



Diversify Your Funding with Grants



1

Kimberly Hays de Muga, GPC Amanda Day, GPC

- Co-Owners of HayDay Services – speaking, coaching, and training
- Co-Creators & Co-hosts of Fundraising HayDay, a podcast about grants & such
- Combined 50+ years of grant & fundraising experience
- Grant Professional Certified (GPC)
- International Grant Trainers – more than 20,000 students
- Leadership at board levels: Grant Professionals Association (GPA), Grant Professionals Certification Institute (GPCI), Grant Professionals Foundation (GPF), and Georgia GPA chapter



2



3

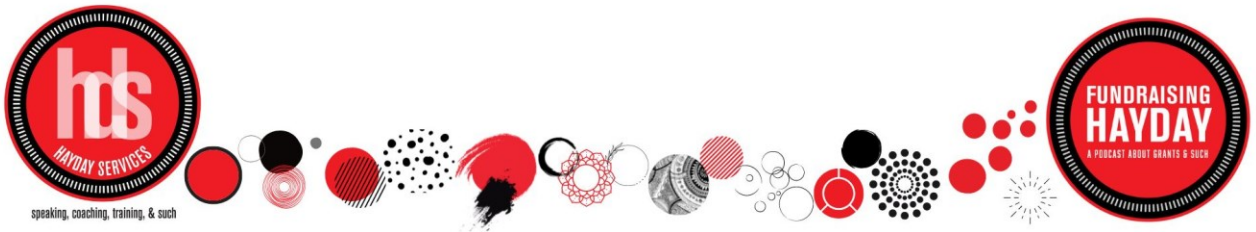
FINAL
JEOPARDY!

Topic: Nonprofit Sources
of Revenue

4

You Must Frame Your Answer As a Question!

“What is....?”



5

Final
JEOPARDY!

This source of revenue led the pack
for nonprofits in 2022

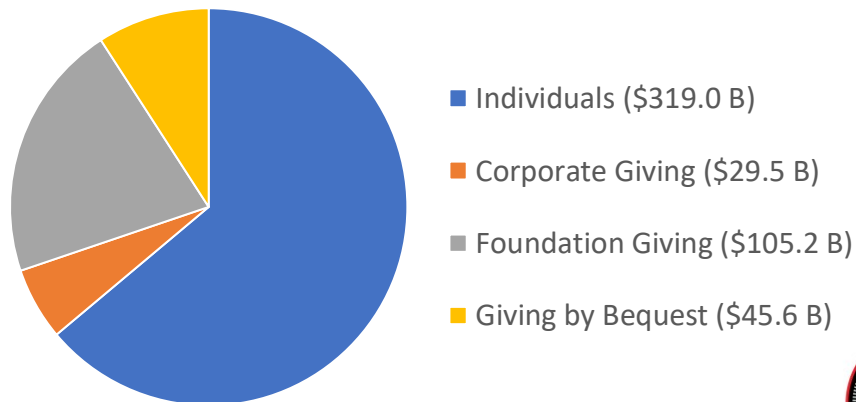
6

Final JEOPARDY!

And the correct question is...

7

2022 Charitable Giving Statistics Total Giving = \$484.85 BILLION



Source: Giving USA



8

Grant funding is out there!



- Foundation Giving in 2022 - \$105.2 BILLION
- Corporate Giving in 2022 - \$29.5 BILLION
- Federal Discretionary Resources in Fiscal Year 2023 - \$1.7 TRILLION

Source: Giving USA

Source: US House of Representatives



9

2022 Private/Foundation/Corporate Contributions by Area of Interest

Religion - \$143.6B

Human Services - \$72.0B

Education - \$70.1B

Foundations - \$56.8B

Health - \$51.1B

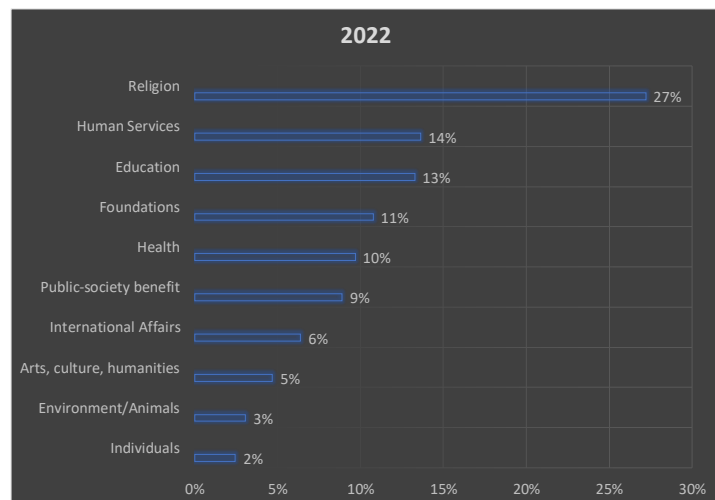
Public-society benefit - \$46.9B

International Affairs - \$33.7B

Arts, Culture, and Humanities - \$24.7B

Environment/Animals - \$16.1B

Individuals - \$13.0B



Source: Giving USA

10

Foundation/Corporate Grants Rarely Support

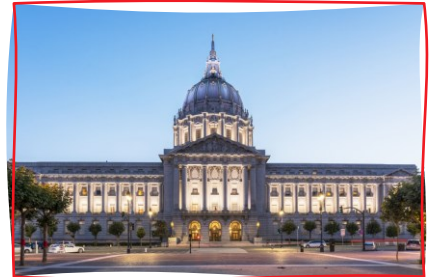
- Staff, especially admin staff
- Debt relief (some exceptions)
- General operating expenses
- Emergency funding to stay in business
- Nonprofit agencies with less than two years of operating history
- Faith-based agencies that require participation to receive services
- Moving targets (ask for one thing, then make significant changes after award is made)
- Rare Exceptions: Disaster Relief, Capacity-Building, Seed Money



11

Federal/State/Government Funding Rarely Supports

- Smaller nonprofits
- Debt relief
- Capital Campaigns (some exceptions with Bipartisan Infrastructure Law)
- General operating expenses
- Emergency funding to stay in business
- Nonprofit agencies with less than two years of operating history
- Moving targets (ask for one thing, then make significant changes after award is made)
- Rare Exceptions: Disaster Relief, Seed Money



12



13



14

Start with what your agency really needs:

- To understand the needs of the community you serve
- To understand how grants actually work
- To understand how to set priorities for your agency's grant program based on this information



THEN:

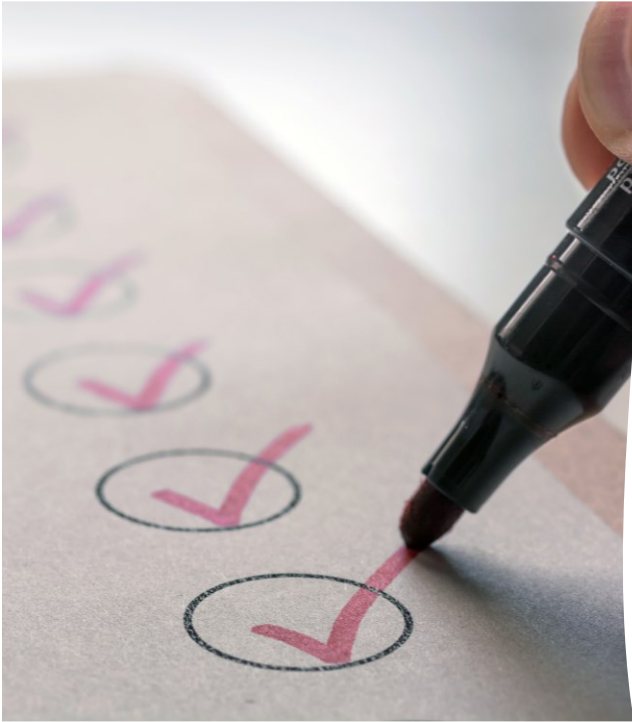
- Search for grants!

15

BUT BEWARE OF CONFUSING ELIGIBILITY FOR COMPETITIVENESS



16



To Break Analysis Paralysis

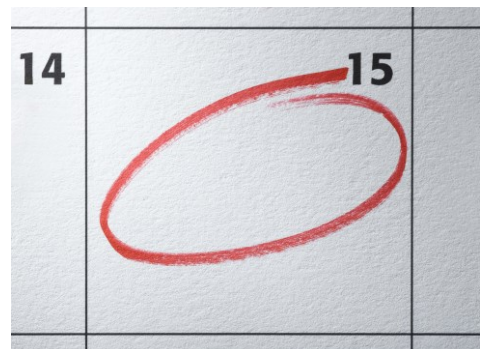
- Make your list and check it twice
- Use a prioritized series of questions to ask



17

DEADLINES

- Is the deadline feasible, **given the status of the program?**
- Is the deadline feasible, **given the time needed to prepare a competitive grant?**
- Is there time to **produce all required attachments**, including collaborative agreements & financial documentation?



18

MONEY

- Grant award amount or range?
- Match required?
- Multi-year grant award?
- How is the grant awarded – reimbursement or advanced payment?



19



ELIGIBILITY vs. COMPETITIVENESS

- Meeting bare minimum or funding close fit with specific focus areas?
- Number of grant awards high enough to be successful?



20



GRANT MANAGEMENT REQUIREMENTS

- Internal capacity to manage required tracking and reporting on outcomes and budgeted expenses while continuing with ongoing operations and mission?



21

It's **not about writing all the grants**, instead focus on writing the **RIGHT grants**.



22

How can I help determine if a grant opportunity is the right fit or not?

Free resource!



<https://haydayservices.com/#grant-decision-guide>

23

How can I find the right grants for my agency?

Free resource!



<https://haydayservices.com/#5-free-ways-find-more-grants>

24

Fundraising HayDay Podcast Episodes

- S1, E7 – Grant Prospect Research
- S1, E12 – When to Say No to Grants
- S1, E13 – Private Funding & How to Approach It
- S1, E14 – Public Funding & You
- S4, E11 – Prospect Research: What's Old is New Again
- S5, E1 – When Should You Write a Grant
- S6, E1 – Stop Chasing the Money
- S7, E7 – Critical Thinking Skills for Finding the Right Grant Fit

Find episodes on Apple Podcasts, Spotify, or our website:
www.haydayservices.com/podcast/



25

TIME FOR QUESTIONS & ONE MORE FREE OFFER

First 30 to email us at
hello@haydayservices.com
can join our June Book Club
(book not included)




Event is over zoom
Thursday, June 18
8-9pm EST / 5-6 PST
Value: \$12.99



26

Where to find us!

HAYDAY SERVICES

www.haydayservices.com

hello@haydayservices.com

