

Miscellaneous Resources

Online Grant Writing Resources

St. Vincent de Paul History Narrative

Corporate Solicitation Narrative

ONLINE GRANT WRITING RESOURCES

Demographic/Statistics/General Purpose Research Sites

www.independentsector.org

Website that provides national, and state-by-state, volunteer compensation rates. Critically important when calculating in-kind volunteer costs.

U.S. Census Bureau

“American FactFinder”

The ultimate source with information on: the American people, housing, business and government. Draws from various data sets (e.g., Population Estimates of the U.S., Annual Survey of Manufacturers, Statistical Abstract of the United States, American Community Survey, Economic Census. Also links to a reference shelf of useful reports and publications, reference maps and map resources, and tools (such as data extraction tools and international information).

Alan Liu (University of California-Santa Barbara)

“Voice of the Shuttle”

A giant labor of love, outlining general humanities resources.

Major categories include: humanities metapages and portals, major web sites, texts, humanities centers and programs, journals, guides to critical thinking, guides to evaluating internet resources, more. Searchable. Browse by disciplines in the humanities.

American Association for the Advancement of Science

“EurekAlert!”

For the science newshound. A wonderful collection of very recent news releases and articles on scientific topics (broadly defined). Subjects: agriculture, archaeology, atmospheric science, biology, business & economics, chemistry & physics, earth science, education, mathematics, medicine & health, policy & ethics, social & behavior, space & planetary, technology & engineering. Also press releases on science business, grants/awards/books, meetings and great portals to news for kids, marine science, bioinformatics, disease in the developing world, nanotechnology, plus a few articles and releases in other languages. Get this: through this site, you can arrange to receive any of 19 different customized RSS feeds of news on scientific topics (most are free). Finally, links to close to 100 scientific journals.

American Library Association

“Index to Internet Resources from C&RL News by Topic”

Internet resources columns from College & Research Libraries News, listed alphabetically by title. Dozens of topics, including “grant resources on the web.” All useful, though some dated.

Margaret Vail Anderson

“Digital Librarian: A Librarian’s Choice of the Best of the Web”

Massive and impressive lists on close to 90 topics.

Annie E. Casey Foundation

“Kids Count Census Data Online”

A unique resource for tracking the status of children in the U.S. One can call up data for the U.S., states, counties, cities, metropolitan areas, congressional districts, and state legislative districts. The data – over 1,000 variables – covers income and poverty, parental employment, education, language, disability, neighborhood characteristics, age, sex, race, Hispanic origin, and living arrangements.

Community College Research Center

“Research Publications”

Teachers College’s valuable research site, with links to dozens and dozens of studies, reports, and articles. Major research categories: access & equity, high school/college transition, missions & governance, programs & practice, workforce education. Recent titles include “Access and Achievement of Hispanics and Hispanic Immigrants in the Colleges of the City of New York” and “Can Community Colleges Protect Both Access and Standards? The Problem of Remediation.”

FedStats (Federal Agencies with Statistical Programs)

A dynamite source. A real treasure trove. An A-to-Z list of 100 different federal agencies. For each agency, there is a brief paragraph about the research and data collection that it does, along with “contact information” and (for most) a link to “key statistics.” For example, the first agency on the list is described thusly:

Administration for Children and Families in the Department of Health and Human Services (HHS) collects information for the evaluation of its programs for children and youth, such as Head Start, Temporary Assistance for Needy Families, child support enforcement, adoption assistance, foster care, child care, and child abuse programs.

findaschool.org

Handsnet

“Human Services News”

Headlines and information on human service needs and programs. Categories: Children and Youth, Civic Engagement, Community Development, Economic Security, Education, Health, Homelessness, Hunger & Nutrition, Substance Abuse.

Internet Public Library

An enormous, searchable collection of internet resources maintained by the University of Michigan. Subjects: arts & humanities, business, computers, education, entertainment, health, law & government, regional, science & tech, social sciences.

The Library of Congress (Portals to the World)

A global gateway with links to electronic resources. Select a country. Categories for each country normally include: general resources; business, commerce, economy; culture; education; embassies; geography and environment; government, politics and law; health; history; language, literature; listservs, newsgroups; media and communications; national security; recreation and travel; religion and philosophy; science and technology; search engines; society.

Science.gov

Searchable database encompassing 47 million webpages of governmental scientific and technical information. Alternately, explore a large array of scientific websites by topic or subtopic. Topics: agriculture & food; applied science & technologies; astronomy & space; biology & nature; computers & communication; earth & ocean sciences; energy & energy conservation; environment & environmental quality; health & medicine; math, physics, & chemistry; natural resources & conservation; science education.

University of Buffalo Libraries

“UB Librarian-Created Subject Guides”

Dozens of topics. Websites and print materials. Organized alphabetically by subject.

University of Michigan Library Documents Center

"Statistical Resources on the Web"

A magnificent achievement. A place to begin one's search for any statistical information. Major categories: Agriculture, Business and Industry, Comprehensive Subjects, Consumers, Cost of Living, Demographics, Economics, Education, Energy, Environment, Finance and Currency, Foreign Economics, Foreign Governments, Foreign Trade, Government Finances, Health, Housing, Labor, Military, Politics, Science, Sociology (includes Children, Crime, Elderly, Immigration, Refugees), Transportation, Weather. If one does not like broad categories, there is also a side A-to-Z index with approximately 230 more specific categories.

The George Washington University HEALTH Resource Center

"Research and Statistics: Sources of Disability Data"

A national clearinghouse site, with links to six other major sites.

Proposal Development & Writing

American Association of State Colleges and Universities (Office of Federal Programs)

"Proposal Development Handbook"

A brief guide. Strong on thinking things through before writing and figuring out the interests of a potential funder.

David Bond, Anne Dickinson, Cindy Gary, Gail Hyde (Rochester Institute of Technology)

"Writing a Successful Proposal"

Lengthy and useful PowerPoint presentation. Sections on: mission, goals, objectives; literature review and problem statement; involving students; the narrative (introduction, need, significance, project design, project management, quality of project personnel, evaluation, dissemination, institutional capacity, references, bios, letters of support); budget; reviewing the proposal; what to do if not funded.

Gary Carnow (Scholastic, Inc.)

"What Do Winning Proposals Have in Common?"

A brief list of 10 tips.

Susan Compo (The Grantsmanship Center)

"No Mercy from the Margin Police: When the Feds Say One Inch, They Mean One Inch". A chilling tale of your government at work. But, it makes the point loud and clear: when writing a grant, follow the instructions to the letter.

Marilyn Dickey (The Chronicle of Philanthropy)

"Grant Makers Reveal the Most Common Reasons Grant Proposals Get Rejected"

A brief article with common sense advice.

GuideStar.org

"What Grantmakers Want Applicants to Know"

Fifteen pieces of advice from funders.

Ingrid McGraw (Syracuse University)

"Preparing Letters of Inquiry"

PowerPoint presentation. Includes: basic guideline, points to cover, components (opening paragraph, statement of need, project activities, outcomes, credentials, budget, closing).

Center for Nonprofit Management

“Grant Seeker’s Handbook”

Covers the whole world of nonprofits. Not a guide to writing a proposal. Most valuable on researching the funders, locating databases and other sources of information, types of foundations. Concludes with a lengthy bibliography of print and online resources.

Clarkson University

“Budget Preparation Guide”

A good selection of budget FAQs, followed by a guide to constructing a budget (direct and indirect costs, cost sharing/matching funds, budget narrative).

Indiana University

“Budget: One Year with Cost Share”

“Budget: Two Year”

Two samples on Excel spreadsheets.

Clarkson University

“Sample Budget Narrative Template”

An example of a budget narrative.

Catherine Callow-Heusser (Utah State University)

“Digital Resources for Evaluators”

An enormous mega-site on evaluation with links to communities of evaluators, education and training programs, relevant agencies and organizations, evaluation companies and consultants, evaluation texts and documents, instruments, data surveys, statistics, software, funding sources, and other mega-sites and reference sites.

Clarkson University

“Sample: Project Evaluation”

An example of an evaluation plan.

Institute of Museum and Library services (IMLS)

“Outcome Based Evaluations”

A site for librarians and museum directors, but very useful for others. Outlines the purposes of outcomes assessment, with links to a “webography” and a list of resources that provide dozens of very interesting sites.

W.K. Kellogg Foundation

“Evaluation Toolkit: Overview”

Interactive site covers evaluation approaches, questions, planning, and budgeting. Even a section on how to go about hiring a consultant.

Purdue University

“Purdue Proposal Enhancement Tools”

A set of seven worksheets designed to get the proposal writer started and organized. Topics include anticipated outcomes, defining the audience, anticipated costs, evaluation methods and measurement.

University of Iowa

“Questions to Answer Before Beginning”

Questions and issues about eligibility, funding, timing, and the sponsor.



Corporate Solicitation Program

This material is being presented to you as a guide for starting a corporate solicitation program. The process outlined will help you to be successful in soliciting corporations for meeting sponsorships, programs and services, or special events underwriting.

Why Do Corporations Give?

The motivation for corporations to give usually falls under one of the following reasons:

- Being good corporate citizens
- Assistance with meeting corporate objectives
- Increasing corporate brand identity
- Benefiting corporate employees
- Tax deductions

Being good corporate citizens is a philosophy whereby the corporate leaders want to “give back to the community,” especially when the corporation has a large employee base in the area. Corporate leaders sometimes determine that making an investment in the community will make that community a better place to live and the corporation will have a stronger, more dedicated workforce. Lastly, companies can be motivated to make a corporate contribution to generate good will or counteract a negative image.

Meeting corporate objectives can be strong motivating factor in making a contribution. For example, leaders of a corporation may ask: “How would supporting this organization be good for our business?” (For more on “cause-

related” marketing, log on to the following web site:

http://foundationcenter.org/getstarted/faqs/html/cause_marketing.html)

Increasing corporate brand identity is another way in which corporations can draw positive attention to their name. There is an intrinsic benefit for corporations being associated with a nonprofit’s mission. Many marketing studies have shown that customers will select a company that is known to be socially responsible. A good example of this is the Susan G. Komen Foundation, which has numerous associations with corporations. You see their pink ribbons on numerous products — everything from plants to hi-tech.

Another motivating factor for corporate contributions is to benefit and/or involve the corporation’s employees. By supporting the needs of corporate employees, they are helping to improve work morale.

Tax deductions are the last motivating factor in corporate contributions to a nonprofit. Corporations can deduct up to 10 percent of their pre-tax profits for charitable donations.

Why Are These Factors Important?

As you prepare to solicit a potential corporate sponsor, consider the following questions and issues will be critical in securing a successful relationship:

(1) What are the GIVING GUIDELINES of the corporation? If they are concerned about advancing the corporate objectives, then a detail description of the nonprofit audience/constituents/donors will be important to outline. If, on the other hand, the company’s primary focus is improving its brand identity, then information about the accomplishments of the nonprofit and the number of people at the event will be important.

(2) It will make your solicitation stronger if you can identify corporate employees who are already involved in your organization — or areas of need where they might become involved.

(3) Always include your 501 (c) (3) IRS Tax Exemption letter. This proves to the corporation that you are nonprofit corporation and their contribution will be tax deductible.

Are You Ready to Develop a Corporate Solicitation Program?

There are many different types of fundraising techniques and they all take time! Each type of fundraising takes time to: plan, identify, cultivate, solicit, thank and make a final report.

The Giving USA Foundation has been tracking the national giving trends since 1976. Their 2009 Annual Report on Philanthropy for 2009 indicates that total charitable giving fell 3.6% in 2009, the steepest decline in 53 years. This report gives donors, policy makers, and social observers an indication of how donors and the collective societal resources set their giving priorities. Their findings show us where they are investing their dollars: giving to human services rose 2.3%, giving for health rose 3.8%, and giving to international affairs rose 6.3%. Total giving by all segments indicated; Corporations account for ONLY 4% of all giving, followed by Bequests at 8%, Foundations at 13% and Individuals at 75%. The good news for corporate solicitation programs in 2009, is that charitable giving by Corporations rose 5.5% in this sector, while other sectors were down considerably.

Finally, here are a few questions to ask before you begin a corporate solicitation program:

- What are your goals for a corporate fundraising program?
- Has your board approved your plan?
- Is there a committee of volunteers who have committed to assist with the process?
- What types of resources will you need to be successful?
- Is there a list of companies you want to approach?

- Is there a list of companies you DO NOT want to approach?
- Is there a complete, comprehensive corporate solicitation packet (cover letter, proposal, budget, giving levels, benefits for contributions, IRS letter, and general information on the organization....)?
- You must be committed to the process outlined below and think strategically about each individual solicitation AND DO NOT implement a corporate giving program in isolation. As the goal is to have a balance giving program (Individuals, Foundations, Bequests, & Corporations). REMEMBER: 75% of all contributions are given by “Individuals”.

How Do You Get Started?

Step One: Get a small group of volunteer’s together for the purpose of talking about establishing a corporate solicitation program.

- Make a list of major gift prospects (Corporations, Foundations, Individuals).
- Make a list of corporate contacts from the friends and family members of the committee.
- Make a list of corporate contacts from the parish.
- Make a list of corporate type groups in the community (Chamber of Commerce, Rotary, Kiwanis’s, and any connection to their members).

Step Two: Make a list of corporations and businesses which operate within the area served by the nonprofit.

- The local library reference attendant section can help make a list.
- A complete list will be most helpful (company name, corporate officers, address, type of business products, type of corporate giving program).

- It will be helpful to start with the largest employee base and highest company sales, as these corporations will be more likely to have a formal corporate giving program.
- Check the donor records to determine if any corporations/businesses on the list are currently supporting the nonprofit.

Step Three: Prioritize the list

- The TOP priority are those with a currently relationship with the nonprofit.
- Corporations/businesses with committee member contacts
- Corporations/businesses with committee member family/friends contacts
- Corporations/businesses operating in the area. It is helpful to get the names of the corporate leadership of the company to see if anyone knows these people. It is ALWAYS better to make a personal contact and those companies need to be ranked higher than the others. The committee's role is to RANK this list with the highest priority — those at the top who are most likely to GIVE.

Step Four: Ascertain Corporate Giving Policy

- Starting at the top of the list, reach out to corporations with contacts from the committee members and conduct some basic research on their corporate giving program. You can find this information at the library in the reference section, on-line at the corporation's website, the Foundation Center (www.foundationcenter.org), Reference USA (referenceusa.org), or simply by asking. In any case, KEEP ACCURATE RECORDS of the findings.

Step Five: Assemble the Corporate Solicitation Packet

- Fact Sheet on the project to be funded - who, what, where, when, how, and previous statistics on the program
- Program budget and budget narrative
- Establish Sponsorship Giving Levels: Most start at \$1,500 and advance to \$100,000.
- Organization history/mission/accomplishments
- Cover Letter
- Reply form
- 501 (c) (3) Letter
- Newsletter or Annual Report

Step Six: Contacting Corporations

- Starting at the top of the list, assign committee members to be responsible for contacting. It is helpful to see that no one has more than five assignments.
- Call the corporation to determine its type of giving program and solicitation requirements, and/or talk directly with the corporate contact identified.
- Prepare and mail the solicitation packet.
- Committee members to follow-up with mailing in an attempt to get an appointment.
- Tracking — have someone responsible for tracking, thanking and reporting.



H I S T O R Y

The Society of St. Vincent de Paul (SVdP) is an international organization, committed to serving the needs of the poor and to providing an opportunity for others to serve. Founded by Frédéric Ozanam and a handful of university students in France in 1833, the Society's main objective remains to assist the homeless and work with individuals living in poverty through person-to-person visits by volunteer members of the Society, known as Vincentians. Services are provided without regard to race, origin, religion or gender.

The Society of St. Vincent de Paul is the largest lay volunteer charity organization in the world, currently operating in 142 countries on five continents, with a membership of more than 650,000. There are over 146,000 active and supporting members in the U.S. in over 4,600 local communities. In 2010, the United States Councils of SVdP served more than 14 million people. SVdP services include: person-to-person in-home visitation; assistance with food, shelter, utilities and rent; visitations and assistance with the elderly, sick and disabled; visitation with the institutionalized and incarcerated; job education/training/coaching; special services through its thrift stores, food pantries, dining rooms, housing and shelters; and disaster relief.

(Local Description Here)

The Society of St. Vincent de Paul Archdiocesan Council of Galveston-Houston has been serving the poor since 1871 and continues today with over 2,000 Vincentian volunteers visiting the poor, sick, neglected and needy in their homes. The mission of the Society of St. Vincent de Paul includes structured programs and services that focus on breaking the cycle of poverty, improving lives, and promoting economic self-sufficiency. The Society of St. Vincent de Paul also collaborates with many other service agencies to promote the success and greater good of those we serve.



M I S S I O N

Inspired by Gospel Values, the Society of St. Vincent de Paul, a Catholic lay organization leads women and men to join together to grow spiritually by offering person-to-person service to those who are needy and suffering in the tradition of its founder, Blessed Frédéric Ozanam, and patron, St. Vincent de Paul.

As a reflection of the whole family of God, members, who are known as Vincentians, are drawn from every ethnic and cultural background, age group, and economic level. Vincentians are united in an international society of charity by their spirit of poverty, humility and sharing, which is nourished by prayer and reflection, mutually supportive gathering and adherence to a basic Rule.

Organized locally, Vincentians witness God's love by embracing all works of charity and justice. The Society collaborates with other people of good will in relieving need and addressing its causes, making no distinction in those served because, in them Vincentians see the fact of Christ.