

Finding Grants for Your PTA

Presenter



Tracy Kaufman

Programs Manager,

Candid

Pronouns: she/her

Featuring, Special Guest: Cynthia McKnight

PTA Vice President, Brooklyn Latin

Former PTA President, PS 11

Former PTA President, Dock Street School

District 13 CEC Member

Former PTA Secretary, Tribeca Learning Center

Upon completion of this training, you should be able to:

- List types of foundations
- Explain funders' motivations for giving grants
- Prove your organization's credibility
- Research potential funders
- Plan your initial approach to a funder

The most important things you need to know about finding grants

1. You can't rely on grants alone for sustainability

Other typical sources of support for PTAs include:

- Earned income
- Crowdfunding
- In-kind donations

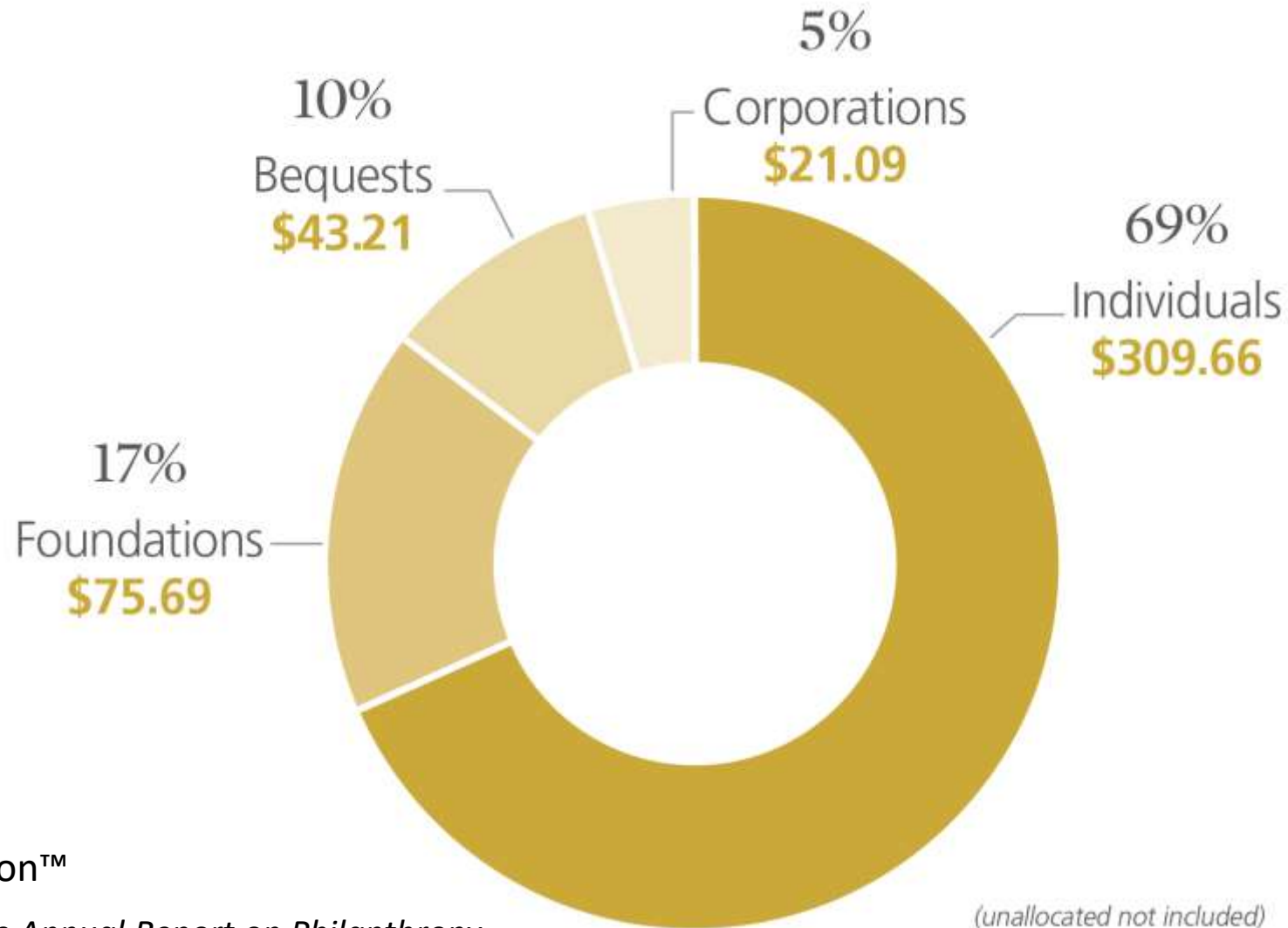
Learn more:

<https://ptalink.org/topic-areas/fundraising>



2019 contributions: \$449.64 billion by source of contributions

(in billions of dollars – all figures are rounded)



Giving USA Foundation™

Source: *Giving USA: The Annual Report on Philanthropy for the Year 2019 (2020)*. Chicago: Giving USA Foundation.

(unallocated not included)

Can public school PTAs apply for grants from private foundations?

Yes. Your options are:

- Obtain 501c3 status for your PTA, which makes you a tax-exempt nonprofit eligible for foundation grants, or
- Partner with your school on grant applications, or
- Obtain a fiscal sponsor for your PTA.

Learn more:

<https://ptalink.org/topic-areas/running-a-pa-pta/becoming-and-operating-as-a-nonprofit>

2. Not all foundations are alike

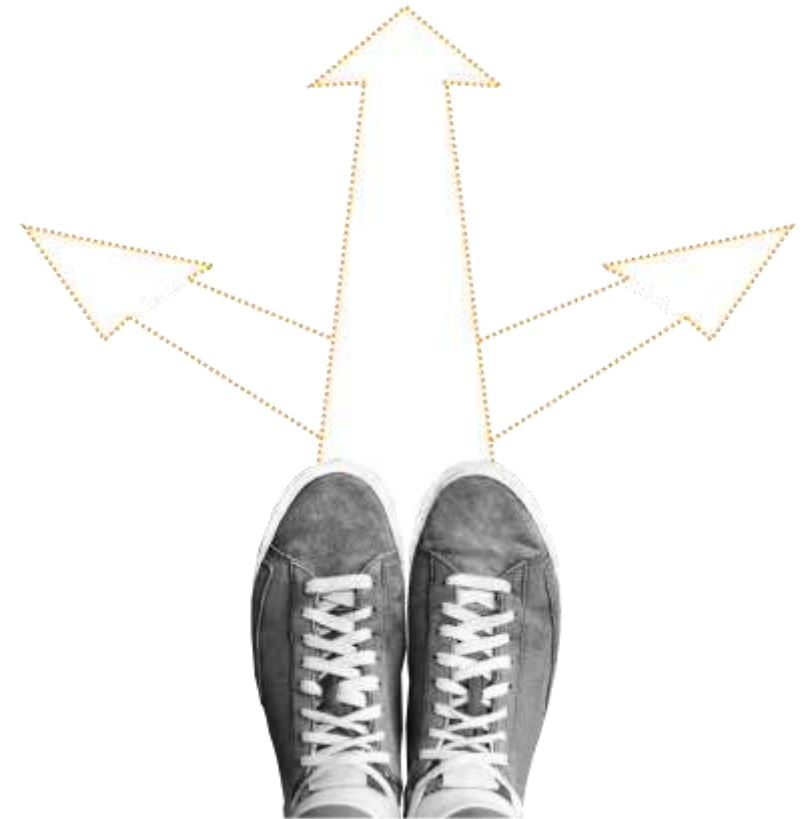
Private foundations:

There are three main types:

Independent

Company-sponsored

Operating



3. Foundations must give money away



Other types of grantmakers

- Direct corporate giving programs
- Grantmaking public charities

Funder motivations

- 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

4. Grant writing is about the needs of the community an organization serves



The proposal writing process

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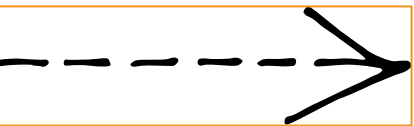


What do you
need the
money for?

Who will you
approach?

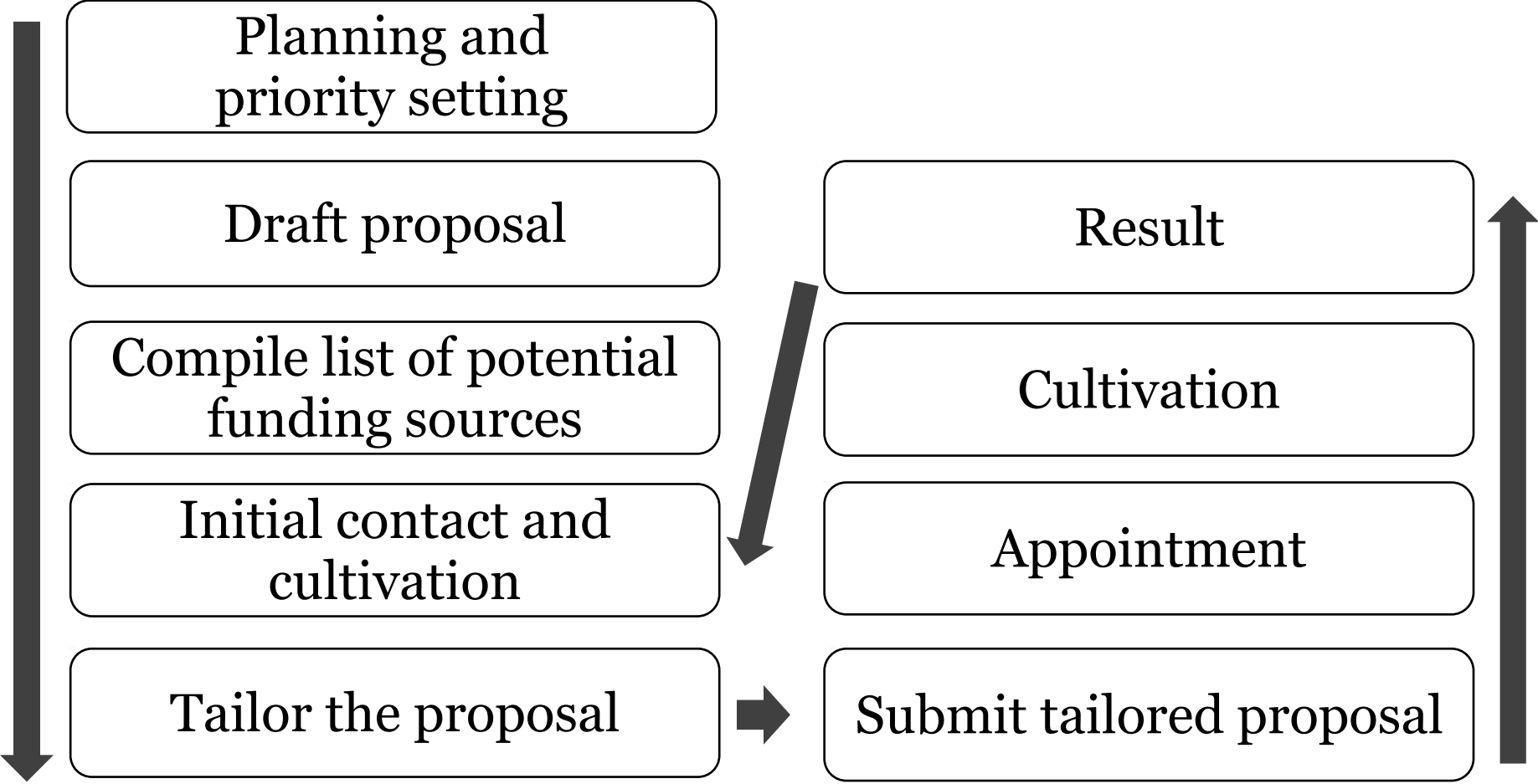
How to put it
all together?

What to do once
the decision has
been made?



Tip: Always follow the funders' guidelines

The grantseeking process

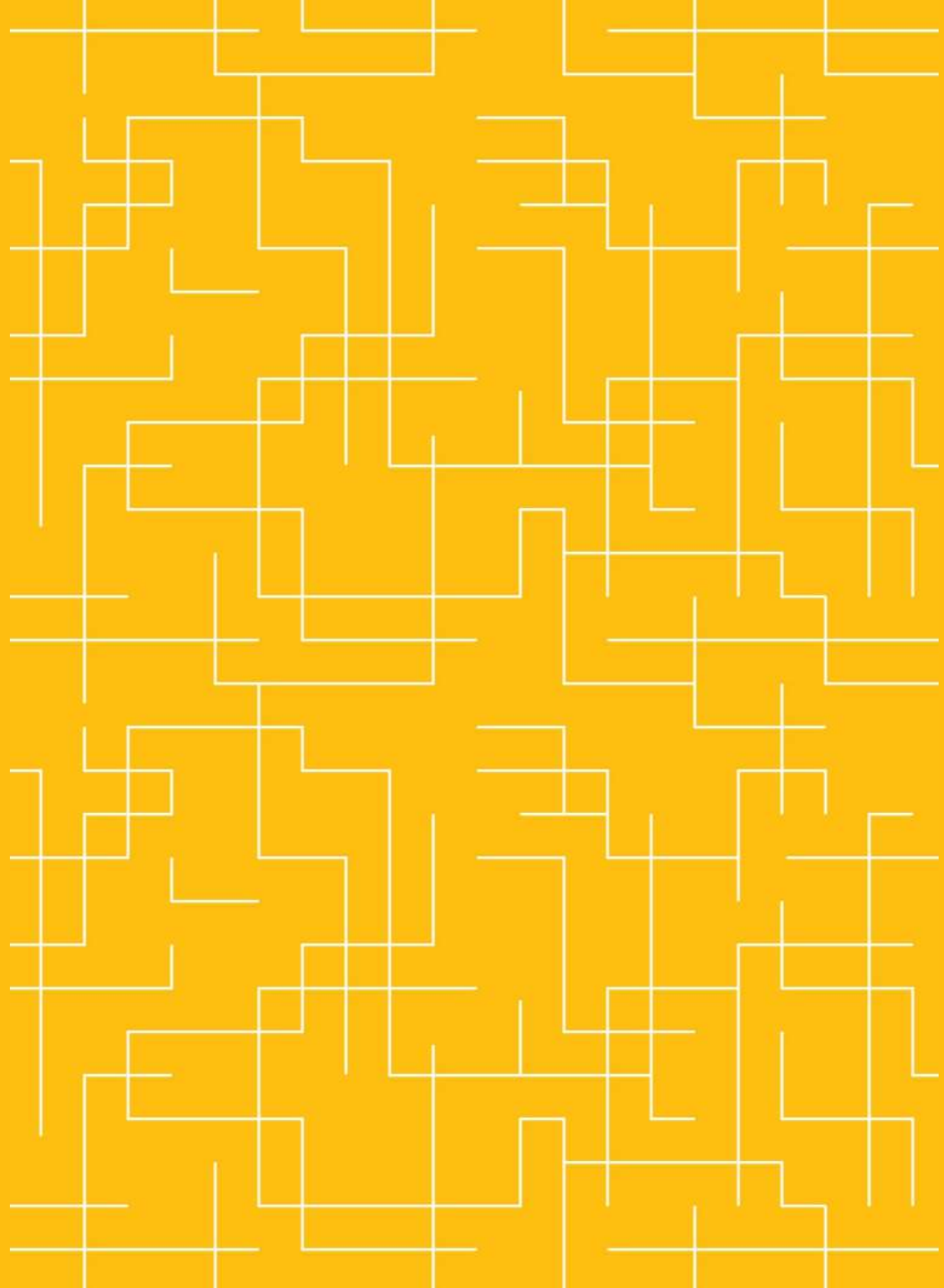


A planning document tells us...

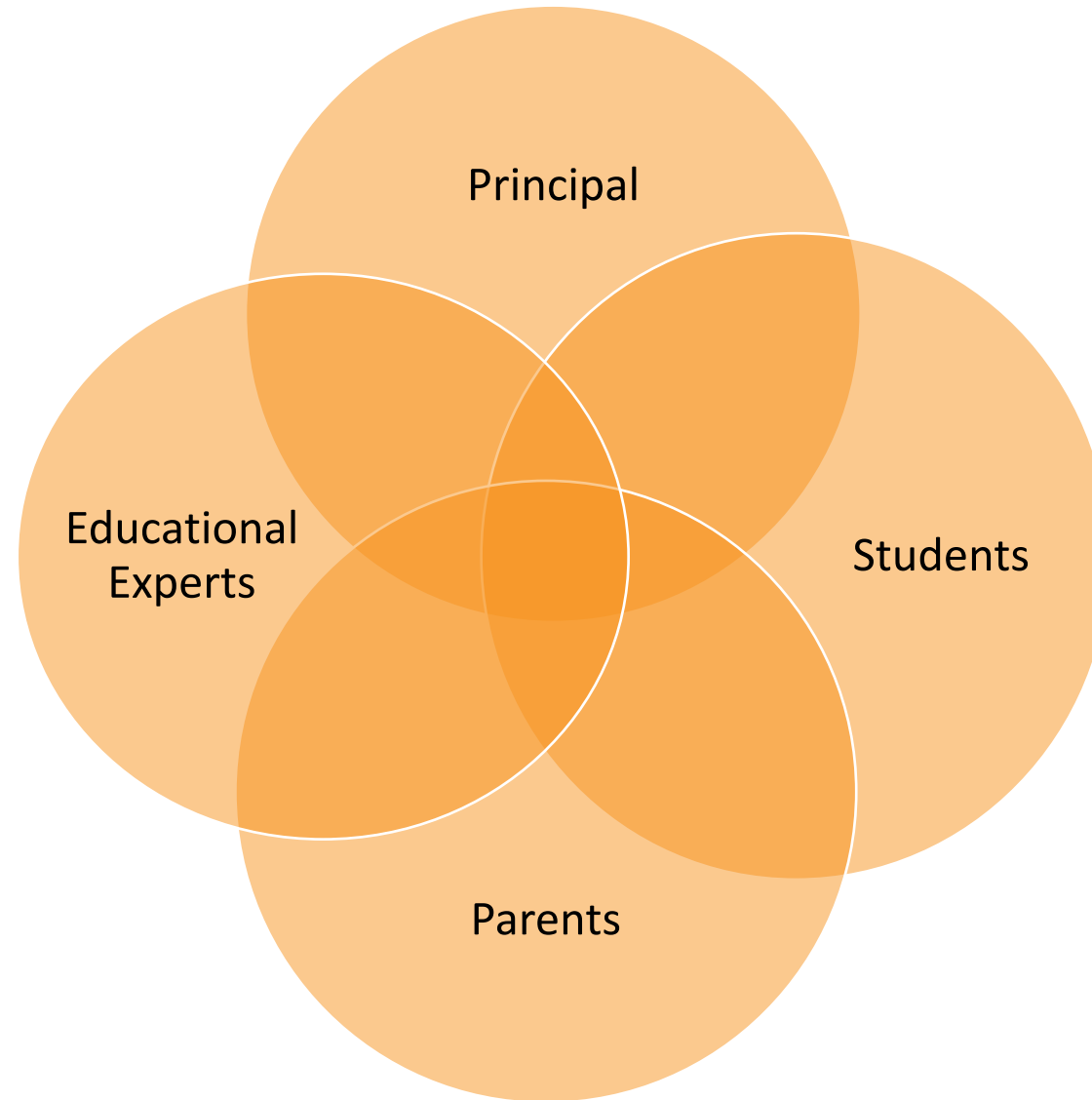
- **Need:** What is the need (issue, problem) the social venture project addresses? Why is your project necessary?
- **Goals:** What do you hope to accomplish by doing this project? Your goals are the solution to the need.
- **Objectives and methods:** Flow from the goals and are specific and measurable. **Who** will do **what**, by **when**, and **how** will the activity be measured?

Case Study

How do we define our
school community's needs?



How to determine your school needs

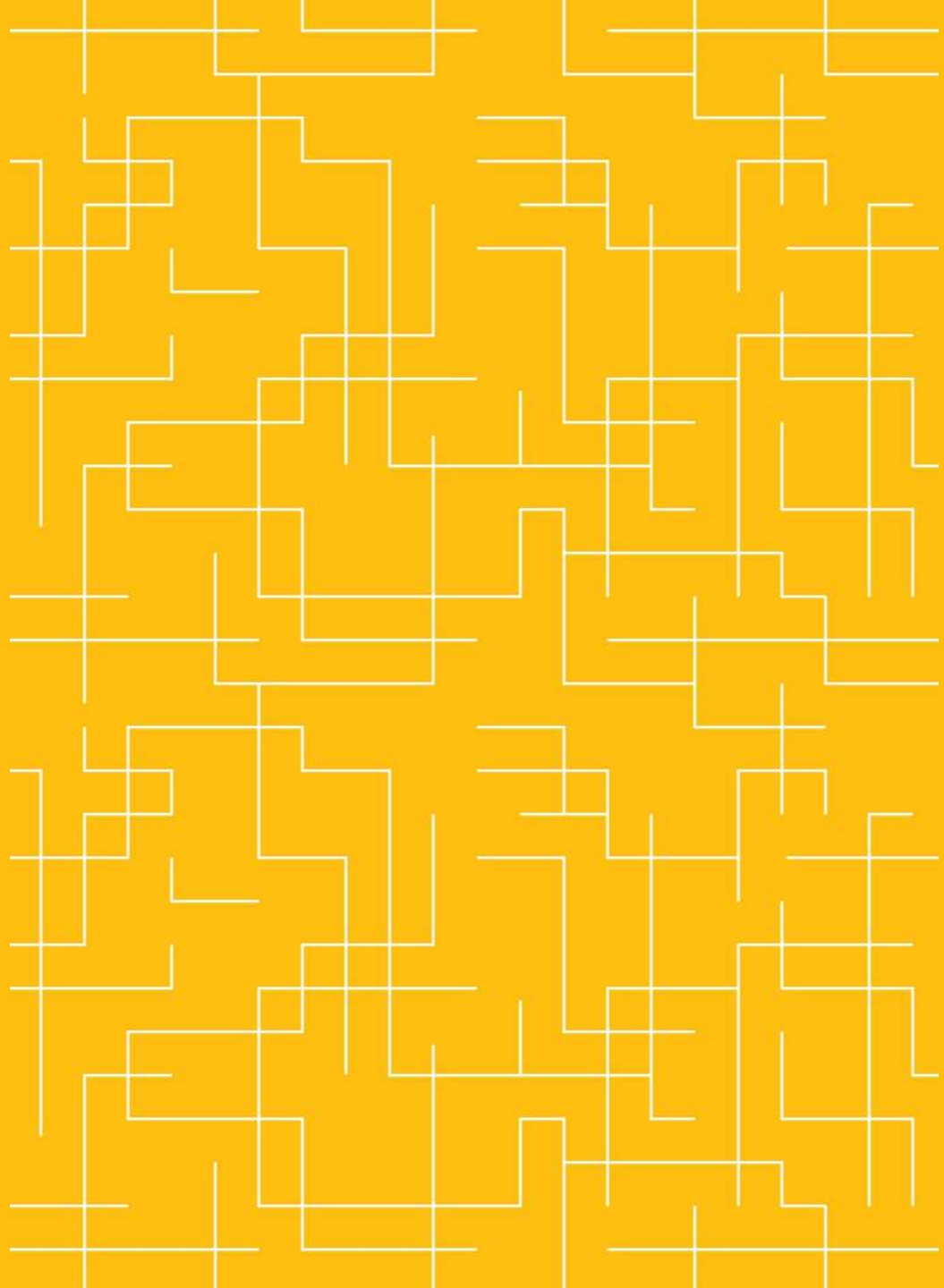


Breakout Exercise

Each group member, discuss:

- What does your specific school community **need**?
- What are your broader **goals** and your more specific **objectives** to address this need?

Brainstorm a variety of grantseeking ideas for your PTAs based on your answers to these questions.



Credibility

- Are you a legal nonprofit?
- Do you have a compelling mission that is compatible with the funder's focus area?
- Do you have strong leadership?
- Do you provide high-quality programs that meet a real need in the community?
- Do you have a strong organizational and financial infrastructure?

Overview of proposal package

- Executive summary: 1 page
- Statement of need: .5 – 1 page
- Project description: 2-3 pages
- Organization information: 1 page
- Conclusion: 1- 2 paragraphs
- Budget: 1 page
- Attachments/supporting materials

Project description

Describes the solution to the problem addressed in the need section

Answers the questions:

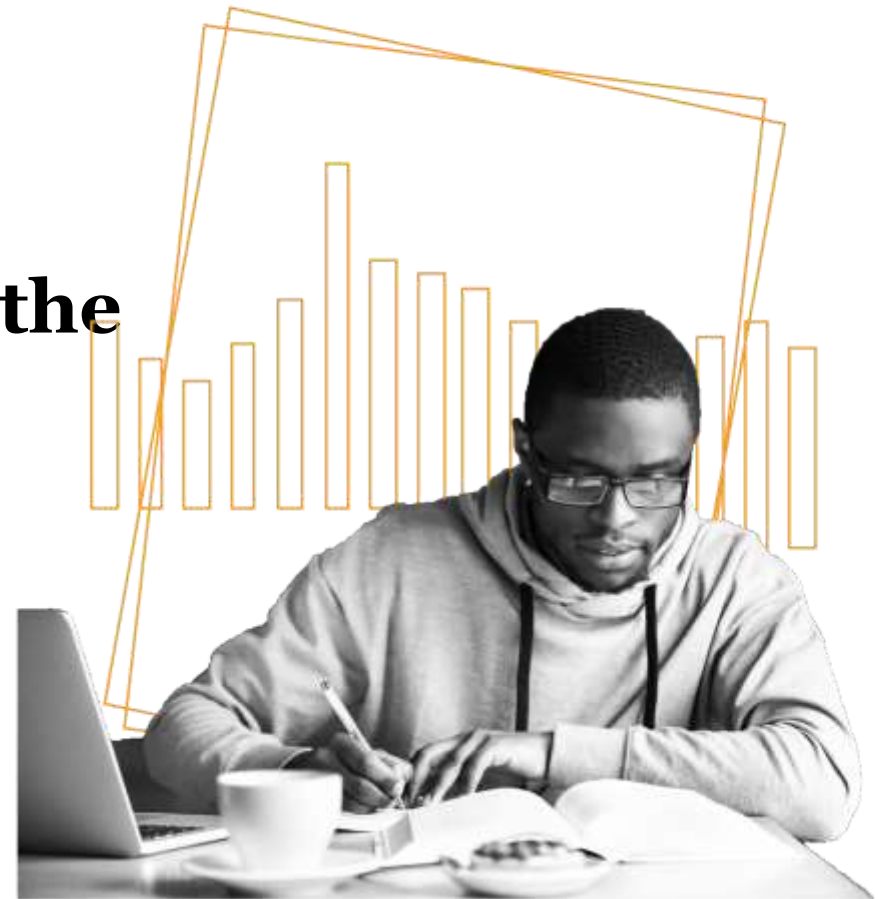
- What are your expected outcomes?
- How will you achieve your outcomes?
- Who will carry out the project?
- How do you know how you are doing?
- How will you sustain the project?

- **5. Do your homework first**
- 6. The one size fits all approach doesn't work**
- 7. Ask for the right amount**
- 8. To get the grant, you have to find the right match**

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

-Who funds in my geographic region?

-Who will provide the support I need?



9. You don't need to know someone to get a grant, but it can help you get your foot in the door

Where to find a connection

- ✓ PTA members or donors
- ✓ Teachers or administrators
- ✓ Organizational partners
- ✓ Your current funders
- ✓ Check your LinkedIn network



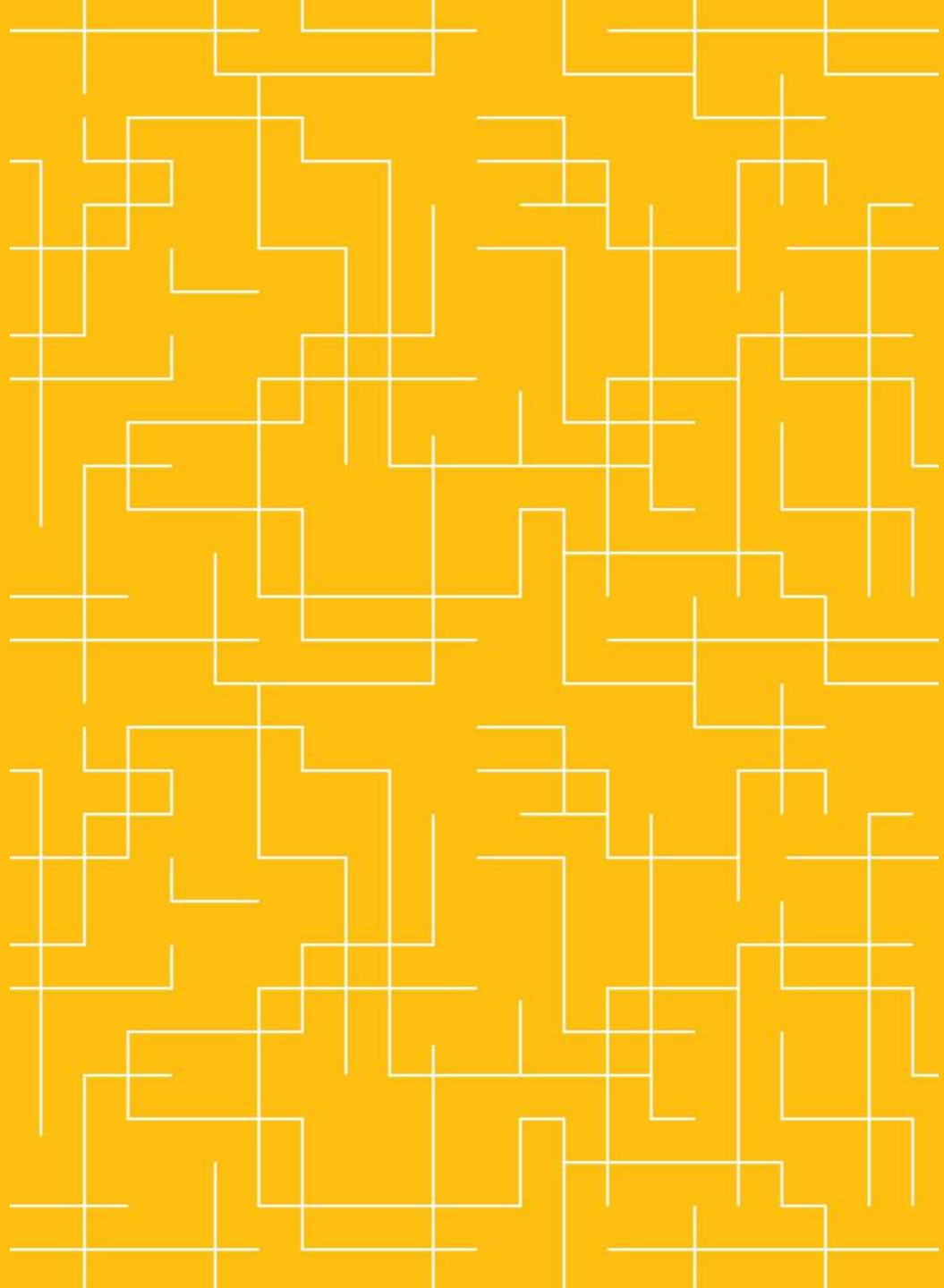
10. The proposal is typically not the first thing a foundation wants

Tips for the initial approach

- ✓ If acceptable, try to make a telephone call
- ✓ Know who you're talking to and why
- ✓ Keep the conversation brief and to the point
- ✓ Try to utilize contacts if you have them

Case Study

What does PTA grantseeking success look like?



What are some possible school grants?

Gardening grants

- Grow to Learn Mini Grant
- Captain Planet Project Grant
- Citizen Committee-
- Cornell University- College of Agriculture and Science
- High Mowing – for organic seeds
- KidsGardening.org
- Whole Food Market
- American Heart Association Teaching Gardens Network

Technology grants

- Walentas Foundation Neighborhood School Grants- District 13, 14, and 15-general
- Atlantic Yards/NETS/DBNA Community Foundation-general
- Verizon Innovative Learning Grant-curriculum and equipment
- Brooklyn Borough President and Council Member Reso A funds
- Two Trees Grant
- Foundation Grants – from grandparents and community members

Gym equipment/sports grants

- NFL PLAY 60 Bus grant
- Good Sports Grant

Key takeaways

- Identify the specific need that is being funded
- Find the right fit
- Always focus on the funder's motivations and interests—show what's in it for them
- Be prepared—know who you're approaching and why

What's next

Live in-person and online

Introduction to Foundation
Directory Online (FDO)

bit.ly/IntroToFDO

Self-paced eLearning

Creating a sound proposal
budget

<http://bit.ly/candidproposalbudget>

Questions?

Thank you

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