

Congratulations!



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Contact us!

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Congratulations to Dr. Gary Oliver at the Center for Relationship Enrichment at John Brown University for receiving their second federal Healthy Marriages Grant.

This grant from the Administration for Children and Families at HHS for \$2.17 million will provide healthy relationship skills development and education to more than 1,800 single and married people over three years.

All project activities will help participants develop strong relationship skills, recognize unhealthy relationships, and empower them to take action to improve themselves and their relationships. Services will reach high school students, college students, single adults, married adults, and those about to become married.

Although any interested persons are welcome to participate, some services will target lower-income participants, including those who are unemployed, providing job skills development and referrals to employment assistance.

Proposal Review and Workshops

For those of you in Arkansas, an unique opportunity to have a proposal critiqued by your fellow grant professionals is coming up on Thursday, November 3 (1-3 pm).

Experienced members of the Arkansas chapter of the Grant Professionals Association will be on hand at the Fayetteville Public Library to read proposals and provide constructive comments to participants.

RSVP to, and if possible, submit your proposal early by emailing to Melanie Palmer, chapter President, at mpalmer@nwaws.org.

However, prior submission is NOT required. You may bring a hard copy with you to the event.

Other Educational Opportunities

National Philanthropy Day and AFP Summit, Wednesday, Nov. 9 at the John Q. Hammons Center in Rogers, Ark. Grants sessions are included on the program. Visit afpnwark.afpnet.org to register.

“MSU: The Grant Writers’ Guide to Making Stuff Up” at the Arkansas GPA annual meeting and workshop Friday, December 9 at Pulaski Technical College in North Little Rock, Arkansas. RSVP to Melanie Palmer at mpalmer@nwaws.org.

This session, taught by Barb Putman of the Walton Arts Center and Cheryl Kester, received rave reviews at the national conference in 2008 and 2011.



A Realistic View of “Relationships” with Foundations and Corporations

By Cheryl L. Kester, CFRE

Just as in fundraising from individuals, you must “listen the gift” from your corporate and foundation prospects .

All of the best books on fundraising and grant seeking urge you to “develop relationships” with your funding prospects. We agree. We teach this same concept to our clients and in our workshops. But it is hard!

It is a mistake to treat foundation and corporate prospects the same as individual donors. Annual plans or performance standards that hold Corporate and Foundation Relations officers to a certain number of “donor” contacts, as is done for the Planned Giving or Major Gifts officers, are driven by a misconception about how the grants and corporate relations profession works.

Visits: Many foundations do not allow visits of any kind. They are just too small or they fear being overwhelmed by applicants. Some will only let you come after you have received a grant. Some allow you only one pre-application visit within a specified window before the deadline.

It is even rarer to be able to entice a foundation officer to come visit to your organization, unless pre-award site visits are part of the foundation’s regular application process. However, it never hurts to extend the invitation. In general, local or regional foundations are likely to be more interested in coming to see how your organization operates than large national ones.

If you are granted one of those rare meetings with a foundation staff person, pat yourself on the back, celebrate, and then make sure you walk in the door very prepared. You get one shot. Be prepared to answer questions about your organization, its leadership, its financial status, the number of clients/patients served or the alumni giving rate.

Know exactly what you want to ask for, who it will serve and how much it will cost. It is best to be prepared with at least three different project ideas your research reveals is likely to be of most interest to the funder.

But realize you may not get the opportunity to talk about these things. You must let funders drive the conversation if that is their desire. Just as in fundraising from individuals, you must “listen the gift.”

Visits with corporations or corporate foundations may be easier to obtain than getting past the front door of a foundation, but they are likely to be less personal or perhaps even shorter than a foundation visit. Smaller organizations are at a disadvantage in the corporate arena because corporations need to show the largest possible impact for their gift.

For social services organizations, this means being able to ensure that a large number of clients/patients/families pass through your doors or that a large number of people is likely to be at the event for which you are requesting a sponsorship. For colleges, it means having a degree program large enough to

produce a pool of prospective interns and employees in a field of interest to the corporation. Or perhaps they are looking to collaborate with faculty on research and development projects. Typically, these are the characteristics of larger institutions.

Other Contacts: Of course, meetings are not your only option. Phone calls and email are likely to constitute most of your contacts with foundation and corporate donors. While there are also some funders so small that they won't even take phone calls, usually foundations are open to and corporations likely prefer phone calls and occasional emails.

However, it is a mistake to call your prospects once a week just so you can record a contact in your contacts log and meet some arbitrary performance target for number of contacts made. Keep all of your conversations extremely businesslike and focused. Do not waste your prospect's time. Make a phone call or send an email when you have an important question related to how to apply or whether your project concept is eligible.

Maintaining Relationships After Funding: Once you are funded, maintaining relationships with corporations and foundations can be a bit more challenging than it is with individuals. You aren't sending birthday cards. You aren't coming around to take them out for coffee. Some funders have rules against sending them your newsletter or annual reports.

After you have received a grant, the primary purpose of any meetings or calls is to say thank you. You can clarify what updates the funder wants to receive and when. You can invite them for a site visit, to attend a performance or to the building dedication (most won't come).

Your best strategy for maintaining a relationship once you have been funded is to follow excellent stewardship principles. If a funder has a good experience with you as a grantee, they are more likely to make future grants.

Funder Spotlight: The Walmart Foundation

The [Walmart Foundation](#) awards more than \$300 million each year throughout the country. Applications are submitted only on-line.

Focus areas are Education, Workforce Development/Economic Opportunity, Environmental Sustainability, and Health & Wellness.

National Giving: An open grant competition for nonprofits located anywhere in the country. Typically, programs funded through this route operate multiple sites across state borders or are poised for immediate replication nationwide.

State Giving: Only open to nonprofits serving communities in a single state. Grants are a minimum of

\$25,000. State Giving programs open online after the first of the year.

Northwest Arkansas Giving: This competition is similar to the State Giving but is only open to nonprofits serving Northwest Arkansas. The deadline is rolling.

Facility Grants: Every Walmart Facility has funds to award to local nonprofits. These are small (typically no larger than \$2,000), and store personnel make funding decisions.

For more information about the Foundation's programs and application procedures, visit the Walmart Foundation at:

<http://walmartstores.com/communitygiving.203.aspx>



The Walmart Foundation has several grant programs tailored to recipients in different locations seeking various sized grants.

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We are members of and adhere to
the Codes of Ethics of:



The Kester Group, LLC has helped clients raise more than \$55.9 million in grants and contracts. The principals and associates have been employed by non-profits, schools, colleges, arts and healthcare organizations. We know you and are committed to your mission.

Please visit our website for more information: www.kestergroup.com.

You may request to unsubscribe from the newsletter at any time by sending an email to cheryl@kestergroup.com.

Upcoming Grant Opportunities

ING Unsung Heroes Award Program

Tel: (800) 537-4180

Email: ing@scholarshipamerica.org

Deadline: April 30, 2012 (postmark)

Awards: \$2,000 for finalists; \$25,000 for winner
Giving to K-12 educators with classroom ideas or projects for which there is no funding. 100 awards to be made, with at least one in each state.

For more information and to apply, visit:

<http://tinyurl.com/INGUnsungHeroes>

Avance Grants for Hispanic Family Services

Tel: (210) 230-9662

Email: uapprfp@avance.org

Deadline: December 15

Grant size: Four grants of \$50,000 (one-time)
Giving to implement the AVANCE Parent-Child Education Program (PCEP). First of only three years for this competition; awardees must agree to use PCEP for two more years after the grant. Visit www.avance.org for application materials.

Whole Kids Foundation: School Garden Grants

Email: info@gardengrants.com

Deadline: December 31, 2011

Grant Size: \$2,000 per garden per school

Giving for any stage of developing or operating gardens at K-12 schools. Applicants can be 501(c)(3)s as well as schools.

For more information or to apply online, visit

<http://sparkaction.org/resources/60806>

NEH Historical and Cultural Organizations

Division of Public Programs

Tel: (202) 606-8269

Email: publicpgms@neh.gov

Deadline: January 11, 2012

Giving range: \$40,000-\$75,000 (Planning)
\$50,000-\$400,000 (Implementation)

Giving for exhibitions, websites, education and other programs that engage audiences. NEH strongly recommends working with a program officer more than 6 weeks before the deadline.

For more information visit:

<http://www.neh.gov/grants/guidelines/AHCO.htm>