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FOCUS ON FUNDING

**Trends in fundraising
for free and charitable clinics**

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Where is the funding for your future?

- NIH ↓ 18%
- USDA ↓ 21%
- Office of Violence Against Women ↓ 100%

Anything on the upturn?

- Number of patients ↑ (900,000 to 1,300,000 in Texas) who may lose ACA coverage

Can clinics depend on charitable giving?

- 5% corporations
- 15% foundations
- 80% individuals

Foundation giving

- Start with Foundation Center Online (www.fconline.foundationcenter.org)
- Do your research . . . read 990s for at least three years
- Read the foundation's website (www.xxxxxxx.org)
- Check out GuideStar (www.guidestar.org)
- Who does your board know from the foundation board?

Look at giving in Texas

Texas Giving,	Amount	# of grants	Average grant
Education	\$864,471,183	19,395	\$44,594
Human services	\$526,011,719	19,350	\$27,184
Health	\$471,245,328	902	\$522,445
Public societal benefits (United Way)	\$383,419,369	6,556	\$58,484
Arts and Culture	\$324,111,816	7,235	\$44,798
Religion	\$172,204,454	6,056	\$28,435
International	\$127,186,311	2,000	\$63,593
Environment/animals	\$114,611,248	3,349	\$34,223
Other	\$2,789,799	737	\$3,785

Rural/urban foundation giving

Texas giving	Total giving	% giving	Texas population	% population	\$ per capita
Urban	\$2,149,770,205	93%	23,599,618	84.70%	\$91.09
Rural	\$155,555,553	7%	4,262,977	15.30%	\$36.49
Total	\$2,305,325,758				

Trend 1

- Rural clinics are often underfunded
- Do the foundations who support you know this?

More on Texas giving

Where do Texas foundations give?	
In state	\$2,257,274,991
In the southwest	\$72,100,314
In other states	\$598,519,467
Internationally	\$66,287,456

Southwest foundation giving in Texas

State	\$ amount	# of grants
Arkansas	\$17,603,093	272
Arizona	\$4,892,069	165
Colorado	\$9,994,228	1,064
New Mexico	\$3,084,377	123
Nevada	\$2,740,203	67
Oklahoma	\$23,218,182	541

Trend 2

- Ask beyond Texas
- Start with neighboring states

Does (foundation) size matter?

- Get to know the 10 largest foundations in your community
- Set a goal of having half of them give to your clinic
- Don't forget small foundations
- “Small” in the foundation world is based on staff, not on the foundation's capacity to give

Trend 3

- If you believe in your mission and do your research, you can write a successful grant

Use the news

- Current events are tools for you to use
- Don't forget what you learned in your research
- Try SDOH to change the perspective of your request

Trend 4

- Weave something current into your grants
- Address the grantor's interests beyond your project

Who is your audience?

- Men like bulleted lists
- Women like prose
- Use gendered metaphors
- Consider your choice of typeface/font
- What is the level of education you are addressing
- Use their words and phrases to describe your project

Trend 5

- Write for the people who will review your proposal

Resources

- Foundation Center Online
(www.fconline.foundationcenter.org)
- GuideStar (guidestar.org)
- Philanthropy Southwest: Giving Study 2016
(philanthropysouthwest.org)
- Grant Station (grantstation.com)
- Texas Department of State Health Services
(dshs.texas.gov)