Helping Your Local Network Grow: Opportunities for Collaboration and Support
Corporate, Foundation & Government Fundraising

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Presented by
Valerie M. Jones, CFRE, CEO
Valerie M. Jones Associates, Consultants in Philanthropy
T: 610-565-1352 F: 610-565-1784 E: val@vmja.com W: www.vmja.com
What You’ll Learn Today

- Who is asking
- How to approach companies for gifts
- How to approach foundations for gifts
- How to approach govt. agencies for gifts
- Where to go to learn more
Who is asking?

- Your Alliance for Response chapter?
- Your nonprofit or someone else’s?
- Heritage Preservation, Inc.?
What are you asking the donor to underwrite?

If it’s:

- Materials/Equipment
- Food for trainings
- Site for training/meeting
- Transportation

Consider the ‘non-ask ask.’ See if partners like your local city emergency management agency can host a meeting, thus obviating the need to solicit funds to cover the cost of refreshments and space.
Corporations

- **Who wants to reach your market?** Disaster companies, insurance companies, law firms, etc. Check with peers in other regions for ideas.

- **In-kind gifts from manufacturers:** Don’t forget to offer opportunities for corporate employee volunteers, and see if the parent company has a corporate giving office or corporate foundation.

- **Caterers, etc. in-kind:** Are you already a customer? If not, ask yourself what business this will generate for the donor?
Foundations

Put yourself in the development director’s place, then ask, “How can I help?”

- Foundation board of directors: Check lists of their foundation boards of directors and/or staff for contacts you may have.

- **Bring new prospects** to the table (see *Additional Resources* at end of this presentation.)

- Strengthen proposals with **community partnerships**, by being willing to **write up your program**, and by your grasp of **Memoranda of Understanding (MOUs)** and **Letters of Agreement (LOAs)**.
Government

- Grants vs. Fee for Service vs. Loans
- Legislator breakfasts: Stay top of mind
- Alliance website: Tool Kit-Sustain
- As with foundations, provide community partnerships, willingness to write up your program and MOU/LOAs.
- Follow the instructions.
Remember the ‘Great One’

“You miss 100% of the shots you don’t take.”

Wayne Gretsky
Additional Resources (all free)

- **Alliance for Resources Toolkit:** Look under “Sustain” tab. [http://www.heritagepreservation.org/AfR/ForumPlanningToolKit](http://www.heritagepreservation.org/AfR/ForumPlanningToolKit)

- **Regional Foundation Center:** [http://libwww.freelibrary.org/rfc/](http://libwww.freelibrary.org/rfc/) Also Atlanta, Cleveland, New York, San Francisco, Washington DC

- **Philanthropy News Digest:** [http://foundationcenter.org/pnd/](http://foundationcenter.org/pnd/) subscribe for announcements of new RFPs, plus search for previous announcements to identify possible funders.

- **Guidestar:** To check 990 tax returns for prospective foundation funders to find out the gifts they’ve already made and for names of board members. [http://www2.guidestar.org/](http://www2.guidestar.org/)

- **Valerie M. Jones Associates:** Resources tab: [http://www.vmja.com/resources.htm](http://www.vmja.com/resources.htm)