

Green Business Challenges

Raising Funds from Foundations

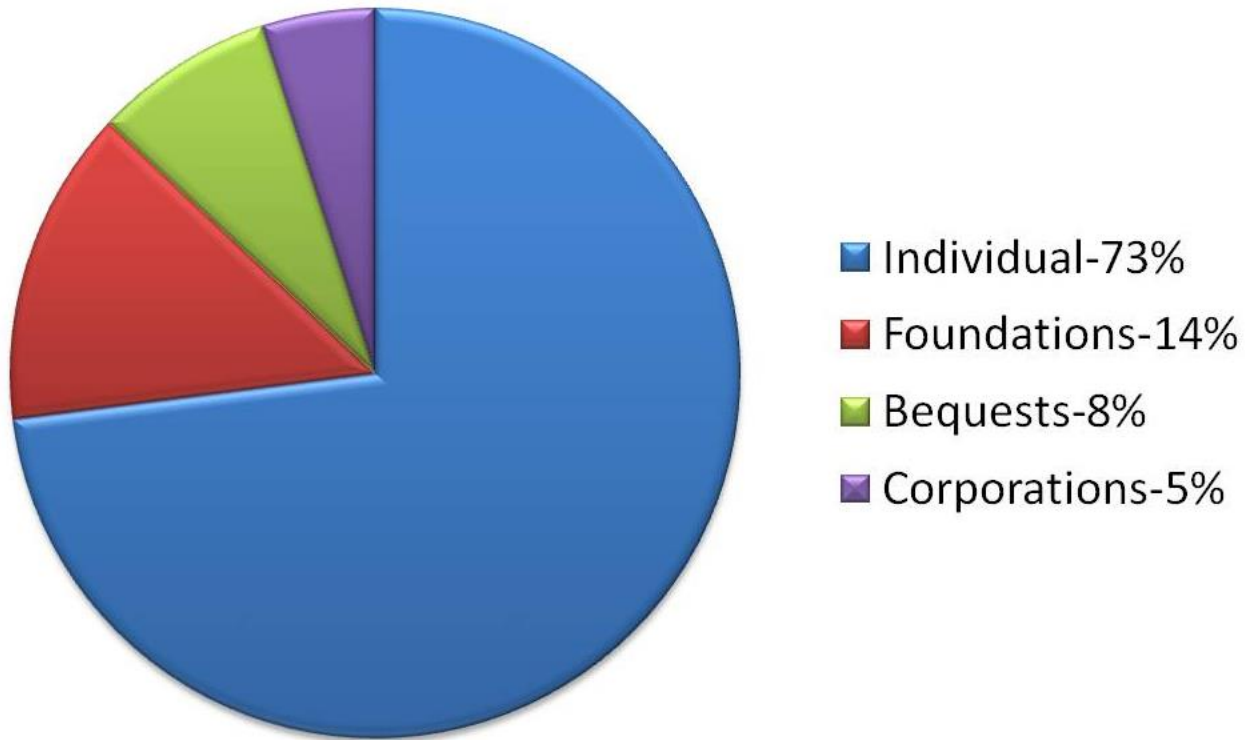
Mariella Puerto

Barr Foundation

June 11, 2014

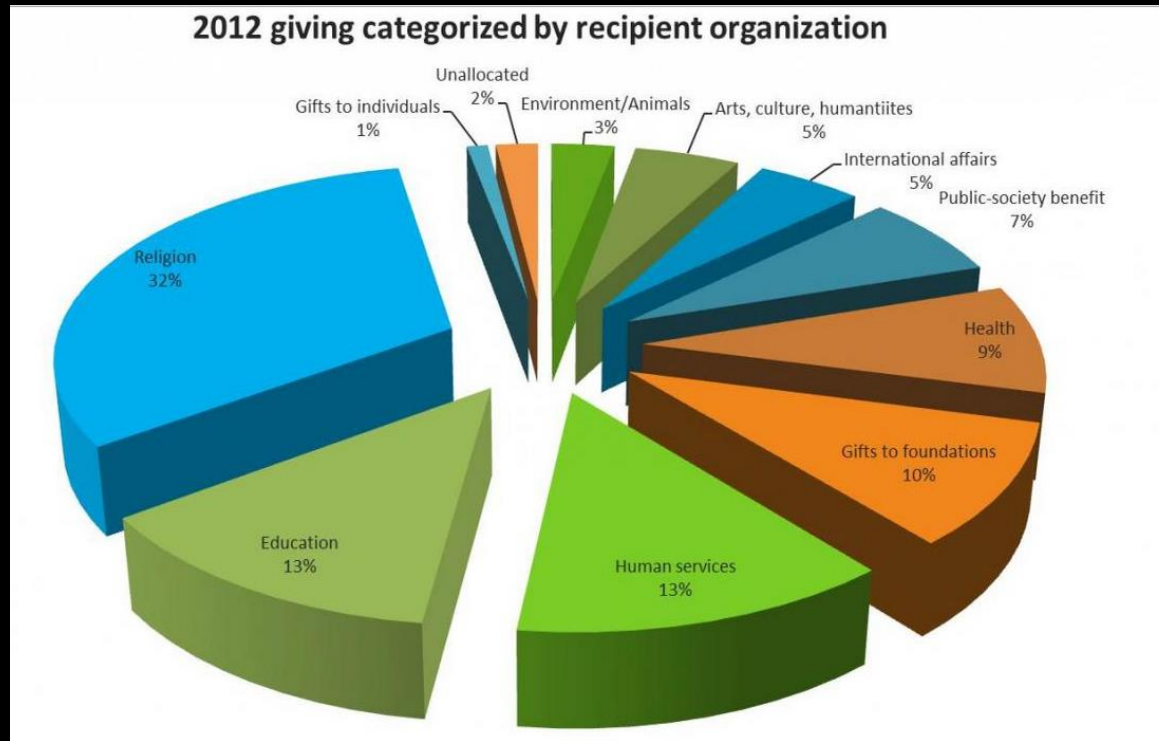
Foundations are a small slice of the giving pie

2011 Giving, \$298.42 Billion By Source



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



A BETTER CITY

CHALLENGE for
SUSTAINABILITY

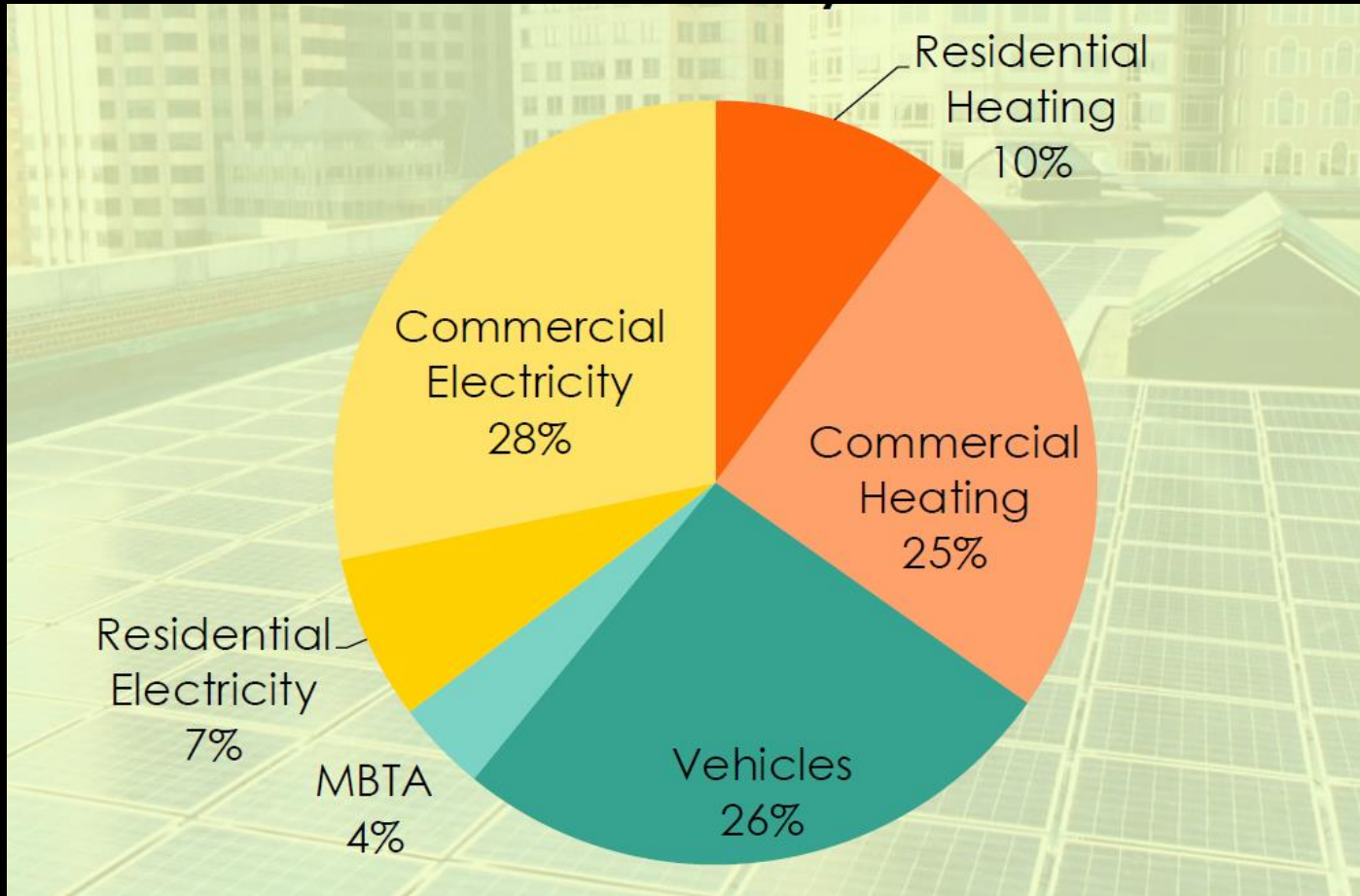
*Business and Institutional Leaders
Working Toward a Sustainable City*

CLASS OF 2014



Commercial GHG Emissions account for 53% of GHG emissions in Boston

Boston: GHG Emissions by Source



Foundation Fundraising Tips

Do your homework – research is key

Follow the guidelines

Proposals – tell a compelling story of what you're going to do, why, and what resources you'll mobilize -- clearly and concisely. Avoid jargon!

Emphasize what unique assets you are committing to the effort. What makes your organization so special and uniquely qualified?

Provide evidence that the your organization is strong and viable

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.

Be realistic about the costs of your project and include the full cost in your application.

Be realistic about what you can deliver. Don't over promise.

Show a plan to evaluate your program's effectiveness and strive for continuous improvement

Foundation research resources

[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.