

# DIALOGUE

*A Periordic Newsletter for Development Officers*

- Bill Somerville, Editor -

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*Dialogue* is published to help improve relations between funders and development officers. *Dialogue* was started at the request of a development officer. Readers are invited to submit questions. *Dialogue* can be received by US post or e-mail.

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**Q: How can you get funding if your agency is new and it doesn't have a history of prior relationships or success?**

**A:** In this case, the emphasis should be on the organizer's history and achievements. Good funding is based on finding good people. The Editor's motto is "Find people you trust and fund them."

**Q: For first time funding proposal, how do we let you know who we are?**

**A:** First time is no different from old timers in that all proposals should be descriptive, thoughtful, and complete in their presentations. You can make a special point of inviting a site visit. Use pictures of your work. Be sure to address your proposal to a specific person and call that person to introduce yourself.

## Good Reading

Facts and Findings - Insights on research for everyday use. This newsletter is published by Independent Sector out of Washington, D.C. It is available for one year free.

Facts & Findings  
Independent Sector  
1200 Eighteenth Street N.W. #200  
Washington DC 20077-6152

The last issue was: Nonprofits In An Age of Uncertainty - A Study of Organizational Change.

**Q: Do you know of an expeditious, centralized mechanism (a la the Internet) to find out which companies have matching gift programs?**

**A:** The Foundation Center National Directory of Corporate Giving has “Matching Funds” under the Types of Support Index. For \$29/month a subscriber can have on line access to information on 10,000 foundations and corporations. [www.fdncenter.org](http://www.fdncenter.org)

The Council for Advancement and Support of Education publishes Matching Gift Details which profiles more than 7500 Companies with matching gifts. [www.case.org](http://www.case.org)

There is also a CASE monthly gift clearinghouse 202 328-2273.

The Corporate Giving Directory, by The Taft Group has a section on “Employee Matching Gifts” [www.taftgroup.com](http://www.taftgroup.com)

**Q: Nonprofits start with a thought or an idea. You then sell your thought or idea for support. What are the critical steps one must take prior to submitting a grant application?**

**A:**

- Research the funding source you are approaching and style your request to that source - budget size, topic, other factors such as geographic area, religious preference, population group, etc.
- If you know the funder or staff person, let them know your request will be coming and schedule yourself to submit well ahead of the deadline.
- Do not submit a draft proposal to ask for comments.
- Write the proposal as simply as possible. Use addenda if you want to elaborate.
- Give a lot of thought to your budget. Make it simple and clear. Include in-kind support. Give details when possible such as percentage of time the person is employed, salaries, use specific items vs. categorical.

**Q: Do you have any ideas on getting more young people into philanthropy?**

**A:** Girl Scouting has a program “Strength in Sharing” to educate girls about philanthropy. There are two assumptions: giving is learned behavior and we learn best by doing. The program works with girls ages 5 to 17 through a five stage range of activities. For more information [Cweber@girlscouts.org](mailto:Cweber@girlscouts.org) (800) 247-8319.

### **Definition of a Matching Grant**

A matching grant is when the donor didn't give enough money for the program but wants credit for the remainder of the money raised.

## E-Mail

Foundations are receiving an increasing number of fund requests by E-mail which are misdirected. Apparently some companies are offering “Cash now” addresses of foundations to individuals for \$40 and up. The Editor receives E-mail in one case, asking for \$250,000 to buy a house and signed “Tammy”; no address, phone, etc. Other E-mail requests seem to follow a format “I am a single mother on welfare...”, “Please give money for my son to attend a conference”, a four page E-mail asking for money so a minister can give it to those in need, “I need some grants to start a business” “My son and his wife had twins and then physically abused them so badley that I was given custody and I need a van”. In addition, a growing number of E-mail requests are being sent from around the world.

By comparing with other foundations, the same sender is identified over and over in many cases. This has caught the attention of the media and their exposing of hoaxes concerning philanthropy brings attention to philanthropy, unfortunately on a negative note.

## Youth and Philanthropy

Readers might want to check out the PAVE program (Philanthropy and Volunteerism in Education), a course for high school and college students on the importance of philanthropy. This course was written by Bob Hopkins, founder and president of *Philanthropy in Texas* magazine. The PAVE course has been presented in Costa Rica and in high schools in Dallas. It will be offered at the University of Texas in San Antonio. If one would like more information, contact Mr. Hopkins at [bhopbobtx@aol.com](mailto:bhopbobtx@aol.com).

### About the Editor

Bill Somerville has been in nonprofit and foundation work since 1960. He went to foundations for support for 14years and he has directed foundations for 27 years. He was the first director of the Peninsula Community Foundation in California and he created the Philanthropic Ventures Foundation in 1991. At present, he spends 1/3 of his time working with community foundations in an effort to improve grantmaking and he has visited over 240 foundations in the U.S., U.K., and Canada.

### Comments on Dialogue

“ I enjoy reading Dialogue. Even though I have been involved in development work and nonprofit management over 20 years, I pick up useful ideas in each issue.”

Kent C. Wiemer  
Development Director  
North America & Europe Lions Club International Foundation

***Dialogue***

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**Do You Think Out of the Box?**

Without lifting your pen from the paper, connect the 9 dots with only 4 straight lines.

