

GO GRANTS!

NDMU Office of Corporate, Foundation, and Government Grants

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The NDMU Office of Corporate, Foundation, and Government Grants



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This issue of *Go Grants!* explores foundations and the role they play in funding programs at NDMU. Here in the Office of Corporate, Foundation, and Government Grants, no matter how we categorize them—whether as corporate, foundation, or government funders—each organization has its own mission and funding interests and requires a unique strategy when submitting a grant application. Unlike government grants, which are mandated by legislation, the funding interests of foundations reflect the personal interests of their founders and trustees. Relationship building is a key part of winning foundation grants, and the OFCGG has a special role to play when it comes to requesting foundation funds. We especially encourage you to reach out to us to develop applications for foundation grants and to explore possible grant opportunities. Together, we can draft competitive applications built on an informed approach, consistent institutional messaging, and strong relationships.

BUILDING OUR MISSION WITH STRONG FOUNDATIONS

NDMU's current supporting foundations include:

- Gladys Brooks Foundation
- CareFirst Foundation
- T. Rowe Price Foundation
- Family League of Baltimore
- Hattie M. Strong Foundation
- National Collegiate Athletic Association
- M&T Charitable Foundation
- Davis United World Colleges
- MD-DC Campus Compact
- Maryland Hospital Association
- American Association of University Women
- France-Merrick Foundation
- Exelon Foundation
- And many more!



CORPORATE, COMMUNITY, AND PRIVATE FOUNDATIONS

WHAT'S THE DIFFERENCE?

- **Community Foundations:** Pool their funding through contributions from many donors and distribute funds within a given geographic region, typically focusing on local needs;
- **Corporate Foundations:** Foundations that are established by for-profit corporations but are legally separate from the parent corporation;
- **Family Foundations:** Private foundations where the original donor or the donor's family play a significant role in governance and grant-making;
- **Giving Circles:** Individual donors who pool resources around a specific cause or interest area;
- **Independent Foundations:** Usually funded by one source, such as an individual's bequest or the conversion of a nonprofit to a for-profit organization;
- **Public Foundations:** Nonprofit organizations that operate significant grantmaking programs in addition to their other charitable activities.





WHAT DO FOUNDATIONS LOOK FOR IN APPLICANTS?

- Alignment with their mission and funding priorities
- Reputable organizations
- Clear, realistic, and sustainable plans
- Opportunities for impact

BUILDING OPPORTUNITIES

Upcoming Foundation Grants

NEA Foundation

DEADLINES ARE JUNE 1, OCTOBER 15, and FEBRUARY 1

As the philanthropic arm of the National Education Association, the foundation is inviting applications for its Learning and Leadership Grants program. The program provides grants to groups to fund collegial study, including study groups, action research, lesson study, or mentoring experiences for faculty or staff new to an assignment. The grant amounts are \$2,000 for individuals and \$5,000 for groups engaged in collegial study.

American Association of University Women

OPENS AUGUST 1, 2017

AAUW is accepting applications for its Community Action Grants Program. The program offers one-year grants of up to \$7,000 to support community-based projects and two-year grants of up to \$10,000 to provide start-up funds for new projects that address the particular needs of the community and develop girls' sense of efficacy through leadership or advocacy opportunities.

Baltimore Women's Giving Circle

OPENS OCTOBER 1, 2017

The mission of the BWGC is to empower women and their families in the greater Baltimore area to achieve self-sufficiency. All grant applications that support the mission of the Baltimore Women's Giving Circle are encouraged. One-year grants are awarded in amounts up to \$20,000. Two two-year grants will also be awarded in amounts up to \$50,000.

Maryland Humanities

DEADLINE IS OCTOBER 15, 2017

Maryland Humanities provides grants to nonprofit organizations that use the humanities (literature, philosophy, history, etc.) to inspire all Marylanders to embrace lifelong learning, exchange ideas openly, and enrich their communities. Grant criteria encourage free, public programming in many forms including discussions, exhibits, lectures, living history, and seminars using the humanities as central tools to explore and understand the complexity of issues affecting their communities. Major grant awards up to \$10,000; mini-grant awards up to \$1,200.



SOME OF THE CAMPUS PROJECTS FUNDED BY FOUNDATIONS SINCE 2015

\$1,700,000+

The Gibbons Project
Capital Campaign

\$35,000+

WOW-Baltimore
Sponsorships

\$40,000

International
Service Projects

\$200,000+

School of Nursing
Program Support



WHY WE LIKE WORKING WITH FOUNDATIONS

- Foundations are often willing to pool resources with other funders.
- There are a wide range in size of available grants—some can make very large awards, while others prefer small local projects.
- Full length, complex proposals are not always necessary.
- Foundations can be much more flexible in responding to unique needs and circumstances.
- Foundations are able to avoid bureaucratic requirements for administering grants.
- Foundations can often provide alternative forms of assistance, such as donations of equipment, materials, or service, etc.
- Personal contacts and relationships can be helpful.
- Foundations can generally be much more informal and willing to help with the proposal process.

BUILDING COMMUNITY

Relationships that Make a Difference

Unlike government grants, working with foundations is largely about cultivating relationships. Foundations are a different kind of funding partner in part because of the potential to establish long-term connections. Once an institution is funded by a foundation, they often have a much greater chance of receiving funding again in the future. The potential to cultivate and sustain ties with a foundation is one of the greatest differences between foundations and government agencies.

There are also big differences between the government and foundations when it comes to the application processes. Most government grants begin with RFPs (requests for proposals) that outline exactly what the funding is designed to support and how to apply for it—usually with strict deadlines, content and formatting guidelines, right down to restrictions on font and page margins.

Foundations may or may not issue RFPs. However, it is possible to approach a foundation with a funding need and, with thoughtful collaboration, work with them to develop a program they're willing to support. Foundations have the capacity to be much more informal and willing to help with the proposal process. Full length, complex proposals are not always necessary and foundations are often able to avoid many bureaucratic requirements for administering grants.

It makes sense, then, that personal contacts and relationships can be helpful. While foundation relationships are reflected as a relationship between institutions, these relationships are often born out of relationships between individuals. NDMU's long and rich history has produced many such relationships—reflected in the names you can read across campus such as Bunting, Hearst, Knott, Merrick, and Middendorf, to name a few—that all began at the personal level.



SOME OF THE CAMPUS PROJECTS FUNDED BY FOUNDATIONS SINCE 2015

\$30,000

School of Pharmacy
Program Support

\$60,000

School of Education
Scholarships

\$75,000

School of Arts,
Sciences and Business
Scholarships

\$25,000+

Student Life
Program Support



BUILDING SOLUTIONS

Funding that Suits Your Needs

If you have a funding need, you can begin by searching Foundation Directory Online. A basic search of this database is available to anyone after completing the free registration process at <https://fdo.foundationcenter.org/>. Because our office subscribes to advanced search functions, once you've identified a potential funder, contact us so we can help you research them further.

In some cases, especially with Baltimore area foundations, you may find a funder with whom we already have a relationship and we can advise you on the best way to approach them. In other cases, we can assist you with research into a foundation's giving history by examining the charitable contributions listed in their tax documents.

Sometimes an idea for a program can come from a foundation itself. Foundations are great partners when it comes to building solutions to unique problems or funding innovative initiatives. Unlike government grants, which tend to be restricted in their aims, private foundations often have a wide scope when it comes to what they will fund. And foundations can often provide alternative forms of assistance, such as donations of equipment, materials, or services—the kinds of things you won't get from government grants.

Grant Workshop

Contact Carla Hobson, Grants Assistant, to register for a grant workshop to take place in Fall 2017. Topics covered will include a review of grant terms, how to search for grants, and how to write a winning proposal.



BUILDING A TEAM

Working with Our Office

The Office of Corporate, Foundation, and Government Grants is here to support the campus community in all aspects of grant seeking and award management. Applying for grants can be a demanding and time consuming process between drafting a narrative, prospect research, program planning, and budgeting.

When it comes to finding the right funder, the OCFGG has the resources—with access to databases and NDMU archives—to conduct targeted research. We can help you find the best foundation to fit your project, and do the necessary in-depth research to ensure mission alignment. We can perform initial outreach in the form of Letters of Inquiry (LOIs) and even arrange campus visits, when possible. Sending the right proposal to the right funder is important, but so is knowing when and how to approach them.

We can help you present your funding request in a way that best aligns with your needs, the mission of NDMU, and the funder's mission. After reading your proposal, the funder should feel confident that NDMU will be a responsible steward of their funds.

We can also help you tailor your budget and proposal narrative. The project budget is another opportunity to tell your story and demonstrate your credibility. In many cases, the budget is the first thing funders look at, so everything in a proposal narrative should also be reflected in the numbers. The OCFGG is here to make sure the numbers and the narrative line up to give you the best chance at winning your grant.



Contact Us

The Office of Corporate, Foundation, and Government Grants

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