



The 2020 State of Grantseeking Report



Ellen C Mowrer
President & COO



The Underwriters

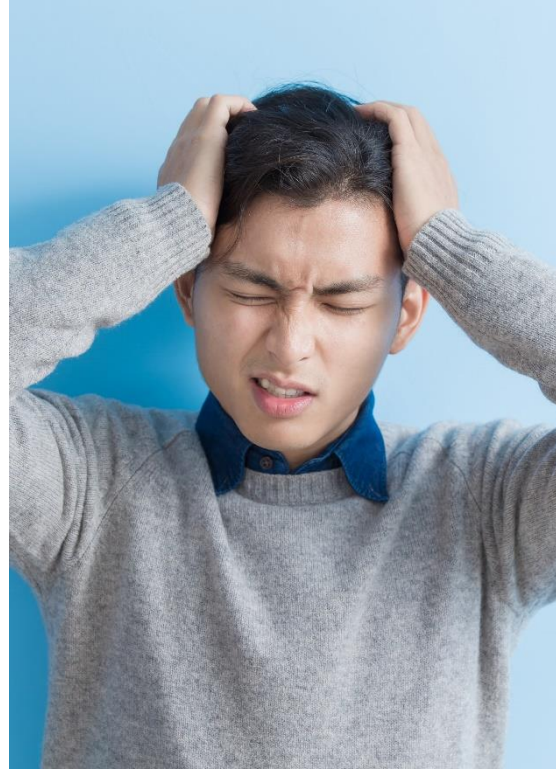


The Advocates



The Advocates





No worries – no notes.
The webinar link will be emailed.

The 2020 State of Grantseeking Report

Made possible by the participation of 3,256 respondents and dozens of partner advocates.



Learning Objectives

To help you:

- Determine how much time and staff you should devote to grantseeking;
- Shed light on which types of grantmakers are most likely to fund your organization;
- Establish reasonable expectations for funding your type of organization, budget size, and mission;
- Use this data to set reasonable objectives for your grantseeking program.



Agenda

- **Demography: who participated**
- Logistics
- Challenges and costs
- Grantmakers, funding, and frequency
- Benchmarks by annual budget and mission focus
- What do I do with this data?
- Resources to keep you current

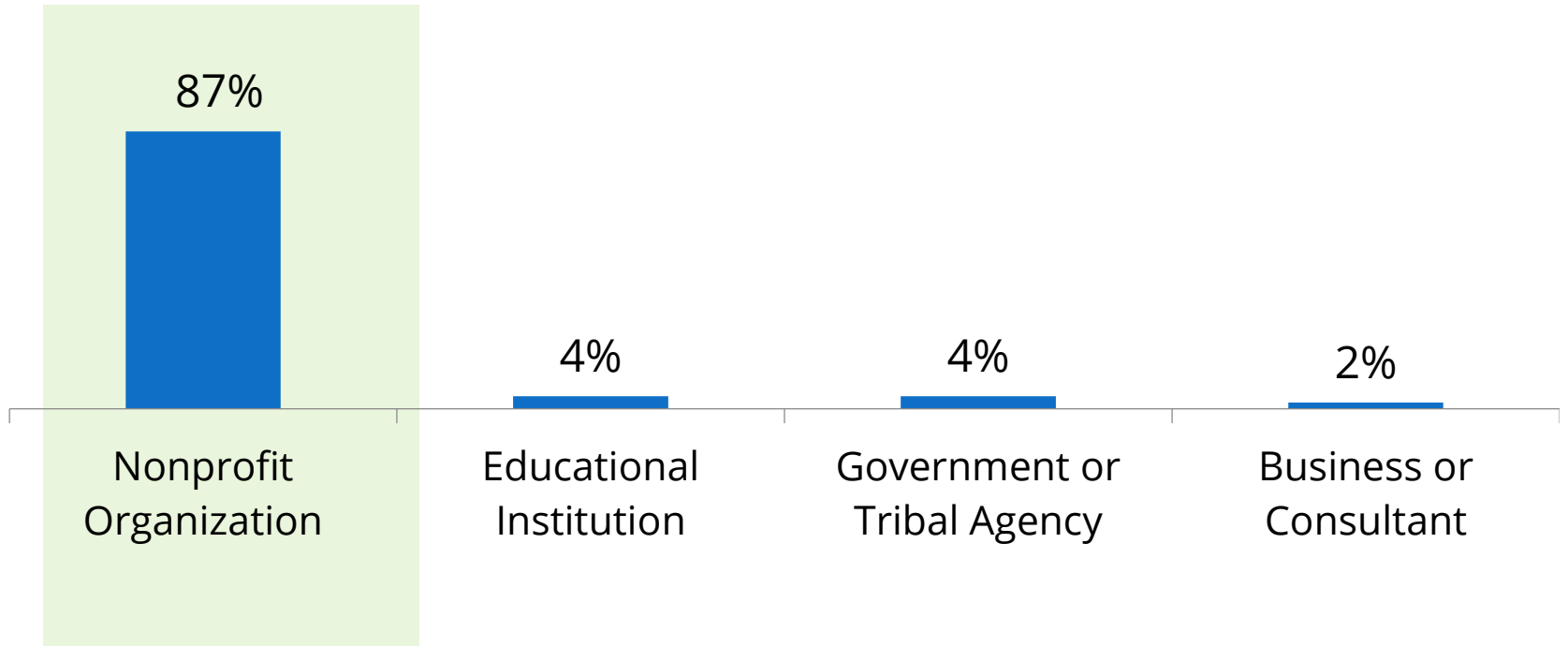
Demography

Our survey sample size of 3,256 respondents is large enough for confidence in the data.

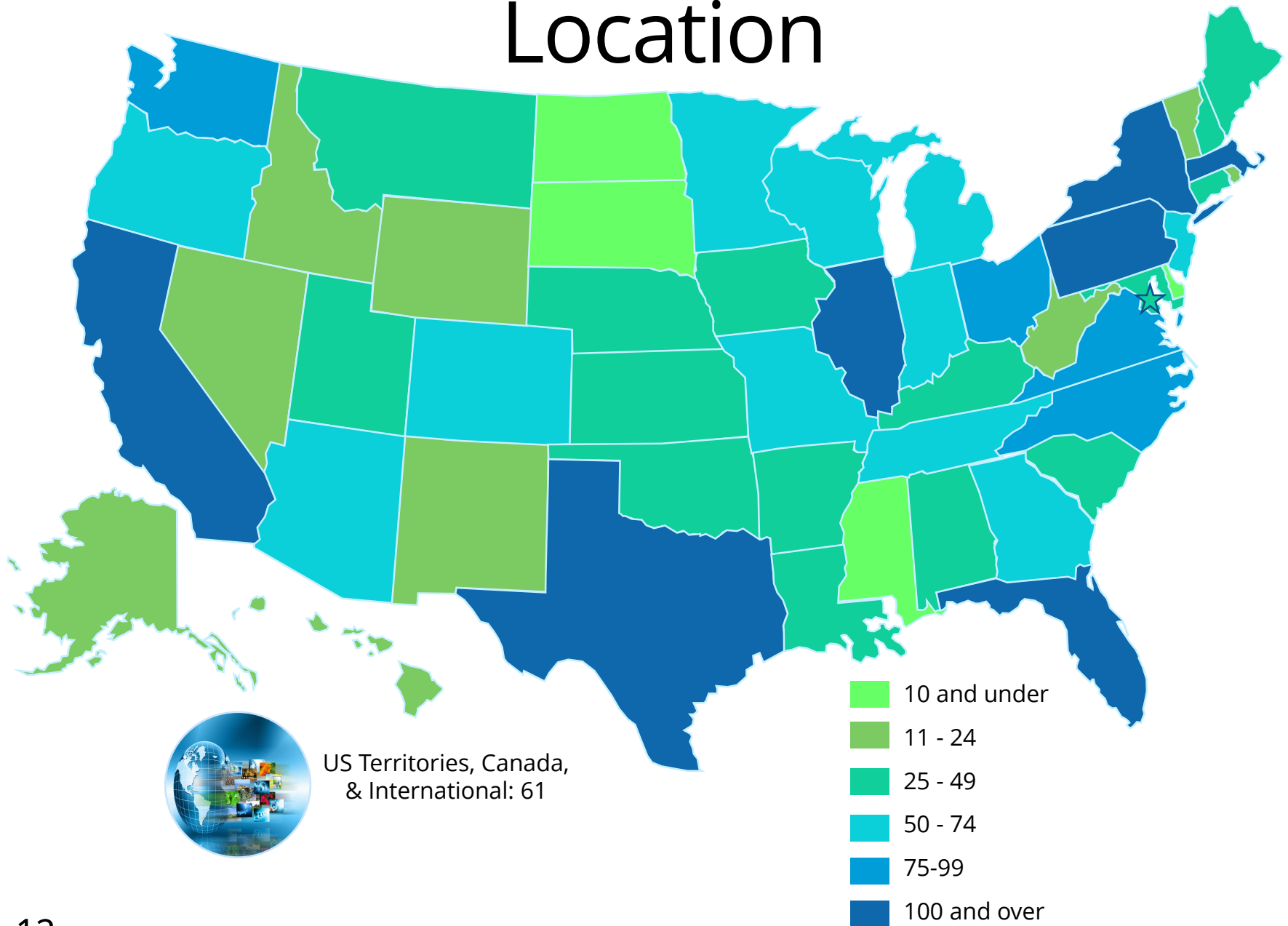
Demographically, our respondent organizations probably look a lot like your organization.



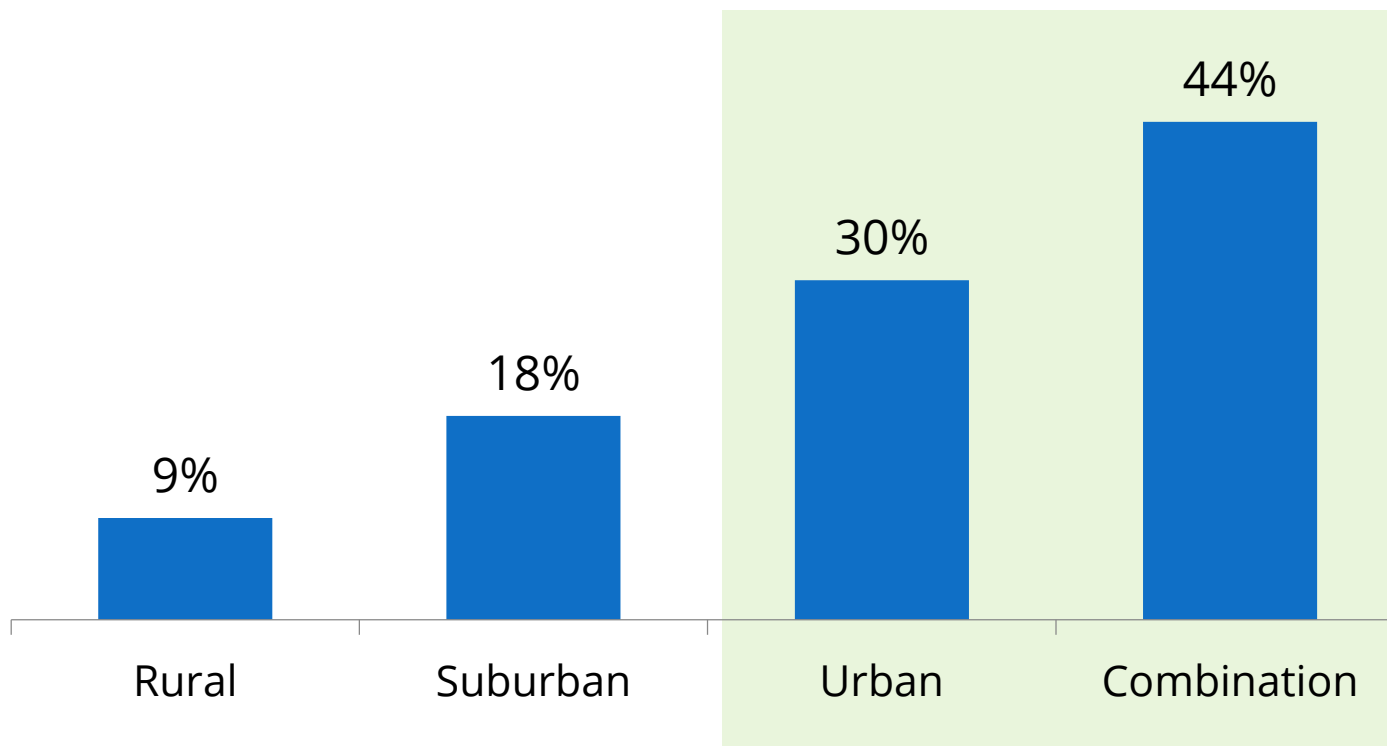
Organization Type



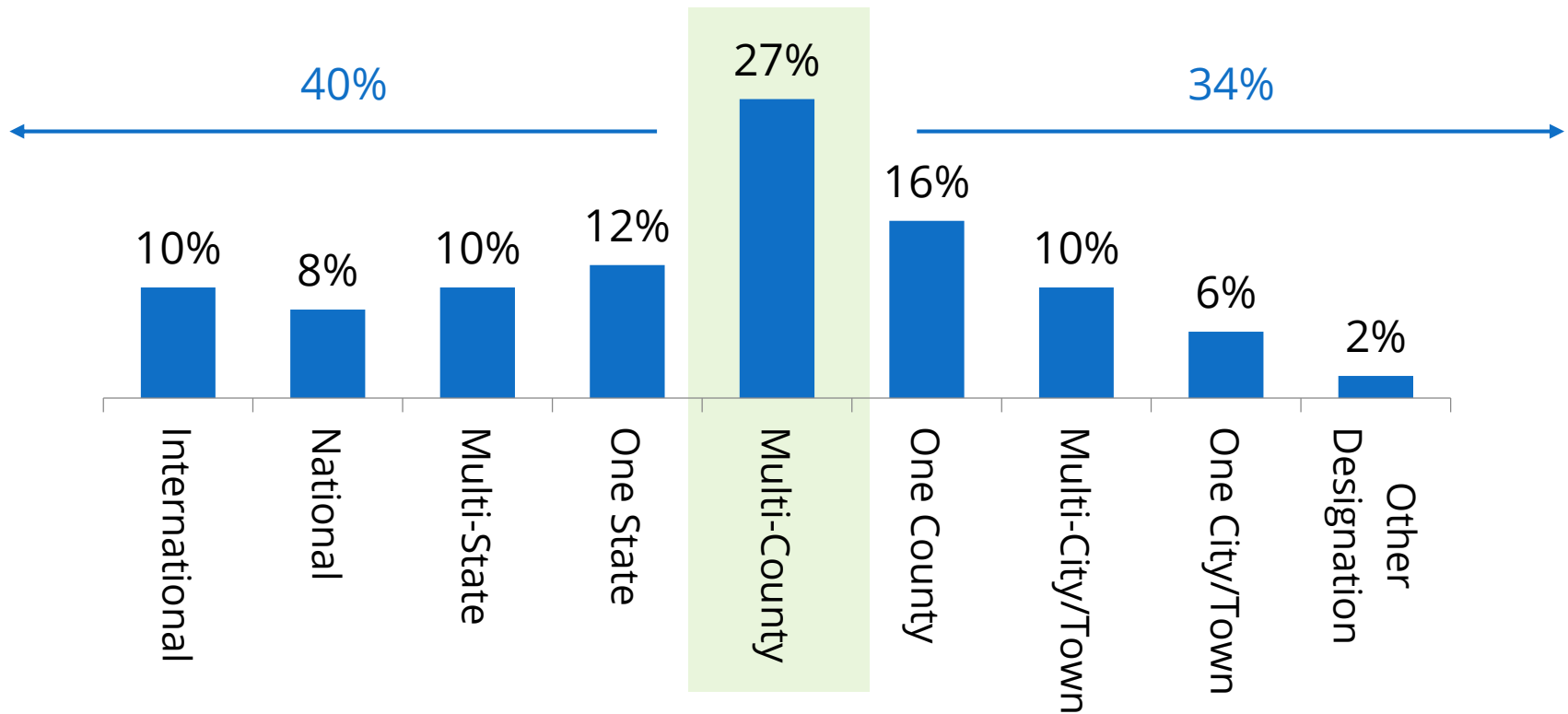
Location



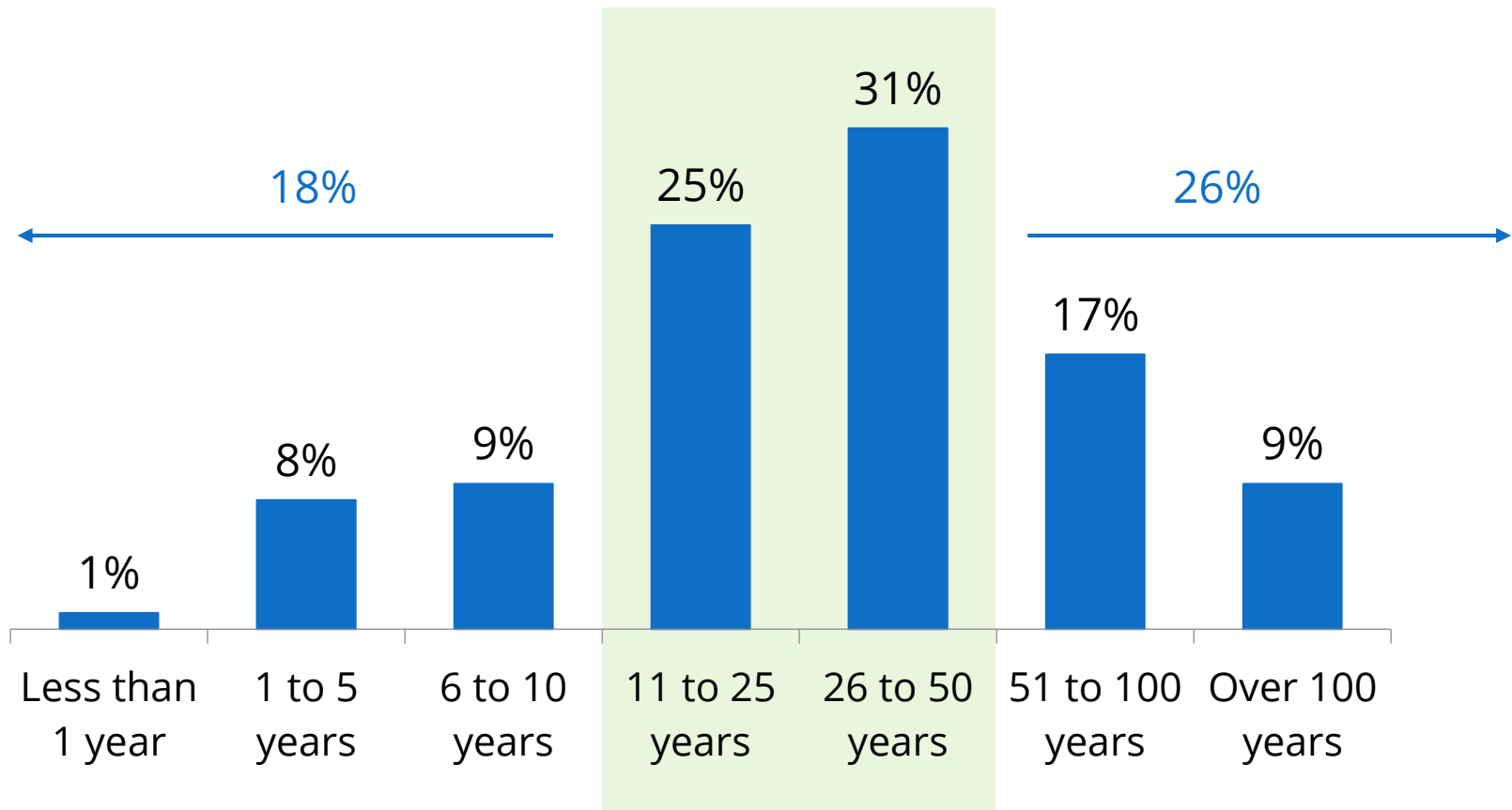
Service Area



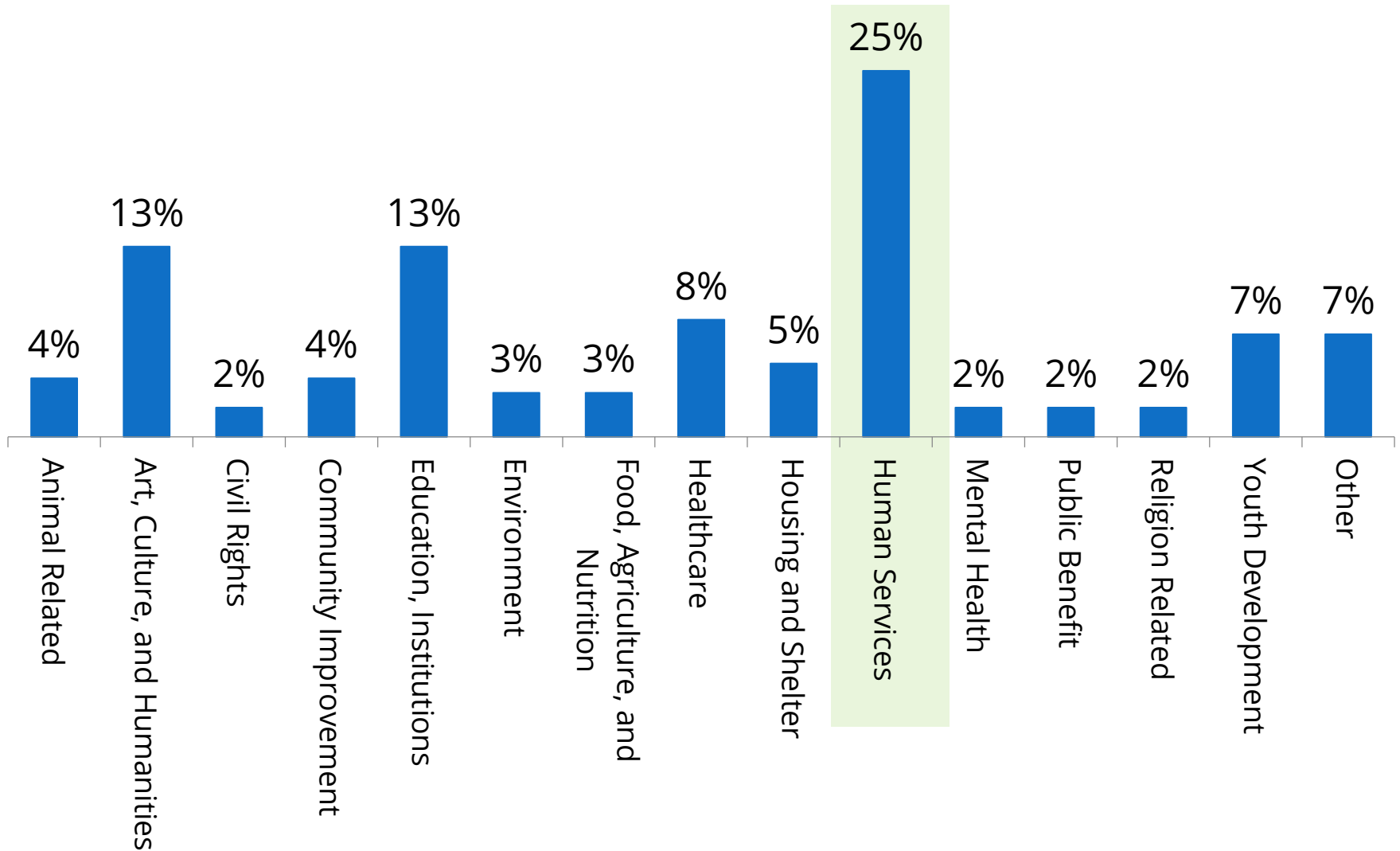
Geographic Scope



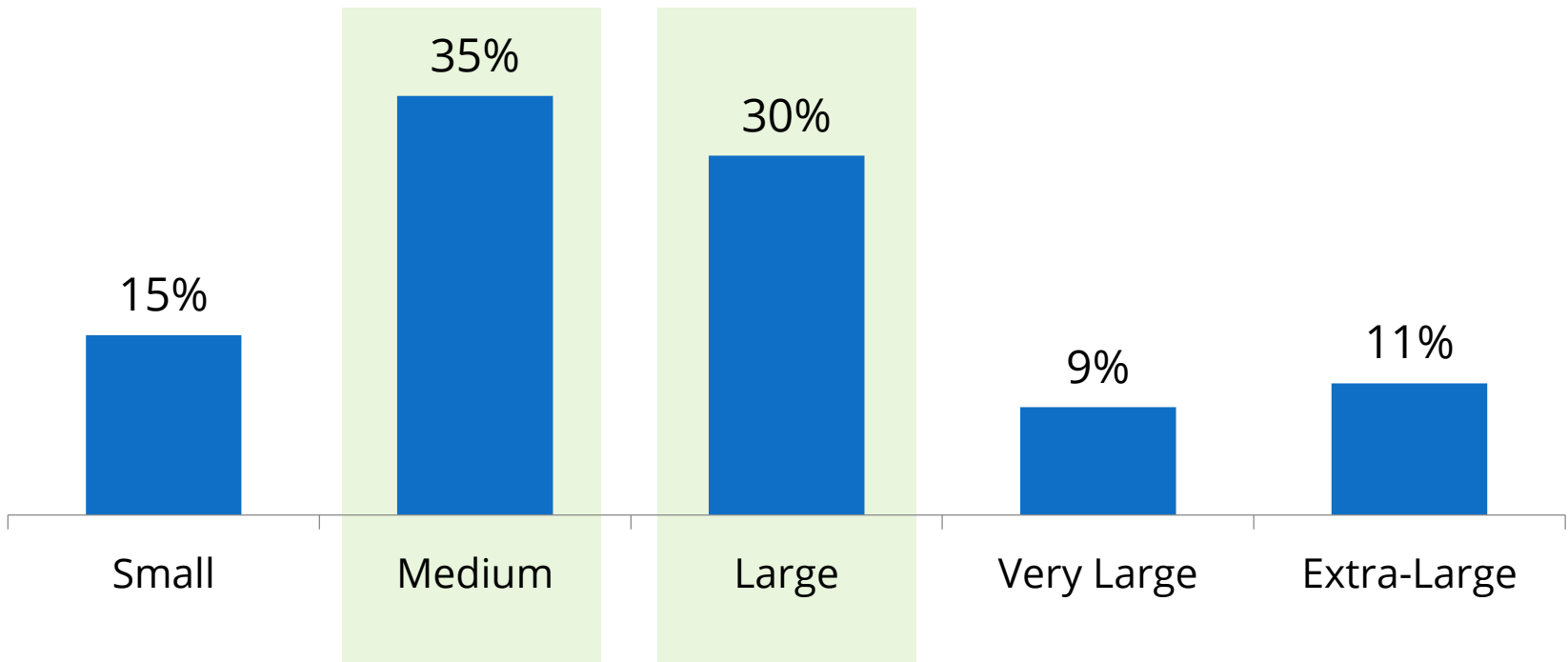
Organizational Age



Mission Focus



Budget Size



Small: Under \$100,000

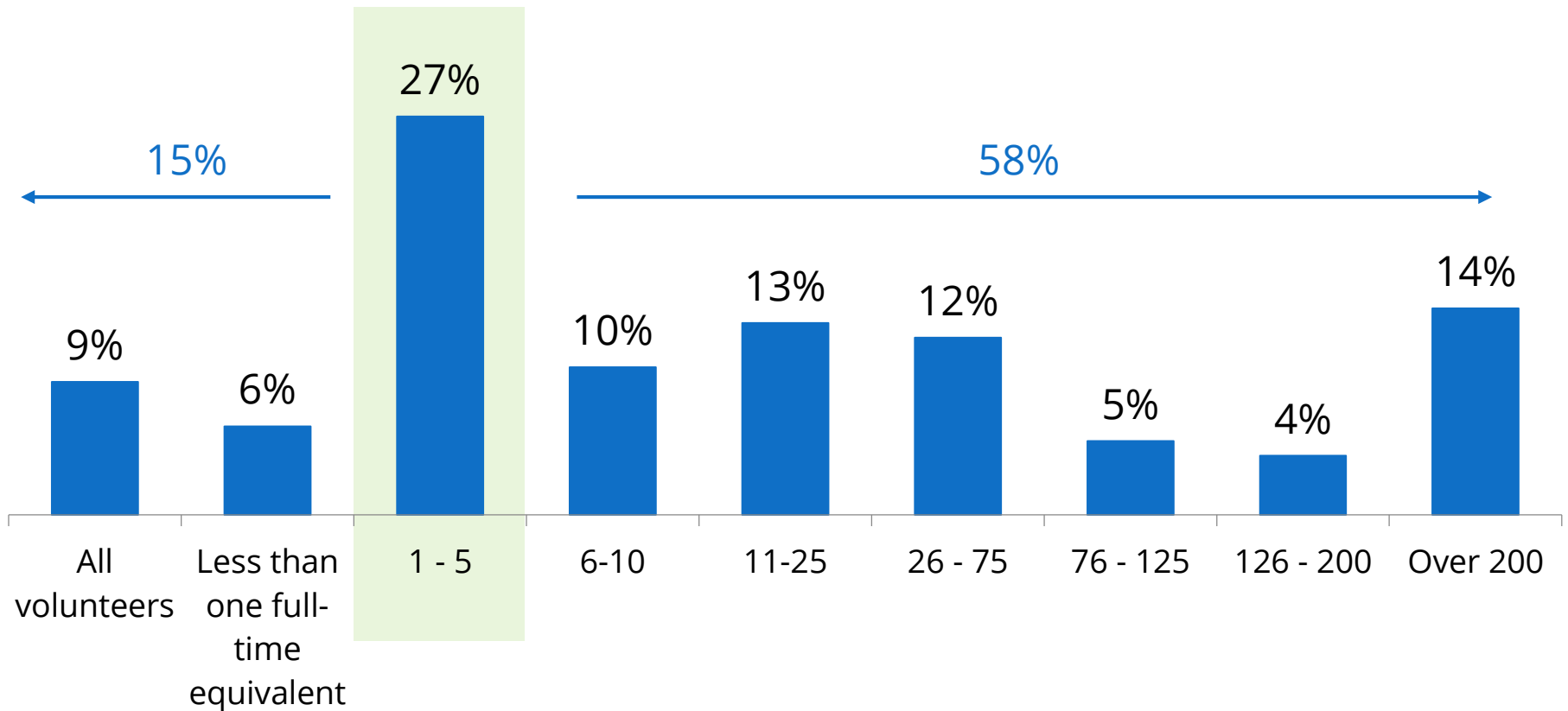
Medium: \$100,000 - \$999,999

Large: \$1 Million - \$9,999,999

Very Large: \$10 Million - \$24,999,999

Extra-Large: \$25 Million and Over

Staff Size



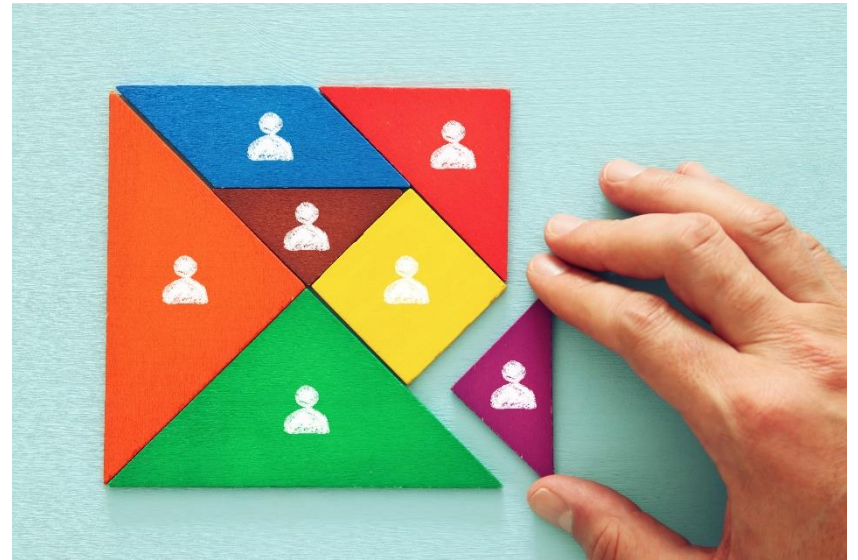
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Logistics

Active grantseeking results in grant awards.

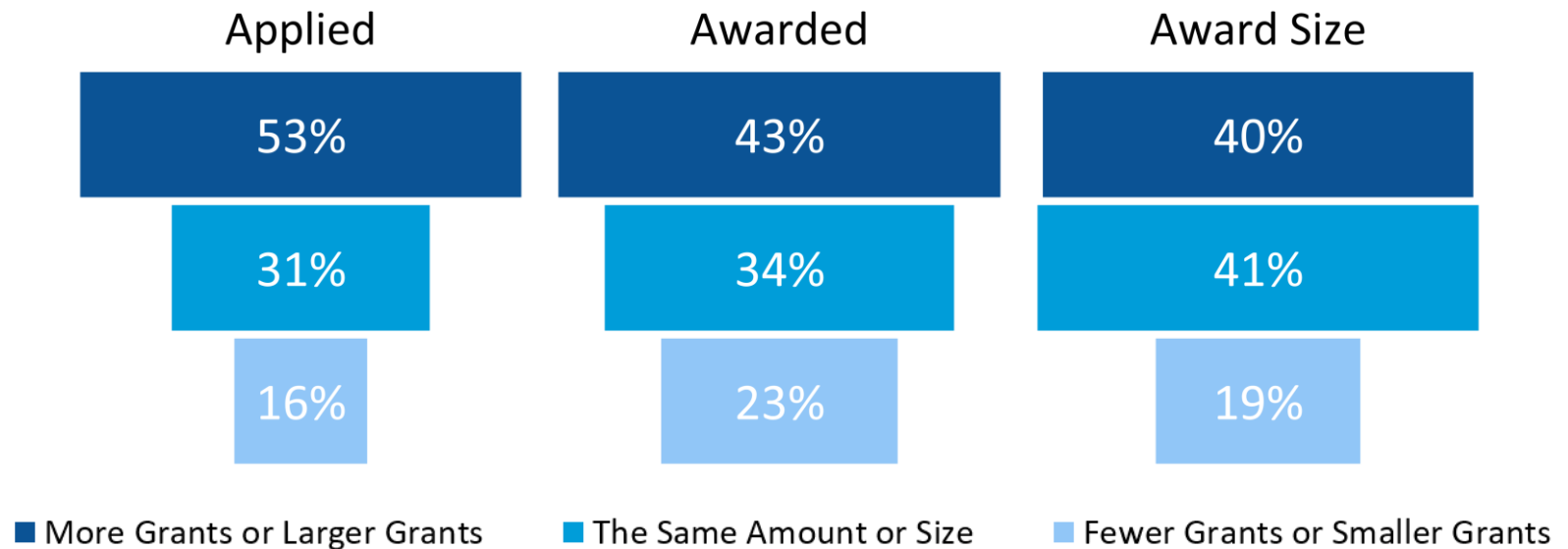
More applications result in more awards – and in more time invested in grantseeking.



Grantseeking Activity

\$125.9 Billion in foundation and corporation giving.

GivingUSA 2019



Grantseeking Activity

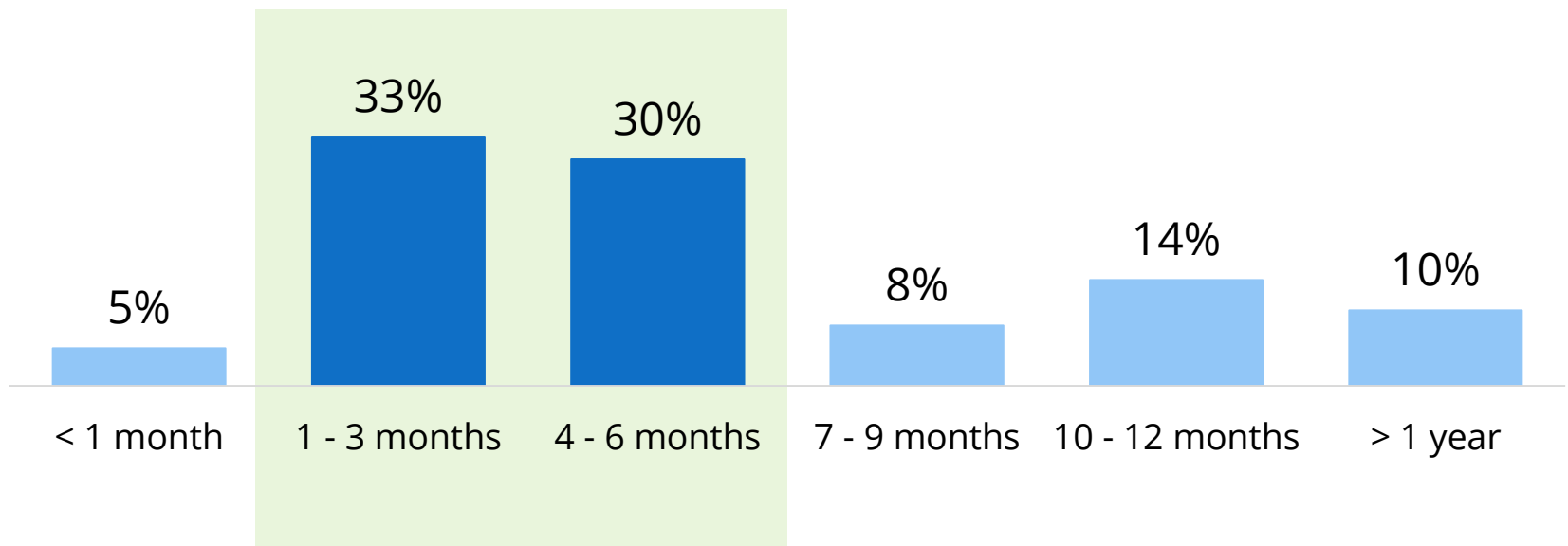
92% of our respondents **applied** for a grant.

90% of those who applied won at least **one award**.

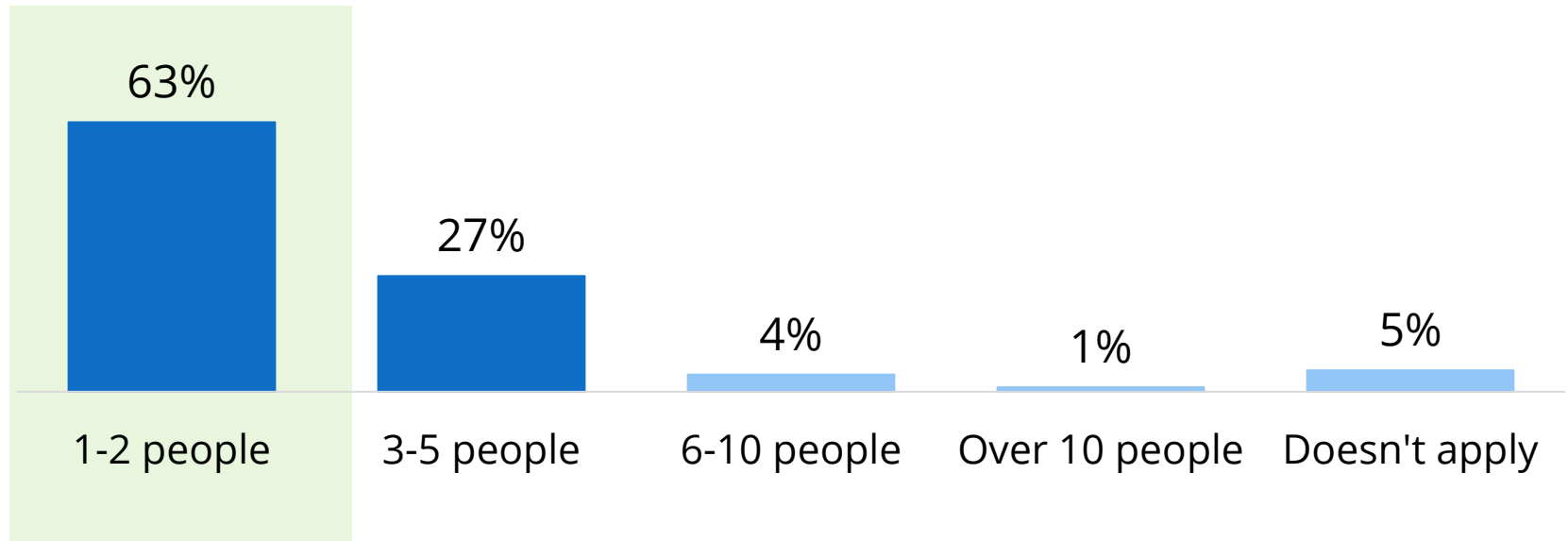
94% of those who **applied for three** or more awards won at least **one award**.

| Number of Awards | Number of Applications | | | | | | | | | | |
|------------------|------------------------|----|----|-------|--------|---------|---------|---------|---------|---------|---------|
| | Unsure -Some | 1 | 2 | 3 - 5 | 6 - 10 | 11 - 20 | 21 - 30 | 31 - 40 | 41 - 50 | 51 - 60 | Over 60 |
| None | 4 | 26 | 16 | 29 | 10 | 1 | 1 | 0 | 0 | 0 | 0 |
| 1 | 2 | 46 | 33 | 60 | 15 | 2 | 2 | 0 | 0 | 0 | 0 |
| 2 | 4 | 2 | 43 | 111 | 22 | 3 | 6 | 1 | 0 | 1 | 1 |
| 3 - 5 | 4 | 3 | 11 | 224 | 161 | 43 | 11 | 2 | 1 | 1 | 5 |
| 6 - 10 | 2 | 0 | 0 | 13 | 167 | 170 | 41 | 11 | 2 | 1 | 2 |
| 11 - 20 | 0 | 0 | 0 | 2 | 12 | 145 | 121 | 49 | 9 | 6 | 8 |
| 21 - 30 | 0 | 0 | 0 | 0 | 0 | 8 | 53 | 60 | 36 | 12 | 19 |
| 31 - 40 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 23 | 21 | 28 | 36 |
| 41 - 50 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 5 | 7 | 10 | 47 |
| 51 - 60 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 3 | 21 |
| Over 60 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 75 |
| Unsure-Some | 75 | 0 | 2 | 8 | 10 | 8 | 9 | 5 | 2 | 0 | 10 |

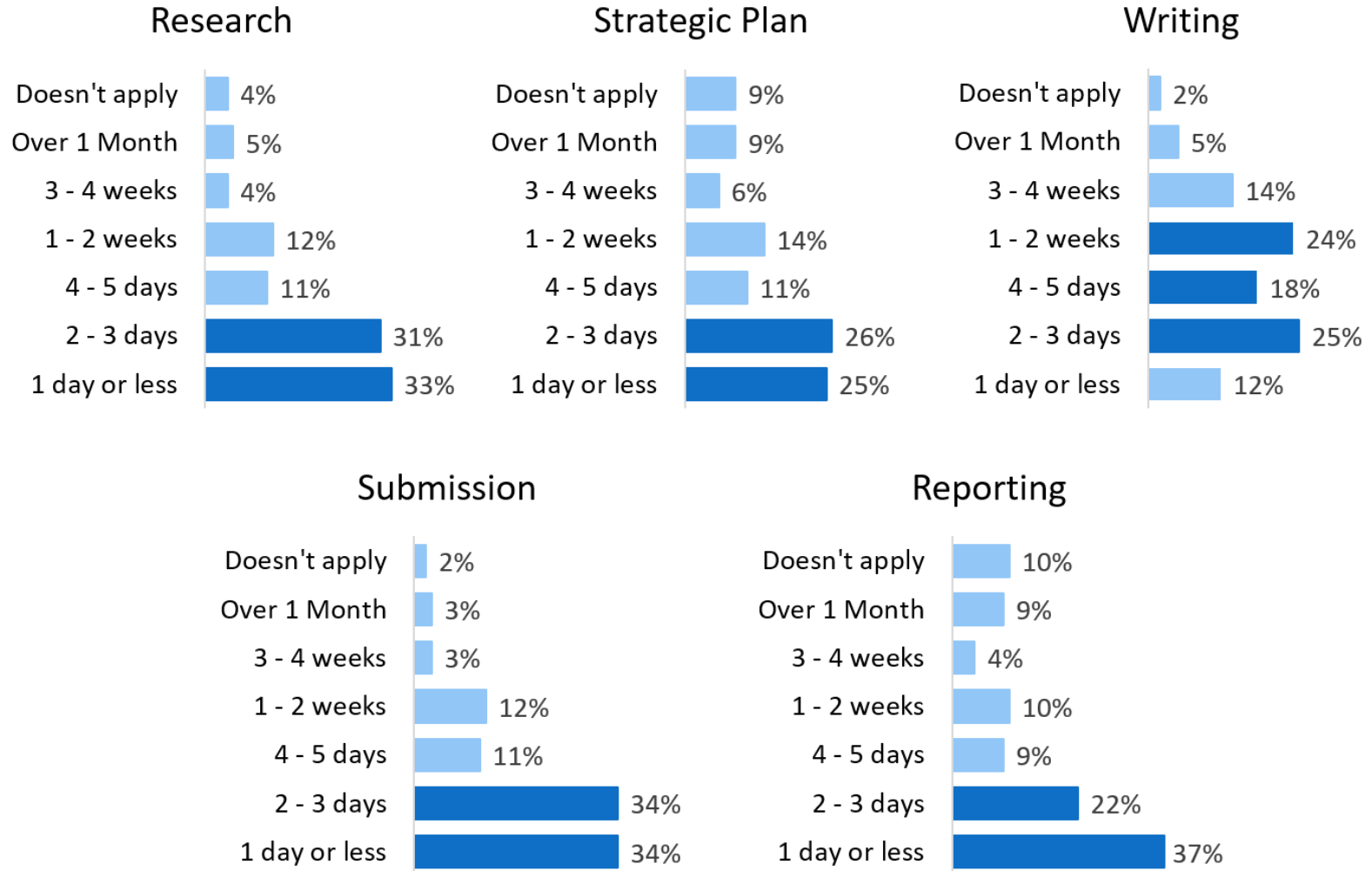
Logistics: Grant Cycle



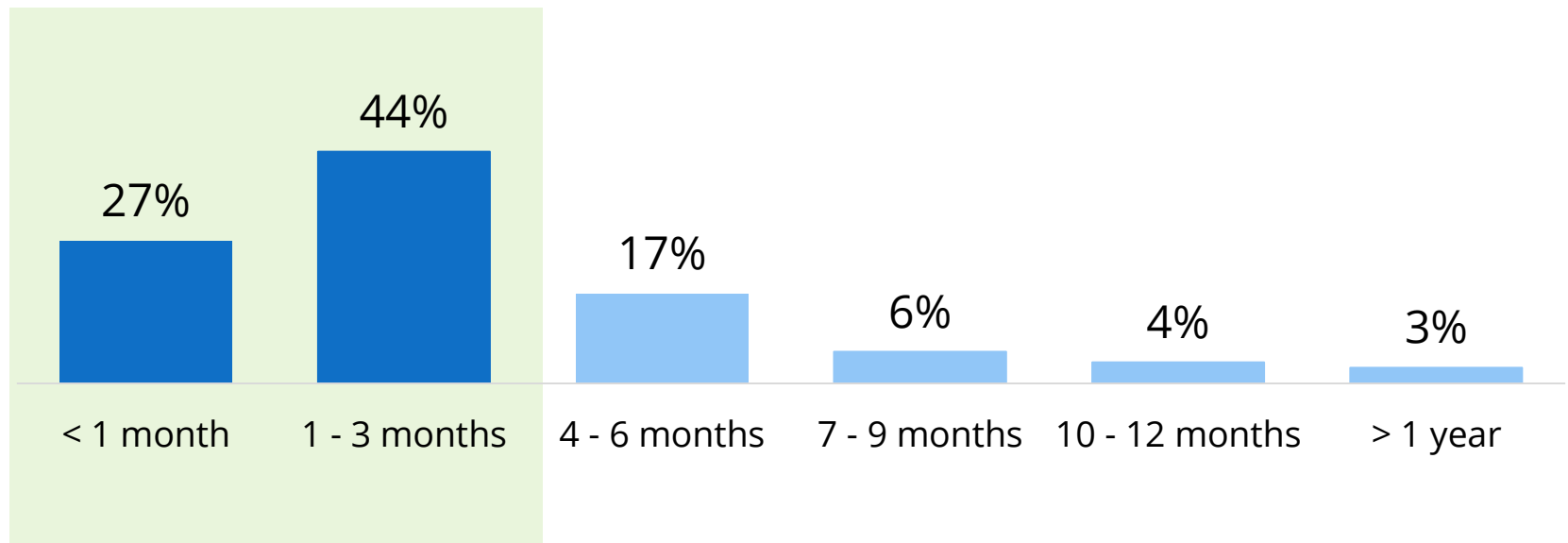
Logistics: Staff



Logistics: Time

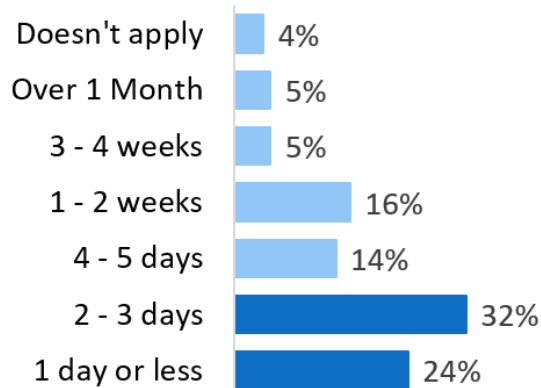


Logistics: Award Cycle

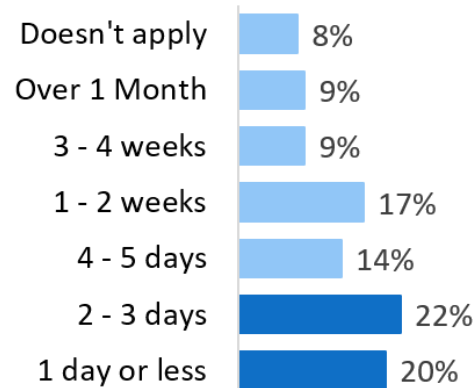


Government Logistics: Time

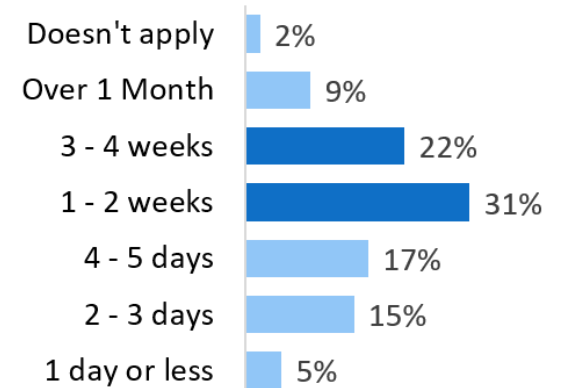
Research



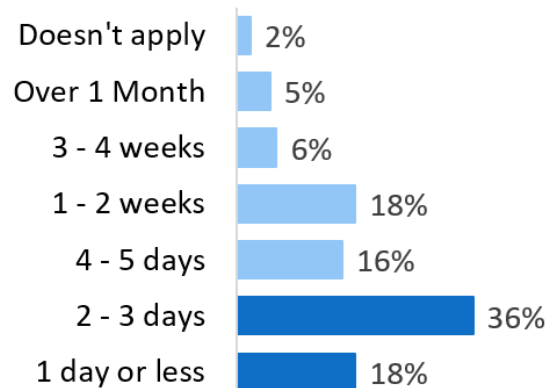
Strategic Plan



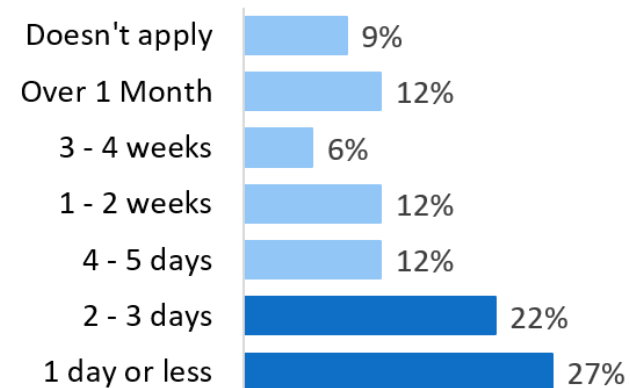
Writing



Submission



Reporting

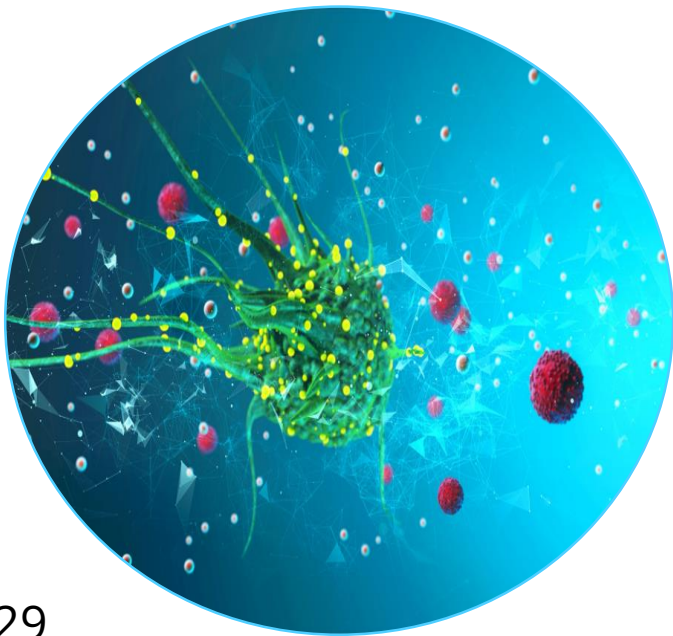


Agenda

- Demography: who participated
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- **Challenges and costs**
- Grantmakers, funding, and frequency
- Benchmarks by annual budget and mission focus
- What do I do with this data?
- Resources to keep you current

Challenges: COVID-19

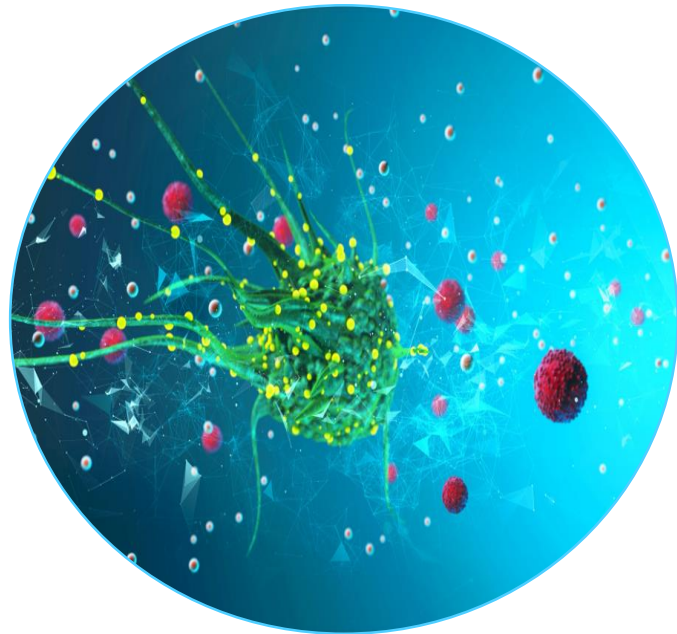
- The Survey ran from mid-February to March 31, 2020.
- On March 19, we saw the first mention of COVID-19 within the “other challenges” answer choice.
- By March 30, 74% of those respondents who chose “other” were referencing the pandemic as the greatest challenge to grantseeking.



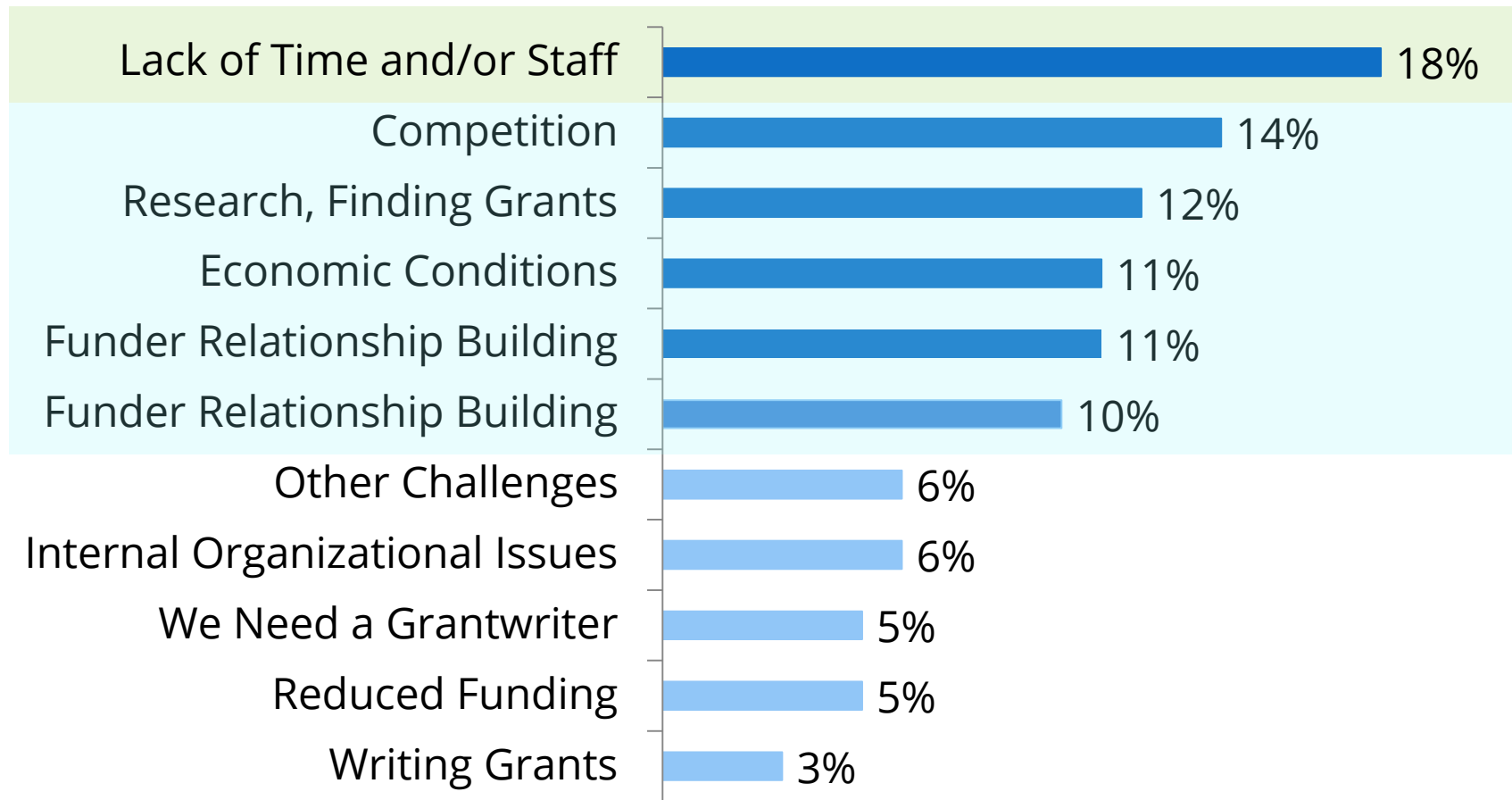
Challenges: COVID-19

Pandemic commentary referenced:

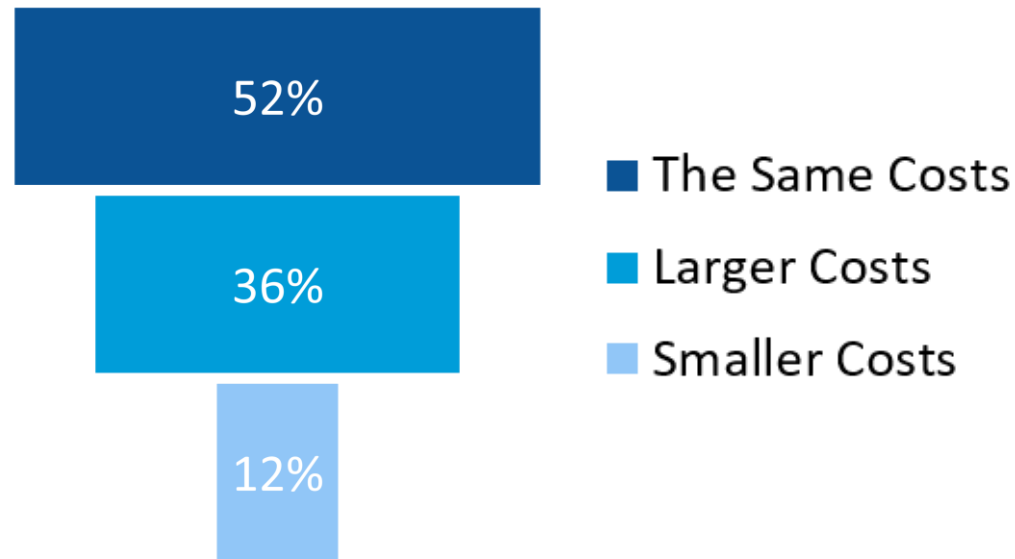
- Organization closures
- Uncertainty
- Fast changing funder priorities
- Food and product shortages
- Long-term economic impact
- Cancellation of events
- Learning new way of working



Opportunity: Challenges

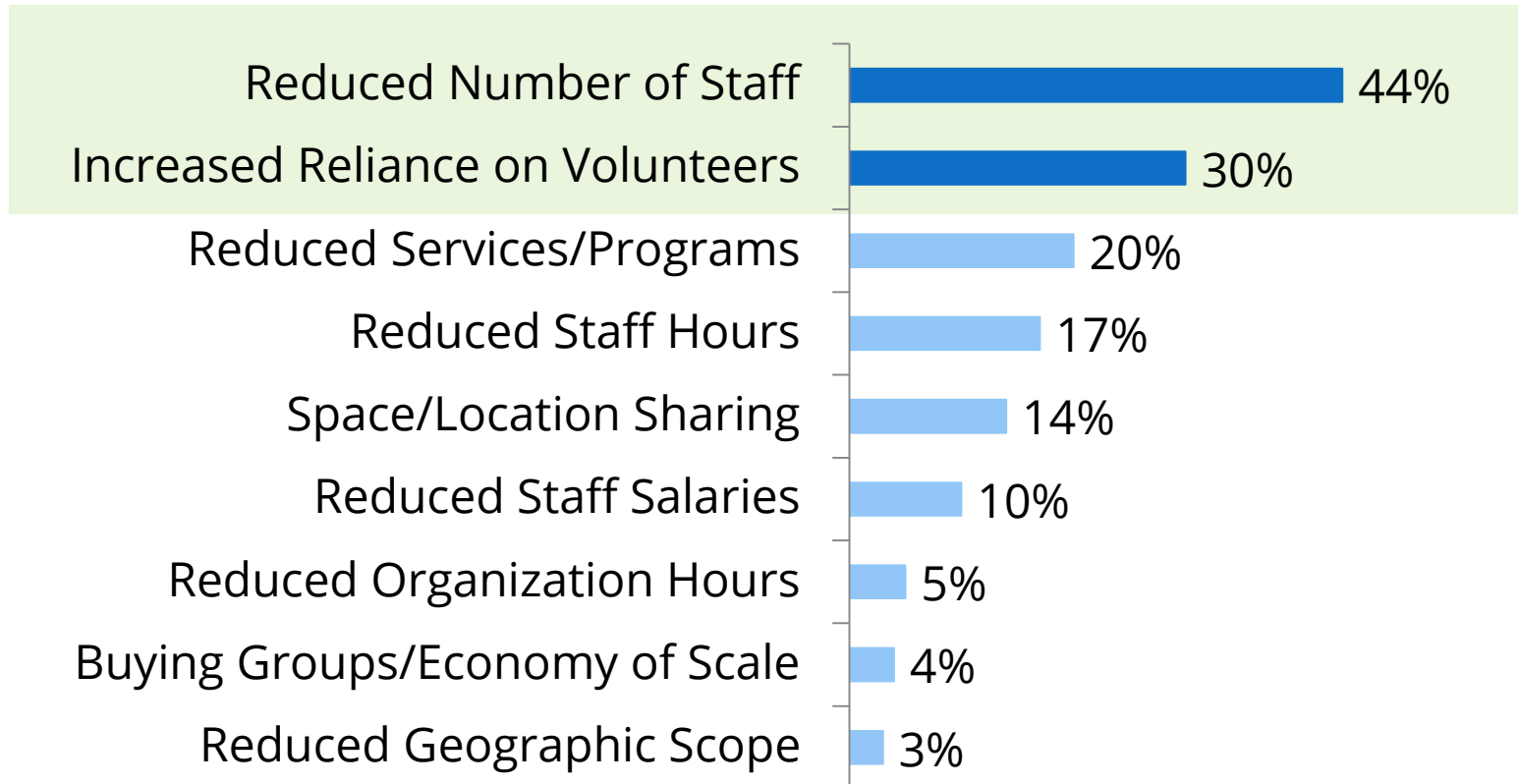


I&A Costs



Changes in indirect and administrative costs
compared to the prior year

I&A Cost Control



Agenda

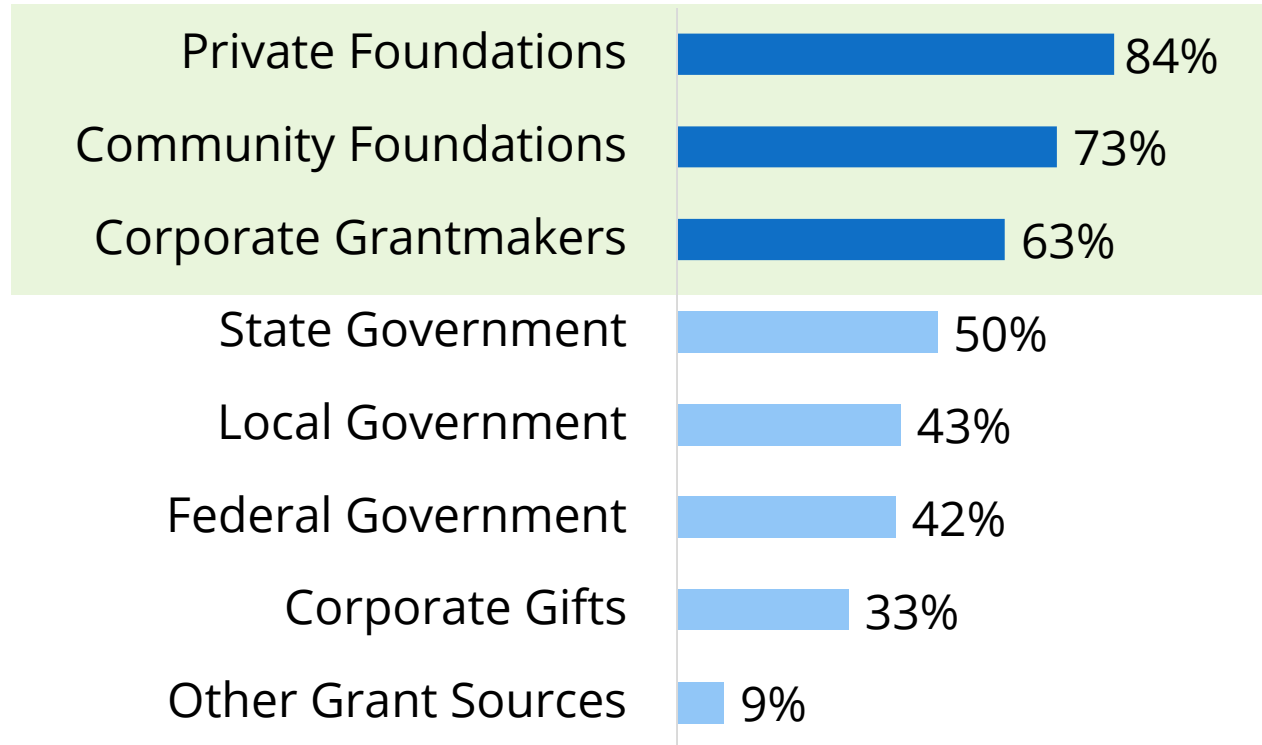
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Grantmakers, Funding, & Frequency

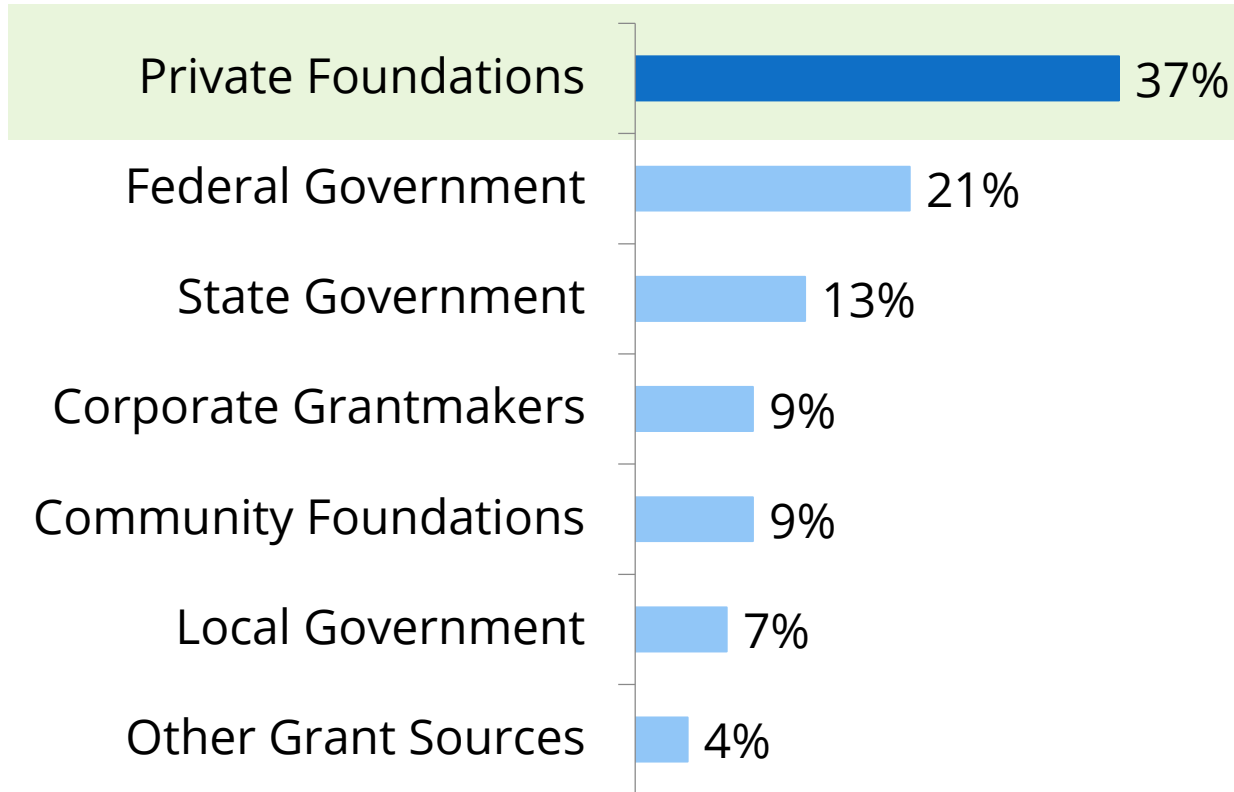
The State of Grantseeking Report reveals the funding experiences of thousands of organizations, to provide benchmarks for your organization.



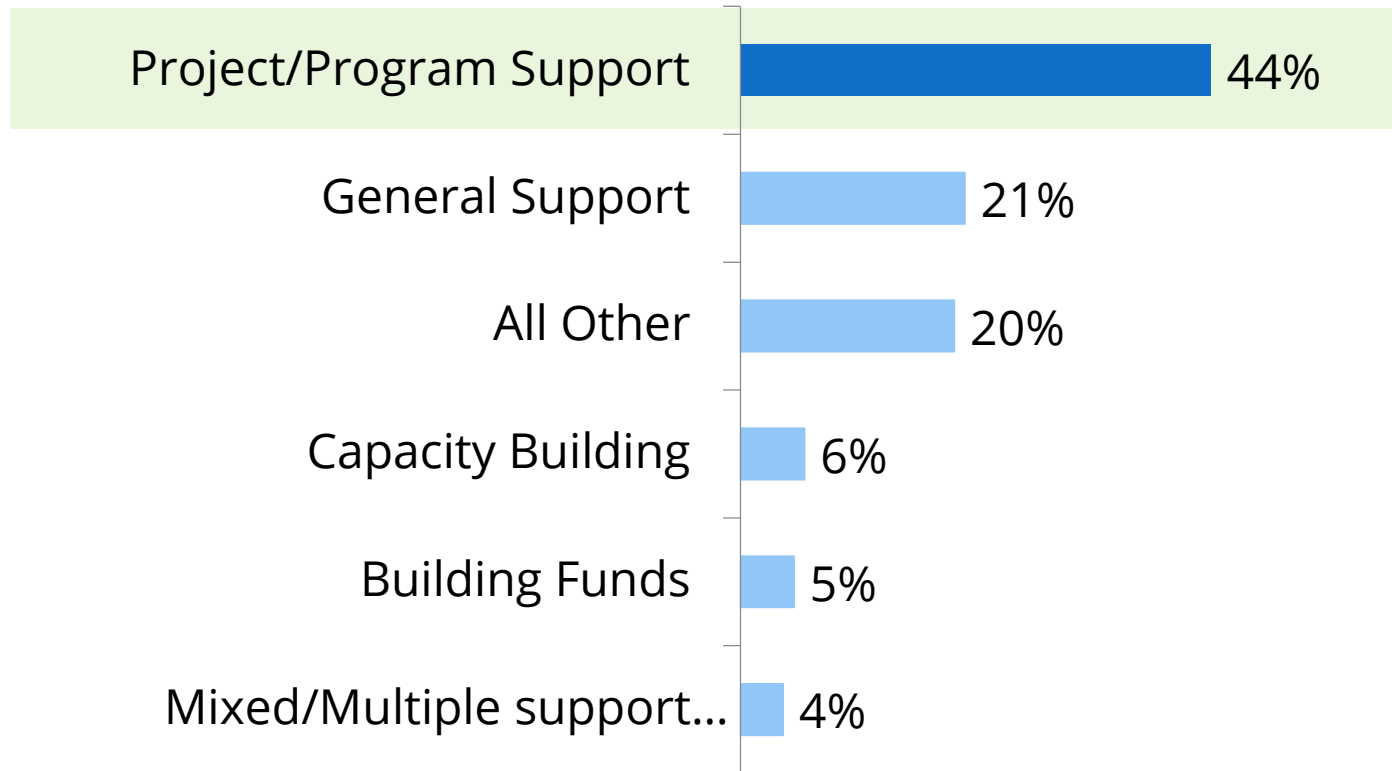
Funding Sources



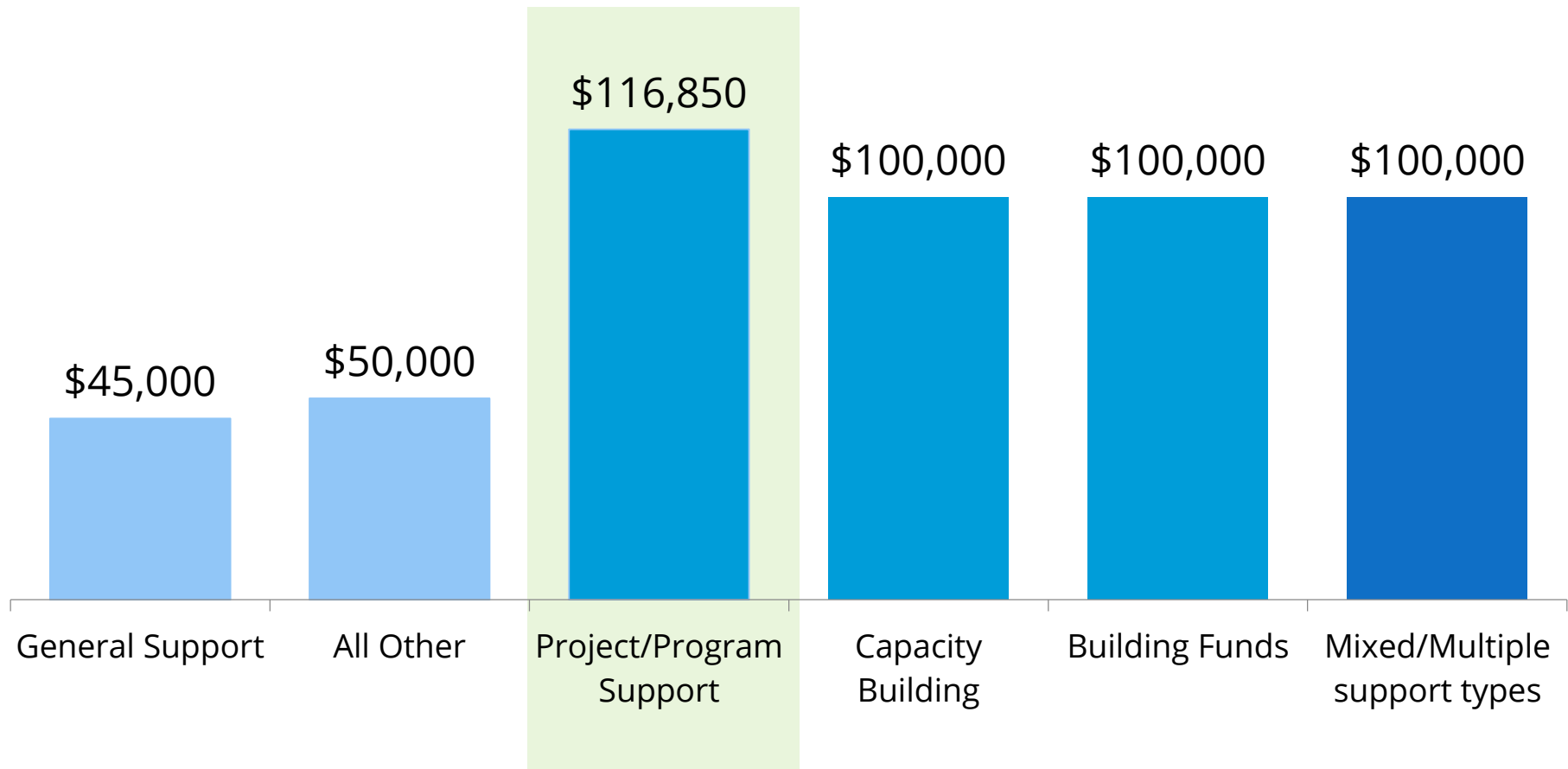
Largest Award Source



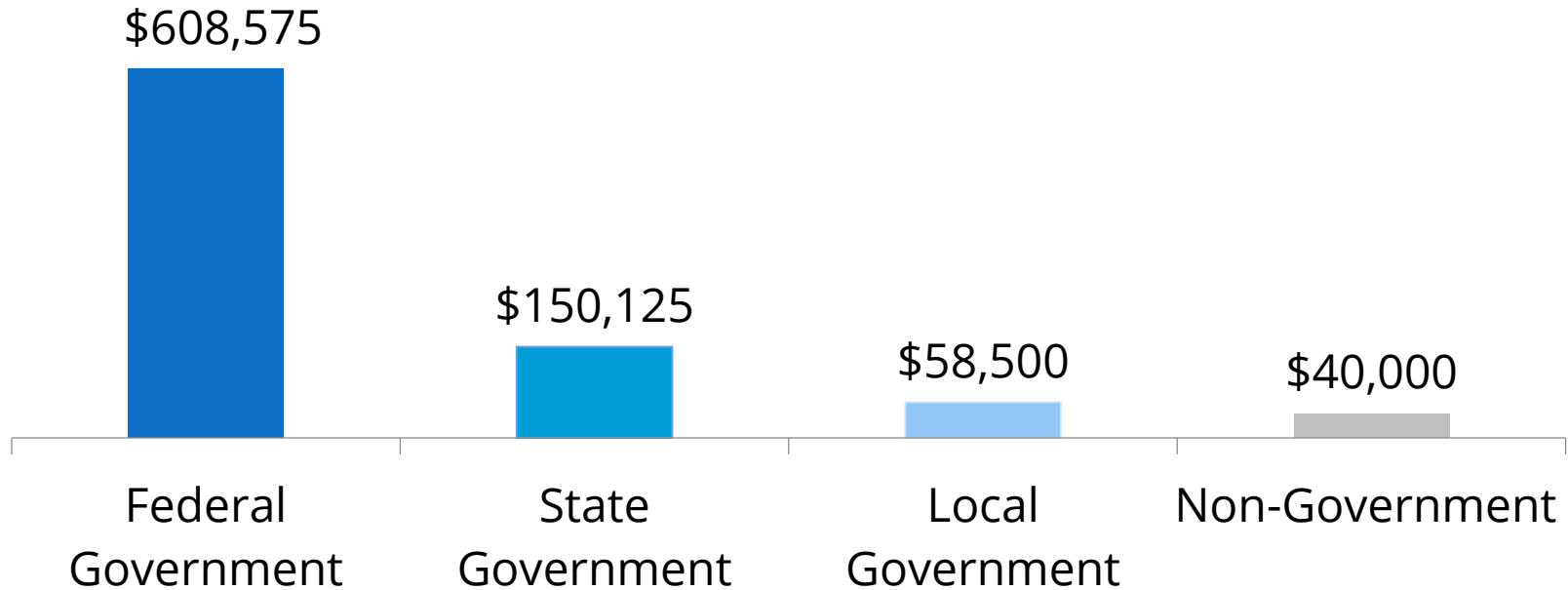
Largest Award Support Type



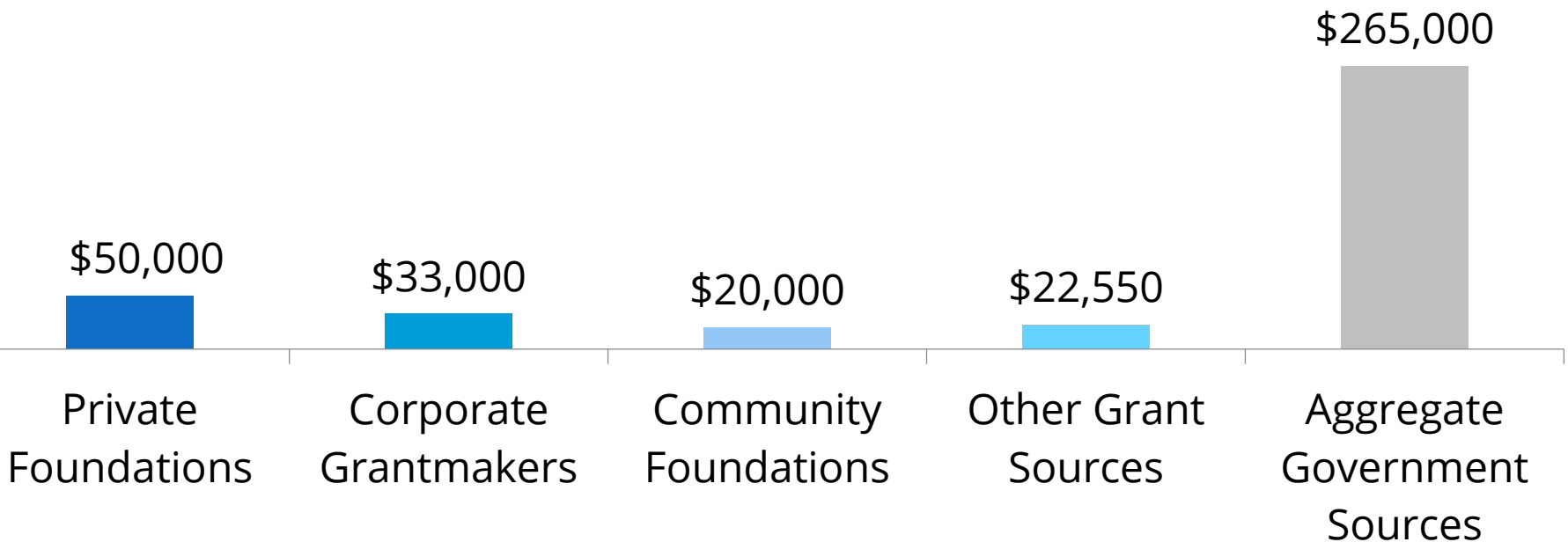
Largest Award Support Type



Government: Largest Award Median



Non-Government: Largest Award Median



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- **Benchmarks by annual budget and mission focus**
- What do I do with this data?
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Annual Budget

An organization's annual budget has the greatest impact on all facets of grantseeking.

Small: Under \$100,000

Medium: \$100,000 - \$999,999

Large: \$1 Million - \$9,999,999

Very Large: \$10 Million - \$24,999,999

Extra-Large: \$25 Million and Over

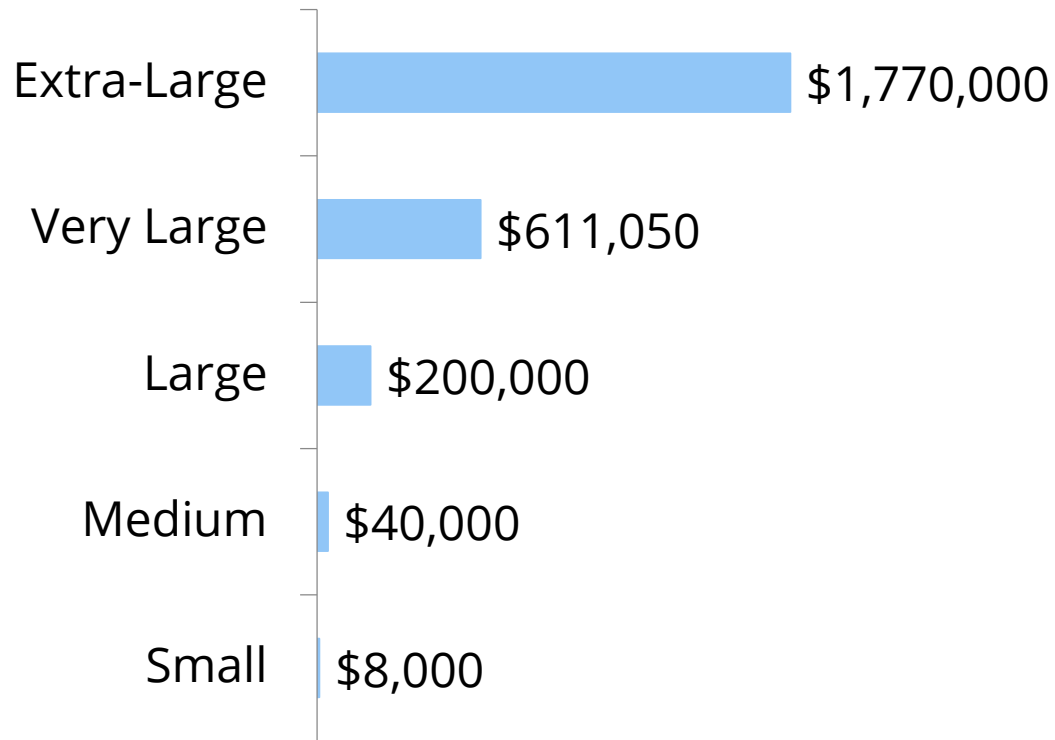


Annual Budget

Funder Frequency – Largest Award

| Largest Award Source | Median Largest Award | Small Budget | Medium Budget | Large Budget | Very Large Budget | Extra-Large Budget |
|-----------------------------|----------------------|--------------|---------------|--------------|-------------------|--------------------|
| Private Foundation Grants | \$50,000 | 37% | 45% | 40% | 28% | 22% |
| Community Foundation Grants | \$20,000 | 23% | 12% | 5% | 3% | 1% |
| Corporate Grants | \$33,000 | 13% | 10% | 9% | 6% | 2% |
| Federal Grants | \$608,575 | 4% | 8% | 23% | 36% | 51% |
| State Grants | \$150,125 | 5% | 15% | 11% | 18% | 18% |
| Local Government Grants | \$58,500 | 10% | 7% | 8% | 6% | 2% |
| Other Grant Sources | \$22,500 | 8% | 4% | 4% | 3% | 2% |

Largest Individual Award Median



Aim for the median largest award amount for your grantseeking goals and budget.

Details by Mission Focus

Mission focus reflects your passion, but there is great variation among grantmaker award sizes.



Mission Focus

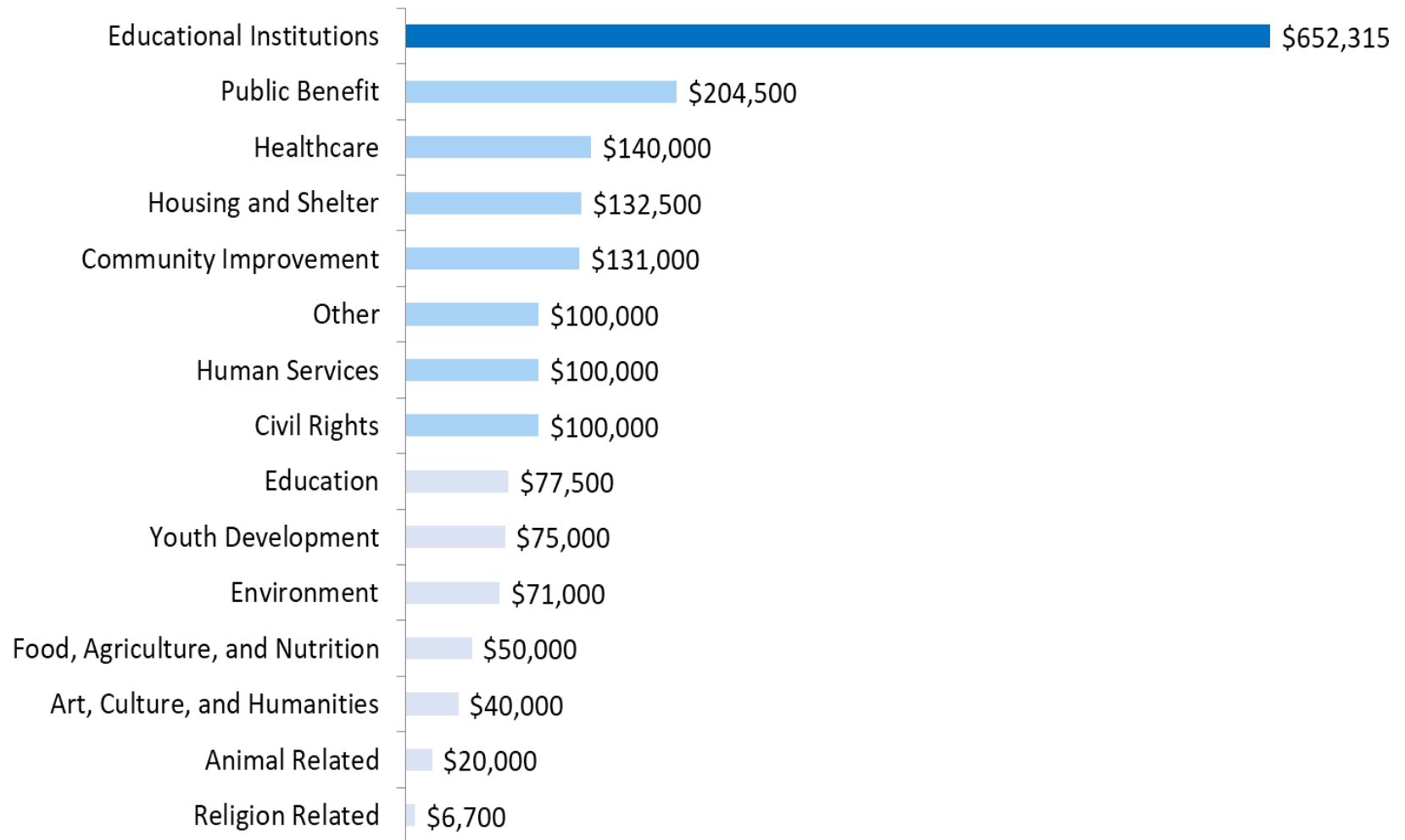
| Mission Focus | % of Respondents | Median Budget Amount |
|----------------------------------|------------------|----------------------|
| Animal Related | 4% | \$395,000 |
| Art, Culture, and Humanities | 13% | \$507,324 |
| Civil Rights | 2% | \$753,000 |
| Community Improvement | 4% | \$700,000 |
| Education | 6% | \$665,500 |
| Educational Institutions | 7% | \$50,370,100 |
| Environment | 3% | \$680,000 |
| Food, Agriculture, and Nutrition | 3% | \$500,000 |
| Healthcare | 8% | \$1,992,603 |
| Housing and Shelter | 5% | \$1,300,000 |
| Human Services | 25% | \$1,997,000 |
| Public Benefit | 2% | \$850,000 |
| Religion Related | 2% | \$252,500 |
| Youth Development | 7% | \$1,000,000 |
| Other | 8% | \$1,350,000 |

Mission Focus

| Largest Individual Award Source | Private Foundation Grants | Community Foundation Grants | Corporate Grants | Federal Grants | State Grants | Local Government Grants | Other Grant Sources |
|---------------------------------|---------------------------|-----------------------------|------------------|----------------|--------------|-------------------------|---------------------|
| Animal Related | 63% | 13% | 12% | 2% | 5% | 0% | 5% |
| Art Culture Humanities | 40% | 11% | 6% | 7% | 16% | 19% | 2% |
| Civil Rights | 56% | 5% | 8% | 15% | 5% | 8% | 3% |
| Community Improvement | 35% | 8% | 8% | 22% | 13% | 3% | 10% |
| Education | 44% | 9% | 9% | 12% | 14% | 4% | 9% |
| Educational Institutions | 15% | 2% | 2% | 64% | 14% | 0% | 3% |
| Environment | 41% | 13% | 11% | 17% | 11% | 6% | 2% |
| Food Agriculture Nutrition | 37% | 15% | 19% | 15% | 9% | 4% | 2% |
| Healthcare | 36% | 5% | 14% | 26% | 12% | 4% | 1% |
| Housing Shelter | 29% | 6% | 5% | 31% | 10% | 11% | 8% |
| Human Services | 35% | 9% | 8% | 22% | 16% | 6% | 3% |
| Public Benefit | 28% | 6% | 6% | 42% | 14% | 3% | 3% |
| Religion Related | 72% | 19% | 3% | 3% | 0% | 0% | 3% |
| Youth Development | 34% | 15% | 12% | 15% | 13% | 7% | 4% |
| Other | 33% | 8% | 12% | 24% | 9% | 10% | 5% |

Mission Focus

Median Largest Award by Mission Focus



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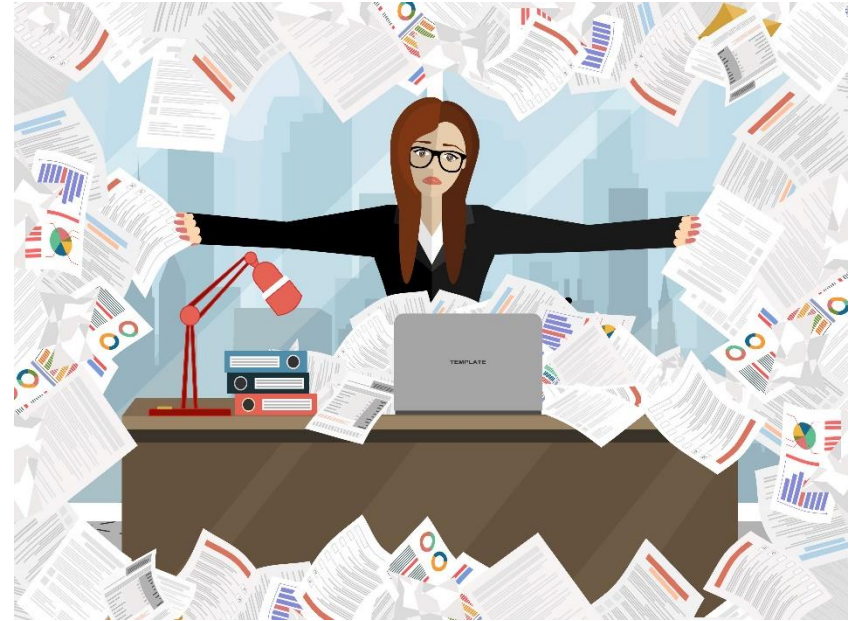
What Data Should I Use?

Know Your Trends

1. Review past awards
2. Review past rejections
3. World and local trends

State of Grantseeking

1. Total Report
2. Budget Report
3. Mission Report



**All this data
makes me
scream!**

Know YOUR Trends

Organizational:

- From whom have you won awards in the past? Why?
- Which grantmakers rejected your applications? Why?
- Where is your need?

Bigger picture:

- Stay up to date with current events.
- GivingUSA
- Chronicle of Philanthropy
- GrantStation TrendTrack
- This webinar

Example Time



The Art and Science
of Grant Application Decisions

Rate of Funding

| Largest Award Source | Median Largest Award | Your History | Small Annual Budget | Arts, Culture and Humanities |
|-----------------------------|----------------------|--------------|---------------------|------------------------------|
| Private Foundation Grants | \$50,000 | 65% | 37% | 40% |
| Community Foundation Grants | \$20,000 | 10% | 23% | 11% |
| Corporate Grants | \$33,000 | 5% | 13% | 6% |
| Federal Grants | \$608,575 | 0% | 4% | 7% |
| State Grants | \$150,125 | 10% | 5% | 16% |
| Local Government Grants | \$58,500 | 5% | 10% | 19% |
| Other Grant Sources | \$22,500 | 5% | 8% | 2% |

Private Foundation awards are high; opportunities with corporate funders or local government?

Amount of Funding

| Plan | Largest Award |
|------------------------------|---------------|
| Your History: Largest Award | \$25,000 |
| Your History: Smallest Award | \$500 |
| Small Budget | \$8,000 |
| Mission (Arts) | \$40,000 |
| Private Foundation | \$50,000 |
| Local Government | \$58,500 |
| Private Foundation Goal | \$30,000 |
| Local Government Goal | \$25,000 |

Look at your history, your budget size, your mission focus, the funder median award, and create a realistic goal.

The Decision Matrix

| Subjective Criteria | Weight |
|----------------------------------|-----------|
| Relationship with grantmaker | 5 |
| Complements grantmaker's goals | 5 |
| Builds on organization's mission | 5 |
| Likelihood of award | 5 |
| Competition for award | -5 |
| Subjective Total | 15 |

Key
 0 = neutral
 1 - 5 = positive
 Minus 1 - 5 = negative
 Apply = score of 35+

Subjective Score 15 (of 25)
 Objective Score 35 (of 60)
 Grand Total 50 = Apply (45 or more)

| Objective Criteria | Weight |
|-------------------------------------|-----------|
| Eligibility | 5 |
| Serves location | 4 |
| Serves target population | 4 |
| Sufficient funds to justify efforts | 3 |
| Sufficient funds to meet need | 3 |
| Matching funds required | 0 |
| Administrative costs allowed | -3 |
| Adequate time to respond | 4 |
| Required outcomes achievable | 5 |
| Audited financials required | 5 |
| Project plan prepared | 5 |
| Partners required | 0 |
| Objective Total | 35 |

Rate of Funding

| Largest Award Source | Median Largest Award | Your History | Extra-Large Annual Budget | Educational Institution |
|-----------------------------|----------------------|--------------|---------------------------|-------------------------|
| Private Foundation Grants | \$50,000 | 11% | 22% | 15% |
| Community Foundation Grants | \$20,000 | 0% | 1% | 2% |
| Corporate Grants | \$33,000 | 4% | 2% | 2% |
| Federal Grants | \$608,575 | 50% | 51% | 64% |
| State Grants | \$150,125 | 10% | 18% | 14% |
| Local Government Grants | \$58,500 | 0% | 2% | 0% |
| Other Grant Sources | \$22,500 | 0% | 2% | 3% |

Opportunity with Private Foundations, Federal and State government?

Amount of Funding

| Plan | Median Largest Award |
|-----------------------------------|----------------------|
| Your History: Largest Award | \$1,500,000 |
| Your History: Smallest Award | \$125,500 |
| Extra-Large Budget | \$1,770,000 |
| Mission (Educational Institution) | \$652,315 |
| Private Foundation | \$50,000 |
| Federal Government | \$608,575 |
| State Government | \$150,125 |
| Private Foundation Goal | \$125,500 |
| Federal Government Goal | 2,750,000 |
| State Government Goal | \$175,000 |

Look at your history, your budget size, your mission focus,
58 the funder median award, and create a realistic goal.

The Decision Matrix

| Subjective Criteria | Weight |
|----------------------------------|-----------|
| Relationship with grantmaker | 3 |
| Complements grantmaker's goals | 5 |
| Builds on organization's mission | 3 |
| Likelihood of award | 5 |
| Competition for award | 0 |
| Subjective Total | 16 |

Key
 0 = neutral
 1 - 5 = positive
 Minus 1 - 5 = negative
 Apply = score of 35+

Subjective Score 16 (of 25)
 Objective Score 19 (of 60)
 Grand Total 35 = Apply (45 or more)

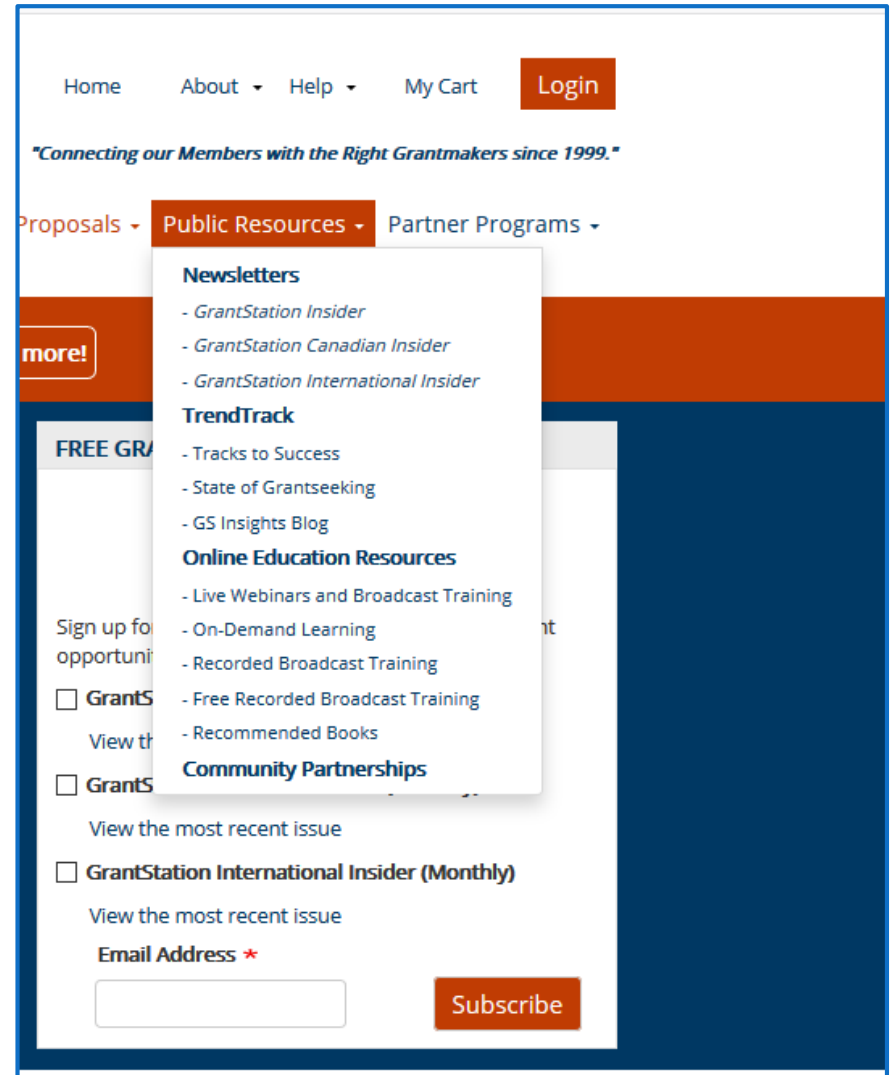
| Objective Criteria | Weight |
|-------------------------------------|-----------|
| Eligibility | 5 |
| Serves location | 5 |
| Serves target population | 5 |
| Sufficient funds to justify efforts | 0 |
| Sufficient funds to meet need | 0 |
| Matching funds required | -4 |
| Administrative costs allowed | 0 |
| Adequate time to respond | 5 |
| Required outcomes achievable | 5 |
| Audited financials required | -3 |
| Project plan prepared | 5 |
| Partners required | -4 |
| Objective Total | 19 |

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Free Tools for You!

- The *Insider* eNewsletter
- TrendTrack
- State of Grantseeking Reports
- Grant Opportunities Related to the COVID-19 Pandemic





GrantStation

INSIDER



GrantStation

International  Insider



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Canadian  Insider

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COVID-19 Related Funding

Opportunities Related to the COVID-19 Pandemic

Social Science Research Council: Just Tech COVID-19 Rapid-Response Grants

The Social Science Research Council, as part of its Just Tech program, seeks proposals from across the social sciences and related fields that address the risks, opportunities, and challenges posed by public health surveillance stemming from the COVID-19 pandemic. Proposals that interrogate the role the public and private sectors may play in mitigating or exacerbating the health crisis are specifically encouraged. The grants will support innovative research projects that deploy remote research methods to shed light on the implications of public health interventions for a range of rights, liberties, and public goods. Researchers—based at academic and nonacademic institutions anywhere in the world—who hold a PhD in any social science discipline or related interdisciplinary field are eligible to apply. Applications are accepted on a rolling basis.

Michelson Spark Grants

The Michelson Spark Grant program was created to introduce an innovative grantmaking process to fill urgent needs for education organizations. Grants of up to \$25,000 are provided to nonprofit organizations and educational institutions doing work in the United States. The current funding round is focused on the Smart Justice Initiative, which includes a focus on programs based in correctional facilities as well as programs for formerly incarcerated students. The deadline for letters of inquiry is August 3, 2020.

The Alaska Community Foundation: Coronavirus Nonprofit Relief Fund

The State of Alaska Department of Health and Social Services has partnered with The Alaska Community Foundation to establish the Coronavirus Nonprofit Relief Fund to support nonprofit organizations in Alaska adversely affected by the COVID-19 pandemic. A variety of Alaska nonprofits are eligible to apply for funding, including public charities, faith-based organizations providing social services to the broader community, veterans' groups, tribal organizations, and local governments. Grant awards will range from \$25,000 to \$1,000,000. The application deadlines are July 29, August 26, and October 14, 2020.

For more grant opportunities, visit our [COVID-19 Related Funding](#) page.

National Funding

Opportunities Throughout the U.S.

U.S. Communities Working to Advance Better Health Honored

Robert Wood Johnson Foundation: Culture of Health Prize

The Robert Wood Johnson Foundation's Culture of Health Prize elevates the compelling stories of places throughout the country where residents are working together to transform education, jobs, transportation, housing, and more so better health flourishes for all. Up to ten winning communities will each receive a \$25,000 cash prize and have their success stories shared broadly, with the goal of raising awareness and inspiring locally-driven change across the United States. For the purposes of this prize, "a community" is defined as one of the following: county, parish, borough, city, town, village, or other municipality with a publicly elected governing body; federally recognized tribe or a state-designated Indian reservation; Native Hawaiian organization; or region defined as geographically contiguous municipalities, counties, and/or reservations. The Phase One application deadline is October 15, 2020; Phase Two applications will be due on December 21, 2020. Visit the Foundation's website to review the call for applications.

Support for Native-Led Organizations Promoting Social Action

Native Voices Rising

Native Voices Rising (NVR), a project of Common Counsel Foundation and Native Americans in Philanthropy, is designed to support organizing, advocacy, and civic engagement in American Indian, Alaska Native, and Native Hawaiian communities. NVR provides general operating support grants ranging from \$20,000 to \$30,000 to strengthen Native-led organizations that have a membership base in the community, work to develop leadership, and take collective action to win progressive social change. Grants focus on a wide range of critical issues, from human and civil rights, to reproductive justice, to environmental health and sacred sites protection. Eligible organizations should be based in a Native community and be led by Native people. The application deadline is August 27, 2020. Visit the NVR website for information about the eligibility criteria and the application

TrendTrack



At GrantStation, we want to make sure our community is up-to-speed on what's happening in the world of philanthropy. This blog features the thoughts and observations of our research staff, our CEO, and guest writers. It gives us the opportunity to share our insights as we research grantmakers and talk with grantseekers. If you would like to re-post this GS Insights blog feel free to do so! We only ask that you credit GrantStation.com, Inc. / linked to our site.

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State of Grantseeking Reports



The 2020 State of Grantseeking™ Report spotlights recent developments in funding so that organizations can be more strategic in their grantseeking. This free report serves as a valuable benchmark for organizations to review their grantseeking efforts, report on performance, and plan for the future. The leading-edge information is a key analytics tool for all organizations, and we extend our thanks to the underwriters, advocates, and 3,256 respondents.

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The 2020 Annual State of Grantseeking™ Survey



Thank You For Participating – Click To Download The Report!



Compared to the same period in the prior year, 23% of organizations



Applying for at least three grant awards increased the frequency



The median largest award from non-government funders



Larger annual budget organizations consistently reported



Award sizes varied by organizational mission

COVID-19 Resources

Grant Opportunities Related to the COVID-19 Pandemic

Here you'll find the latest coronavirus grant funding opportunities for nonprofits, small businesses, journalists, and artists, updated each business day and listed by deadline date.

To filter for region-specific opportunities, select the state/province in the Geographic Scope.

For grantmakers giving throughout the country, select the country and leave the region filter blank.

If you are a Member of GrantStation, log in and use our [searchable sections](#) to find additional funding opportunities not specific to COVID-19.

| | | | |
|------------------------|---|----------------------------------|---|
| Geographic Scope | <input type="text" value="North America"/> | <input type="text" value="USA"/> | <input type="text" value="Pennsylvania"/> |
| Target Population | <input type="text" value="- Any -"/> | | |
| Area of Interest | <input type="text" value="- Any -"/> | | |
| Deadline | <input type="text" value="No Deadline"/> | | |
| Added since | <input type="text" value="05/01/2020"/> | | |
| Keyword in Description | <input type="text" value="Enter Search Terms"/> | | |

 Filter  Reset

[Community Foundation for the Alleghenies: Emergency Funding](#)

Application Deadline: none

Area of Interest: Health/Wellness, Health: Diseases, Social Services & Issues

Geographic Scope: Pennsylvania

Geographic Focus: Bedford, Cambria, and Somerset counties

The Foundation offers emergency funding to organizations focused on health and human service needs. The current emphasis is on supporting the need for emergency equipment and supplies to help nonprofits manage the unexpected challenges that have arisen from the crisis, both for their own operations and for the audiences they serve.

Date Added: May 8, 2020

[Pennsylvania Department of Community and Economic Development: COVID-19 Relief Statewide Small Business Assistance](#)

Application Deadline: Varies by fund

Area of Interest: Community & Economic Development

Geographic Scope: Pennsylvania

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Things you can do next:

- Download and use the 2020 **State of Grantseeking** reports to establish benchmarks for your organization;
- Follow **TrendTrack** to stay on top of the latest trends;
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- Join **GrantStation** as a Member.



67