

# Introduction to Finding Grants using the Foundation Directory

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[www.millerbusinesscenter.org/nonprofits](http://www.millerbusinesscenter.org/nonprofits)

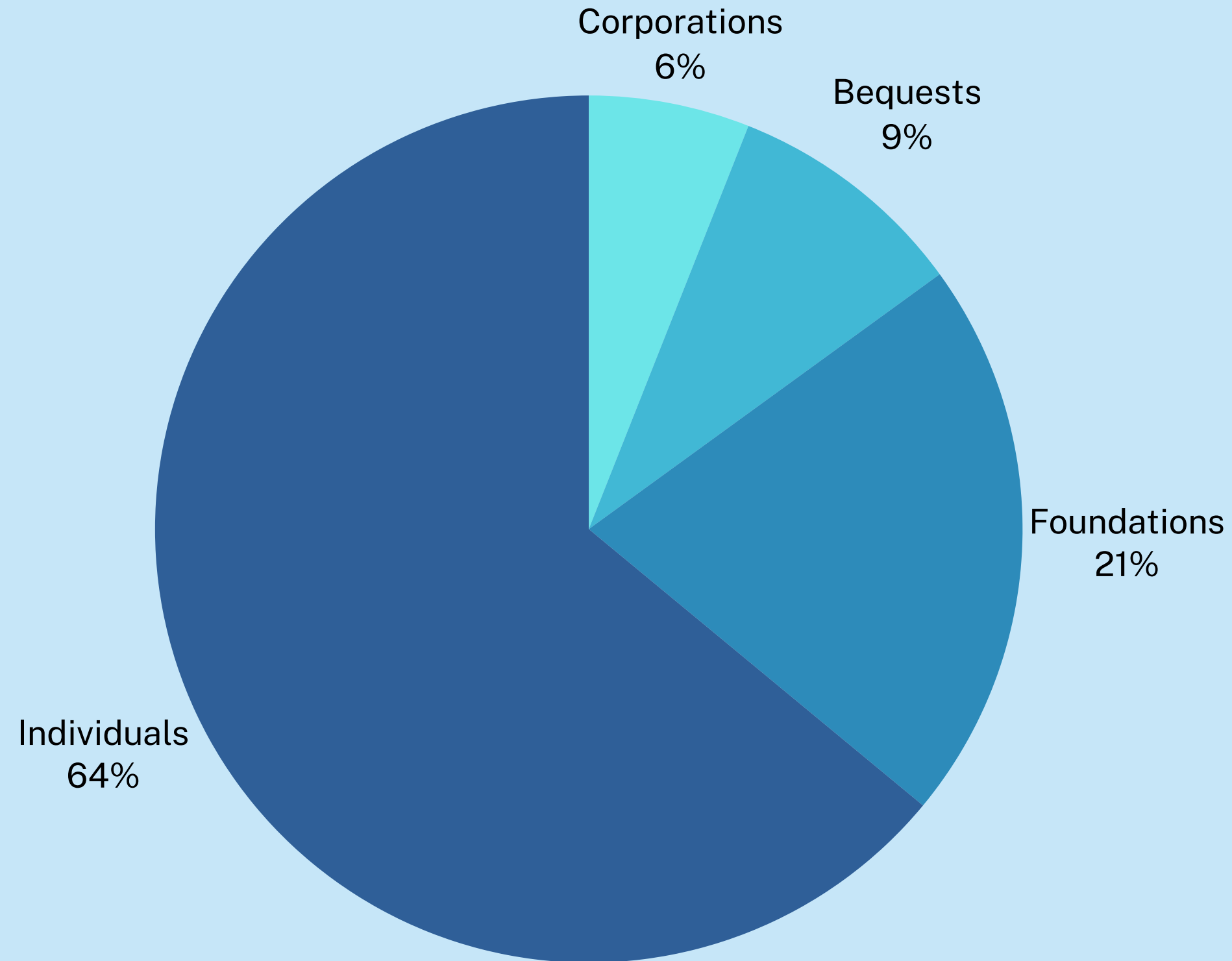


# **MOST IMPORTANT THINGS TO KNOW ABOUT FINDING GRANTS**

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# YOU CAN'T SURVIVE ON GRANTS ALONE.

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**Source of contributions to nonprofits (2022)**

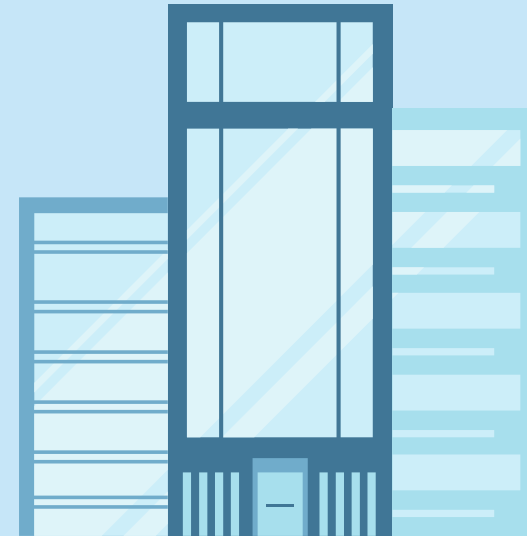
Source: Giving USA

# NOT ALL FOUNDATIONS ARE ALIKE.

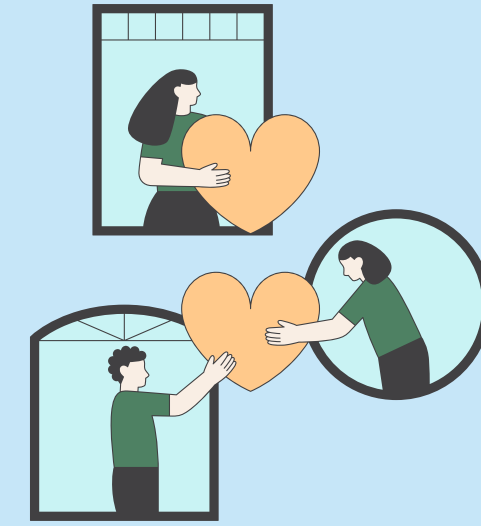
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**Private  
Foundations**



**Corporations**



**Grantmaking  
Public Charities**

# THEIR MOTIVATIONS ARE DIFFERENT.

Private foundations primarily want to fulfill philanthropic goals and interests while supporting a variety of issues through an objective process.

Corporations tend to focus more on branding, visibility, and Corporate Social Responsibility (CSR).

Grantmaking public charities typically want to make an impact in designated communities or regions, or focus on specific population groups or issue areas.

**GRANTWRITING IS NEVER ABOUT THE NEED  
OF YOUR ORGANIZATION.**

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# TO GET THE GRANT, YOU HAVE TO FIND THE RIGHT MATCH.

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**Who funds in my area of interest and the population I serve?**



**Who funds in my geographic area?**



**Who will provide the support I need?**

**YOU DON'T NEED TO KNOW SOMEONE TO  
GET A GRANT, BUT IT CAN HELP YOU GET  
YOUR FOOT IN THE DOOR.**

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**Board members  
or donors**



**Current funders**



**Organizational  
partners**



**LinkedIn network**



# Foundation Directory

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- Scope: More than 4M+ grants, 240K+ funders, 2M+ recipients added yearly.
- Data Sources: grantmaker websites, 990s, annual reports, philanthropic press and more.
- Depth: Detailed profiles of funders, grants, and recipients.
- Updated daily



# IDENTIFY YOUR NEEDS

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**Who are you serving?**



**Where are they?**



**What are you doing  
for them?**

# Questions?

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