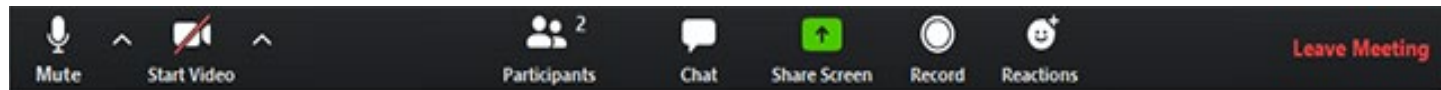# Finding Funding on the Web

May 14, 2025 (9-10:30 AM)

Presented by:

Marcy Mitchell, Colorado Grants Guide Manager

Zoom Technology

Function we will use today include:
✓ Mute
✓ Video
✓ Participants
✓ Chat
✓ Reactions
✓ Name customization
  ✓ Please include pronouns (she/her, he/him, they/them)

Agenda

- **Welcome & Introductions**

- **Grant Funding**

- **Grant Seeking Process**

- **Grant Research – *Live Tutorial***

- **Then What?**

Grant Funding

CONTEXT IN YOUR OVERALL FUNDING PLAN

Nonprofit Revenue Sources

FIGURE 4: NONPROFIT SOURCES OF REVENUE, 2022

- Individual Donations — 32%
- Foundation and Corporate Grants — 15%
- Government Funding — 19%
- Program Revenue — 20%
- Dues — 6%
- Investment Income — 1%
- Other Income — 7%

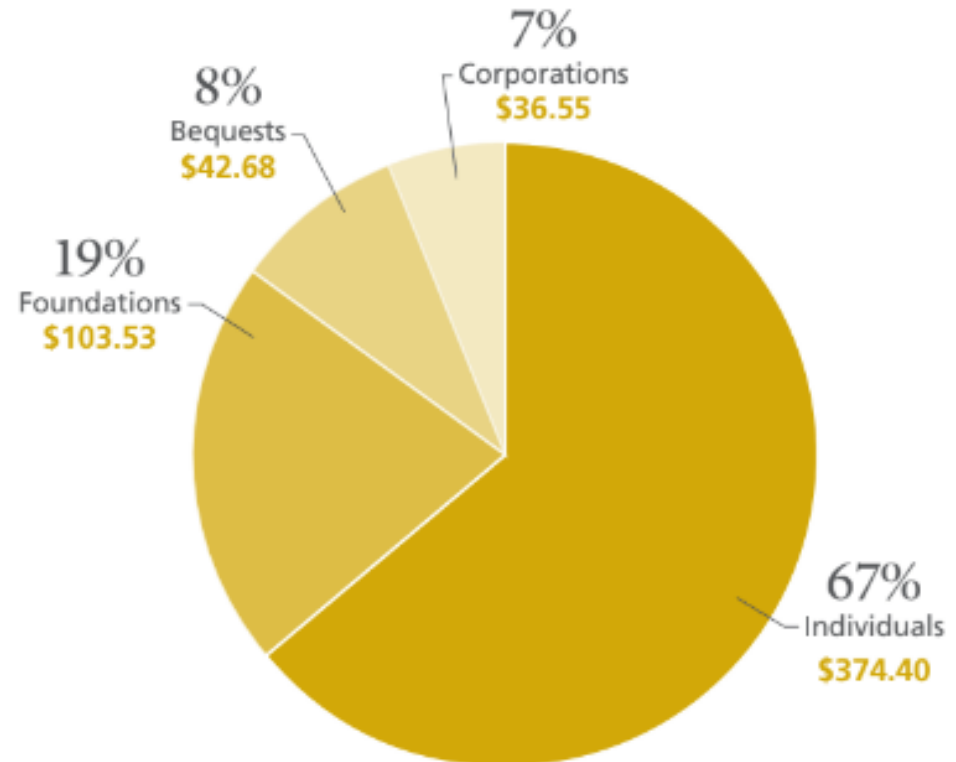Source: Independent Sector – Annual Health Report, December 2024

US Charitable Giving

2023
Charitable
Giving
$557.16 billion

Minimum of 4 streams of income; none are more than 75%

2023 contributions: $557.16 billion by source of contributions

(in billions for dollars – all figures are rounded)

- 7% Corporations $36.55
- 8% Bequests $42.68
- 19% Foundations $103.53
- 67% Individuals $374.40

Source: Giving USA Foundation | Giving USA 2024

Colorado Foundation Giving

$1.4 billion

Total Annual Philanthropic Giving by Colorado Foundations

Colorado is home to more than 2,000 private and community foundations of all shapes and sizes. These organizations work to strengthen communities by investing in nonprofits and other charitable causes throughout the state.

TOP FUNDING PRIORITIES
COLORADO
FOUNDATIONS HELP MEET DIVERSE COMMUNITY NEEDS ACROSS THE STATE
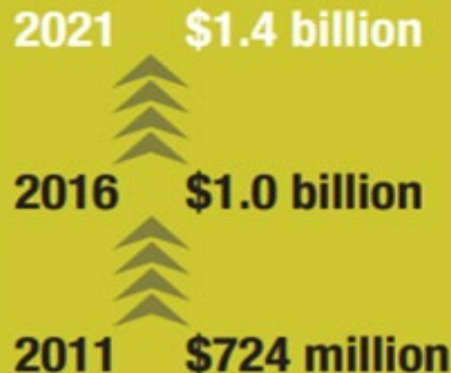
- Human services 11.8%
- Health 29.3%
- Education 32.9%
- Arts 7.4%
- Religion 3.4%
- Environment / Animals 2.8%

COLORADO FOUNDATION GIVING STILL SETTING YEARLY RECORDS

2021	$1.4 billion
2016	$1.0 billion
2011	$724 million

PHILANTHROPY COLORADO

HOW DOES FOUNDATION GIVING COMPARE IN THE MOUNTAIN REGION?

State	$ / yr. in millions
Arizona:	345
Colorado:	1,000
Idaho:	88.6
Montana:	80.5
Nevada:	360.8
New Mexico:	82.5
Utah:	219
Wyoming:	119.3

https://www.philanthropycolorado.org/sites/default/files/resources/COFoundations_2023Report.pdf

Types of Foundations

Corporate
- Assets come from a business

Community
- Assets from multiple sources
- Support a specific community

Private
- Commonly one source of income

Operating
- Purposive, most do not issue grants

POLL – What types of grants have you received?

- ❖ **General Operating**
- ❖ Capital
- ❖ Matching/Challenge
- ❖ Technical Assistance
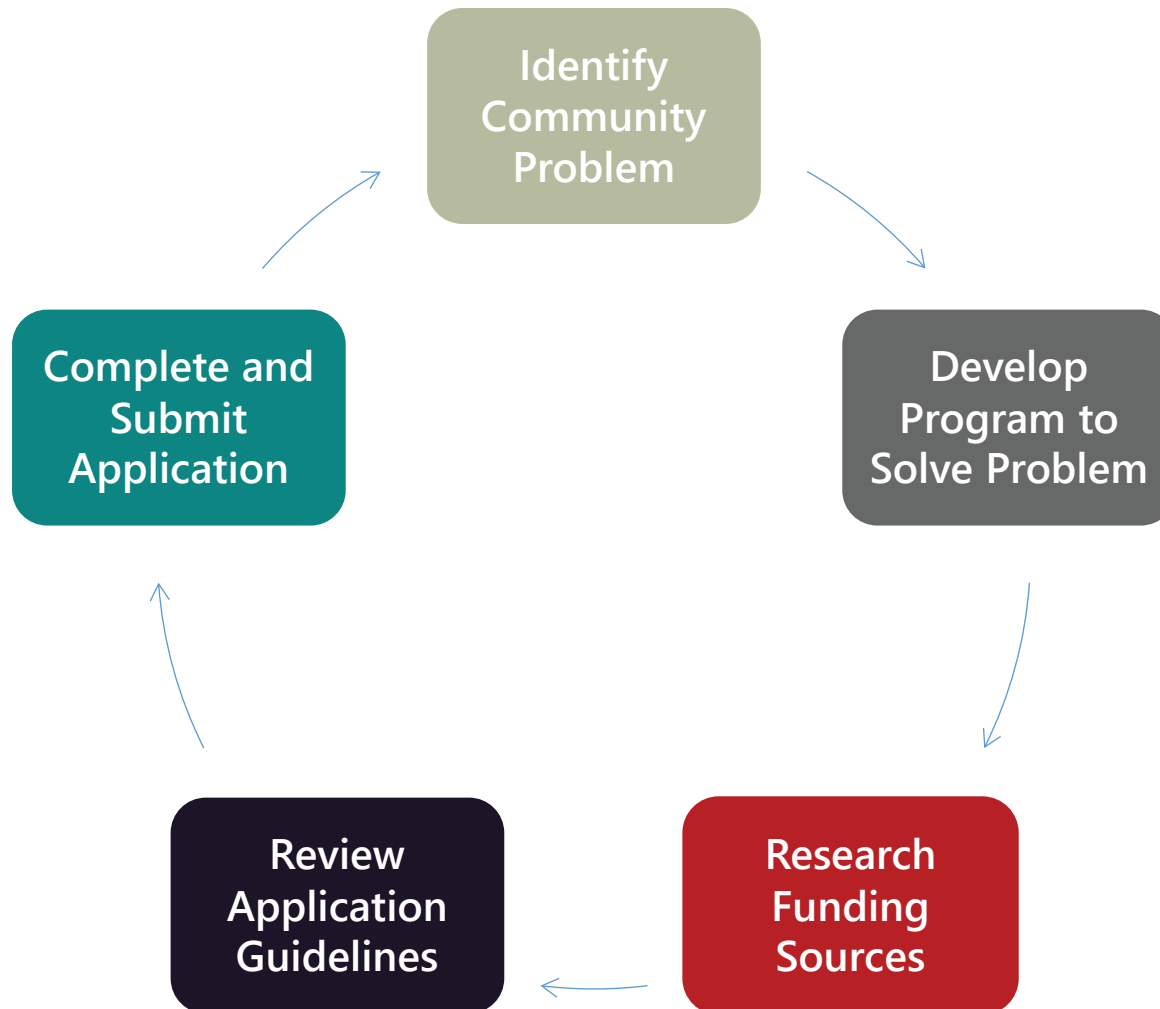- ❖ **Program/Project**
- ❖ Emergency Assistance
- ❖ Start-Up/Seed

Grant Seeking Process

WHERE TO START, WHERE YOU ARE GOING, HOW TO GET THERE

Grant Seeking Cycle

Successful Grant Program

POLL – What roadblocks have your experienced in the grant seeking process?

- ❖ Lack of access to grant research/ funding opportunities
- ❖ Lack of staff trained in grant writing
- ❖ Difficulty in understanding grant proposals

- ❖ Lack of knowledge in preparing financial attachments
- ❖ Restrictions due to tax-status or other issues
- ❖ Lack of time

Grant Research

THE MONEY IS OUT THERE. WHERE TO FIND IT?

Getting information off the internet is like taking a drink from a fire hydrant.

- Mitchell Kapor

COLORADO® GRANTS GUIDE

Research | Connect | Get Grants

FOUNDATION *Search*

GrantStation
Your Fast Track To Funding

GUIDESTAR® + FOUNDATION CENTER
Knowledge to build on.

= Candid.

COLORADO ASSOCIATION OF FUNDERS

Colorado NONPROFIT Association

The Match

Funder		You
Funding initiatives	→	**Mission, programs**
Funding awarded	→	**Funding needed**
Geographic priorities	→	**Location, area of service**
Deadlines	→	**Timeline, capacity**
Restrictions	→	**Tax status, type of organization, etc.**
Requirements	→	**Staff capacity**

Not a match? Move on!

COLORADO GRANTS GUIDE ®

Research | Connect | Get Grants

A **searchable database** contains over **1,000** profiles of foundations, trusts, corporation, national funders, government agencies that fund within the state, **specific to Colorado funding**.

- Helps you find relevant grants and funders
- Assists in organization and managing your grant search
- 1,000+ statewide and local funders
- New features include: advanced search, dashboard, calendar integration

Let's give it a try!

Questions?

Then What?

YOUR POST-RESEARCH PLAN

Grant Management Plan

○ Prioritize potential funders
○ Create a work plan
○ Identify who should be involved/responsible?
- Leadership / Program / Financial staff
○ Fund development calendar
- Can you meet the deadlines?
- What information is needed?
- Fund development calendar
○ Gather and track all grant information

Grant Management Plan

o Review previous grant applications
o Annual report and newsletters
o Collect Internal information
  - 501c3/tax-exempt status letter
  - Financial information
  - Evaluation information
  - Planning documents (strategic, business, program)
o External research to build your case

Contact the Funders

- Technical assistance?

- Proposal review?

- How are decisions made?

- Attachments?

- Budget requirements?

- What cycle to apply?

- Multi-year grant options?

- When can I re-apply?

Contacts you make may prove invaluable, even if not for now.

Telling your Story

What makes an effective case for support?

o Concise
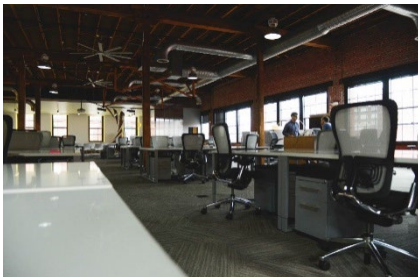
o Compelling

o Specific

o Consistent

Ensure that all members of your team are able to deliver a case for support!

Breakout Rooms

- o In groups of 3, practice telling your story to one another

- o Provide feedback to each person

- o Who wants to share?

Meeting Funders

o Virtual Funder Roundtables

o **Rural Convenings across CO in 2025**

o Regional Leadership Committees

o Foundation Events or Meetings

o CRC events (www.crcamerica.org)

• **Funder Connections**

• Grant Seeking Clinics

Recap and Takeaways

- Giving trends in the sector: 19% Foundation Giving

- Types of Foundations and Grants available

- Measuring one's internal capacity to go after grants

- Research tools and steps to identify the right match

- In depth tutorial of the *Colorado Grants Guide®*

- Plan for proposals and be sure to contact funders!

COLORADO GRANTS GUIDE ®

Pricing Structure

Subscription Type	12-Month Price
Nonprofit	$249–$649*
Business/Individual/Consultant	$349

*Based on organizational budget size

20% Discount off SUBSCRIPTION
Use Discount Code
cri20

To order, please visit **https://guide.crcamerica.org**

Questions?

Next Steps

3 Basic Questions

1. What is the most valuable thing you've learned today from this training?

2. What resource can you bring back to your organization?

3. What action item can you implement as a result of this training?

Additional Trainings

- **Mission Centered Advocacy Workshop (Register Now)** Thursday, May 22, 2025 | 9:00am – 12pm | Virtual session on Zoom

- **Funder Connection with Community Foundation Panel (Register Now)** - Q&A with the grant managers and learn about DAFs, how CFs impact communities. **May 22nd | 10:30 AM - 12:00 PM** – Free entry to those that have ACTIVE Colorado Grants Guide Membership

- **GrantCorps: Grantwriting 201 Beyond Answering the Questions (Register Now)** Thursday, June 5, 2025 | 1:00pm – 4:00pm | Virtual session on Zoom

THANK YOU!

Presented by:

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www.crcamerica.org

COMMUNITY RESOURCE CENTER
SUCCESS STRATEGIES FOR COLORADO NONPROFITS