

Grants Galore

Funding for Volunteer Programs at Aquariums and Zoos



Grant Money Does NOT Grow On Trees ...

Let's get
a grant
for...

Ask her,
she
attended a
grant
seminar...



Grant
money is
easy to
get ...

We should
get a
federal
grant...

The Cardinal Rule of Grants...

You should not apply for a grant unless:

1. Your organization can & wants to do the work.
2. Your organization has time & staff to do the work.

Don't tailor your programs available funding! Figure out what your programs are going to be and then search for specific funds.

There is nothing worse than having to return unspent grant funds.

What Can You Use Grant Money For?

Some items are inherently more fundable than others:

More Fundable Items:

- Items with specific dollar amounts (i.e. equipment)
- Programs with proven track records – at least 2 years.
- **Be sure to check the “What we don’t fund” section.**

Less Fundable Items:

- Personnel – makes a good match for grants that require one.
- Transportation
- On-going expenses such as monthly subscriptions
- Events – volunteer recognition dinners or other events.

The Basics of Grants

- Have a 501(c)(3) exemption and the original certificate.
- Have a **realistic timeline** – 3 months to 2 years.
- Have a **well-developed budget** – example included.
- **Research** the funder very well – resources to follow.
- **Touch base with the funder before applying** – usually by telephone to alert them to your idea. Some will require a face-to-face meeting, but that's rare.
- Add **potential funders** to your **mailing list** – keep them up to date on your volunteer programs and the good it does the community before asking for money.
- Find out **who knows who** – volunteers and board members all have community connections.
- Know the **difference between grants and sponsorships** – and know which one you are asking for.

Sample Budget

EXPENSES	DESCRIPTION	AMOUNT REQUESTED	MATCH	TOTAL
Personnel				
Director of Education	5% of effort for 24 months	0	6000	6000
Education Manager	10% of effort for 24 months	7,000	0	7,000
Administrative Assistant	10% of effort for 24 months	5,000	0	5,000
Benefits	25%	0	4500	4,500
	Total Personnel & Benefits	12,000	10,500	22,500
Non-Personnel				
Volunteer Training Supplies	Estimate based on vendor bids.	5,000	0	5,000
Volunteer Props	Biofacts and other items for use by volunteer docents	10,000	0	10,000
Volunteer In-kind hours	Volunteer time at \$10 per hour	0	10,000	10,000
	Total Non-Personnel	15,000	10,000	25,000
	Total Match	20,500 (57% of program)		
	Total Request	<u>27,000</u>		
	Total Program Cost	47,500		

The World of Grants

- Federal Government Grants
- Federal Government Appropriations
- State Government Grants
- Private Grant Sources:
 - Corporate Foundations
 - Private Operating Foundations
 - Private Non-operating Foundations
 - Community Foundations
 - United Way
- Local Government Grants or Contracts

Volunteer Funding: Resources

- **www.guidestar.org** – research, 990s, audits, who's on the board, grants given over the last year.
- **<http://fconline.fdncenter.org>** – research, don't have to subscribe to look up a specific foundation. Must subscribe for searching/more advanced information. Starts at \$19.99 per year.
- **www.grants.gov** – A daily email clearinghouse for most federal grants. Must use site to apply for many federal grants online also Free – select what agencies/departments you are interested in (i.e. EPA and National Science Foundation).
- **www.charitychannel.com** – useful info on writing and applying for grants as well as non-profit management.
- **www.philanthropy.com** – lists grant and award opportunities as well as coming deadlines. Around \$75 per year.

Examples: Who Funds What?

Awards and Matching Grants

- Awards* – honoring volunteers include a monetary gift.
Examples: Independent Sector, Points of Light Awards, Youth Service Awards, Do Something Brick Awards,
*Many awards honor youth volunteers.
- Matching Grants – employers will match a volunteer's gift to their favorite charity.
Examples: TVA, AT&T, Lowe's, Bank of America, Eli Lilly, Ernst & Young, 3M Company, Merrill Lynch, Northwestern Mutual Life, Progressive Insurance, CocaCola Company, Walt Disney, Toyota...

Sample Grants for Volunteer Programs

- Employee Involvement: Example: **International Paper** will make grants only if application has employee signature and support. Example: **TVA** makes small grants in honor of employees who volunteer a certain number of hours per year.
- Volunteer Associations: – Rotary Clubs and many other similar groups such as Junior League, Exchange Club and others make grants to support projects on which their volunteers will work.
- Private Foundations: depending on what specific item you request funding for, a private foundation may be likely to provide funds. Example: new biofacts for docent use in educational programming might be funded by any foundation with an educational mission. Examples include the Coca-Cola Foundation, Gates Foundation, Annenberg Foundation, most Community Foundations and many, many smaller local foundations.
- Government Programs – Corporation for National and Community Service, Americorps, state programs such as TenneSenior etc.

How Can Your Volunteers Help?

- Matching Gifts – from employers and associations.
- Letters of Support – from the volunteer to the funder from whom you are seeking support.
- Leads/Research – your volunteers may work at companies or foundations that release RFPs or have deadlines for grants. Ask them to let you know when they are and how to apply.
- References – from time to time, funders want references. Long time volunteers are perfect.
- The Name Game – your volunteers might happen to know someone at a funder... have them put in a good word.
- In Kind Expenses/Matching Funds – volunteer hours/donations may be used as matching funds for many grants. Volunteers may even be assigned an hourly rate.

Always Include Volunteers

- Annual Campaigns
- Capital Campaigns
- Special Events
- Planned Giving
- Sponsorships
- Foundation Proposals