

# Finding & Securing Funding Sources

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ABOUT



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# What is an "ask"?

ANY FUNDING REQUEST

- GRANT APPLICATIONS
- FOUNDATION REQUESTS
- EVENT TICKETS
- ANNUAL APPEAL



## Who Are You?

Define your organizational structure & who owns your land.

### Non-Profit

501(c)3

### Municipality

Open Space Committee,  
Environmental Commission

### Other

Religious Organization,  
Community Group  
Condo Association



# Define Your Needs

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Create a Needs  
Assessment

What Do You Need  
Why Do You Need It  
What Will It Cost

Be Specific & Detailed

Account for Time and  
Money Estimates

Don't chase money.







# Tell Your Story

- Know your mission & core values
- Brainstorm what makes your work different, special, unique
- Ask people not in your inner circle
- Story Telling is Essential & Good Photos!
- Know your elevator pitch
- What's the CAUSE & RESULTS

# We're All Short On Time & Money

Get Organized

Create Efficiency  
& Redundancy



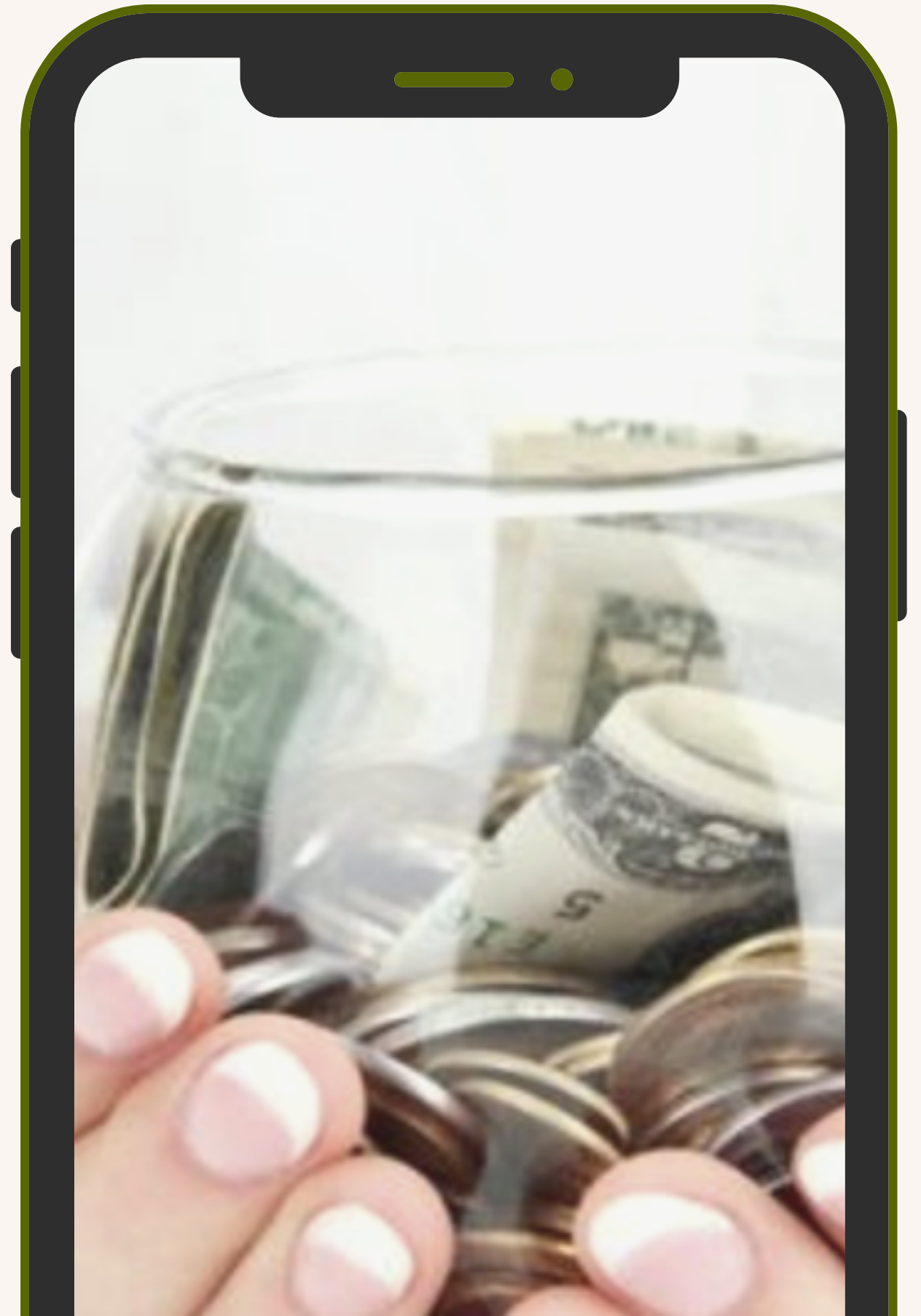
# Are you ready to look?

**Defined your organization's structure**

**You've performed a needs assessment & you know what you need, why you need it and how much \$ it takes**

**Your house keeping is in good shape**

**You've got your brag list ready, you know what makes you great**





# Grow It Green Morristown

501(c)3 Non-Profit

Grow It Green Morristown creates sustainable farms and gardens, and educates communities on healthy eating and environmental stewardship. We believe that fresh, local food should be accessible to all.

Community Garden on Land Owned by the Town of Morristown (Public/ Private Partnership)

Purchased with Morris County Open Space Funds & Green Acres Funds

Short film: GrowTown MoTown tells the beginning of the garden





# How do you start to look?

## **Your Organizational Structure**

When you look for money, where you look is often dictated by your structure.

## **Who Gives Money: Primary**

Individuals  
Foundations

## **Do you need actual cash?**

Do you need actual cash for your project? Can it be substituted for labor, services, product/ material donations?

## **Who Gives Money: Secondary**

Businesses  
Other Non-profits  
Service & Community Groups  
Government Grants  
Religious Institutions

# Funding Sources

## Foundation Income

Family Foundations  
(Example: F.M. Kirby  
Foundation; Community  
Foundation of NJ)

Corporate Foundations  
(Example: The Provident Bank  
Foundation; PSE&G  
Foundation)

Private Philanthropic  
Foundations  
(Example: Geraldine R.  
Dodge Foundation)

## Grant Income

Civic Organizations  
(Examples: Rotary Clubs,  
Kiwanis Club, Garden Clubs)

Government Grants  
(Examples: Green Acres,  
Morris County Open Space,  
USDA )

Quasi-Government Grants  
(Example: Environmental  
Endowment for New Jersey,  
Inc.)

Other Non-Profits  
(Examples: Morris Arts,  
ANJEC)

## Individual Giving

Members of the Garden  
Family & Friends  
Board of Trustees  
Staff

Parish/ Synagogue Members  
Community Leaders  
Neighbors of the garden  
Service providers you use  
regularly

Know Your Audience & What  
They Care About  
Who do you know?  
Who's your Kevin Bacon?  
Power Mapping



# Individual Giving

## **Power Mapping**

**Who do you know?**

**Who's your Kevin Bacon?**

**Know Your Audience & What  
They Care About**

# Where Do You Find Grants & Foundations

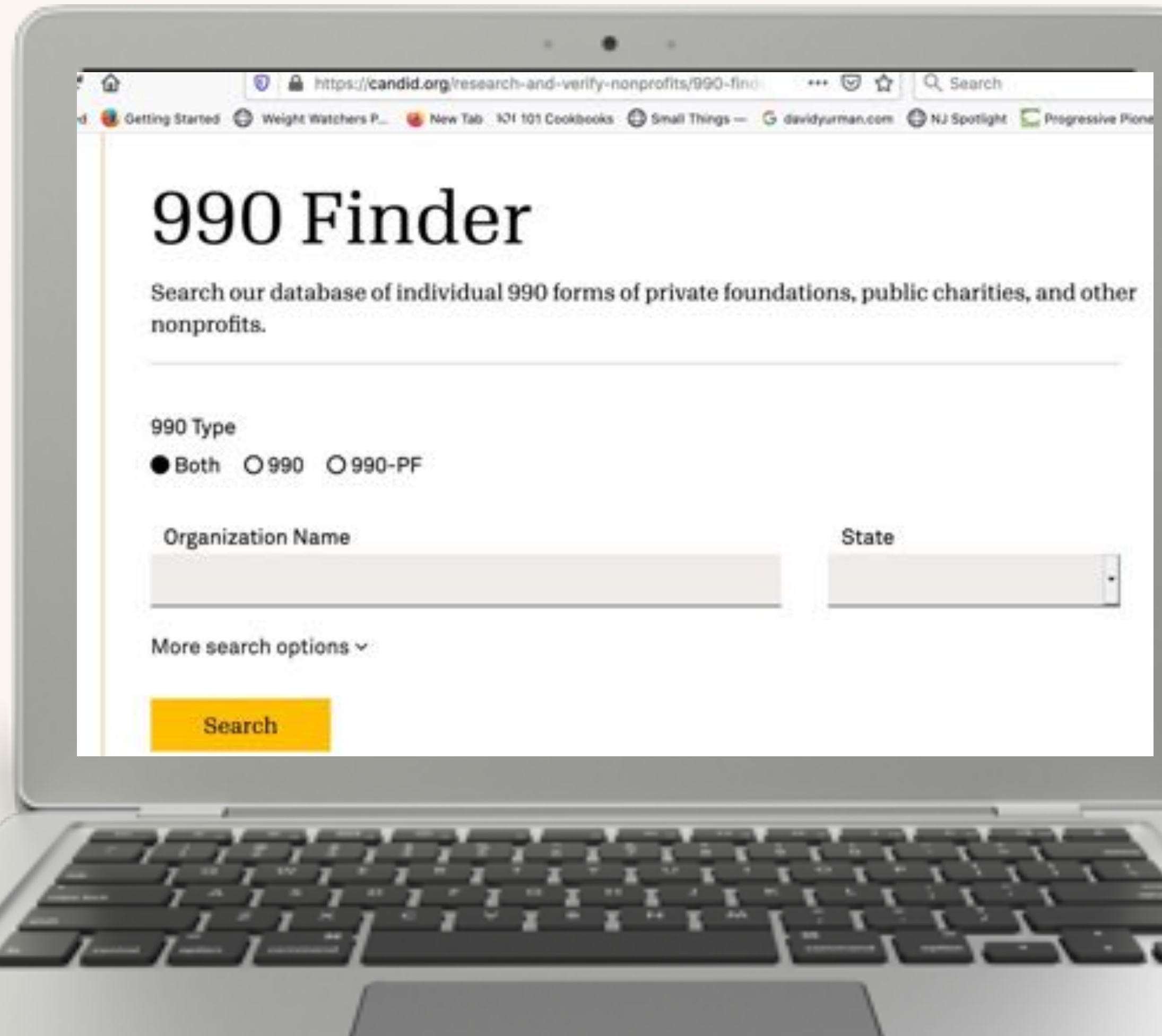
<https://candid.org/research-and-verify-nonprofits/990-finder>

Foundation Center On Line  
(CCM Free Access)

Guidestar

Philanthropy News Digest

Other lists of grants on pdf



# Pro Tip: Get to know your funders!

All funders have their own motivations & priorities. Get to know what they care about & why. Research their boards.

Research who they've given money to in the past.

"Friend Raising"- Ask current donors to invite friends to events at the garden.

Annual Reports

IRS 990

Their Website

It's ok to call Foundations/ Grant Makers and give a soft pitch.

Ask " how do we fit your mission"

Invite a program officer to see your garden.

**Donors are apart of your garden family.  
Treat them like it.**



# Organize Your Asks

By Rank/ Priority (Grants and Foundations)

A = Perfect Match

B = Maybe, still a good chance

C = Trash Heap

By Deadlines

By Who is Doing the Ask

Create a calendar for the year that shows ALL your asks. Remember to include events too!

Add into the calendar follow-ups with reminders ("Just checking to see if you had any questions or if I can share any other information"); dates to "say hi" to previous donors; reporting deadlines, thank you's and holiday greetings.







# Other Opportunities

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Sporting Event Teams  
(re: Garden State Fondo)

Ticketed Events

Bed Sponsorship

Naming Rights

New Business Openings  
(re: Banks, Target, etc.)





# More Pro Tips

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- Create meaningful relationships with your funders.
- Provide businesses with VALUE
- Communicate with funders – not just when making an ask
- Follow Up Requirements
- Consider partnerships & collaborations

# Want a deeper dive?

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La Salle Non-Profit Center (links on fundraising & finance management)

Power Mapping to ID Decision Makers

County College of Morris: Non-Profit Leadership Training

Public Image Works (consultants)

Movie: GrowTown MoTown <https://vimeo.com/9584540>

Foundation Center

Foundation Center On Line

Candid (look for 990s) <https://candid.org/research-and-verify-nonprofits/990-finder>

Morris County Planning Commission

<https://planning.morriscountynj.gov/divisions/prestrust/openspace/resources/>

Environmental Endowment for New Jersey

<http://www.eenj.org/home/eligibility>

Wild & Scenic River Grant Program (Delaware Valley)

<https://www.lowerdelawarewildandscenic.org/>

#### Lists of Websites with Grants

<https://www.publicgardens.org/public-garden-funding-resources>

<https://growingspaces.com/gardening-grants/>

<https://kidsgardening.org/grant-opportunities/>

<https://butterflywebsite.com/articles/gardening-grants.cfm>

#### Websites with good tools for Power Mapping

<https://www.corporateaccountability.org/3-power-mapping-an-institution-or-public-figure/>

<http://greenlining.org/wp-content/uploads/2013/02/PowerMapping.pdf>

#### RFP Weekly Email from the Philanthropy News Digest

[http://philanthropynewsdigest.org/rfps?utm\\_medium=email&utm\\_source=PND%20RFP%20-%20All%20Subscribers&utm\\_campaign=rfp20200306](http://philanthropynewsdigest.org/rfps?utm_medium=email&utm_source=PND%20RFP%20-%20All%20Subscribers&utm_campaign=rfp20200306)

(mailing list too with weekly emails)

Sorted by geography and by type





Remember your why.