



Breaking Down Foundation Myths

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Agenda

- Understanding the Basics
- Foundations-Breaking Down the Myths
- Best Practices for Foundation and Organization Relationships
- Questions/Comments



Understanding the Basics

- Exist to Support Charitable Efforts
- Not a Long Term Support Mechanism for Organizations or All Inclusive
- Trustee Defined and Program Staff Executed
- One Foundation is One Foundation-Not the Same
- You are Not the Only Nonprofit They Are Working With
- Must Read Through the Lines and Find the Programs that are Successful to Fulfill the Funding Request



Myth: Foundations Only Give to the Same Organizations

- Donor Intent
- Interests
- Successful Organizations



Myth: Foundations Are Not Responsive

- Foundation Infrastructure and Capacity
- Alignment with Interests/Purpose
- Being Responsive and Proactive



Myth: Foundation Staff Never Return calls

- What is the Message?
- How Many Calls Do they Get?
- What is your Approach?



Myth: Foundations Take Long to Make Funding Decisions

- When is their Trustee Meetings?
- What is their RFP and Funding Timelines?



Myth: Foundation Proposals Are Too Time Consuming

- What is Needed for a Strategic Decision?
- Last Minute Proposals
- What is Being Asked for Support?
- Responding to RFP's



Myth: Foundations Don't Fund Operations

- Program vs. Operational Support
- Established Policies-Donor Intent
- Foundation Program Support
- Diversify Funding



Best Practices

- Getting to Know Foundations
 - Review and Study
 - Websites
 - Giving History
 - Grantees
 - Trustee Interests
 - Staff/Program Officers
 - Meetings
 - Have Purpose-Is it introductory or for funding-if funding what for?



Best Practices

- **Communication and Showmanship**
 - What is the Message the Organization is Communicating to the Community-Foundation?
 - Let your Work Speak for Itself
 - Visit/tour Program Work-Avoid the Special Event Mindset-Unless Program can Shine Through
 - Monthly, Quarterly, Annual Update
 - What Other Foundations are Doing with the Organization
 - Corporate/Foundation Newsletter
 - Don't Get Caught in Jargon



Best Practices

- What is it you are asking for?
 - Understand your Actual Needs and Seek Support for it-Don't Make the Foundation Guess.
 - Have a Reason-Not Just Because
 - Who is Asking for the Support?
 - Board Chair
 - Executive Director
 - Development Director
 - Be Prepared and Present Professionally and Be Specific



Getting Support

- Discuss with Program Officer Communication Methods/Updates
- Continue Program Visits
- Define PR for Support in the Community
 - Logo, Wording, Etc.
- Meet in Person at Least Quarterly
- Be Authentic-Problems that Arise or Goals Not Met Alert Foundation Staff Early
- Meet Deadlines/Timelines



Not Getting Support

- Discuss with Foundation Staff Reasons
- Keep Informed on a Schedule Defined Through Meetings
- Remember to Focus on Program Success
- Check In Discussions
- Continued Newsletter-Specialized



Questions/Comments

- Discussion
- Proposal Writing Tips January 29, 2008