Where to Look: Finding Support

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Workshop Goals

• Responsive vs. Strategic Fundraising
• Looking beyond the usual suspects
• How to present your collections care project in the changing philanthropic world

Workshop Outline

• The Basics
  ○ Where does the money come from?
  ○ How do you find it?
  ○ How much do you ask for?

• The “Magic List”
  ○ There really isn’t one, but you know you want it anyway…

• Suggested Funders

• It’s Not About Saving Something Any More

Along the way…

• Brainstorm Session

• Helpful Hints

• Research Tools

• A Word of Warning

Poll

What types of projects are you trying to raise money for?

• Conservation treatment – single item
• Conservation treatment – several items/collection
• Collection condition assessment
• Collection cataloguing
• Digitisation
• Archives cataloguing
• Environmental monitoring equipment
• Storage furniture
• Staff/interns
• Conservation facility
• Building restoration
• Capacity building

The Basics

Where does the money come from?

• Individuals
• Corporations
• Foundations
• Government agencies
Where does the money come from?  
Corporations

Why do they give?

• To create a positive image in the community
• To improve their employees’ quality of life
• It’s good business practice.

How they give:

• Outright or matching gifts
• Pro-bono equipment or services
• Facilities use
• In-kind gifts
• Sponsorship

Research Tools

• Giving capability = corporate earnings
• Press releases and SEC filings
• Websites:
  • Edgars, Hoovers, Yahoo Financial, and company websites
• Smaller companies in your community:
  • Local Chamber of Commerce
  • Community Development Corporations
  • Better Business Bureau

Helpful Hints

• Think beyond cash.
• Don’t forget the little guy.
• It isn’t personal, it’s business.
• Find the right fit.

Brainstorm Session

• How can you best present your collections care project to pique the interest of a corporation?
• How would you increase the visibility of their contribution?
• How can their contribution help improve the community where their employees work and live?
• What can/can’t you bring to the negotiating table?

Where does the money come from?  
Foundations

A foundation is a nonprofit itself, with a principal fund managed by trustees or directors, which has been established for the primary purpose of making grants to other nonprofits or those with 501(c)(3) status.

**MUST have 501(c)(3) status to qualify.**
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Where does the money come from?
Foundations

Types of Grants:
- Unrestricted
- Restricted
- Seed Money/Capacity Building
- Capital
- Endowment
- Matching/Challenge

Poll

As you look for funders, what's your biggest issue?
- Not knowing how to apply, or if the funder will even accept applications
- Not knowing where to find institutional or corporate donors
- Not knowing how much to ask for
- Not knowing how to present a project that will interest a foundation
- Not knowing how to "fit" a project into a funder's guidelines, when it really isn't a good match
- Not knowing what to say when you speak with a Program Officer

Where does the money come from?
Foundations

Research tells you:
- If your project fits their guidelines.
- Application requirements and procedures
- Average grant size
- Giving history
- Assets

Research Tools

- The Foundation Center's Online Directory
- GuideStar
- Form 990
- Websites
- Annual reports or donor lists from other organizations
- Social media and press releases
- Program officers
Where does the money come from? Foundations

- Foundations
- Where does the money come from?

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Where does the money come from? Foundations

Helpful Hints: Foundation Speak

- “Gives only to pre-selected organizations”
- “Funding (fill in the blank) initiatives only”
- Geographic focus
- Limitations
- “Letter of inquiry accepted”

For these rules, there are exceptions:

- When there is a mutual board member
- When the guidelines are changing
- When the nonprofit or the foundation is new to the community
- When the foundation is already supporting your institution and is receptive to requests that do not precisely fit its guidelines

Where does the money come from? Foundations

Helpful Hints

- Make sure your project aligns with the funder’s mission, and describe how it does so in your proposal.
- Know the foundation’s guidelines before you speak with a Program Officer so you can ask educated questions.
- You can use many of the same techniques to cultivate foundations as you do individuals.
- Keep the Program Officers in the loop.

A Word of Warning

- Don’t create a project to fit their guidelines.
- Don’t approach a foundation when the project doesn’t fit their guidelines.
- Don’t request grants beyond the foundation’s giving capacity.

Where does the money come from? Foundations

A Word of Warning: Internet Searches

- Focus!
- Get away from the computer – there’s more information beyond the web.
- Don’t forget about the people resources all around you.

Brainstorm Session – Broadening the Search

- What are the collection’s contents?
- What is the collection’s area of history, artistic style, etc.?
- Who funds the subjects of the materials in your collection?
- If they are interested in the subject, wouldn’t they be interested in saving examples of it?
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Where does the money come from?
Government Agencies

Research Tools

- Grants.gov
- National Endowment for the Arts
- National Endowment for the Humanities
- Institute of Museum and Library Services
- National Historical Publications and Records Commission
- Department of Education
- Department of the Interior/National Park Service

Where does the money come from?
Government Agencies

Research Tools: Looking Local

- State Historic Preservation Office/State Parks
- State Archives or Library
- State Councils on the Humanities or Arts
- State Department of Education
- Certified Local Government Grants

And don’t forget your local county or town governments!

A Word of Warning

Don’t wait until the last minute to register with grants.gov!

Where does the money come from?
Government Agencies

Helpful Hints

- Follow the guidelines!
- Involve the Program Officer.
- Agency Focus:
  - NEH: wants projects that ensure access to collections and bolster the humanities
  - IMLS: wants projects that help fulfill the goals of its strategic plan
  - NEA: Creative Placemaking

Poll

Have you searched for art conservation funders using the Foundation Directory Online?

- Yes
- No

Where does the money come from?
Government Agencies

"The Magic List"

Foundation Grants for Preservation in Libraries, Archives, and Museums
2010 Edition
Where does the money come from?  
**Suggested Funders**

- Bay/Paul Foundations
- Tru-Vue Optium Conservation Grant
- Coby Foundation
- National Trust for Historic Preservation

Where does the money come from?  
**Suggested Funders**

Those that require chapter memberships:
- The Questers
- Daughters of the American Revolution and other genealogical groups

Re-granting Programs:
- CCAHA – Preservation Needs Assessment
- Greater Hudson Heritage Network – Conservation Treatment
- Preserve NY – Technical Assistance Grants
- CT Technical Assistance Grants

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How much do you ask for?  

- The request amount will come from your research.
- Look at the foundation’s average grant size.

Helpful Hints

- Don’t sell yourself short.
- Don’t think asking for less will make the donor say “yes.”
It’s Not About Saving Something Any More
What’s the story?

• Stories get you beyond the hard data.
• Tell the story of one object, not a whole collection.
• Share, don’t tell, stories.
• Elicit emotional response.

It’s Not About Saving Something Any More
Your Value and Your Impact

In Giving Community a Meaningful Voice, Dr. Candace Tangorra Matelic and her fellow authors state: “to become relevant in our communities, the traditional activities of collecting, preserving, researching, and exhibiting are no longer adequate. Our organizations are now challenged to justify our existence and support in terms of our public service value, or the positive contribution we make to our communities.”

Economic Impact:
Direct Benefits:
• More employment opportunities
• Increased tax revenues
• More consumer spending

Indirect Benefits:
• Better quality of life
• Improved education
• More attractive to skilled workers and businesses

Audience Engagement

• Marketing strategy
• Deepens existing relationships.
• Expands reach.
• Internally-focused
• Outreach is an example of audience engagement.

Community Engagement

• Mission strategy
• Relationship-centric
• The activities grow out of or are in response to the relationship.
• Results in expanded reach and healthier, more vibrant communities.
• Long-term effort
It's Not About Saving Something Any More
Evaluation

“What have we done to reach our goals?” has been replaced with “What has changed as a result of our work?”

What are the audiences’ improvements in:
• Skills
• Behavior
• Knowledge
• Attitudes