

PRESENTATION

How to Write a Successful Grant



We Are Your Community Foundation

The Philadelphia Foundation is one of the nation's first community foundations – and the largest devoted to **improving lives in Greater Philadelphia**.

We drive service, philanthropic growth, and impact by integrating **deep relationships** across the community, **unique knowledge** of local nonprofits, and **philanthropic expertise**.

Since our founding we've awarded **over \$700 million in grants and scholarships**.

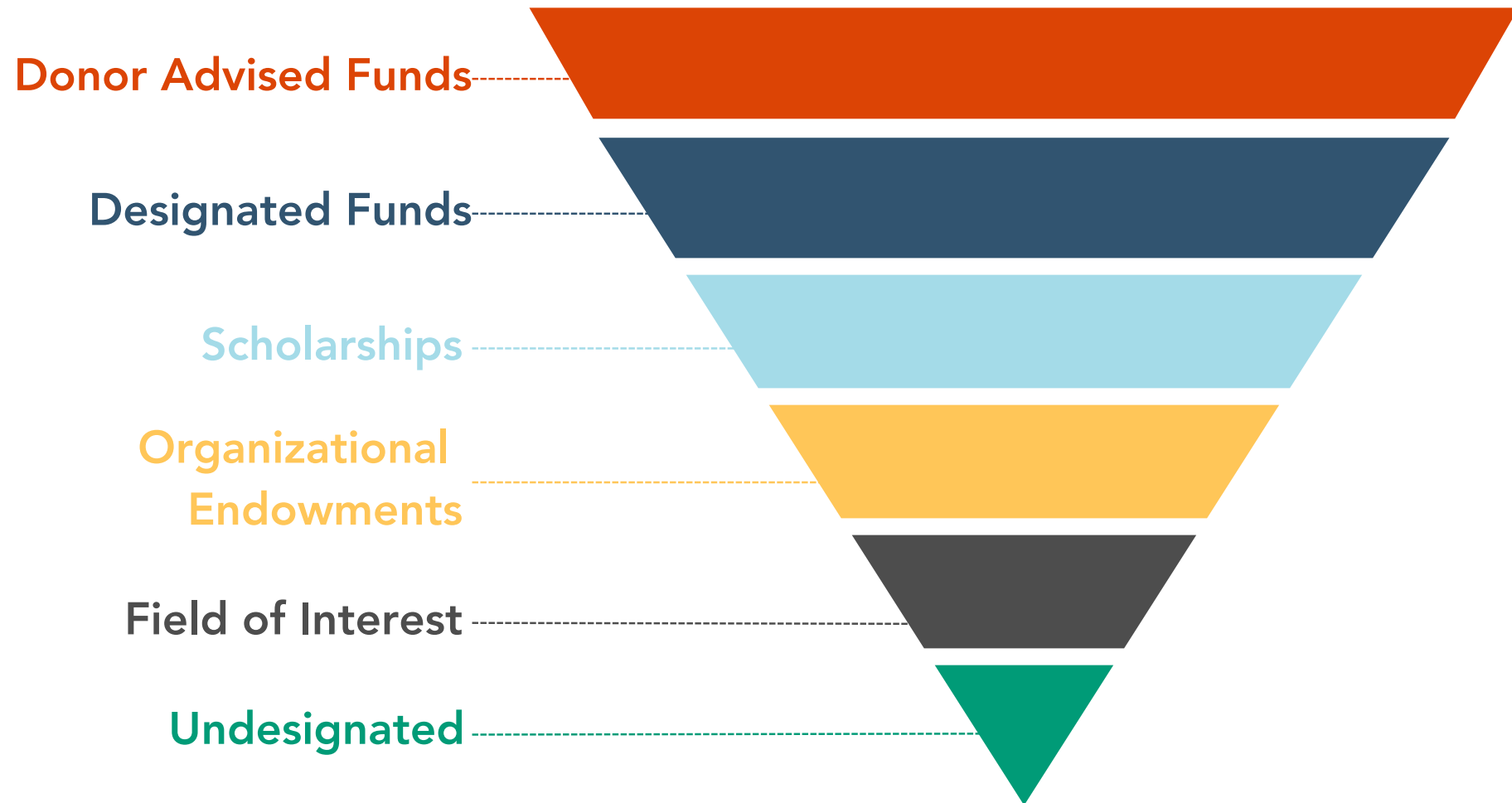
Our assets are currently comprised of **1,000+ pooled funds** contributed by people **committed to strengthening the economic, civic, and social vitality of our region**.



Context for Grantmaking

Philadelphia Area is home to 2,007 foundations with assets of \$28.7 billion and giving of \$2 billion in 2021.

Fund Types



Donor Advised Grantmaking

Donor Advised Funds (DAFs)

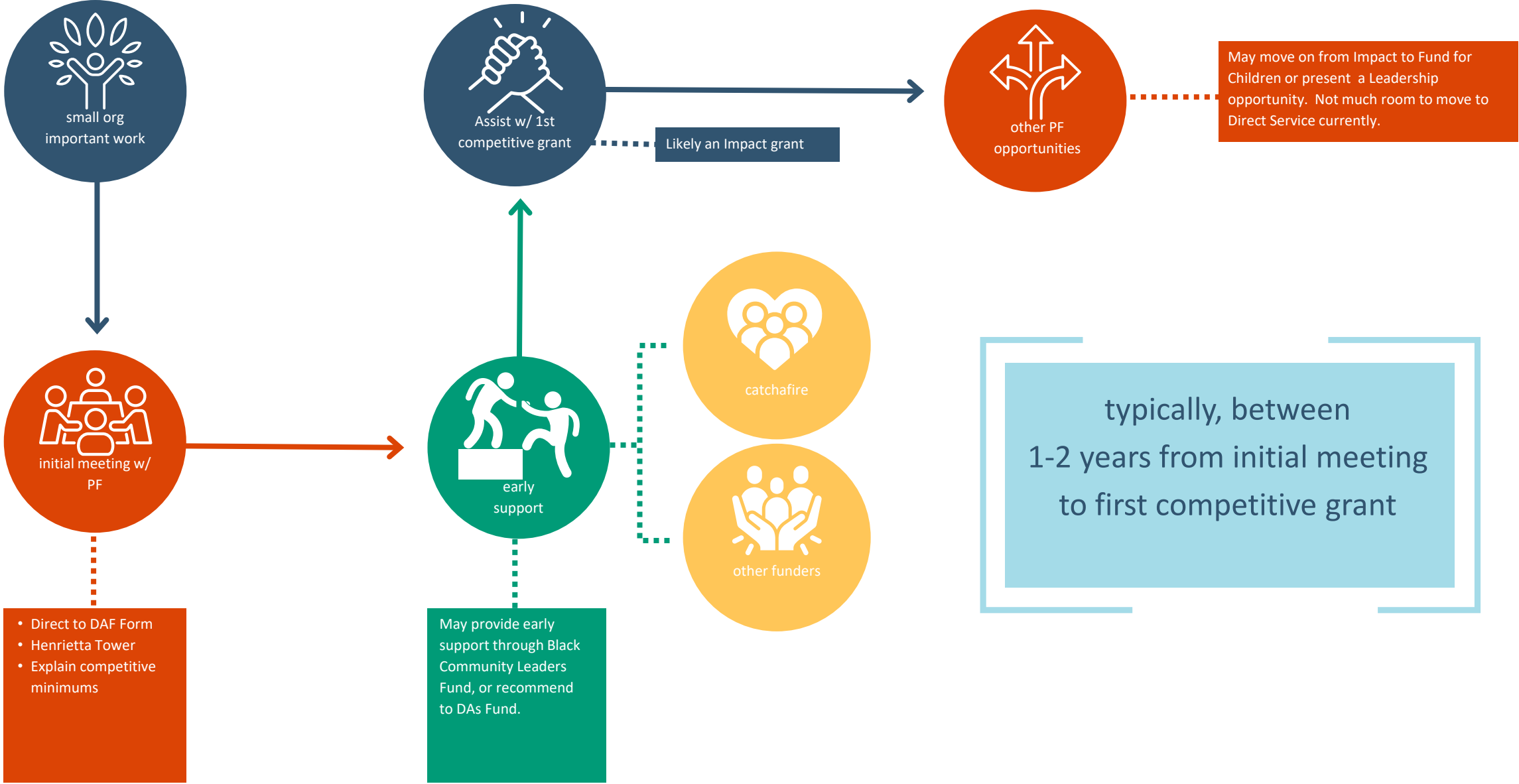
Use this [link](#) to access the Donor Advised Fund form.

Form for Nonprofits Seeking Support through Donor Advised Funds

- Name of Organization:
- Executive Director:
- Contact Information of Organization:
- Point of Contact:
- Organizational Operating Budget:
- Website Address:
- 501(c)3 Tax Exempt Status Yes No

All non-profits need to have 501(c)3 IRS tax exempt status to receive funds

Emerging organization engagement process



Grant-seeking Tips

- When they tell you who they are (and what they will and won't fund) – believe them the first time (with apologies to Maya Angelou)
- Think about how to create a relationship with a potential funder, before making the ask
 - Request an introductory meeting
 - What are their interests and future objectives?
 - What have they funded in the past?
 - Get to know the decisionmakers, but be considerate of their time
- Say less – provide complete answers to questions, but don't unnecessarily max out word limits
- Ask for a brief meeting if you get declined

Grantmaking Strategies

- Continuously build our knowledge of the nonprofit community
- Form reciprocal, trusting relationships with nonprofit leadership
- Match philanthropic interests with subject matter expertise and programmatic need
- Impact real needs in the community by supporting organizations best able to meet those needs

How We Grant...

Competitive Grants

A process in which Philadelphia Foundation staff exercise judgment (discretion) in selecting the grant recipient organizations through a competitive process.

Special Initiatives

Philadelphia Foundation staff play varying roles in receiving and managing grant applications for funds which the Foundation administers in partnership with other groups.



Process for Competitive and most Special Initiative Grants

To better align prospective grantees with the grant categories where they stand the greatest chance of success, we have made some minor changes to our traditional process.

We have essentially broken our traditional process into two steps:

Step 1: Create an Organizational Profile. Our team will then review your organization's information and invite you to apply for grants in the category(ies) where your application will be most competitive. This process typically opens in February and again in August.

Step 2: Complete the rest of the grant application. The invitation/s received following step one will include a link to the second part of the application/s. **The link/s are exclusive to your application PLEASE DO NOT SHARE**

Grantmaking Categories – Competitive Grants

Grants given through a competitive process

- **Direct Service** grants are for General Operating Support (approx. 40 per year for \$30K).

Impact grants are for transformational support of a specific program or project (approx. 50 per year averaging \$19K)

Leadership grants are a form of capacity-building focused on NP CEO transitions, leadership opportunities and opportunities or challenges (approx. 30 per year averaging \$37K)

Advocacy Unrestricted grants address policy changes with a particular emphasis on racial and social justice, on behalf of marginalized communities and the most vulnerable children, youth, families, seniors and adults (approx. 30 per year averaging \$23K)

Fund for Children grants provide general operating support to children and youth serving organizations with a focus on Out of School Time, Youth Leadership Development and Youth Workforce Development (approx. 50 per year averaging \$20K)



Grantmaking Categories – Special Initiatives

PF Staff have varying roles in receiving & managing the applications for funds

Black Community Leaders Fund - Supports organizations that are Black-led (chief executive or board chair identifies as Black) which serve predominantly Black communities.

The Henrietta Tower Wurts Memorial - A charitable foundation formed to carry out the wishes of Henrietta Tower Wurts, who passed away in 1933. Supports nonprofits serving children and youth and/or the elderly in the city of Philadelphia.

Forman Family Fund - Supports Greater Philadelphia nonprofits serving young people aged 11 to 18 offering in-school or out-of-school-time programs that address one of the following areas: Photography, Architectural Drawing and Architecture, Written Arts.

Brook J. Lenfest Foundation Grants - A charitable foundation established by Brook J. Lenfest in 2000, to support programs operating in the Greater Philadelphia region with an emphasis on youth development and Philadelphia.

District Attorney's Office Forfeiture Fund Grants are not a part of the Common Application and require that you complete a separate application.

Eligibility to Apply

- Must be a 501(c)3 or Fiscally Sponsored organization serves Greater Philadelphia (Bucks, Chester, Delaware, Montgomery, & Philadelphia counties in PA and Burlington & Camden counties in NJ.)
- If fiscally sponsored by a 501(c)3 nonprofit, applicant must have an advisory Board separate from its fiscal sponsor's Board.
- Must employ at least one full time equivalent staff person.
- Organizations must support BIPOC and other historically marginalized and under-invested communities, with at least 70% of participants qualifying as low income.
- Statewide or national organizations must demonstrate at least 75% of budget raised locally and have an advisory board in the service area.
- **Cannot have deficits greater than 10%** of operating budget in the past year.
- Organizations may only submit one application for Competitive Grants per calendar year. Applicants may apply for only one grant bucket, either Direct Services, Impact, Leadership, Advocacy, or Fund for Children.

Ineligible Organizations

- Not located in the service area or serve a constituent base outside of the geographic areas
 - Service area includes Bucks, Chester, Delaware, Montgomery & Philadelphia counties in PA, and Burlington & Camden counties in NJ.
- Cemeteries
- Umbrella funding organizations (Fiscal Sponsor Organizations are eligible)
- Schools (K-12)
- Colleges & universities academic or administrative departments
- General childcare agencies
- Government agencies
- Libraries
- Programs housed in universities raising less than 75% of their own funding
- Local chapters of national organizations raising less than 75% of their own funding

Important Elements in an Application

- **Diversity, Equity, and Inclusion**

- On-going work at organizational & program levels to operationalize equity:
 - Representation reflective of the community served.
 - Creation of safe and welcoming spaces.
 - Addressing structural barriers.
 - Working from an intersectional lens.
 - Sharing power in decision-making.

- **Responsive to Community**

- Deep knowledge and connection to targeted population(s).
- On-going mechanisms to gather input and feedback to shape services.

- **Transformative Lens**

- Services driven by a clear theory of change that connects activities to desired changes
- Vision for long-term impact for participants and an understanding of structural factors that may impede success
- Strength-based vs. deficit-based

Special Initiatives Still Available in 2024

District Attorney's Office Anti-Violence Grants

Supports community-based anti-crime or –narcotics organizations and programs in Philadelphia. The majority of funds will be committed to organizations focused on engaging at-risk youth and young adults, including programs aimed at preventing violence or addiction, programs assisting with recovery and rehabilitation from addiction, and/or programs focused on reintegration and finding gainful employment after imprisonment.

Upcoming Cycles

Support for Elder Victims and Anti-Violence Programs that Impact Seniors - opens Nov 25 – due Dec 27

Re-entry and Workforce – opens Feb 3, 2025 – due March 14
Emphasis on individuals over 18 years of age + formal referral partnerships

Scholarships

About 350 scholarships annually from funds established by committed families, businesses and organizations to ensure that local students can pursue their educational dreams.

- **Applications will open in February 2025 – students should start the FAFSA any time after December 1**
- Deadline: early May
- Additional scholarships and resources on website. Follow this link <https://www.philafound.org/students/apply-for-a-scholarship/>
- Additional information: kgilmore@philafound.org / 215-863-8117

Key Skills Hub & CATCHAFIRE

The **Key Skills Hub** is a marketplace for volunteerism where the community organizations and the corporate sector of Philadelphia meet to work towards improving the quality of life of our neighborhoods, city, and beyond.

The Hub provides access to a **CATCHAFIRE** tech platform that connects Greater Philadelphia nonprofits to free support from a broad range of skills-based volunteer professionals. <https://philafound.catchafire.org>

If your organization is interested in getting access to the platform at no cost (under the sponsorship of The Philadelphia Foundation), you can use this link to apply: <https://smr.to/p96865>

For questions you can email: **keyskillshub@philafound.org**

Q&A

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