

DCHPN Meeting
Delaware County Historical Society, Chester
June 26, 2019

Attendees:

Sandy Tonge	Jason Greenplate
Jeanine Rastatter	Beth McCarrick
Diane Janes	Tony Shahan
Fran Sheldon	Brenda Orso
Carol Fireng	Kate Clifford
Margie Johnson	Rebecca Ross
Laurie Grant	Liz McDyer
Helen Litwa	

Speaker: Ann Tydeman Solomon, Legal Aid of Southeastern PA- www.LASP.org

Foundation Grants and Government Grants have different criteria and timescales, but the questions they ask are similar

Foundations are organized to give away money for specific reasons

Usually listed online what they want to accomplish

Look at your organization as a function of what the foundation wants to do in the world

Your project needs to help them do what they need

Example: They want to make land more beautiful

Your project could include landscaping, fixing up the outside of a building, public art, etc

They can be specific or broad in their goals

Match what you want to do with what they want to do might not be what you expect

Try to think outside the box

Who will it serve?

If not in low-income area, will it serve people from low-income areas?

Economic impact of project?

Where is it located?

What are you trying to accomplish?

Any protected groups?

Older adults, minorities, children, etc

Foundation Center- <https://foundationcenter.org/> is keyword oriented so come up with list

Common criteria

Most grants require 501(c)3 or similar tax status

Some foundations will work with you to get a "fiscal sponsor" if not 501(c)3

Sponsor might charge a fee to take the risk

Board of directors list with affiliations (to see if any conflict)

Budget- for organization and specific project

Reviews- Audit, reviews, 990s

Other specific details depend on particular foundations

Process

Look at attachment section at beginning so know what to expect in the long run

No surprises at last minute

Most are online- get all questions and attachment lists upfront
Be concise- what you are going to do with the project
Have someone from outside the organization read the application
Use active voice- more compelling, easier to read, fewer characters
First person plural (we) if appropriate can draw the reader in
 Government grants usually more formal
 Arts/ culture grants might be more appropriate to use 'we' rather than 'they'
Plan on submitting early- may have a glitch and there may not have leniency
Be prepared for rejection, don't give up on foundation
 Could change level of money each year depending on market
Elements you are likely to need to include:
 History & Mission – try to develop a boilerplate you can cut & paste each time
 Need for the project – remember to relate it to what they fund!
 Target audience – this may apply to both program funding AND capital improvements
 People could benefit from safety, beauty, economic impact
 Describe the program and its impact on the community – this is the WHAT of your project
 Outcomes – people served, demographics, measurable change

Anti-vandalism

Involve local community such as PAL, neighborhood kids
People see institution as part of neighborhood and are more protective
Less vandalism= less work to do to fix it

Religious sites

Most can't get government funding
 Sometimes if project is non-religious programming
 Read criteria
Major donor/ sponsor might be best option
Sacred Places another option
 <https://sacredplaces.org/reimagine-your-sacred-place/national-fund/>
Foundations might be possible- read criteria
 Sometimes for specific religions/ purposes

Talk to funders

See if it is worthwhile pursuing grant
Sometimes they will give unofficial recommendation
Can save you time and money in long run and point you in right direction
If rejected, they can give pointers for next year
During grant, let them know if you're hitting a snag and will be delayed ASAP
Show trustworthiness will help in long run

Philadelphia Free Library and other places might have free access to Foundation Center

<https://libwww.freelibrary.org/programs/bric/>

Also has workshops and help for non-profits

General operating grants

Difficult for historic groups
Can sometimes use program grant to cover basic operating
 For electric, heat, etc during program
 Only a portion should be used for it though- 1/3 or so

Budget

Foundations like to know where your money comes from

- They like to see diverse groups/ sources
- Grass roots fundraising
- Rotate between different foundations
- Broaden pool to touch more organizations
- If an item appears in your proposal, it should show up in your budget
 - Can include costs on how to make it happen
 - Cost estimates from company
 - If construction grant, estimates should be in preservation plan/ historic structure report
- If you have a plan, then you can pick out specific projects to tackle
 - Know your budget and timeframe
 - Know your priorities
 - Plan at least a year in advance
 - Very few places do emergency grants, especially for historic properties

Outcomes

- Foundations like to know what the outcomes will be
- How many people...
- Characteristics (types of people)
- Why does it matter?
- What happens?
- Hard in culture/ history/ art to measure
- Visitor satisfaction- comments (verbal or guestbook)
 - What did you learn?
 - School groups can have teachers do feedback with class
 - Other kid-friendly followup (emojis)
 - Request surveys and explain it is because of grants (give incentive for survey)
- Make outcomes feasible and able to be documented
 - Grantors will check back
 - Most grants require regular reports to show progress
 - Reports are necessary to get paid, especially with matching grants
 - Identify what steps you've done so far
- Learn from experience and adapt program for next grant round

Historic property/ program specific

Finding the Funding at <https://delcohpn.wixsite.com/dchpn/publications>

Planning Grants

- For historic resource surveys (create, update, add)
- Streetscape/ downtown districts
- For specific building- Historic Structure Report/ Preservation Plan

Construction Grants

- Need some plan beforehand to know priorities and budget
- May be better to tackle in smaller projects
 - Ask for less money, but often
 - Might be more likely than huge chunk at once
- Won't be granted unless there is a use for the building- show need
- If emergency work- might be best to find donor/sponsor/ other fundraising rather than wait for grant process- usually can't start until a year after application
- Whatever you apply for, if you get it, make sure you do what the grant was awarded for
 - Don't change scope of work after you're awarded the money- Planning can't be used for construction and vice versa
 - Don't refuse the grant- will hurt your chances at another grant
 - Don't apply for grant unless you're willing/able to complete project