

# Corporate & Foundation Giving

Foundation Center and  
GuideStar are **Candid**.

# Here are just a few things Candid can help you can do:

## **Explore**

Research nonprofits

Find funding

Verify nonprofits

Explore issues

Stay up to date

## **Strengthen**

Improve your nonprofit

Improve your foundation

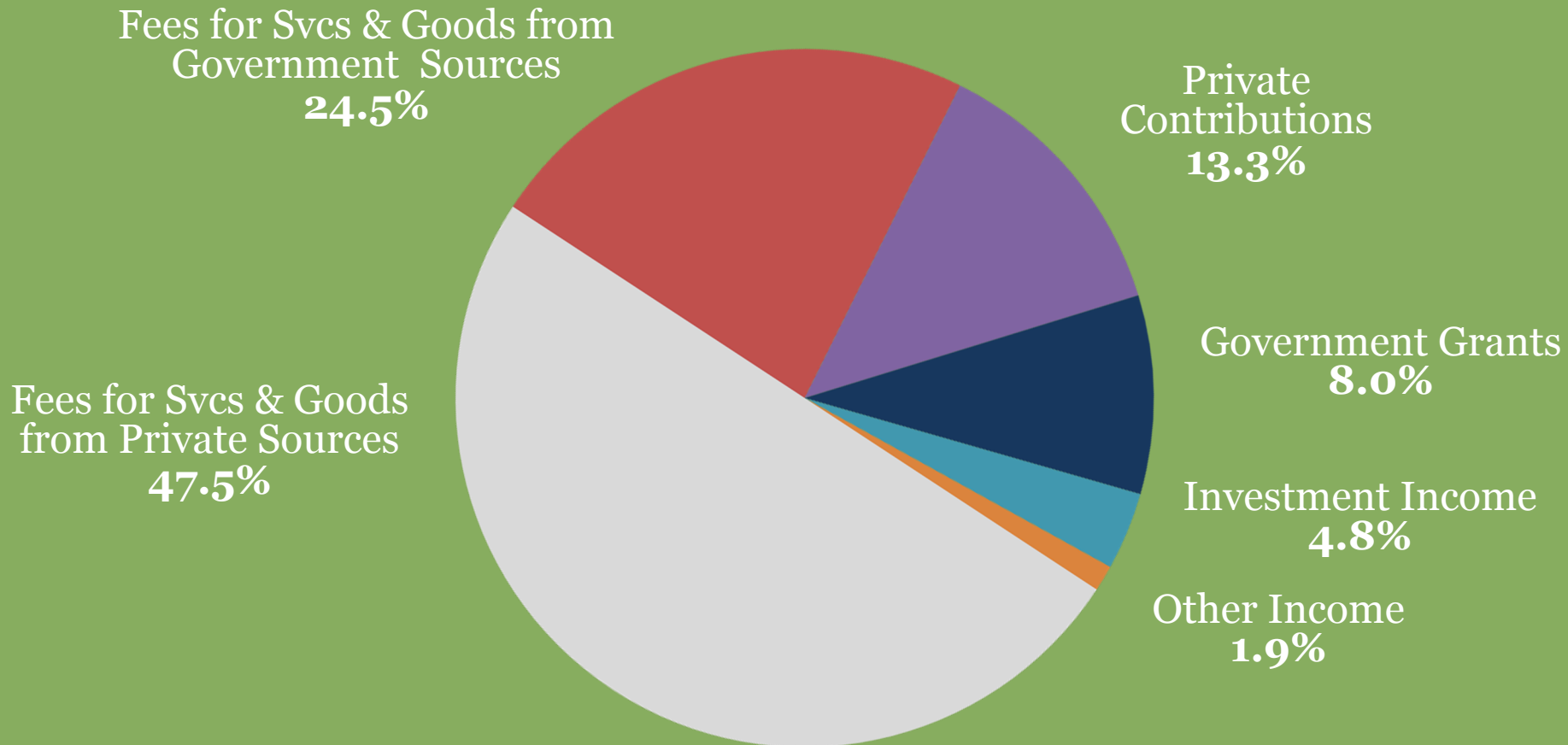
## **Connect**

Use our data

## **Share**

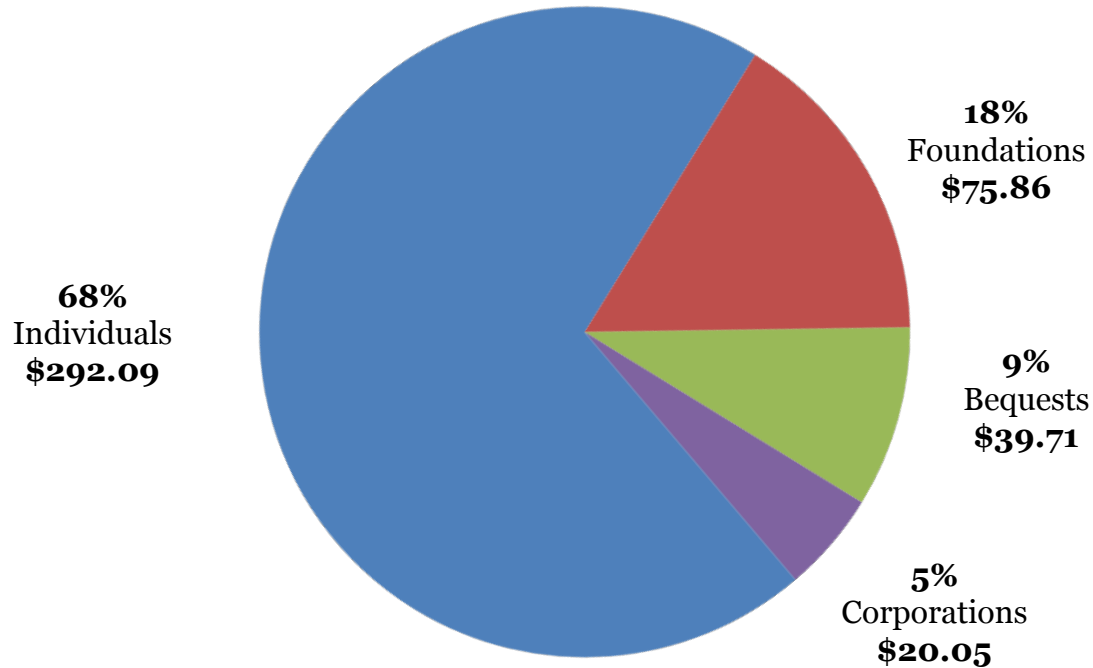
Tell your story

# Nonprofit Revenue



# Private Contributions By Source

**Total Giving: \$427.71 (\$ in billions)**



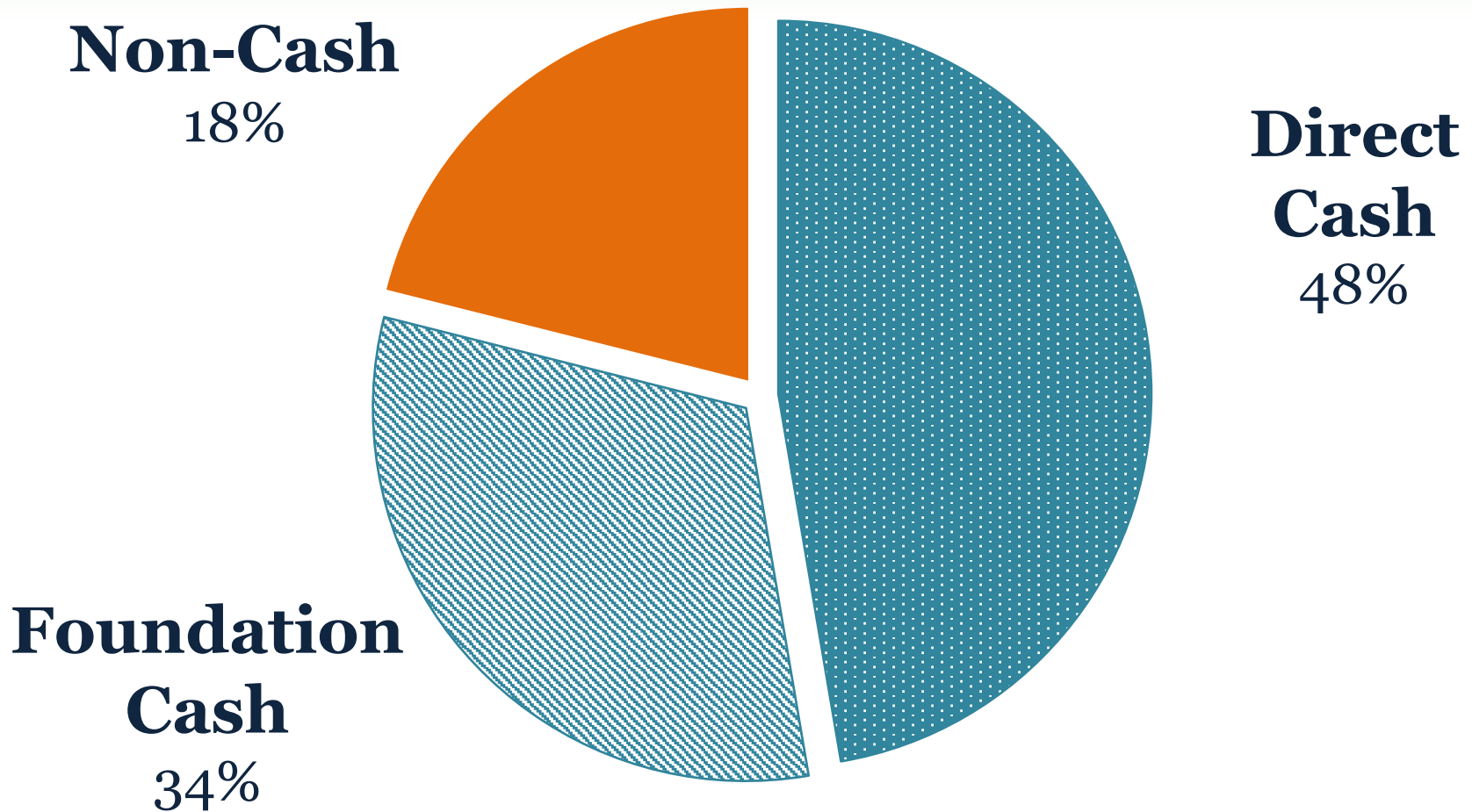
Source: *Giving USA 2019*, Giving USA Foundation,  
Researched and written by the Center On Philanthropy at Indiana University

# **Corporate Social Responsibility (CSR)**

**Direct Corporate Giving Programs**

**Corporate Foundations**

# HOW COMPANIES GIVE



Credit: *Giving In Numbers: 2018 Edition*, CECP

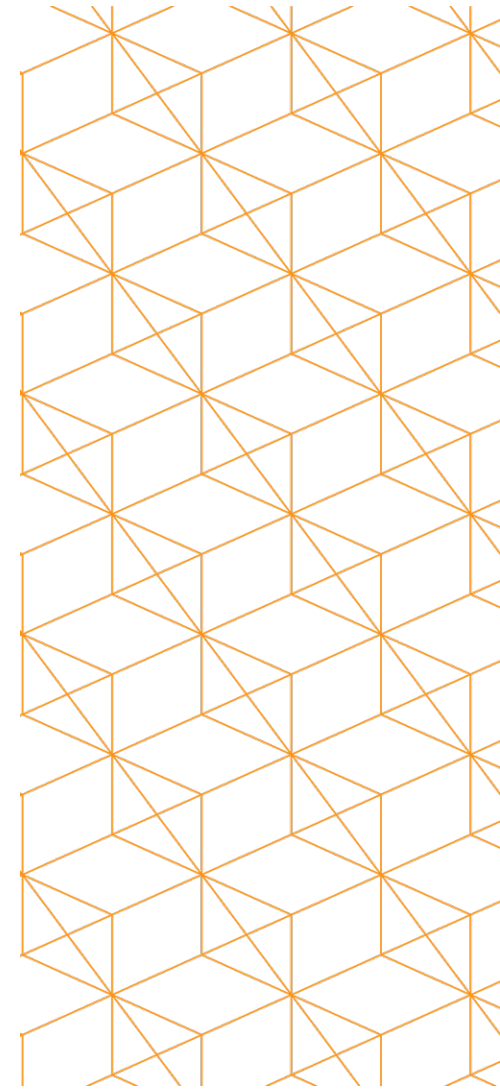
# Do your Homework First

## Find the Right Fit

Who are you approaching and why?

When to apply and how?

How do you make the initial approach?





# Foundation Directory Online (FDO)

Unsurpassed in:

- Scope: 140K+ funders, 1M+ recipients, 4M+ grants added yearly
- Depth: Detailed profiles of funders, grants, recipients, companies
- Currency: Updated daily



# Building relationships with Funders

Make it more about them than you

It's NEVER about the need of your organization

Make it about more than just the exchange of money (be a thought leader, exchange reports, data, best practices, lessons learned)

# Building relationships with Funders

Have a strong presence—social media, follow targeted funders, GuideStar profiles

Create touchpoints when you're NOT looking for money (attend conferences, sit on panels, invite them to sit on panels, RAG events, working groups)

Funders who don't accept applications

# Building relationships with Funders

Get to know corporations in your service area

Get to know your community foundation-  
Donor Advised Funds, financial advisors

A “No” rarely means NEVER – thank them, find out who got the grant, collaborate, keep them updated, apply again

# THANK YOU

Enjoyed today's class?  
Tweet us what you  
learned:

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