Unique Funding Opportunities for Non-Profits

PRESENTED BY LINDSAY MOHR: ADMINISTRATIVE MANAGER, EXCEPTIONAL EQ UESTRIANS OF THE MISSOURI VALLEY
Who I am

- 14 years at Exceptional Equestrians
- Advanced CTRI
- Degree in Journalism
- Raised more than $2.1 million in grants and funding opportunities
Areas of Funding

- Fundraisers
- Corporate Grants and Matching Funds
- Federated Campaigns
- Local County Boards and Groups
- State Grants and Tax Allocation Programs
- Federal Loans, Grants and Funding
Fundraisers

- **Low Hanging Fruit**
  - Dine for Dollars nights at local restaurants
  - Breakfasts at local restaurants (they do the cooking, you provide wait staff)
  - Portion of proceeds at local stores or shops
Fundraisers

- Benefit Walk/Rides
  - Trail Rides, walks, runs or bike rides
  - Participants raise funds based on length of course
- Utilize property to create unique events
  - Endurance Trails - Hikes
  - Mountain Biking
Fundraisers

- Tournaments
  - Golf
  - Shooting
- Events
  - Not more than 1 big one a year!!
  - Large events are volunteer intensive, require upfront spending and are only appealing to a specific audience
  - Choose your most popular event and make it as great as you can
- Mailings
  - Raffles
  - Annual Giving
Fundraisers

- Use Your Facility!
  - Team Building Activities
    - Outsource if you can - 3E Association, etc.
  - Rent out meeting rooms
  - Birthday parties (without horses!)
  - Girl Scout Activities (check with council for rules and regulations)
  - Art/Photography Classes
  - Camp Field Trips
Grant Writing Basics

- Do your research
  - Don’t waste your time applying for grants that where you don’t meet the giving priorities, geographic restrictions or deadlines- you WON’T get the funds

- FOLLOW THE DIRECTIONS!!
  - If they don’t want it stapled, don’t staple it. If they want 10 copies, provide 10 copies. Simple mistakes cause good grant applications to go in the trash.
Grant Writing Basics

- Be prepared
  - When you sit down to write your application, have the basics:
    - 501 (c ) 3
    - Budgets
    - P and L
    - Balance Sheets
    - Project
Corporate Grants and Matching Funds

- Keep it local
  - More likely to receive funds if there is an office, headquarters or store location within 40 miles of your facility

- Use your resources!
  - Check in with your volunteer and client families. Often companies have grant funds restricted to organizations that their employees are involved with

- Create an annual grant calendar
  - Set realistic expectations - can you apply for 1 grant each month? 2? Prioritize those that have funded your organization before - they are more likely to fund you again.
Federated Campaigns

- United Way
  - Pay attention to fundraising rules and guidelines
- Combined Federal Campaign
  - Review application requirements before applying
Local County Boards and Groups

- Research local tax boards in your area
  - In Missouri, we have Senate Bill 40 that provides funds to individuals with special needs. Each county has their own board and funds are handled differently from county to county
    - Some give funds to clients to use as they want
    - Others allocate funds to the non-profit
  - Children with mental health diagnosis
  - Adults with developmental disabilities
State Grants and Tax Allocation Programs

- Many states offer a variety of grants and tax incentive programs
  - Missouri - Neighborhood Assistance Program, Youth Opportunity Program and Block Grants - DED
  - Illinois - DCEO - Block Grants
  - Nebraska - Community Development Assistance Act
  - Iowa - Community Facility and Services Fund
  - Kansas - Community Facilities Grants

- In general, these funds are designed for large scale capital projects that will create jobs (even if they are temporary construction jobs) while improving the community
State Grants and Tax Allocation Programs

Tips to receiving state funds:

- Attend Workshops and Informational Sessions if able
- Contact the person responsible for the program and talk through your project before starting an application
- Include hard data on your community—statistics on number of individuals with special needs, number of services available, etc.
- Include objective statistics on the success of the service you offer
- Acquire letters of recommendation from local politicians and business leaders
Tax Credits- How do they work?

- A tax credit is not like a typical grant. You are not just given a check. You are awarded a specific amount of “credits” that you have to “sell.” Work with accountants both locally and throughout to find people who qualify to purchase your credits.

- The tax credit purchaser makes a donation to your organization, for example $10,000
  - If you have 70% credits, they receive a tax benefit for making the donation, as well as a $7,000 decrease on the amount of taxes they have to pay. Some credits allow people to receive benefits on both state and local taxes.

- Make sure you have a GREAT accountant to help you with the paperwork
Federal Loans, Grants and Funding

- USDA
  - The USDA offers a wide range of funding opportunities for non-profits, especially those with an agricultural lean such as therapeutic riding programs.
    - Low-interest loans
    - Rural Development Loans and Grants
    - Natural Resource Conservation Services
      - Funding and planning assistance for water and land management
    - Community Facilities Direct Loan Program
Federal Loans, Grants and Funding

- Grants.gov
  - Federal grants for a wide variety of topics
  - Educational materials for grant writers
- Sam.gov
  - Federal Assistance Programs
Additional Resources

- **State and Federal Employment Programs**
  - Many states have programs that pay individuals with specific qualifications to work at non-profits at no cost to the program.

- **Sheltered Workshops Transitional Employment Programs**
  - As Inclusive Employment becomes more prominent, many Sheltered Workshops have programs that encourage individuals with special needs to work in inclusive environments. Work with local workshops to establish your program as a work site.