FUNDING FOR LIBRARIES

ABOUT THE GIC

Our purpose at the GIC is to improve the lives of the citizens of Wisconsin – within and beyond the university classroom – by promoting research, advancing learning, and encouraging nonprofit efforts through instruction and access to information relating to grants, philanthropy, and charitable giving.

- Library Collection (not a research service)
- Specialized and drop-in workshops (see Workshops & Seminars online)
- Print and online resources related to finding funding, writing proposals, and managing nonprofits.
    - Undergraduate students, Graduate students, Post docs, Early career researchers, Faculty and staff, nonprofit organizations

ACCESS – Currently closed to the public

- Memorial Library 262D/E (2nd floor near the reference desk)
- We are open to the public all hours that Memorial Library is open
- No appointment is necessary to use the collection
    - If you would like personalized assistance, please set up an appointment

CANDID

- GIC is a Funding Information Network partner (FIN) of Candid (Foundation Center and Guidestar)
    - Nearly 500 partners in the United States. Find out where: https://candid.org/find-us
- Leaders in philanthropic giving
    - Freely available statistics, research, and data
        - Webinars and other training opportunities via their classroom and knowledgebase page, Candid Learning: https://learning.candid.org/
- Curated resources related to fundraising strategies and issues: http://grantcraft.org
- Open knowledge research organized by topic: https://www.issuelab.org/
- Current news, RFPs, and jobs related to the nonprofit world: http://philanthropynewsdigest.org/

FUNDING PROCESS AND IDENTIFYING POTENTIAL PARTNERS

Identifying potential funders is part of the larger funding process involving planning, research, writing, and communication or follow-up.

- Planning: what are you goals? Who is responsible? In other words, what do you need the money for?
- Research: who will you approach?
- Writing: putting it all together in a proposal
- Communication/Follow-up: Both internally and externally.
    - Internally: be sure to have buy-in from your board and key staff members
    - Externally: Follow-up with potential funders. What do you do once the decision is made?

Planning
Funders like strong organizations in addition to good proposals
- Credible nonprofits
  - Legal
  - Track record of effective program delivery
  - Active board or Friends group
- Support Strategy
  - What do you need? What type of support?
- Consider timelines and deadlines

Research
Establish a match between your library's needs and interest/past grant of potential funders. The Foundation Directory Online and Visualizing Funding for Libraries both allow for customized searching based on:
- Subjects, population served, who will benefit from this work?
- Geographic focus
- Support strategy
- Verify the fit or match by check past grants and track records

Resources
Here is a list of suggested resources to search and vet potential funders:
- Board members (network, network, network!)
- Print directories
- Databases:
  - Foundation Directory Online (Memorial Library or any FIN location)
  - Visualizing Funding for Libraries (free!): http://libraries.foundationcenter.org
- Grantmaker websites and documents, such as annual reports and tax forms (990, 990PF)
  - Tax forms:
    - Foundation Directory Online (FDO)
    - Foundation Directory Online Essential (limited free edition of FDO, 24 hour access/month)
    - Guidestar

Writing
- Have most recent guidelines
- Ensure eligibility
- Preproposal contact? Consider it if not required
- Follow all deadlines and requirements.

Communication and Follow-up
Even if follow-up is not required, check with the funder after you submit your grant
- Did they receive everything?
- Keep them updated with any changes or perhaps press releases
- If yes, send a thank you note and follow-up any reporting procedures
- If no, don't despair!
  - Ask why
  - Apply again next time?
  - Any suggestions for other funders?

Contact me with any questions:
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Slides: https://go.wisc.edu/ql6g8l