LEARN WHERE TO GET FUNDING FOR YOUR NONPROFIT
FACILITATOR

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https://osucolab.org
https://www.facebook.com/OSUCascadesCoLab/
THE CO-LAB WORKS WITH: STARTUPS, NONPROFITS, AND SMALL BUSINESSES IN THE COMMUNITY.
SIGN UP FOR:

FUNDING NOTIFICATIONS & WORKSHOP UPDATES

https://osucolab.org
OVERVIEW

What types of funding are out there?

How can I get started?

What are some best practices?
The Economic Health of the Nonprofit Sector Depends Upon Maintaining Diverse Sources of Revenue

- 47% Fees for Service Paid by Individuals and Private Entities
- 33% Government Grants, Contracts, and Fees for Service
- 13% Charitable Giving and Other Private Contributions
- 7% Other Income

Americans Support the Effective and Diverse work of Nonprofits

- 62.8 million American adults volunteer 8.7 billion hours of service in 2014, the equivalent of over 5 million full-time jobs and worth $173.2 billion.
- On an average day, 16.0 million Americans contribute to their communities through nonprofit volunteering.
- Charitable giving was $373.25 billion in 2015, with more than two thirds of taxpayers giving to charitable causes each year.

SOURCES


(3) Ibid.

TYPES OF FUNDING FOR NONPROFITS

Grants and Donations:
Money in exchange for the time to accomplish a societal goal

Debt:
Money in exchange for repayment of amount + interest

Fee for Services:
Money in exchange for goods or services
GRANTS

Money to discover new things and create initiatives.
Grant Funds

What are they?
Money given by an organization to accomplish a particular purpose

How much?
$500 to $1,000,000

Funding Vehicle
Grant Contract

Who gives them? (Grantor)
• Federal government
• State governments
• Private foundations

Who gets them? (Grantee)
• An organization that meets the requirements set forth by the grantor.
• An organization that can prove that they have the capacity and administrative ability to succeed.
Search online or in databases.
## Basic Research Grants

<table>
<thead>
<tr>
<th>How much?</th>
<th>$50,000 to $2,000,000 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>For what?</td>
<td><strong>To fund early discoveries, game changing ideas</strong></td>
</tr>
<tr>
<td>From who?</td>
<td>Typically federal agencies, institutes, and labs National Institute of Health (NIH), National Science Foundation (NSF), Department of Energy (DOE), Defense Advanced Research Projects Agency (DARPA), etc.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Usually research labs, universities, and research consortia</td>
</tr>
<tr>
<td>How to find them?</td>
<td><a href="http://www.grants.gov">www.grants.gov</a> AND at each Federal Agency Website</td>
</tr>
<tr>
<td>Where to get help?</td>
<td>You would need to partner with an experienced institution AND experienced faculty member who is passionate about your exact project.</td>
</tr>
</tbody>
</table>
**Applied Research Grants**

<table>
<thead>
<tr>
<th>How much?</th>
<th>$50,000 to $2,000,000 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>For what?</td>
<td>To fund the application of technology</td>
</tr>
<tr>
<td>From who?</td>
<td>Federal and state governments, but especially the Department of Defense (DOD) and related agencies.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Usually research labs, universities, and research consortia</td>
</tr>
<tr>
<td>How to find them?</td>
<td><a href="http://www.grants.gov">www.grants.gov</a> and at individual agency websites.</td>
</tr>
<tr>
<td>Where to get help?</td>
<td>You would need to partner with an experienced institution AND experienced faculty member who is passionate about your exact project.</td>
</tr>
</tbody>
</table>
Technology Readiness Levels (TRLs)

- **TRL 9**: Actual system "flight proven" through successful mission operations
- **TRL 8**: Actual system completed and "flight qualified" through test and demonstration (Ground or Flight)
- **TRL 7**: System prototype demonstration in a space environment
- **TRL 6**: System/subsystem model or prototype demonstration in a relevant environment (Ground or Space)
- **TRL 5**: Component and/or breadboard validation in relevant environment
- **TRL 4**: Component and/or breadboard validation in laboratory environment
- **TRL 3**: Analytical and experimental critical function and/or characteristic proof-of-concept
- **TRL 2**: Technology concept and/or application formulated
- **TRL 1**: Basic principles observed and reported

**System Test, Launch & Operations**

**System/Subsystem Development**

**Technology Demonstration**

**Technology Development**

**Research to Prove Feasibility**

**Basic Technology Research**
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much?</td>
<td>$50,000 to $250,000 typically</td>
</tr>
<tr>
<td>For what?</td>
<td><strong>To fund the commercialization of technology</strong></td>
</tr>
<tr>
<td>From who?</td>
<td>DOD, USDA, NSF, NIH, etc.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Small Businesses (&lt;500 employees)</td>
</tr>
<tr>
<td>How to find them?</td>
<td><a href="http://www.sbir.gov">www.sbir.gov</a></td>
</tr>
<tr>
<td>Where to get help?</td>
<td>Business Oregon</td>
</tr>
<tr>
<td>Phase 0 grants</td>
<td></td>
</tr>
</tbody>
</table>

Small business technology transfer research (STTR) grants are similar, but are awarded to nonprofits (typically research institutions).
Private Foundation / Company Grants

<table>
<thead>
<tr>
<th>How much?</th>
<th>$500 to $50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>For what?</td>
<td>To meet a large societal goal or purpose</td>
</tr>
<tr>
<td>From who?</td>
<td>Private nonprofits, trusts, etc.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Varies</td>
</tr>
</tbody>
</table>
| How to find them? | [www.guidestar.org](http://www.guidestar.org)  
                    Grantforward  
                    Nonprofit Association of Oregon Funding Page |
Grants

OCF grants are as varied as our state. Some are awarded through an open grant application process, while others reflect an advised fund donor’s recommendation. But they all have a single goal: improving our community. Explore how.

Grant Programs by Topic

- ARTS
- EDUCATION
- ENVIRONMENT
- HEALTH

Oregon Community Foundation
Funding Opportunities

https://nonprofitoregon.org/resources/funding_opportunities

Oregon's Funding Opportunities

Looking to apply for funding to support your nonprofit's great work? We are always looking for additional funders! If you are a funder or know of a funder we should list, email news@nonprofitoregon.org.

Funding opportunities vary by service area, counties and grant amount. Please be sure to access individual funder websites for official application guidelines and instructions.

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Deadline(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.J. Frank Family Foundation</td>
<td></td>
</tr>
<tr>
<td>Service area: Education and religious.</td>
<td></td>
</tr>
<tr>
<td>Counties: All</td>
<td>Aug. 15</td>
</tr>
<tr>
<td></td>
<td>Dec. 15</td>
</tr>
<tr>
<td>John Merl Family Foundation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Feb. 15</td>
</tr>
</tbody>
</table>
## Local Government Grants

<table>
<thead>
<tr>
<th>How much?</th>
<th>$500 to $50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>For what?</td>
<td>To meet a large societal goal or purpose</td>
</tr>
<tr>
<td>From who?</td>
<td>Counties, Cities</td>
</tr>
<tr>
<td>How to find them?</td>
<td>Google place and grant or use one of the online databases described earlier in this section.</td>
</tr>
<tr>
<td>Example</td>
<td>Deschutes County Discretionary Grant Program &lt;$2000</td>
</tr>
<tr>
<td></td>
<td>Deschutes County Arts and Culture Grant Program</td>
</tr>
</tbody>
</table>
## Bank Foundation Grants

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much?</td>
<td>$500 to $10,000 typically.</td>
</tr>
<tr>
<td>For what?</td>
<td><strong>To meet a large societal goal or purpose</strong></td>
</tr>
<tr>
<td>From who?</td>
<td>Private nonprofits, trusts, etc.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Varies</td>
</tr>
<tr>
<td>How to find them?</td>
<td>Search for [name of bank] then foundation, CRA, grants, community partnerships.</td>
</tr>
</tbody>
</table>
Community Grant Guidelines
Revised January 2019

About the Umpqua Bank Charitable Foundation
The Umpqua Bank Charitable Foundation is dedicated to improving outcomes for children, pre-K – 12th grade, by advancing youth educational attainment initiatives. We’re passionate about breaking the cycle of poverty through education and making real change happen for kids. We also recognize the strong connection between educational attainment and economic opportunity and know the future health of our communities depends on investments made today.

Program Details
- Grant range: $5,000–$15,000
- Average grant size: $5,000
- Grants awarded: around 25 annually
- Applications received: around 80 annually

Deadlines
While Community Grant applications are accepted year-round, we review submitted applications quarterly. Be thoughtful about timing; consider the appropriate review cycle for your program/project. Ideally, your application should be submitted at least 2 quarters before funding is needed. Below are the 2020 deadlines for each review:
- March 31
- June 27
- September 26
- December 26

We will typically communicate our decision in:
- June (Q4 2019)
- September (Q3 2019)
- December (Q4 2019)
- March (Q1 2020)

Nondiscrimination Policy
Umpqua Bank respects and values diversity. Organizations seeking financial support from Umpqua Bank are asked to verify that their programs and services are offered without discrimination on the basis of race, religion, gender, sexual orientation, gender identity, national origin, age, disability, medical condition, veteran status, marital status, or any other characteristic protected by federal, state or local law, regulation, or ordinance. Your application submission validates your adherence to this policy.

Application Process
Applications must be submitted through our online portal to be eligible for potential funding. Use of the portal requires applicants to create an account, fill out an online form and upload PDF documents. Paper or email applications will not be accepted.

www.umpquabank.com/community
How do you get grants?

- Read the request for proposal (RFP)
- Look at what has been funded before
- Meet the eligibility requirements
- Write a full proposal
- Get letters of support
- Submit
- Wait
- Sign the grant contract
- Administer the funding

Increase your chances:
- Don’t waste time on longshots
- Talk to the grant officer
- Start early
- Build partnerships
DONATIONS

Money given without an expectation of benefit.
## Donations

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How much?</strong></td>
<td>Median for individuals: $1471 to $21,365</td>
</tr>
<tr>
<td></td>
<td>Median giving acct size for corps. in donor advised funds</td>
</tr>
<tr>
<td></td>
<td>• $19,000 (57%);</td>
</tr>
<tr>
<td></td>
<td>• $250k (8%)</td>
</tr>
<tr>
<td><strong>For what?</strong></td>
<td>To meet a large societal goal or purpose</td>
</tr>
<tr>
<td><strong>From who?</strong></td>
<td>Private persons or corporations</td>
</tr>
<tr>
<td><strong>Who gets them?</strong></td>
<td>Varies</td>
</tr>
<tr>
<td><strong>How to find them?</strong></td>
<td>Search for [name of bank] foundation, CRA, grants, community partnerships.</td>
</tr>
<tr>
<td><strong>Where to get help?</strong></td>
<td>Grant Writers/Consultants</td>
</tr>
</tbody>
</table>

General Charitable Giving Statistics

• 30% of annual giving occurs in December.
• 10% of annual giving occurs on the last 3 days of the year.
• 77% believe everyone can make a difference by supporting causes.
• 4.5 is the average number of charities each person supports.
• 64% of donations are made by women.
• 69% of the population gives.

https://nonprofitsssource.com/online-giving-statistics/
Individual Donors Give the Most

“The majority of [...] giving came from individuals. Specifically, individuals gave $286.65 billion, accounting for 70% of all giving and representing a 3.0% increase over 2016.”

https://www.charitynavigator.org/index.cfm?bay=content.view&cpid=42
## Donations – Giving Circles

<table>
<thead>
<tr>
<th><strong>How much?</strong></th>
<th>1,312 Average $400 most often</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>For what?</strong></td>
<td><strong>To meet a large societal goal or purpose related to an identity or mission.</strong></td>
</tr>
<tr>
<td><strong>From who?</strong></td>
<td>“Individuals come together and pool their dollars, decide together where to give the money (and other resources such as volunteer time), and learn together about their community and philanthropy.”</td>
</tr>
<tr>
<td><strong>Who gets them?</strong></td>
<td>Those willing to go through the process: Typically this is a letter of Inquiry, Full Request, Site Visit, etc.</td>
</tr>
<tr>
<td><strong>How to find them?</strong></td>
<td>Go to GrantStation, do a search, and in the filters select “type of grant maker,” and check the box next to “giving circles”</td>
</tr>
</tbody>
</table>
# Donations – Days of Giving or Giving Days

<table>
<thead>
<tr>
<th>How much?</th>
<th>$100-135 mean donation size on Giving Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>For what?</td>
<td><strong>To meet a social purpose, but by communicating urgency</strong></td>
</tr>
<tr>
<td>From who?</td>
<td>Individuals, Entities, Corporations</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Varies</td>
</tr>
<tr>
<td>How to find them?</td>
<td>Create your own.</td>
</tr>
<tr>
<td></td>
<td>Online platforms for donation are essential</td>
</tr>
<tr>
<td></td>
<td>Social media, email, and mass marketing are necessary</td>
</tr>
<tr>
<td></td>
<td>Asking everyone in your network to co-market works well</td>
</tr>
<tr>
<td></td>
<td>Creative videos and verbiage are key</td>
</tr>
<tr>
<td></td>
<td>12/03/2019 - #Giving Tuesday</td>
</tr>
</tbody>
</table>
How do you get donations?

- Learn how to pitch.
- Create capacity (people, partnerships, )
- Identify targets that are relevant.
- Create an initiative (a discrete, explainable thing that you do to help)
- Refine your pitch.
- Show urgency. (Explain, “why now?”)
- Follow up (even if you don’t end up working with them).
BOOTSTRAPPING

Funding yourself.
# Free or Low-Cost Credits

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much?</td>
<td>Free or low cost.</td>
</tr>
<tr>
<td>For what?</td>
<td>Just because you’re a nonprofit.</td>
</tr>
<tr>
<td>From who?</td>
<td>Corporations that are trying to get you hooked.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Nonprofits (typically 501(c)(3))</td>
</tr>
<tr>
<td>How to find them?</td>
<td>Search for nonprofit discounts.</td>
</tr>
<tr>
<td></td>
<td>Also, check out this quick list. <a href="https://zapier.com/blog/best-nonprofit-discounts/">https://zapier.com/blog/best-nonprofit-discounts/</a></td>
</tr>
<tr>
<td></td>
<td>Check out the “automate your life” workshop materials.</td>
</tr>
<tr>
<td></td>
<td>Join an incubator like the Co-Lab.</td>
</tr>
<tr>
<td>Where to get help?</td>
<td><a href="https://osucolab.org">https://osucolab.org</a></td>
</tr>
</tbody>
</table>
AWARDS

Money for winning competitions
Fests and Competitions

What are they?
Prizes for entities that submit an application to a competition or pitch fest and agree to showcase at an event.

How much?
• Usually $500-$15,000

Funding Vehicle – grants

Who provides them?
Universities, nonprofits, governments.

Who gets them?
• Students,
• startups with cool technology or high social impact.
Examples of Competitions

**Example Competitions for Nonprofits**
- Do Gooder Awards
- Bend Chamber Impact Summit

**Some Competitions are based on the Audience you Help, the Problem You Solve or the Solution you provide**
- Education
- Sustainability, Wildlife, Conservation, Environmental
- Art
- Innovation and Entrepreneurship Assistance
- Religious Stewardship

Bend Venture Conference - Impact Competition is for for-profits that are social enterprises.
CROWDFUNDING

Small amounts of people from many, many people.
## Micro-finance: 3 Basic Types

<table>
<thead>
<tr>
<th>Type</th>
<th>Funding Vehicle</th>
<th>Where?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microloans and debt-based crowdfunding</td>
<td>Debt agreement</td>
<td>Kiva and Kiva Zip, Accion USA, Grameen USA</td>
</tr>
<tr>
<td>Micro-equity and equity-based crowdfunding</td>
<td>Equity agreement</td>
<td><a href="https://microventures.com">Microventures.com</a>, Initial Coin Offerings, <a href="https://communitypublicofferings.com">Community Public Offerings</a></td>
</tr>
<tr>
<td>Crowdfunding (pre-sales)</td>
<td>Sales contracts</td>
<td>Kickstarter, indiegogo, GoFundMe</td>
</tr>
</tbody>
</table>
HTTPS://WWW.KICKSTARTER.COM/DISCOVER/MOST-FUNDED
How do you run a crowdfunding campaign?

- Look at the creator handbook
- Work with a mentor
- Create a video <-- THIS IS KEY
- Spend days and weeks of building connections and planning BEFORE the launch.
ACCELERATORS

Grants, mentorship, and programs for nonprofits who are changing the world.
Nonprofit Accelerators

Praxis Nonprofit Accelerator:
• Free to Attend
• $2500 travel stipend
• Mentorship
• Demo Day/Imagination Summit

Techstars Foundation:
• Free to Attend
• $10,000-$50,000 grant
• Mentorship
• Demo Day
DEBT

Loans for growing your nonprofit
What do you need to build trust with a lender?

5 c’s

1. Character (Credit History)
2. Capacity to repay (Debt to income ratio)
3. Capital (How much $ you contribute)
4. Collateral (Property that can be forfeited)
5. Conditions (Interest rate, contract prov.)
Debt

• Business Credit Cards
• Bank Loans
• Lines of Credit
• Equipment Financing and Vendor Based Financing
• Invoice Financing (Invoice Factoring on accts. receivable)
• Merchant Cash Advances

Loan Guarantees or Guarantors may be used to get you better rates.
Community Development Financial Institutions (CDFIs)

- Micro Enterprise Services of Oregon
- Craft 3
USDA Rural Loan Programs

https://www.rd.usda.gov/programs-services
Services

Money can be exchanged for services.
# Sponsorships (not donations)

<table>
<thead>
<tr>
<th>How much?</th>
<th>In-kind donations for stuff or free products and/or a tiered amount ($500; 1,000; 5,000; 10,000; +)</th>
</tr>
</thead>
<tbody>
<tr>
<td>For what?</td>
<td><strong>Advertising and outreach</strong></td>
</tr>
<tr>
<td>From who?</td>
<td>Businesses</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Nonprofits (not just 501(c)(3)s)</td>
</tr>
<tr>
<td>How to find them?</td>
<td>You have to do the outreach to organizations. Typically, this is done by producing a sponsorship packet for your event or some initiative within your organization.</td>
</tr>
</tbody>
</table>
Services

• Educational Event Registrations
• Tuition related to Education
• Patient Care Charges for a healthcare facility
• Sale of Products or Services
• Memberships

There *could* be a problem with Unrelated Business Taxable Income if the services you are selling are unrelated to your charitable purpose.
What’s the TLDR?

Too long, didn’t read.
Summary

• Know what other organizations like you are doing.
• Know what you’re asking for and what you’d do with the money.
• Nail your pitch by telling a good story.
• Show how much credibility you have.
• Know how you can accept the money.
• Know what you have to provide in return.
Would you want to work through something like this?

- START WITH AN ELEVATOR PITCH ................................................................. 4
- EXAMPLE ELEVATOR PITCH ................................................................. 4
- DRAFT AN ELEVATOR PITCH - #1 ......................................................... 6
- WHAT DOES A GOOD PITCH DO? ......................................................... 8
- FIX YOUR ELEVATOR PITCH WITH THESE TIPS ................................. 8
- DRAFT AN ELEVATOR PITCH - #2 ......................................................... 12
- DRAFT A ONE SENTENCE PITCH FOR CUSTOMERS .............................. 14
- DRAFT A ONE SENTENCE PITCH FOR INVESTORS .............................. 15
- CREATE A HERO PITCH ........................................................................... 15
- REVIEW FUNDING TYPES AND SOURCES ........................................... 16
- SET UP YOUR COMPANY ................................................................. 39
- DRAFT AN EXTENDED PITCH ......................................................... 42
  - What does a pitch include? ............................................................ 42
  - What content should be in a pitch (even if you are early stage)? ... 43
  - What does a good pitch look like? .................................................. 50
  - What does a bad pitch look like? .................................................... 50
- PREPARE FOR INVESTOR QUESTIONS ............................................... 51
  - What is the difference between good answers and ugly answers? .... 51
  - WHAT IS A GOOD FORMULA FOR ANSWERING QUESTIONS? .......... 52
- SAMPLE QUESTIONS FROM INVESTORS ............................................... 53
- PREPARING FOR INVESTOR MEETINGS ............................................. 69
- ACTION PLAN TO PURSUE FUNDING ............................................... 71

BY ADAM KRYNICKI, EXECUTIVE DIRECTOR OF OSU-CASCADES INNOVATION CO-LAB.
QUESTIONS/COMMENTS/GET HELP

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