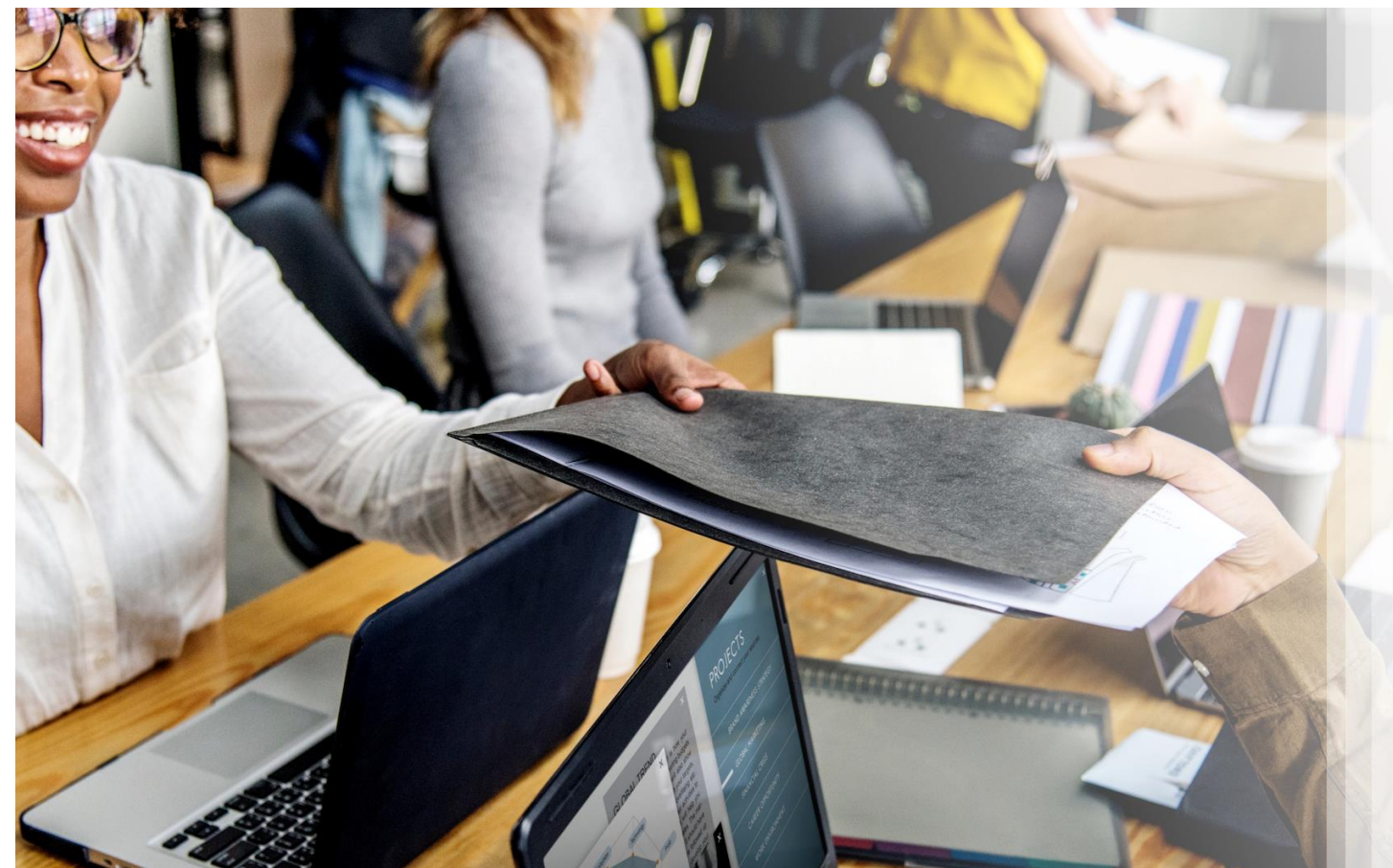




Ontario Council for
International Cooperation



Participants can download these slides



LET'S TALK: FOUNDATIONS

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Ken Wyman's Background

- ▶ 19+ years teaching post-grad Fundraising at **Humber**
- ▶ 40+ years fundraising and **consulting**
- ▶ Former National Coordinator of Fund Raising and Public Relations at **OXFAM**
- ▶ Author / co-author of 12 **books** on fundraising
- ▶ **Workshop** presenter across Canada, US, England, Europe, Cuba
- ▶ Sabbatical research on Melt the Chill: Charities & **Advocacy** in Canada
- ▶ Former **journalist**, photographer



Agenda (24 slides)

1. What are **common mistakes** in grant-seeking and grant-writing?
2. What are the **costs behind grant-seeking and grant-writing?**
(e.g. labour, time, money, etc.)
How should an organization **budget** for grant-seeking and grant-writing?
3. How can an organization reach out to a foundation or a potential grantor **without an invite or call for proposal?**
4. How can you handle ethical issues over “**dirty money**”?
5. How can/should we **share the lessons** we learned to our **funders/grantors?**
6. How can/should we **share the lessons** we learned **to each other?**
7. Your **questions** and ideas.
8. More **resources**

What are **common mistakes** in grant-seeking and grant-writing?

#1

Overestimating foundation funding

- Foundations give
(to *all* charities not just INGOs)
 - Only about 0.5% of *all* charity revenue
 - About half what corporation give
 - About one-quarter of other charities
 - About one-twentieth of individual giving
 - About one-hundredth of government.

Underestimating foundation funding

- Over 130 foundations in Ontario give to international development

Where do charities get revenue?

(including *only* charities — which is about half of all non-profit groups)

- Government49.0%
- Individuals11.0%
- Corporations1.0%
- Foundations0.5%
- Other Charities.....2.0%
- Fees5.0%
- Earned Income31.0%
- *TOTAL*99.5%

Percentages are rounded

<http://www.statcan.gc.ca/daily-quotidien/040920/dq040920b-eng.htm>

New data from StatsCan – 2017

ALL Non-Profits (about half are registered charities)

Share of the non-profit sector's economic activity

- **Government** (73.2%) Hospitals, universities and colleges, etc.
 - Independent from government but substantially controlled by government
- **Community** (16.4%) Social services, advocacy, sports & recreation, etc.
 - **Not** substantially controlled by government.
 - Provide goods / services either for free or at low prices
- **Business** (10.4%) Business associations, unions, condo associations, etc.
 - **Not** substantially controlled by government.
 - Provide goods / services at significant prices
 - Limits on how they may redistribute any surplus they may produce.

common mistakes

New data from StatsCan – ALL Non-Profits 2017

	Total Revenue	Donations		Governments		Sales		Investment income		Membership fees		Businesses and other institutions	
Non-profit subsector	Millions	Millions	% of total for type	Millions	% of total for type	Millions	% of total for type	Millions	% of total for type	Millions	% of total for type	Millions	% of total for type
Community	\$ 65,200	\$ 11,577	18%	\$ 20,090	31%	\$ 18,110	28%	\$ 2,766	4%	\$ 9,201	14%	\$ 3,456	5%
Business	\$ 40,369	\$ 149	0%	\$ 587	1%	\$ 24,868	62%	\$ 1,107	3%	\$ 13,658	34%	\$ -	0%
Government	\$ 163,227	\$ 4,215	3%	\$ 119,013	73%	\$ 34,709	21%	\$ 1,319	1%	\$ -	0%	\$ 3,971	2%
Total	\$ 268,796	\$ 15,941	6%	\$ 139,690	52%	\$ 77,687	29%	\$ 5,192	2%	\$ 22,859	9%	\$ 7,427	3%

Source: <https://www150.statcan.gc.ca/n1/daily-quotidien/190305/cg-a003-eng.htm>

What are **common mistakes** in grant-seeking and grant-writing?

#2 Not researching potential funders

- Use **the directories** to find funders and their interests
- Look at **funders' websites** for special interests, application rules, deadlines, dollar, range, and names of the key people.
- Check **other NGOs annual reports** to find who funds them
- Set up **Google Alerts** on your top prospects

Failure to research funders

Pay-to-play sources (but most have free trial offers):

- [Fundtracker Pro www.Ajah.ca](http://www.FundtrackerPro.com)
- www.BigDataBase.ca
- www.CharityCan.ca
- www.FoundationSearch.ca
- www.imaginecanada.ca/Grant-Connect 
- www.iWave.com

My Oprah moment!



You get free access to Grant Connect for a week!

Your username is **OCIC2019**

Your password is **GC123**

Login to Delta & Find Funding

Delta is currently in its Beta version. The platform will continue to be developed over the next few months in response to further testing by Imagine Canada and feedback from you. If you notice any system quirks or have input on the new platform please use this [feedback form](#) to let them know.

Login to Classic & Find Funding

Grant Connect Classic will be phased out in early 2019.

Grant Connect Classic

Funder Search

Quick Lookup

Labels

Create Label

Field of Activity / Population Served

- Social Services
- Health
- International
- Religion
- Environment
- Sciences / Social Sciences
- Arts and Culture
- Education
- Sports and Recreation
- Charitable and Voluntary-Sector Development

- International Development
- Americas
- Foreign Affairs
- Asia
- Middle East
- Africa
- Europe
- International Disaster Relief

- Developing Countries
- Sustainable Development
- International Social Services
- International Human Rights
- International Health / Medicine
- International Education
- International Relief Services
- International Food Security
- International Agricultural Programs
- International Children / Youth
- Access to Credit
- Access to Water

Your selection(s):

Location of Organization or Initiative

SHOW RESULTS (12190)

Advanced Search Options

Failure to research funders

Free directories:

- <https://www.devex.com/funding>
- <https://CharityVillage.com/cms/knowledge-centre/fundraising/funder-directory/canadian-foundations>
- <https://www.nozasearch.com/>

Failure to research funders

Free from the horses mouth:

- **Community Foundations of Canada**
www.cfc-fcc.ca
- **Philanthropic Foundations Canada**
a member association of Canadian grantmakers, including private and public foundations, charities and corporations
www.pfc.ca
- **Global Affairs Canada**
http://international.gc.ca/world-monde/funding-financement/funding_development_projects-financement_projets_developpement.aspx?lang=eng

#3 Failure to follow directions

Give them the info they want, the way they want it.

- Provide all the material requested
- Give detailed budgets
- Use the format required, including number of words, font size, number of copies, stapled or not, etc.

What are the **costs** behind grant-seeking and grant-writing?

How should an organization **budget** for grant-seeking and grant-writing?

Expense

- **Labour**
 - 2 to 10 days to research and write each grant application
 - Half day every three months to report to funders on progress
- **Time**
 - 6 months average from submitting the proposal to receiving approval
- **Money**
 - \$85 for one month of Grant Connect to \$1,700 for a year
 - \$100+ per hour for grant writers

Revenue

- Average grant in Canada: \$10-20,000
- About one in ten proposals is approved

How can you reach out to a foundation or a potential grantor without an invite or call for proposal?

Look for six-degrees of separation

- Find the **names of each funder's staff and board members** from their website (if they have one)
- Look them up on **LinkedIn** and **Google**
- **Network for connections.**
Who do you know in common?
If no one now, work the circuit.
- Sometimes they insist on **anonymous privacy**

Ask to meet for coffee

- Short, personal, **face to face** connections are the best
- Ask questions and **listen** more than you talk

Send them your info / offer an *opt-out*

- **Annual report**
- **Newsletter**
- Invitation to **tour** a project (at their own expense)
- **Videos** – perhaps personalized
- **Exclusive** field reports

How can you handle **ethical** issues over “dirty money”?

- Several charities recently **turned down million-dollar gifts** from the Sackler Foundation because of opioid connections.
- **Develop your gift acceptance policies in advance.**
 - What you consider a **necessary evil**?
 - Where would you **draw the line**?
 - Will it **help or hurt** the people in your projects?
 - Will it **drive away other donors**?
 - Would it **stink** if it became public?
- How to set **policies**:

<https://www.charityinfo.ca/articles/HowDecideAcceptGift>



How can/should we **share the lessons** with funders/grantors?

- **Ask them** what info they want
- **If they expect you to report**, be sure you send them info on time
- Invite them to **participate in evaluation**
 - Engage them at the start on setting the criteria
 - Explore how data can be collected ethically
 - Discuss the barriers to evaluation, including cost and participant privacy
- Be **honest**. We can learn as much from failure as success.

How can/should we share the lessons with each other?

- Welcome to a **new, private, protected Facebook group for discussions**
 - The **Canadian INGO Fundraising Forum**
 - To be added, go to <https://www.facebook.com/groups/419242028837811/>
 - Co-op **content built by all**, not just posts by Ken Wyman
 - Not regularly moderated
- **Topics** could include:
 - Which funders are friendly and which are challenging
 - Changes in funding policies and procedures
 - News on who got funding for what
 - Ethical dilemmas
 - Q&A
 - What else?

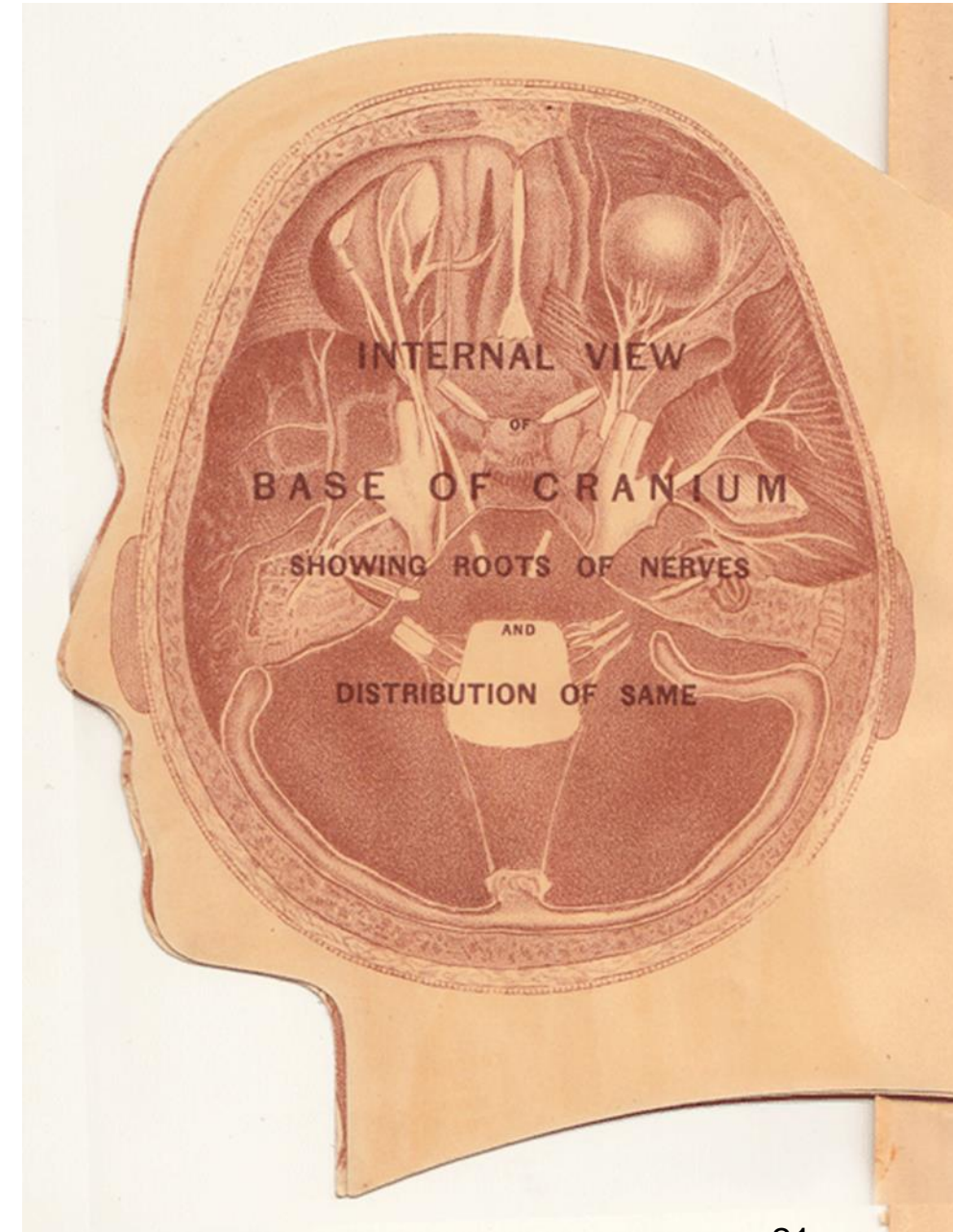


Your questions and ideas?

After the webinar, discussion continues at
The Canadian INGO Fundraising Forum

Go to

<https://www.facebook.com/groups/419242028837811/>



More resources

Online

- [OCIC MoneyTalks:](#)
 - *Issue 1: Determining Your Best Fundraising Strategy*
 - *Issue 2: What's the Money for? Building Your Case for Support*
 - *Issue 3: Don't Take Grants for Granted*
 - *Issue 4: Let's Talk Foundations*
 - A) Community Foundations of Canada
 - B) Canadian Women's Foundation
- [How to Keep Your Funding Proposal Out of the Trash Bin](#)
- [GrantSpace](#)
- [The Grant Helpers Blog](#)
- [Find out If You Should Hire a Professional Grant Writer](#)
- [GrantStation.com](#)
- [The Grantsmanship Center Blog](#)

Books (check your local library)

- [Grant Writing for Dummies](#)
- [Prospect Research in Canada](#)



Fundraising Management

Postgraduate program



Web: www.Humber.ca/fundraising



Email: Program Coordinator Samantha.Rogers@Humber.ca



Facebook: tinyurl.com/FacebookHumberFundraising



Twitter: www.twitter.com/FundraiseHumber

One year in Grad School
Internships June to August



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