecf.org

Cobb Family Foundation *
Coral Gables
(3050 441-1700
Georgia

Georgia Power Foundation
Atlanta
Susan Carter (404) 506-6784

Joseph Whitehead Foundation
Atlanta
Russell Hardin (404) 522-6755
www.jbwhitehead.org
Georgia

McKenna Long & Aldridge Foundation
Atlanta

Cousins Foundation *
Atlanta
Illinois

McDonald’s Foundation
McDonald’s Charitable Trust
McDonald’s Corporate Giving
Ronald McDonald House Charities *
Oak Brook

FDC Foundation
Countryside
John Doyle (847) 235-2170
Illinois

Grant Healthcare Foundation *
Lake Forest
Kate Grubbs (847) 735-1590
www.granthealthcare.org

Katten Muchin Rosenman Foundation *
Chicago
www.kattenlaw.com/hatten-cares
Indiana

Eli Lilly and Company Foundation *
Lilly Cares Foundation
Lilly Endowment
Ruth Lilly Philanthropic Foundation
Indianapolis
Robert Smith (317) 276-2000
www.lillyfoundation.org
Indiana

Hux Family Charitable Trust
Riley
Cynthia Martin (812) 894-2096

Olive B. Cole Foundation *
Fort Wayne
Maclyn Parker
Maryland

Allegis Group Foundation *
Hanover
Hilary Murray (410) 579-3509

Kenneth S. Battye Charitable Trust
Riderwood
ksbattyecharitabletrust@yahoo.com
Maryland

Jerome & Grace Murray Foundation
Owings
Kim Harrison (410) 257-5344
www.jgmurrayfoundation.org

Carol M. Jacobsohn Foundation
Annapolis
Henry Libby (410) 990-9660
Minnesota

Blue Cross & Blue Shield of Minnesota Foundation
Eagan
Carolyn Link (651) 662-3950
www.bcbsmnnfoundation.org

George Family Foundation *
Minneapolis
Robin Barker. (612) 377-3356
www.georgefamilyfoundation.org
Minnesota

Land O’Lakes Foundation
Saint Paul
Lydia Botham. (651) 375-2470
www.foundation.landolakes.com

Hardenbergh Foundation *
North Oaks
Jeff Peterson (651) 653-4956
www.hardenberghfdn.org
New York

Bristol-Myers Squibb Foundation *
New York City
John Damonti (212) 546-4000
www.bms.com/foundation

JE & ZB Butler Foundation *
New York City
Patricia Goldman
www.butlerfoundation.org
New York

Heckscher Foundation for Children *
New York City
Heather Sutton (212) 744-0190
www.heckscherfoundation.org

Rosamond Gifford Charitable Corporation *
Syracuse
Kathy Goldfarb-Findling (315) 474-2489
www.giffordfoundation.org
Ohio

Belford Family Charitable Fund *
Columbus
OH, CT, FL

Conrad & Caroline Jobst Foundation *
Toledo
Alyce Juby (419) 259-6197
Ohio

Farmer Family Foundation *
Mason

Robert Rogan Burchenal Foundation *
Cincinnati
c/o Fifth Third Bank @ Fountain Square
(800) 336-6782
Oklahoma

Bezalel Foundation *
Tulsa
Alana Hughes

Herman G. Kaiser Foundation
Tulsa
Sheryl Green
Oklahoma

Presbyterian Health Foundation
Oklahoma City
T. Gray. (405) 319-8150
www.phfokc.com

C.W. Titus Foundation *
Tulsa
Timothy Reynolds  (918) 582-8095
Pennsylvania

Cardiovascular Medical Research and Education Fund *
Philadelphia
Patricia Wolfe (215) 413-2414
www.ipahresearch.org

Farber Family Foundation
Philadelphia
Pennsylvania

Dolfinger 2 Trust *
Philadelphia
c/o Duane Morris, LLP
David Loder (215) 979-1834

R.K. Mellon Family Trust
   Richard King Mellon Foundation
Pittsburgh
Scott Izzo (724) 238-5269
Tennessee

Clayton Family Foundation *
Knoxville
www.clayton.org

Regal Foundation
Knoxville
www.regalmovies.com/about-regal/Community-Affairs
Tennessee

Speer Charitable Trust
Memphis

Community Foundation of Middle Tennessee
Nashville
Ellen Lehman (615) 321-4939
www.cfmt.org
Texas

Amarillo Area Foundation
Amarillo
Kathie Grant (806) 376-4521

Baker Hughes Foundation
Houston
Rosa Boling (713) 439-8662
Texas

Cullen Foundation
Houston
Alan Stewart (713) 651-8837

M.R. & Evelyn Hudson Foundation
Keller
Jesse Larson
www.hudsonfoundation.org
Virginia

Franklin Southampton Charities
Franklin
Elliott Cobb

Funger Foundation
McLean
Wisconsin

John & Ingrid Meng, Inc.
De Pere

Joseph & Vera Zilber Family Foundation
Milwaukee
www.zilberfamilyfoundation.org
Wisconsin

Reiman Foundation *
Milwaukee
Michael Hipp (414) 456-0600
www.reimanfoundation.org
The Foundation Directory provides information on the finances, and giving interests of the nation’s 20,000 largest grant making foundation. The Foundation Directory is based either on reports received directly from the foundations or on the most current public records available.

**Available in libraries**

Approx $130, or $199/month online subscription

https://foundationcenter.org
QUESTIONS?
National Education & Training Conference