



Diversify Your Funding with Grants



1

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- Co-Owners of HayDay Services – speaking, coaching, and training
- Co-Creators & Co-hosts of Fundraising HayDay, a podcast about grants & such
- Combined 50+ years of grant & fundraising experience
- Grant Professional Certified (GPC)
- International Grant Trainers – more than 20,000 students
- Leadership at board levels: Grant Professionals Association (GPA), Grant Professionals Certification Institute (GPCI), Grant Professionals Foundation (GPF), and Georgia GPA chapter



2

FINAL
JEOPARDY!

Topic: Nonprofit Sources
of Revenue

3

**You Must Frame Your
Answer As a Question!**

“What is....?”



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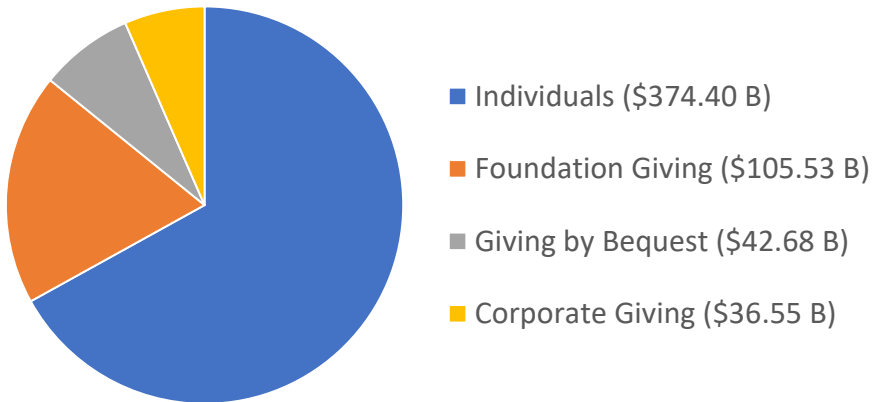
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Final JEOPARDY!

This source of revenue led the pack for nonprofits in 2022

5

2023 Charitable Giving Statistics Total Giving = \$557.16 Billion



Source: Giving USA



6

Foundation/Corporate Grants Rarely Support

- Staff, especially admin staff
- Debt relief (some exceptions)
- General operating expenses
- Emergency funding to stay in business
- Nonprofit agencies with less than two years of operating history
- Faith-based agencies that require participation to receive services
- Moving targets (ask for one thing, then make significant changes after award is made)
- Rare Exceptions: Disaster Relief, Capacity-Building, Seed Money



7

Federal/State/Government Funding Rarely Supports

- Smaller nonprofits
- Debt relief
- Capital Campaigns (some exceptions with Bipartisan Infrastructure Law)
- General operating expenses
- Emergency funding to stay in business
- Nonprofit agencies with less than two years of operating history
- Moving targets (ask for one thing, then make significant changes after award is made)
- Rare Exceptions: Disaster Relief, Seed Money



8

Start with what your agency really needs:

- To understand the needs of the community you serve
- To understand how grants actually work
- To understand how to set priorities for your agency's grant program based on this information



THEN:

- Search for grants!

9

**BUT BEWARE OF CONFUSING
ELIGIBILITY FOR COMPETITIVENESS**



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10



To Break Analysis Paralysis

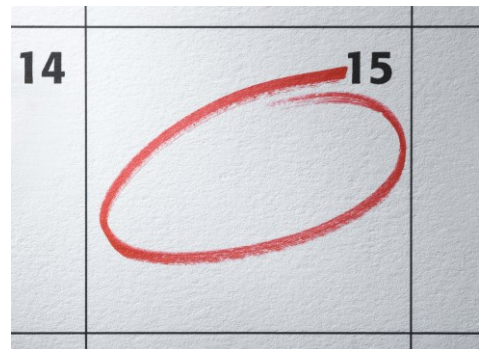
- Make your list and check it twice
- Use a prioritized series of questions to ask



11

DEADLINES

- Is the deadline feasible, **given the status of the program?**
- Is the deadline feasible, **given the time needed to prepare a competitive grant?**
- Is there time to **produce all required attachments**, including collaborative agreements & financial documentation?



12

MONEY

- Grant award amount or range?
- Match required?
- Multi-year grant award?
- How is the grant awarded – reimbursement or advanced payment?



13



ELIGIBILITY vs. COMPETITIVENESS

- Meeting bare minimum or funding close fit with specific focus areas?
- Number of grant awards high enough to be successful?



14



GRANT MANAGEMENT REQUIREMENTS

- Internal capacity to manage required tracking and reporting on outcomes and budgeted expenses while continuing with ongoing operations and mission?



15

It's **not** about writing all the grants, instead focus on writing the **RIGHT** grants.



16

How can I help determine if a grant opportunity is the right fit or not?

Free resource!



<https://haydayservices.com/#grant-decision-guide>



17

Fundraising HayDay Podcast Episodes

- S1, E7 – Grant Prospect Research
- S1, E12 – When to Say No to Grants
- S1, E13 – Private Funding & How to Approach It
- S1, E14 – Public Funding & You
- S4, E11 – Prospect Research: What's Old is New Again
- S5, E1 – When Should You Write a Grant
- S6, E1 – Stop Chasing the Money
- S7, E7 – Critical Thinking Skills for Finding the Right Grant Fit
- S7, E14 – Giving USA

Find episodes on Apple Podcasts, Spotify, or our website:
www.haydayservices.com/podcast/



18



**For registration and more information:
<https://haydayservices.com/grants-lab/>**