Green Business Challenges

Raising Funds from Foundations

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Barr Foundation
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Foundations are a small slice of the giving pie.

2011 Giving, $298.42 Billion By Source

- Individual: 73%
- Foundations: 14%
- Bequests: 8%
- Corporations: 5%

Source: Giving USA 2012
Environment is 3% of Giving

Source: Giving USA 2012
“When you have seen one foundation, you have seen one foundation”
Case Study: A Better City
Commercial GHG Emissions account for 53% of GHG emissions in Boston.
Foundation Fundraising Tips

1. Do your homework – research is key
2. Follow the guidelines
3. Proposals – tell a compelling story of what you're going to do, why, and what resources you'll mobilize -- clearly and concisely. Avoid jargon!
4. Emphasize what unique assets you are committing to the effort. What makes your organization so special and uniquely qualified?
5. Provide evidence that the your organization is strong and viable
6. Don’t chase the money – don’t write a proposal to suit the funder’s requirements – look for the funder who wants to fund the work that you do.
7. Be realistic about the costs of your project and include the full cost in your application.
8. Be realistic about what you can deliver. Don’t over promise.
9. Show a plan to evaluate your program’s effectiveness and strive for continuous improvement
Associated Grant Makers in Boston, Donors Forum in Chicago, and Maine Philanthropy Center are regional associations that serve nonprofits in addition to the grantmakers in their communities.

The Foundation Center
The Foundation Center maintains a comprehensive database on U.S. and, increasingly, global grantmakers and their grants. The center's Foundation Directory is an online resource for funding. Updated weekly, the Foundation Directory provides access to 120,000+ foundations and corporate donors. There are five subscription levels to choose from, including a free option. It also operates research, education, and training programs designed to advance knowledge of philanthropy at every level. There are five regional library/learning centers and its network of 470 funding information centers located in public libraries, community foundations, and educational institutions nationwide and around the world.

The Grantsmanship Center
Offers training and publications to help organizations plan solid programs, write logical, compelling grant proposals and create earned income opportunities.

Guidestar
Guidestar gathers and disseminates information about every single IRS-registered nonprofit organization. It provides information about each nonprofit's mission, legitimacy, impact, reputation, finances, programs, transparency, governance, and much more. Nonprofits in Guidestar's database can update their reports for free. Guidestar combines the information that nonprofits supply with data from several other sources.

National Council on Nonprofits
The National Council of Nonprofits is a trusted resource for America’s charitable nonprofits. Its website has excellent resources on all aspects of nonprofit management including fundraising.