



Grant Writing Workshop

06.08.23



Agenda

PURPOSE OF MEETING: Introduce the grant-writing process and discuss general principles for seeking foundation funding.

DISCUSSION ITEMS:

1. Introductions

- a) What are you hoping to learn?
- b) What is your experience with grant writing?

2. Foundations 101

- a) Why is foundation giving important?
- b) Types of foundations
- c) How do you find them?

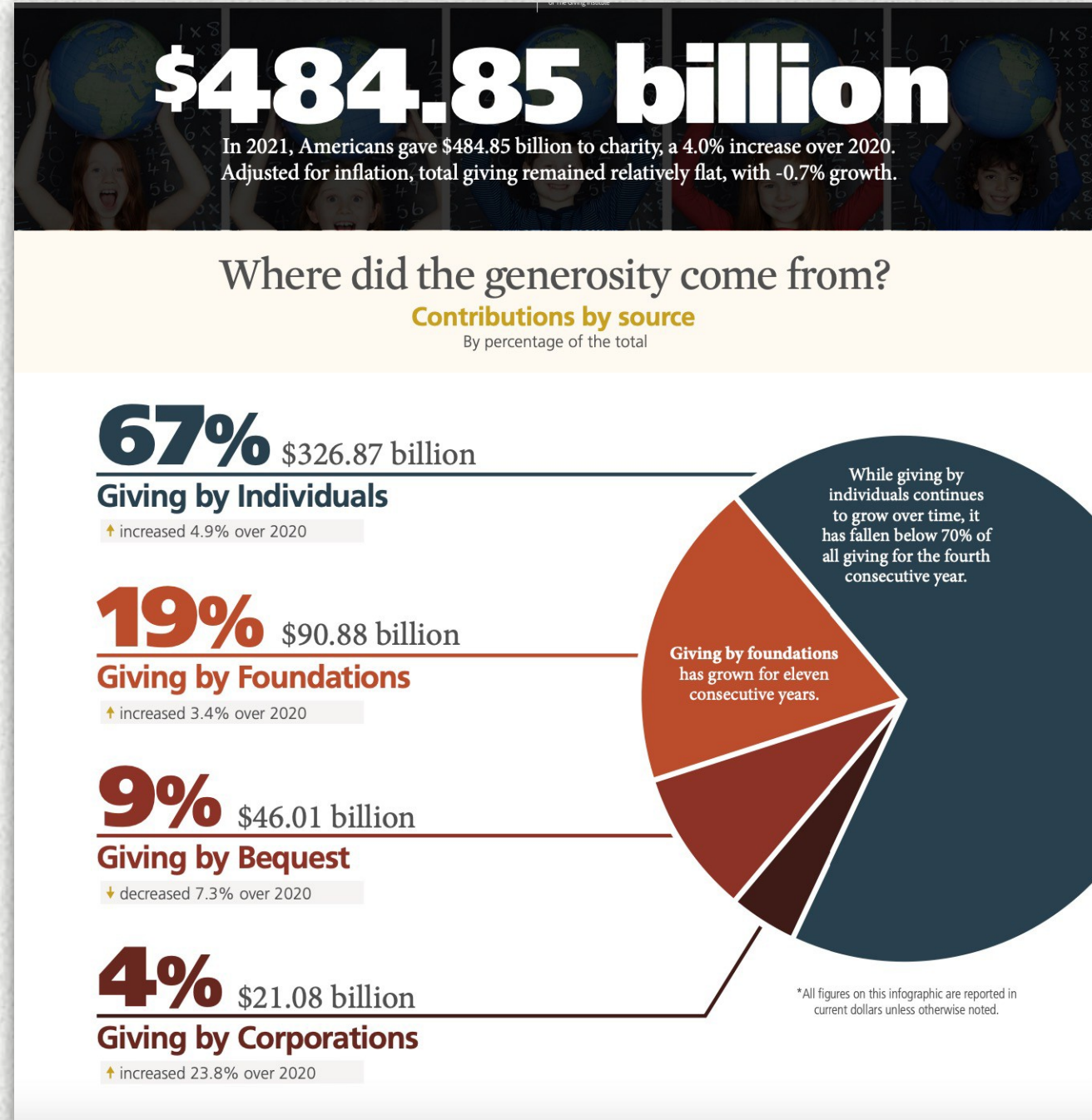
3. Key Elements of a Proposal

A decorative wavy line with a floral pattern on an orange background. The line starts at the top left, curves down and right, then up and right, then down and right, and finally up and right, ending at the bottom right. The pattern consists of small, repeating floral motifs in a lighter shade of orange.

Foundations 101

Foundations: Why Important?

- 2nd largest vehicle for giving in 2021
- Foundations must meet 5% annual distribution limit (based on average of previous year's net assets)
- Donor Advised Funds (DAF) are among fastest growing forms of giving



Foundations: What are they?

Private Foundations

- Fund in every segment of the nonprofit sector
- Large entities that can make significant gifts
- Highly-professional staff that is interested in finding solutions to some of society's most pressing issues
- Examples: The James Irvine Foundation, The California Endowment, Skoll Foundation

Corporate Foundations

- Funded by their parent entities
- Often fund in communities where they do business
- Examples: JP Morgan Chase Foundation, Bank of America Foundation, Disneyland

Community Foundations

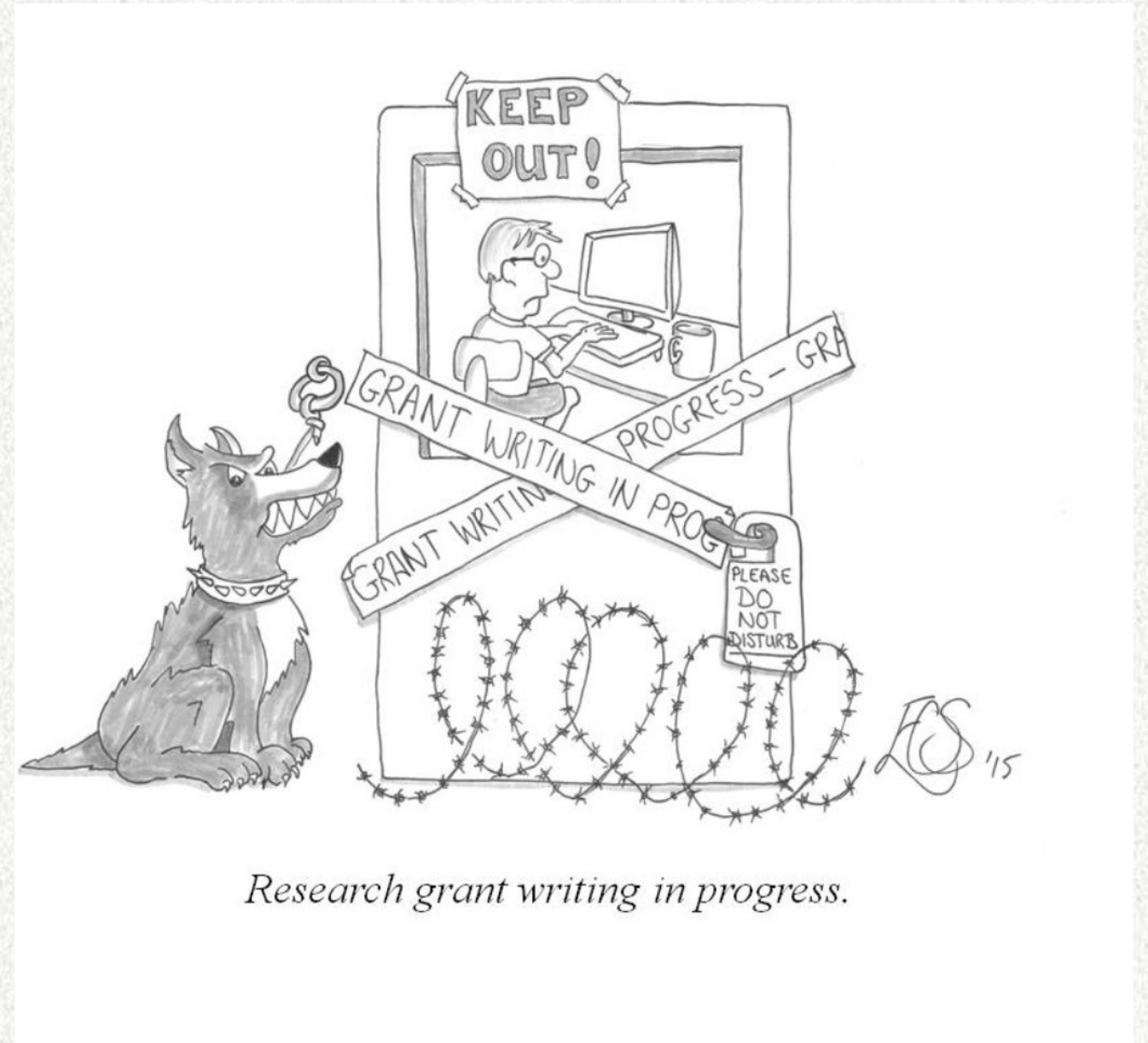
- Pool resources from the community to benefit nonprofit sector of the community
- Examples: Orange County Community Foundation, Los Angeles Community Foundation

Government Funding

- Sourced at all levels—federal, state, local

Foundations: How do you find them?

- Guidestar (now Candid; form 990)
- Foundation Center (now Candid)
- Similar programs
- Current foundation partners
- Local Community Foundation



Foundations: IRS Form 990

Form 990-PF (2019) Page **8**

Part X Minimum Investment Return (All domestic foundations must complete this part. Foreign foundations, see instructions.)

1	Fair market value of assets not used (or held for use) directly in carrying out charitable, etc., purposes:		
a	Average monthly fair market value of securities.	1a	41,757,764
b	Average of monthly cash balances.	1b	3,537,689
c	Fair market value of all other assets (see instructions).	1c	0
d	Total (add lines 1a, b, and c).	1d	45,295,453
e	Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation).	1e	0
2	Acquisition indebtedness applicable to line 1 assets.	2	0
3	Subtract line 2 from line 1d.	3	45,295,453
4	Cash deemed held for charitable activities. Enter 1 1/2% of line 3 (for greater amount, see instructions).	4	679,432
5	Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line 4	5	44,616,021
6	Minimum investment return. Enter 5% of line 5.	6	2,230,801

Part XI Distributable Amount (see instructions) (Section 4942(j)(3) and (j)(5) private operating foundations and certain foreign organizations check here and do not complete this part.)

1	Minimum investment return from Part X, line 6.	1	2,230,801
2a	Tax on investment income for 2019 from Part VI, line 5.	2a	14,398
b	Income tax for 2019. (This does not include the tax from Part VI.).	2b	
c	Add lines 2a and 2b.	2c	14,398
3	Distributable amount before adjustments. Subtract line 2c from line 1.	3	2,216,403
4	Recoveries of amounts treated as qualifying distributions.	4	0
5	Add lines 3 and 4.	5	2,216,403
6	Deduction from distributable amount (see instructions).	6	0
7	Distributable amount as adjusted. Subtract line 6 from line 5. Enter here and on Part XIII, line 1.	7	2,216,403

Part XII Qualifying Distributions (see instructions)

1	Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes:		
a	Expenses, contributions, gifts, etc.—total from Part I, column (d), line 26.	1a	3,257,200
b	Program-related investments—total from Part IX-B.	1b	0
2	Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc., purposes.	2	
3	Amounts set aside for specific charitable projects that satisfy the:		
a	Suitability test (prior IRS approval required).	3a	
b	Cash distribution test (attach the required schedule).	3b	
4	Qualifying distributions. Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4	4	3,257,200
5	Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment income. Enter 1% of Part I, line 27b. See instructions.	5	14,398
6	Adjusted qualifying distributions. Subtract line 5 from line 4.	6	3,242,802

Note: The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for the section 4940(e) reduction of tax in those years.

Form **990-PF** (2019)

Tax-exempt organizations, including nonprofits and foundations, file form 990.

Amount distributed

Foundations: IRS Form 990

Form 990PF Part VIII Line 1 - List all officers, directors, trustees, foundation managers and their compensation				
(a) Name and address	Title, and average hours per week (b) devoted to position	(c) Compensation (If not paid, enter -0-)	(d) Contributions to employee benefit plans and deferred compensation	Expense account, (e) other allowances
VIRGINIA UEBERROTH PO BOX 37 CORONA DEL MAR, CA 92625	CHAIRMAN 3.00	0	0	0
VICKI BOOTH PO BOX 37 CORONA DEL MAR, CA 92625	PRESIDENT 40.00	144,000	0	0
KERI UEBERROTH PO BOX 37 CORONA DEL MAR, CA 92625	DIRECTOR 1.00	0	0	0
HEIDI UEBERROTH PO BOX 37 CORONA DEL MAR, CA 92625	DIRECTOR 1.00	0	0	0
PETER UEBERROTH PO BOX 37 CORONA DEL MAR, CA 92625	DIRECTOR 1.00	0	0	0

List of foundation officers/board

Foundations: IRS Form 990

Tells you if the foundation accepts unsolicited applications

Foundation contact information →

Form 990-PF (2019) Page **10**

Part XIV Private Operating Foundations (see instructions and Part VII-A, question 9)

1a If the foundation has received a ruling or determination letter that it is a private operating foundation, and the ruling is effective for 2019, enter the date of the ruling. ▶

b Check box to indicate whether the organization is a private operating foundation described in section 4942(j)(3) or 4942(j)(5)

2a Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed

	Tax year				(e) Total
	(a) 2019	(b) 2018	(c) 2017	(d) 2016	
b 85% of line 2a					
c Qualifying distributions from Part XII, line 4 for each year listed					
d Amounts included in line 2c not used directly for active conduct of exempt activities					
e Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c					

3 Complete 3a, b, or c for the alternative test relied upon:

a "Assets" alternative test—enter:

(1) Value of all assets

(2) Value of assets qualifying under section 4942(j)(3)(B)(i)

b "Endowment" alternative test— enter 2/3 of minimum investment return shown in Part X, line 6 for each year listed.

c "Support" alternative test—enter:

(1) Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5)), or royalties)

(2) Support from general public and 5 or more exempt organizations as provided in section 4942(j)(3)(B)(iii).

(3) Largest amount of support from an exempt organization

(4) Gross investment income

Part XV Supplementary Information (Complete this part only if the foundation had \$5,000 or more in assets at any time during the year—see instructions.)

1 Information Regarding Foundation Managers:

a List any managers of the foundation who have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000). (See section 507(d)(2).)

VIRGINIA UEBERRROTH

b List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the ownership of a partnership or other entity) of which the foundation has a 10% or greater interest.

2 Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:

Check here if the foundation only makes contributions to preselected charitable organizations and does not accept unsolicited requests for funds. If the foundation makes gifts, grants, etc. to individuals or organizations under other conditions, complete items 2a, b, c, and d. See instructions

a The name, address, and telephone number or e-mail address of the person to whom applications should be addressed:

VICKI BOOTH
PO BOX 37
CORONA DEL MAR, CA 92625
(949) 720-9646

b The form in which applications should be submitted and information and materials they should include:

STANDARD SOLICITATION FORMS

c Any submission deadlines:

NONE

d Any restrictions or limitations on awards, such as by geographical areas, charitable fields, kinds of institutions, or other factors:

NONE

Form **990-PF** (2019)

Foundations: IRS Form 990

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

Recipient Name and address (home or business)	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
a Paid during the year				
LEAP LEARNING CENTER 1221 WASS ST TUSTIN, CA 92780	NONE		FOUNDATION GOAL	5,000
MOMS 1128 W SANTA ANA BLVD SANTA ANA, CA 92703	NONE		FOUNDATION GOAL	75,000
MIND RESEARCH 111 ACADEMY SUITE 100 IRVINE, CA 92617	NONE		FOUNDATION GOAL	50,000
Total ▶ 3a				3,257,200

Details of other groups funded

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

Recipient Name and address (home or business)	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
a Paid during the year				
LAGUNA FOOD PANTRY 20652 LAGUNA CANYON ROAD LAGUNA BEACH, CA 92651	NONE		FOUNDATION GOAL	18,000
LAGUNA PLAYHOUSE 606 LAGUNA CANYON RD PO BOX 1747 LAGUNA BEACH, CA 92652	NONE		FOUNDATION GOAL	10,000
LAURA'S HOUSE 999 CORPORATE DR 225 LADERA RANCH, CA 92694	NONE		FOUNDATION GOAL	50,000
Total ▶ 3a				3,257,200

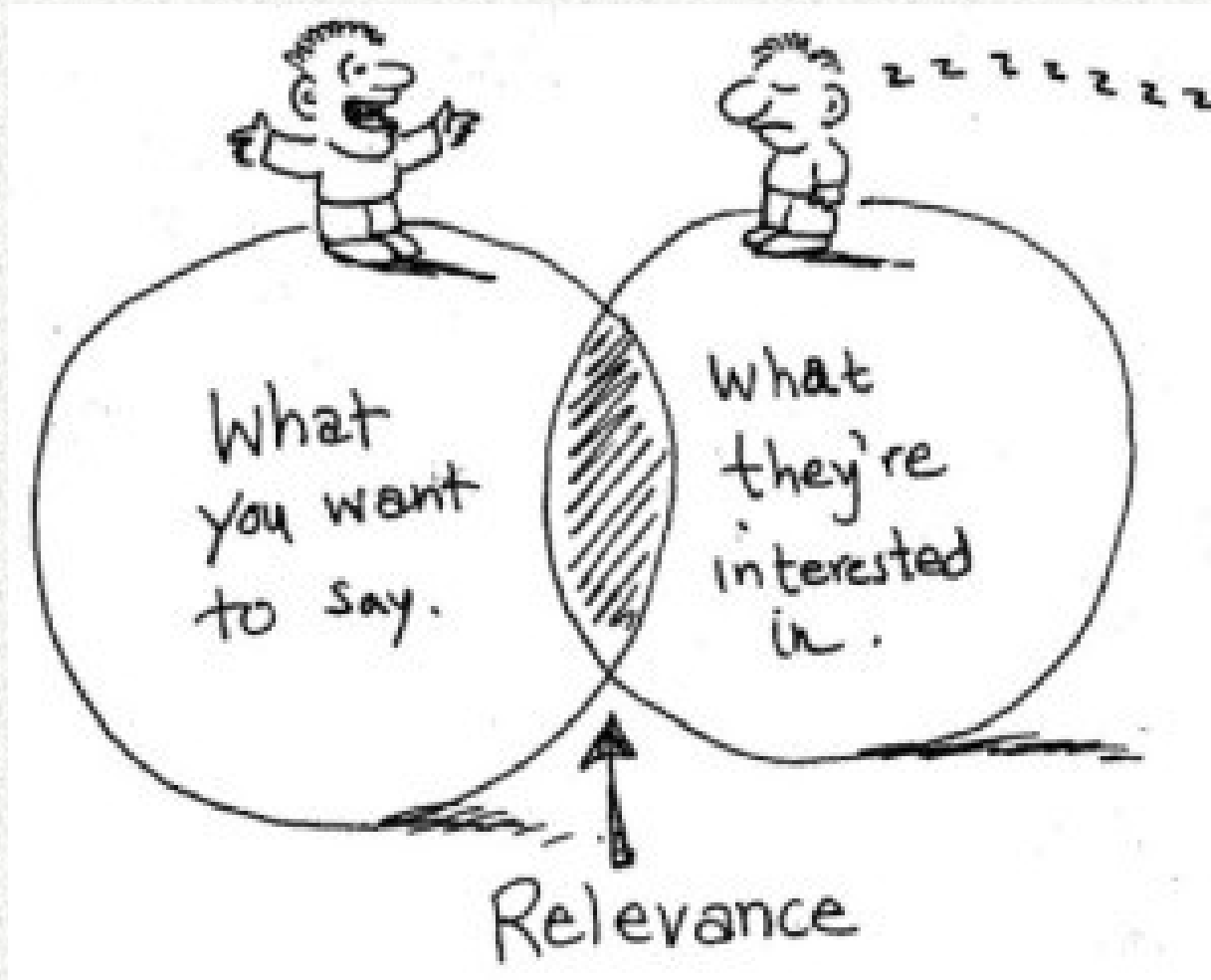
Foundations: What do they fund?

endowment **capacity building** **consulting**
general operating support **capital**
funding scholarships **program support**
program evaluation **seed money**
technical assistance

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Key Elements

Foundations: Key Elements of a Proposal



Where do you get this information?

- Foundation website
- Program officer
- Ask the right questions (geographic limitations, typical funding amounts, target population, type of projects supported)

Foundations: Key Elements of a Proposal

Before you start...

- Know your own programs
- Learn what makes your program effective – what makes it a “best practice”
- Find funding for your program. Do not chase money by creating programs to fit a funder’s interests.
- A successful grant proposal requires teamwork from the very beginning. Help your program staff help you.

Foundations: Key Elements of a Proposal

Overview of Proposal Components...

- Cover Letter
- Executive Summary
- Description of Organization
- Needs Statement
- Project Description
- Budget & Budget Notes
- Evaluation (Goals, Objectives, Outcomes)
- Sustainability Statement
- Appendices/Attachments

Foundations: Key Elements of a Proposal

Cover Letter

- One page, including:
 - Amount requested and proposed use of funds
 - Contact information for questions
 - Appropriate signature (cover letter & proposal are an implied contract)
 - Show appreciation for current relationship, if any, and thank them (again!) for past support

Executive Summary

- Answers these questions for the funder:
 - Does your project make sense?
 - Will it meet priority needs?
 - Has it been thoroughly planned?
 - Is the management team experienced and capable?
- Focuses on key elements of the project and less attention to operational details.

Foundations: Key Elements of a Proposal

Organization Description

- When, where and why founded
- Vision, Mission and Theory of Change
- Significant accomplishments, especially those related to current request
- Target population, including service area
- **Purpose:** show organization's capacity to implement project

Needs Statement

- What is the problem?
- What is the desired state of things?
- What will happen if this need is not addressed?
- Why must this problem be addressed now?
- What evidence documents this need?
- **Purpose:** provide a solid base for the proposal

Foundations: Key Elements of a Proposal

Project Description

- Program Model
- Goals and measurable objectives
- Key services and/or activities
- Timeline for implementation
- Risks and limitations
- Collaborative partners
- **Purpose:** demonstrate how program addresses issues outlined in needs statement

Evaluation

- Articulate the individual, organizational or community-level changes that can reasonably occur during the grant period as a result of the proposed activities or services
- Outline goals and objectives
- Discuss evaluation plan
- **Purpose:** demonstrate that the proposed interventions align to desired outcomes

Foundations: Key Elements of a Proposal

Budget

- Outline costs for personnel, program delivery and indirect expenses
- Demonstrates sound fiscal management
- Outlines a plan to secure additional funding
- **Purpose:** Displays an understanding of the resources needed to complete the goals and objectives

Sustainability

- Describe how the project will be sustained in the future
- Provide the grant maker with assurance that other funders are in the mix
- Describe strategies to keep the program going once initial funding has ended

Foundations: Key Elements of a Proposal

Appendices

- Board Roster
- IRS Letter and/or tax ID#
- Audited Financial Statements
- 990
- Resumes/Bios of Key Staff
- Letters of support
- Organization Budget

Reporting

- Provide an opportunity to reflect
- Generate conversation with the funder
- Not just an opportunity to share good news
- Provide information on what you promised in the proposal
- Be timely!

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Key Learnings

Foundations: Key Learnings

Final Thoughts...Don't

- Recycle proposals without tailoring to specific guidelines
- Apply unless you meet eligibility requirements
- Exceed page limit
- Put essential information in attachments
- Exclude required information without explanation
- Rely on passive voice
- Use agency-specific language
- Assume that reviewers understand your project without a full explanation



Foundations: Key Learnings

Final Thoughts...Do

- Edit, edit, and edit
- Allow time for thought
- Allow time for communications with program staff
- Write with funder in mind
- If you claim it, you must be able to prove it



Foundations: Key Learnings

Hallmarks of a good grant proposal:

- Clear, concise writing
- Free of grammatical errors
- Easy to read
- The reader can come to obvious conclusions about how the work being proposed directly advances the foundation's goals
- Based on relationship

OneOC's Upcoming Grant Resources

- GrantStation
 - Easy to use grant research hub from the comfort of your office/home
 - User friendly filtering system to narrow down your search to opportunities closest to your need and impact area
 - Provides dashboard to save your projects, criteria, and potential funders
- Grant Writing Certificate
 - 5 session course
 - Designed to help students develop award winning grant proposals in an interactive style
 - Next session starts August 2023



Thank You!

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