

# The 2022 State of Grantseeking Report



**GrantStation**  
Your Fast Track To Funding

## OUR LEAD UNDERWRITERS

*We extend our appreciation to the lead underwriters for their invaluable support.*



## OUR UNDERWRITERS

*We extend our appreciation to these underwriters for their invaluable support.*



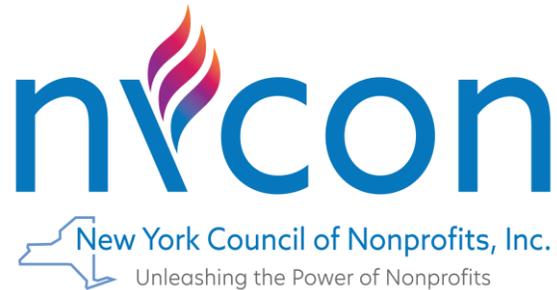
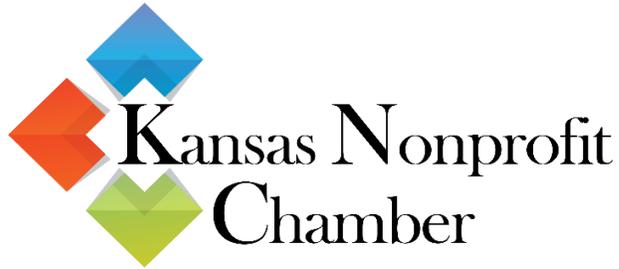
## OUR ADVOCATES

We extend our appreciation to the following organizations and businesses for their generous support in promoting the survey.



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## INTRODUCTION

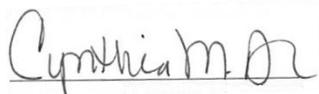
*The 2022 State of Grantseeking™ Report* is based on the 20<sup>th</sup> informal survey of organizations conducted by GrantStation to help illustrate the current state of grantseeking. The primary objectives of this report are to shed light on the current trends in grantseeking and generate benchmarks by which you can measure your success in the field.

As a leader in the nonprofit sector, part of your job is to apply lessons learned by others to the strategic development of your organization. We are here to help you do just that. This report looks at sources of grant funding through a variety of lenses, providing benchmarks to help you understand the grantseeking and grant awards landscape.

I would like to thank our lead survey and report underwriters: [Foundant for Grantseekers-GrantHub](#) and the [Grant Professionals Association](#). Additionally, a large thank you to [ARNOVA](#) (Association for Research on Nonprofit Organizations and Voluntary Action), [CampaignCounsel.org](#), [ELEVATE](#) (Smart Grants for Powerful Social Change), and [TechSoup](#), who all served as survey and report underwriters. And I also want to extend my appreciation to the many organizations that were advocates for the survey.

And of course, I must thank the 1,758 respondents who made this report possible. This is a lengthy and intensive survey that requires true commitment from the respondents, but which ultimately benefits the entire third sector. I hope that the information and benchmarks provided will assist each of you in your good work.

Finally, I would like to thank my GrantStation team that puts together this survey every year, markets it, brings in the underwriters, and then spends many days and weeks crunching numbers and doing the analysis.



Cynthia M. Adams

Founder and CEO, GrantStation

## EXECUTIVE SUMMARY

*The 2022 State of Grantseeking™* Report reflects the experiences of agile organizations and funders, and skillful organizational leadership.

Grant funding is available for those organizations that engage in active grantseeking. Ninety-one percent of our respondents submitted at least one grant application in 2021, and of those, 90% received at least one grant award.

Submitting a higher number of applications increased the likelihood of winning awards. Among organizations that submitted just one grant application, 75% won an award. However, 91% of respondents who submitted three to five grant applications received at least one award, and 96% of those who submitted six to ten grant applications received at least one award. So, one way to increase the chance of winning grant awards is to submit at least three applications.

Private foundations continue to be a funding source for most respondents; 80% received awards from this source. Private foundations were most frequently reported as the largest source of total funding (34%) and the source of the largest award (32%). Although government awards are still “big money,” private foundations are more frequent funders.

The median largest individual award for all respondents was \$82,000. This figure varied by grantmaker type, organizational annual budget, and mission focus. For example, the median largest individual award received from community foundations was \$20,000, compared to \$606,800 from the Federal government. Within budget ranges, the median largest individual award received by small organizations (budgets under \$100,000) was \$10,000, while extra-large organizations (budgets over \$25 million) reported a median largest award of \$2.2 million.

Even an organization’s mission focus has an impact on award size. Organizations with an Animal Related mission reported a median largest award of \$20,000, while the median largest award was \$300,000 for Housing and Shelter organizations and \$2.5 million for Educational Institutions.

The opportunity cost—the in-depth knowledge, staff, and time required in the grant process—should be weighed against the size of an award and the likelihood of winning that award. The grant process takes an investment of days, and in many cases weeks, to complete applications.

Respondent data continues to suggest that successful grantseeking is made more difficult by organizational staff and time limitations, increased competition for finite award monies, and researching grant opportunities that matched with specific missions, locations, or programs. These struggles relate to the most frequently reported techniques for lowering or maintaining indirect/administrative costs, which included reductions in the number of staff (37%).

While it was reported that non-government funders will generally assist with indirect/administrative costs, they limit the amount that they are willing to cover. Only 24% of respondents reported that over 21% or more of these costs were paid by funders.

We at GrantStation hope *The 2022 State of Grantseeking™ Report* helps to alleviate some of the frustration among nonprofit organizations as they engage in grantseeking activities. Overall, this report speaks to the importance of targeting the right grantmakers. How can this report help your organization find the funding it needs?

First, compare your organization's grantseeking to this report, and note the benchmarks for funder type and award size for your organization's annual budget and mission. Are there areas where your organization excels, or where it could stand to improve? Next, using the results of this survey as one of your guides, set realistic expectations for both the projected contribution of grant awards to your total budget, and the time and staff required to engage in grantseeking.

Because these reports are meant to serve you and to help you determine where you need to focus your energy, you may consider setting aside time in your next board of directors meeting to discuss this report and how the information can be used to help you build a successful and resilient grantseeking strategy.

Finally, consider investing in tools to help organizational growth, such as [Membership in GrantStation](#). At [GrantStation](#), we help you to keep your organization financially healthy through assistance in developing a strong grantseeking strategy. [Member Benefits](#) provide the tools for you to find new grant sources, build a strong grantseeking program, and write winning grant proposals.

*Ellen C. Mowrer*

Ellen C. Mowrer

President and COO, GrantStation



## KEY FINDINGS

### GRANTSEEKING ACTIVITY

- Ninety-one percent of respondents applied for grant funding in 2021.
- Among the organizations with active grantseekers, 75% reported that one to two people were directly involved with the grant process.
- Compared to the same period in the prior year, 58% of respondents applied for more grants and 46% were awarded more grants. In addition, 42% reported the receipt of larger awards.
- Application rates varied by funder type; 93% of respondents applied for private foundation funding in 2020 while 65% applied for Federal funding.
- Applying for at least three grant awards increased the frequency of winning an award. Twenty-five percent of organizations that submitted one application won no awards. However, the percentage of organizations that won at least one award was high among organizations that submitted three to five applications (91%), six to ten applications (96%), or eleven or more applications (98-100%).

### AWARDS

- Forty-nine percent of respondents reported grant funding as comprising 25% or less of their annual budget.
- Recurring grants were 10% or less of total grants for 40% of respondents, and 11% to 50% of total grants for 33% of respondents.
- The median of total grant funding was \$2,450,146; the median largest individual award was \$82,000.
- The median largest award from non-government funders (an aggregate of private foundations, community foundations, corporate grantmakers, and “other” funding sources) was \$37,000.
- The median largest award from government funders (an aggregate of local, state, and Federal government) was \$259,000.

- The most frequently reported type of support for the largest award was project or program support (40%); general support was the largest award type for 24% of respondents.

## FEDERAL GOVERNMENT AWARDS

- Of all respondents to *The 2022 State of Grantseeking™ Survey*, 39% stated that their organizations receive Federal funding on a regular basis and 37% received Federal funding in 2021.
- The largest award median for the Federal government was \$606,800.
- Most organizations that received Federal funding in 2021 reported that their largest Federal award came in the form of grants (66%) or contracts (14%).
- Forty-five percent of the funds for the largest Federal award originated directly from the Federal government; 34% originated as pass-through Federal funding via a state government.
- Twenty-five percent of respondents reported that matching funds were required in their largest Federal award. Of those, 57% could use in-kind gifts toward the match total.
- Fifty-six percent of respondents reported that their largest Federal award included indirect or administrative cost funding.

## DONOR-ADVISED FUND (DAF) AWARDS

- Among our respondents, 45% received DAF awards.
- Donor-advised funds provided 10% or less of total grant funding for 53% of respondents.

## LARGEST AWARD LOGISTICS

- The grant cycle length—from proposal submission to award decision—for the largest grant award was between one and six months for 60% of respondents.
- The grant process takes staff. For 63% of respondents, one to two people were directly involved in the grantseeking process for the largest individual award, while 25% of respondents reported that three to five people were directly involved.
- The grant process takes time. Grant research took three days or fewer for 67% of respondents. Developing a strategic plan took three days or fewer for 52% of respondents, while writing the grant application took between two days and two weeks for 71% of respondents. Application submission took three days or fewer for 69% of respondents, and subsequent reporting requirements took three days or fewer for 53% of respondents.

- Once an award decision had been determined, funders released the award monies quickly; 68% of respondents reported receiving the award within three months of notification.

## INDIRECT/ADMINISTRATIVE COSTS

- Compared to indirect/administrative costs for the prior year, 47% of respondents reported that these costs had remained the same, while 41% reported that these costs had increased. Indirect/administrative costs decreased for 12% of respondents.
- Respondents kept their costs low; 66% reported indirect/administrative costs as 20% or less of their total budgets.
- The most frequently reported indirect/administrative cost control techniques involved reductions in the number of staff (37%) or reductions in services and programs (33%).
- Individual donations (36%) were the most frequent source of indirect/administrative funding.
- Only 9% of respondents reported that non-government funders would not cover any level of indirect/administrative costs. However, 43% of respondents reported an allowance of 10% or less for these costs.

## COLLABORATION

- Most respondents (65%) did not participate in collaborative grantseeking in 2021.
- Forty-two percent of those respondents that did submit a collaborative grant application reported winning an award.
- Increases in annual budget size, with the implied increases in staff and infrastructure, influenced collaborative activities. Fifty-seven percent of organizations with budgets of \$25,000,000 or more participated in collaborative grantseeking in 2020, whereas 18% of organizations with budgets under \$100,000 engaged in collaborative grantseeking during this period.

## CHALLENGES TO GRANTSEEKING

- Lack of time and/or staff (23%) continued to be the greatest challenge to grantseeking among respondents.
- Increased funder practices and requirements (15%), competition for finite monies (14%), building funder relationships (11%), and difficulty in finding grant opportunities that matched with specific missions, locations, or programs (11%) were also frequently cited as the greatest challenge to successful grantseeking.

## ORGANIZATION ANNUAL BUDGET

- Larger organizations consistently reported larger award sizes. Median total awards ranged from \$12,500 for small organizations to over \$5.6 million for extra-large organizations. The median size of the largest individual award ranged from \$10,000 for small organizations to \$2.2 million for extra-large organizations.
- Federal and state government funding frequency generally increased with organizational budget size, whereas local government, community foundation, and “other” funding sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) decreased in relation to budget size. Corporate funding was least frequently reported by extra-large organizations. Private foundation funding was most frequently reported by medium and large organizations.

## ORGANIZATION MISSION FOCUS

- Award sizes varied by organizational mission focus. The median size of the largest individual award ranged from \$20,000 for Animal Related organizations to \$2.5 million for Educational Institutions. Community Improvement organizations reported a median award total of \$27,000, while Educational Institutions reported a median award total of \$3 million.
- Private foundations were the largest source of total grant funding for most mission focuses. The Federal government was the most frequently reported source of total grant funding for Educational Institutions, Healthcare, and Mental Health organizations.



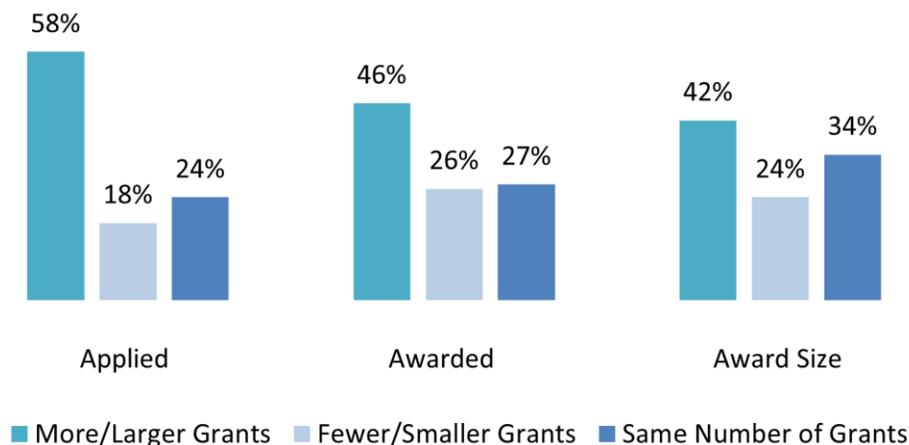
## GRANTSEEKING ACTIVITY

Respondents to *The 2022 State of Grantseeking™ Survey* actively pursued grant funding for their organizations; 91% submitted at least one grant application in 2021.

### RECENT ACTIVITY

In 2021, 76% of respondents applied for the same number of grants (24%) or more grants (58%) than they did in 2020. Of respondent organizations, 72% were awarded the same number of grants (27%) or more grants (46%) compared to the prior year. Moreover, 76% of respondents reported that their organizations received awards of the same size (34%) or larger (42%).

2021 Grantseeking Activity

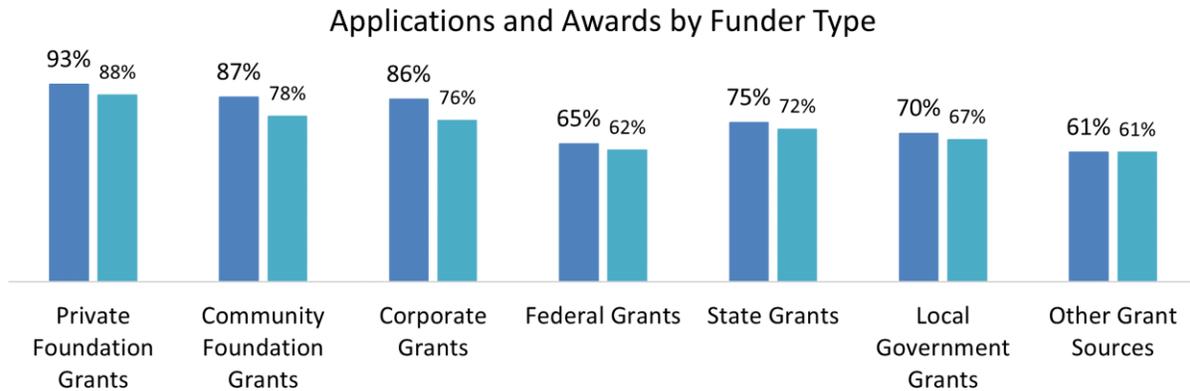


Respondents were optimistic about the future; 47% expected to be awarded more grants in the following year, and 31% expected to receive the same number of awards.

### APPLICATION AND AWARD RATES BY FUNDING SOURCE

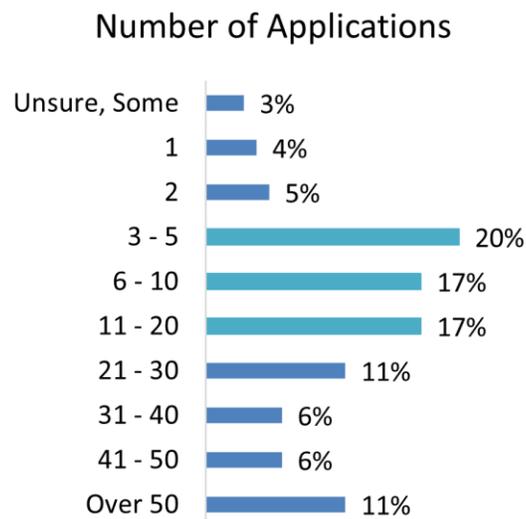
Application and award rates varied by funder type. Grantseekers most frequently applied to private foundations (93%), community foundations (87%), and corporate grantmakers (86%). Among government funding sources, state government application rates (75%) were higher than those of local government (70%) or the Federal government (65%). Sixty-one percent of respondents reported applying to “other” grant sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds).

More frequent award rates were reported from private foundations (88%), community foundations (78%), and corporate grantmakers (76%). Among government funding sources, state government (72%) and local government (67%) award rates were higher than those of the Federal government (62%). Awards from “other” grant sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) were reported at a rate of 61%.



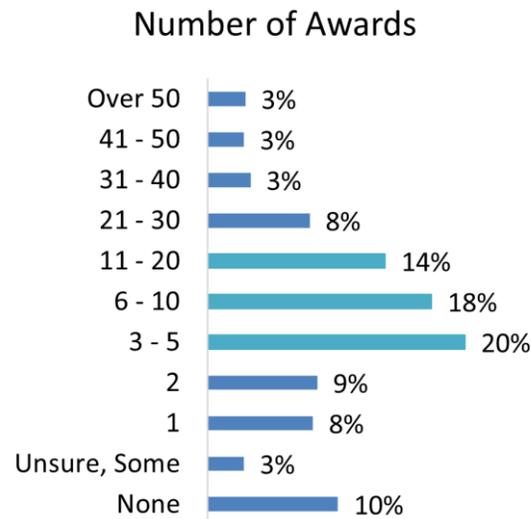
## NUMBER OF GRANT APPLICATIONS

Most respondents (91%) applied for grant funding in 2021. Of those respondents that submitted a grant application during that time, most (54%) submitted between three and 20 applications. One or two grant applications were submitted by 9% of respondents. Eleven percent of respondents submitted between 21 and 30 grant applications and 12% submitted between 31 and 50 applications. Fifty-one or more grant applications were submitted by 11% of respondents. Three percent of respondents reported submitting some applications, of indeterminate quantity.



## NUMBER OF GRANT AWARDS

During 2021, a total of 90% of respondents received at least one grant award. Seventeen percent of respondents received one or two grant awards and 38% received between three and ten grant awards. Eleven or more grant awards were received by 31% of respondents, while 3% reported receiving some awards, but were unsure of the exact number. In this report, 10% of respondents reported receiving no awards.



## GRANT APPLICATIONS VS. GRANT AWARDS

The relationship between applications submitted and awards won can be seen in the chart below. A larger number of applications was more likely to result in a larger number of awards. Some awards received in 2021 resulted from applications submitted at an earlier time, and some applications were submitted for which awards had not yet been determined.

Number of Awards	Number of Applications										
	Unsure Some	1	2	3 - 5	6 - 10	11 - 20	21 - 30	31 - 40	41 - 50	51 - 60	Over 60
None	4	11	8	20	7	1	2	0	0	0	0
1	2	30	22	24	2	2	0	0	0	0	1
2	1	1	26	49	12	3	1	0	1	0	1
3 - 5	4	2	6	109	71	28	9	0	2	0	0
6 - 10	0	0	0	13	83	84	18	4	1	1	1
11 - 20	0	0	1	2	6	54	59	23	10	7	3
21 - 30	0	0	0	0	0	2	29	24	21	8	11
31 - 40	1	0	0	0	0	0	0	7	15	3	14
41 - 50	0	0	0	0	0	0	0	1	10	5	18
51 - 60	0	0	0	0	0	0	0	1	1	2	8
Over 60	1	0	0	0	0	0	0	0	0	0	25
Unsure - Some	18	0	0	7	1	1	1	0	2	0	1

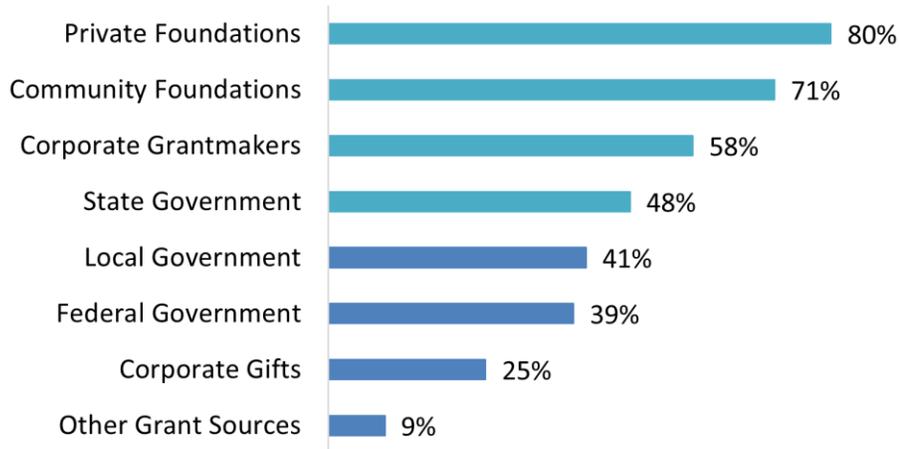
- One Application: 75% of respondents were awarded at least one grant.
- Two Applications: 87% of respondents were awarded at least one grant.
- Three to Five Applications: 91% of respondents were awarded at least one grant; 71% of respondents were awarded two to five grants.
- Six to Ten Applications: 96% of respondents were awarded at least one grant; 85% of respondents were awarded three to ten grants.
- 11 to 20 Applications: 99% of respondents were awarded at least one grant; 79% of respondents were awarded six to 20 grants.
- 21 to 30 Applications: 98% of respondents were awarded at least one grant; 74% of respondents were awarded 11 to 30 grants.
- 31 to 40 Applications: 100% of respondents were awarded at least one grant; 78% of respondents were awarded 11 to 30 grants.
- 41 to 50 Applications: 100% of respondents were awarded at least one grant; 89% of respondents were awarded 11 to 50 grants.
- 51 to 60 Applications: 100% of respondents were awarded at least one grant; 58% of respondents were awarded 11 to 30 grants.
- Over 60 Applications: 100% of respondents were awarded at least one grant; 61% of respondents were awarded over 20 grants.

Applying for at least three grant awards increases the frequency of winning an award. Applying for at least six grant awards almost ensures winning at least one award.

## GRANT FUNDING SOURCES

Private foundations (80%), community foundations (71%), and corporations (58%) were the most frequently cited sources of grant awards. Corporate gifts of products or services were reported by 25% of respondents. Among government funders, state funding sources (48%) were reported more frequently than local (41%) and Federal (39%) funding sources. Other funding sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) were reported by 9% of respondents.

### Funding Sources



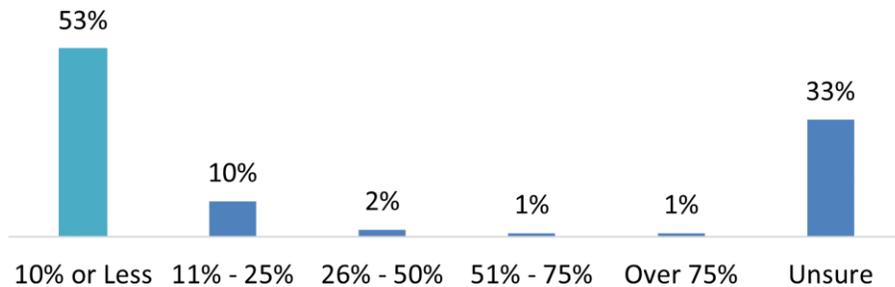
### DAF AWARD FUNDING CONTRIBUTION

Donor-advised funds (DAFs) allow the donor to irrevocably donate cash, stocks, or tangible property to a managing organization (and take an immediate tax credit). Some DAFs are managed by commercial lenders, and some are managed by nonprofit organizations, but all allow the donor to direct where the funds go while the entity manages the investment.

Among our respondents, 45% received DAF awards, whereas 43% did not receive DAF awards, and 12% were unsure if they received this type of funding.

Donor-advised funds provided 10% or less of total grant funding for 53% of respondents. Thirty-three percent of respondents were unsure of the percentage of DAF awards to total grant funding.

### DAF Awards as a % of Total Grants

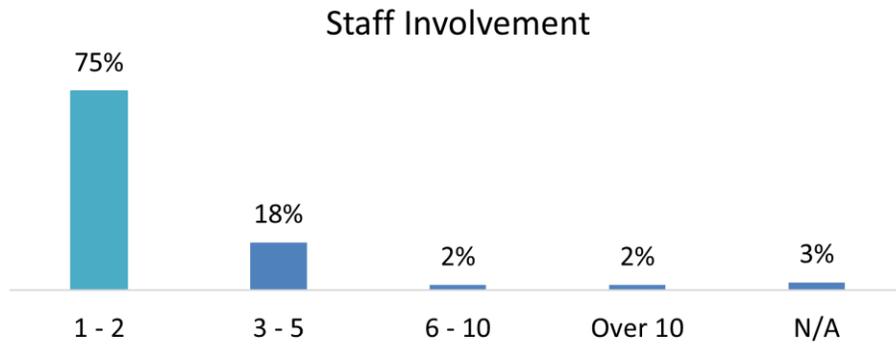


### STAFF

Organizational staff were the primary grantseekers for 75% of respondents. Board members (9%), volunteers (6%), and contract grant specialists (7%) were also cited as the primary

grantseeker. Three percent of respondent organizations were not engaged with active grantseekers.

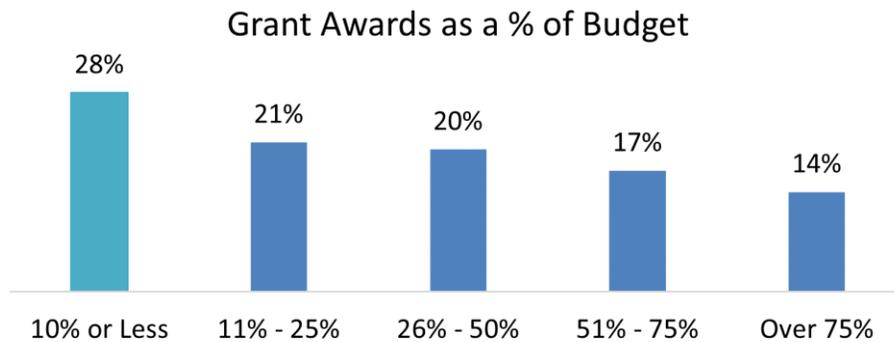
Among those organizations with active grantseekers, 75% reported that one to two people were directly involved with the grant process. Three to five grantseekers were reported by 18% of respondents. Larger grant staff sizes of six to ten people (2%) and over ten people (2%) were also reported. Three percent of respondents said they did not have active grantseekers at their organizations.



# TOTAL FUNDING

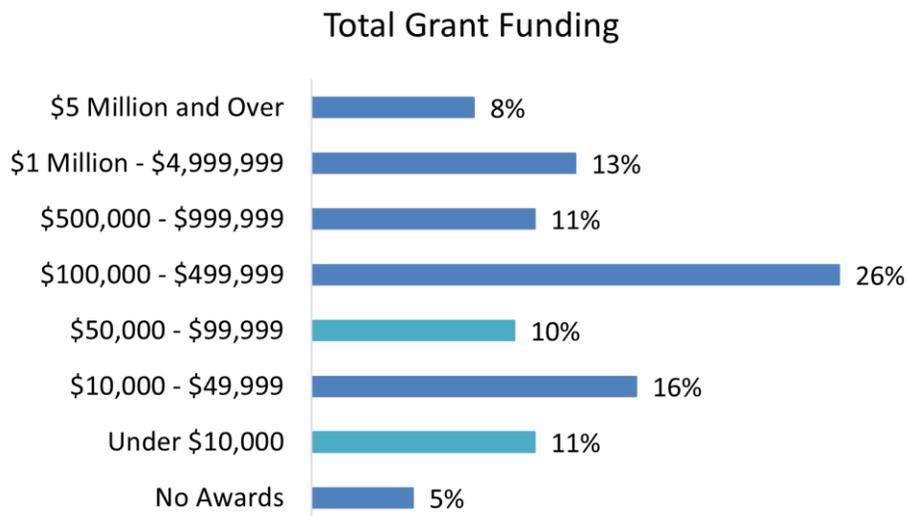
## TOTAL GRANT FUNDING BUDGET CONTRIBUTION

Grant funding was 10% or less of the annual budget for 28% of respondents, and 11% to 25% of the budget for 21% of respondents. Grant funding comprised 26% to 50% of the budget for 20% of respondents, and 51% to 75% of the budget for 17% of respondents. Fourteen percent of respondents reported grant funding of 76% or more.



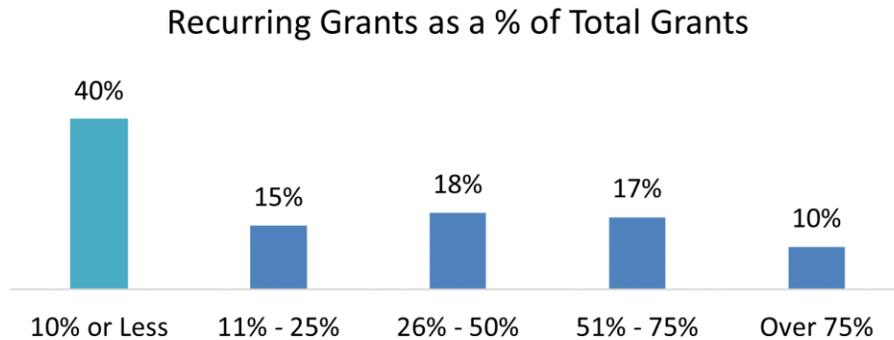
## TOTAL GRANT FUNDING

Total awards under \$10,000 were reported by 11% of respondents, while 16% reported total awards between \$10,000 and \$49,999. Ten percent of respondents reported total grant awards between \$50,000 and \$99,999, whereas 26% of respondents reported total awards of \$100,000 to \$499,999. Total awards between \$500,000 and \$999,999 were reported by 11% of respondents, while 13% reported total awards of \$1 million to \$4,999,999. Eight percent of respondents reported total awards of \$5 million or more. The median value of total awards was \$163,000 and the average value of total awards was \$2,450,146.



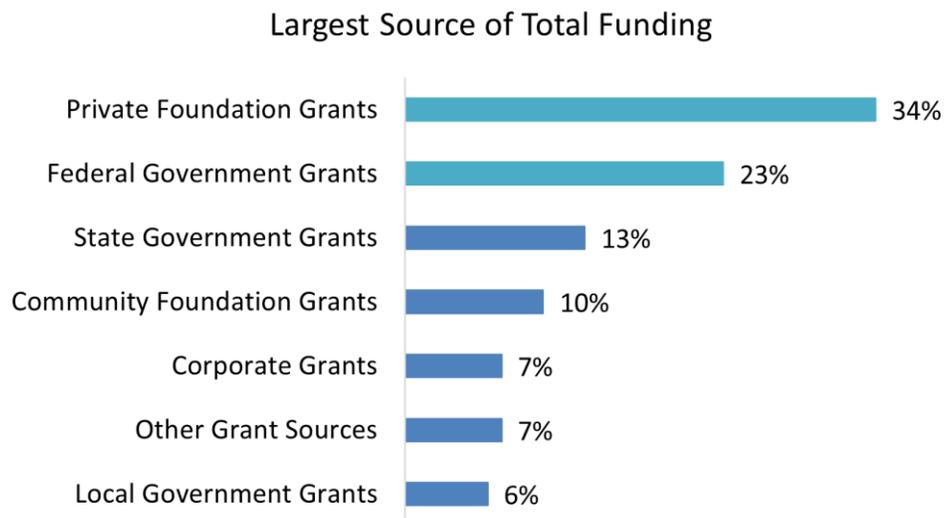
## RECURRING GRANTS

Recurring grants (a fixed grant award which take place on an ongoing basis) were 10% or less of total grants for 40% of respondents, and 11% to 25% of total grants for 15% of respondents. Recurring grant funding comprised 26% to 50% of total grants for 18% of respondents, and 51% to 75% of the grant budget for 17% of respondents. Ten percent of respondents reported recurring grant funding of 76% or more.



## LARGEST SOURCE OF TOTAL FUNDING

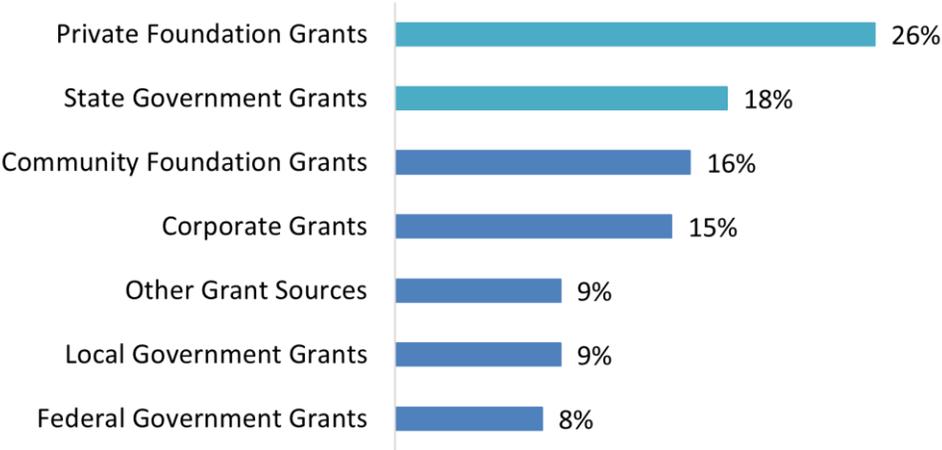
Private foundations (34%) were the most frequently reported largest source of total grant funding, followed by the Federal government (23%) and state government (13%). Community foundations were the largest source of total funding for 10% of respondents, corporate grants were the largest source of total funding for 7% of respondents, and local government was the largest total funding source for 6% respondents. "Other" grant sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) were the largest source of total funding by 7% of respondents.



## SECOND LARGEST SOURCE OF TOTAL FUNDING

The second largest source of total funding was reported as private foundations by 26% of respondent organizations, followed by state government (18%), community foundations (16%), and corporate grants (15%). “Other” grant sources (9%), local government (9%), and the Federal government (8%) were also reported as the second largest total funding source.

Second Largest Source of Total Funding

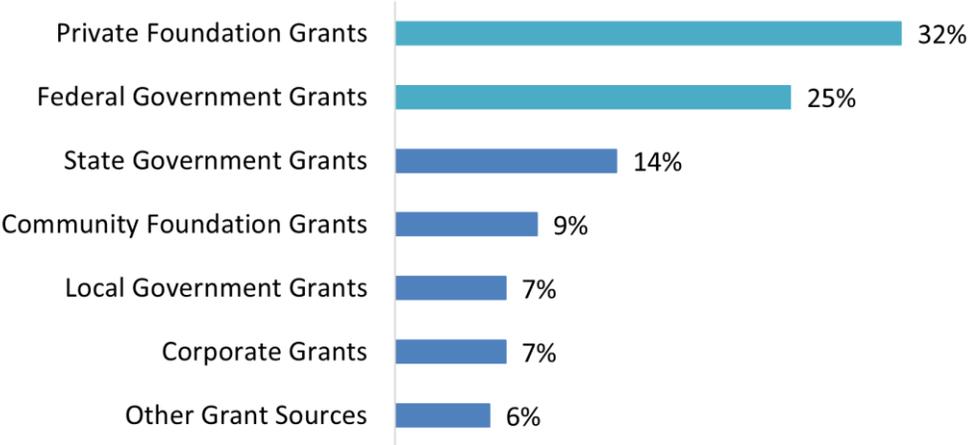


# LARGEST AWARDS

## LARGEST INDIVIDUAL AWARD SOURCE

Private foundations (32%) were the most frequently reported source of the largest individual grant award. For 25% of respondents, the Federal government was the source of the largest individual grant award. State government was the largest individual award source for 14% of respondents, followed by community foundations (9%), local government (7%), and corporate grants (7%). Six percent of respondents reported “other” grant sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) as their largest individual award source.

Largest Individual Award Source

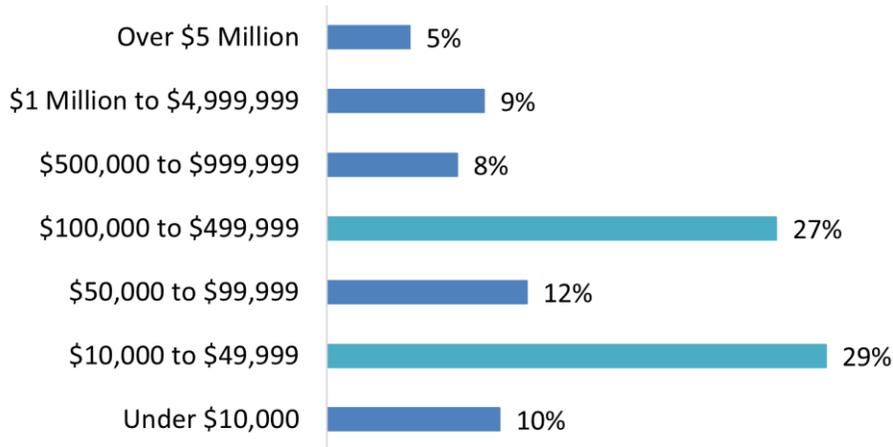


## LARGEST AWARD SIZE

The median largest individual award for all respondents was \$82,000 and the average largest individual award was \$1,989,312.

Seventy-eight percent of respondents reported a largest individual award of under \$500,000. A largest individual award of under \$10,000 was reported by 10% of respondents, while 29% reported a largest individual award of \$10,000 to \$49,999. Twelve percent of respondents reported a largest individual award between \$50,000 and \$99,999, whereas 27% of respondents reported a largest individual award of \$100,000 to \$499,999. A largest individual award between \$500,000 and \$999,999 was reported by 8% of respondents, while 9% reported a largest individual award of \$1 million to \$4,999,999. Five percent of respondents reported a largest individual award of \$5 million or more.

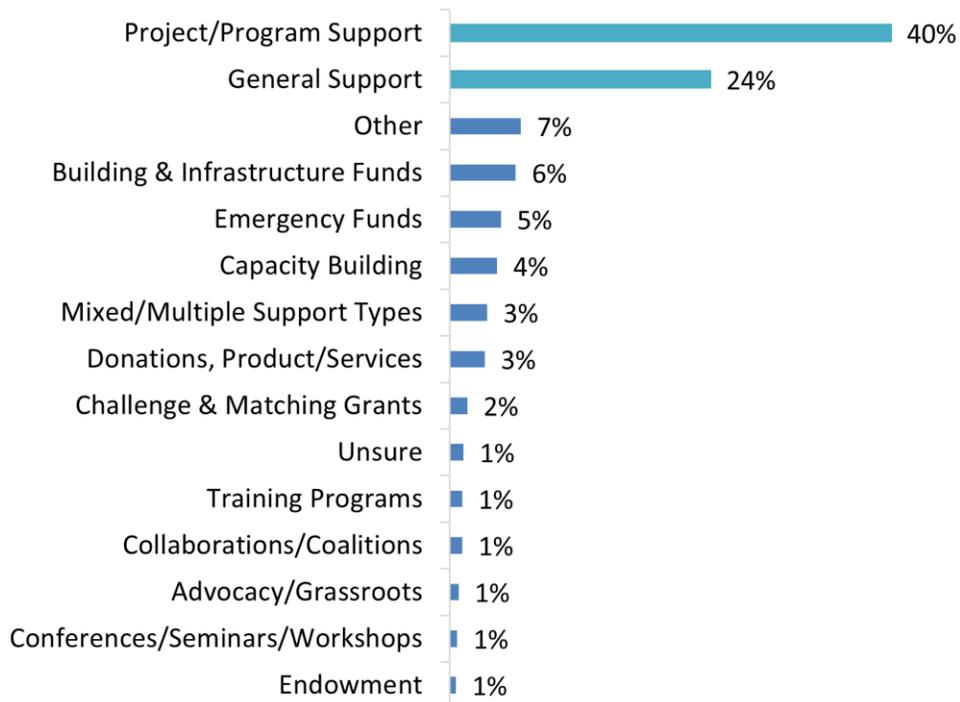
### Largest Individual Award Size



### LARGEST AWARD SUPPORT TYPE

Of the 25 types of support, project or program support (40%) and general support (24%) were reported most frequently. The “other” category is comprised of the eight support types with less than 1% in responses.

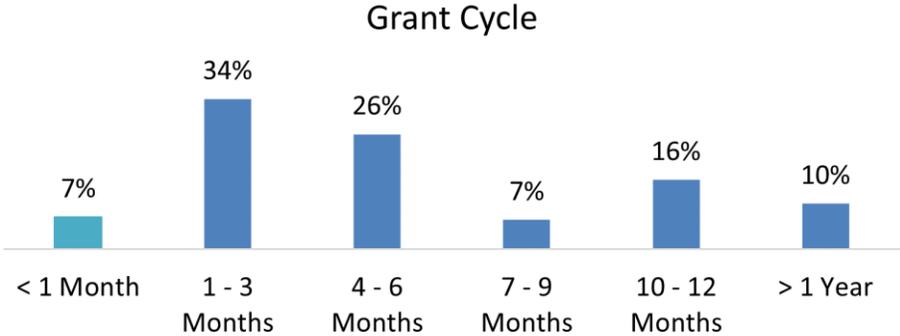
### Largest Award Support Type



# LARGEST AWARD LOGISTICS

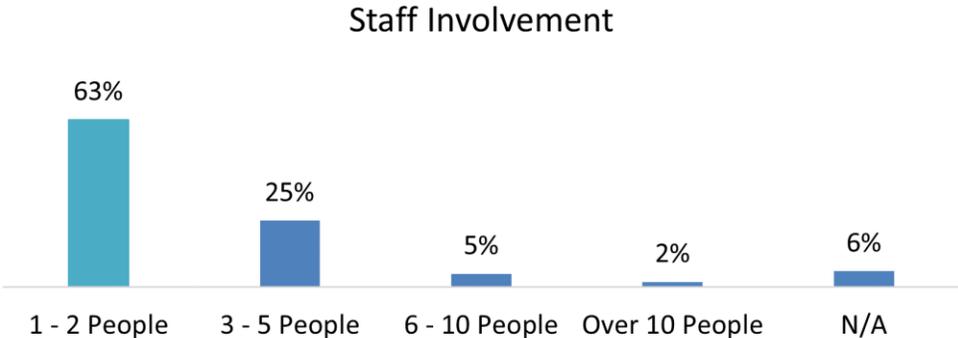
## GRANT CYCLE

The grant cycle length—from proposal submission to award decision—for the largest grant award was between one and six months for 60% of respondents. A longer grant cycle of seven months or more was reported by 33% of respondents, while 7% reported a shorter grant cycle of less than a month.



## STAFF INVOLVEMENT

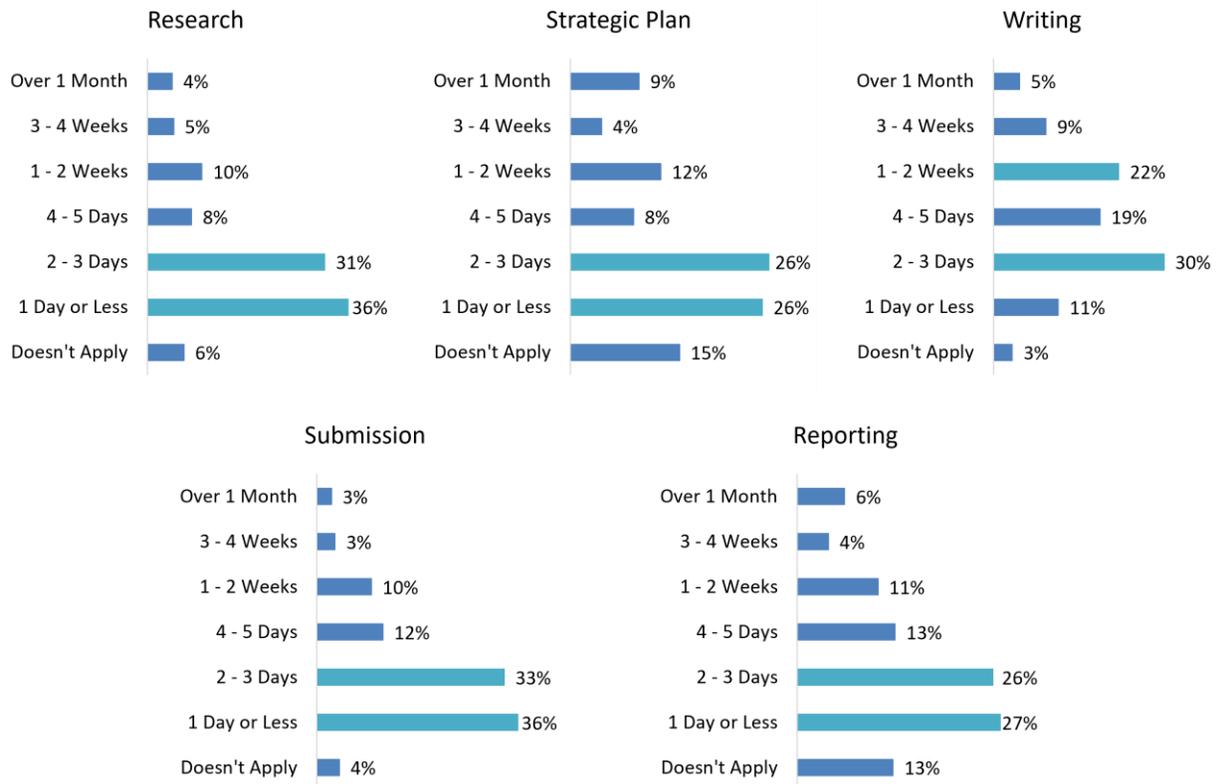
For 63% of respondents, one to two people were directly involved in the grantseeking process for the largest individual award. Twenty-five percent of respondents reported that three to five people were directly involved, and 7% reported six or more people were directly involved. Six percent of respondents reported no direct staff involvement.



## TIME ALLOCATION

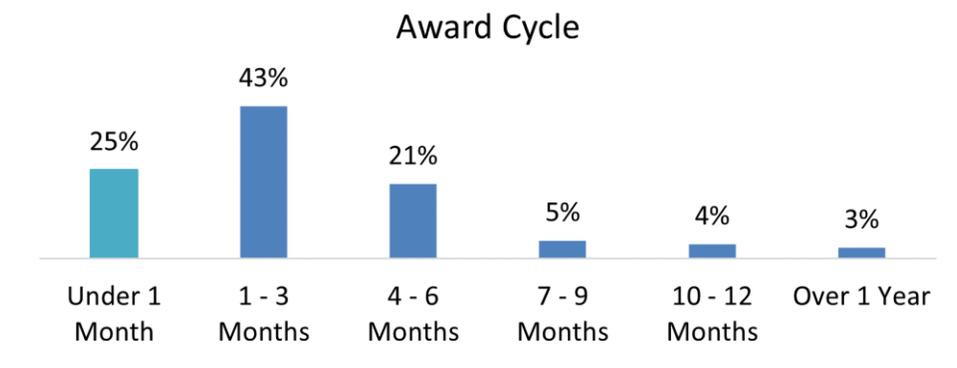
When combined, the various facets of a grant application involve days to weeks of work. For the largest individual award, we asked respondents to tell us how much time was spent on research to support the statement of need, development of the strategic plan, writing the

proposal, coordination of the attachments and submission, and post-award reporting. Research (67%), planning (52%), submission (69%), and reporting (53%) took three days or fewer for the many of respondents. However, writing the grant application took more than three days for 55% of respondents.



## AWARD CYCLE

Once an award decision had been determined, funders released the award monies quickly; 68% of respondents reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported by 33% of respondents.



# GOVERNMENT FUNDING

## GOVERNMENT FUNDING SOURCES

Among those respondents that reported government funding sources, state government (48%) was most frequently reported as a government funding source, followed by local government (41%) and the Federal government (39%).

## GOVERNMENT LARGEST SOURCE OF TOTAL FUNDING

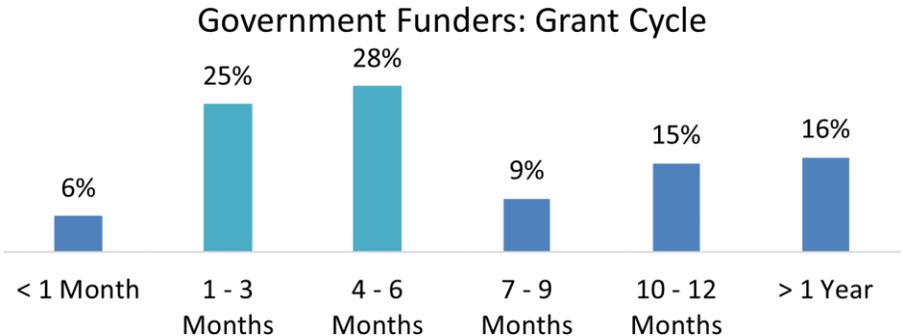
Among government award recipients, the Federal government (51%) was most frequently reported as the largest source of total funding, followed by state government (28%), and local government (13%). Eight percent of government award recipients reported non-government funders as their largest source of total funding.

## GOVERNMENT LARGEST INDIVIDUAL AWARD SOURCE

Among those respondents that reported government funding sources, the Federal government (55%) was most frequently reported as the largest individual award source, followed by state government (31%) and local government (15%).

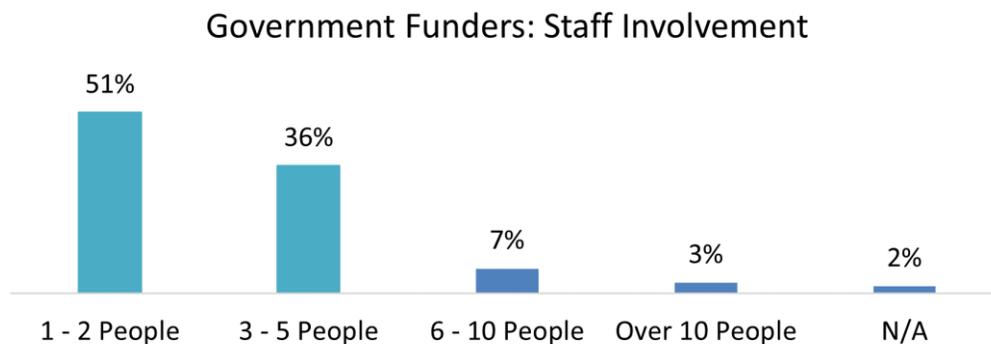
## GOVERNMENT GRANT CYCLE

The government grant cycle length—from proposal submission to award decision—for the largest award was between one and six months for 53% of respondents, while 6% reported a short grant cycle of less than a month. A longer grant cycle of seven months or more was reported by 40% of respondents. The longer grant cycle reflects the government application process; the non-government application process took seven months or more for 26% of respondents.



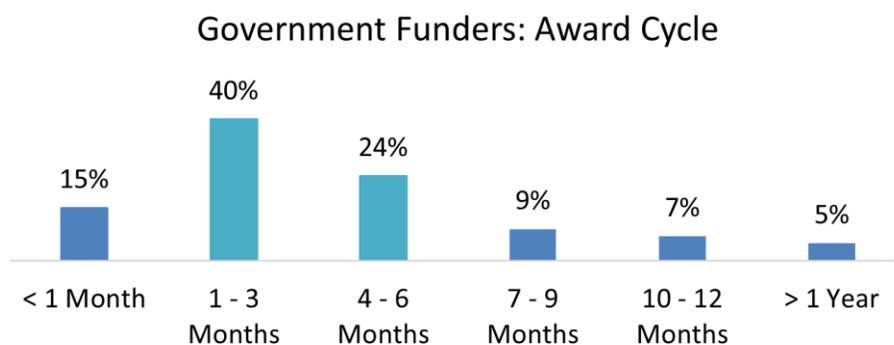
## STAFF INVOLVEMENT

For 51% of respondents, one to two people were directly involved in the grantseeking process for the largest individual government award, while 36% of respondents reported that three to five people were directly involved. This represents more staff involvement than for non-government awards, where 73% of respondents reported one to two people were directly involved in the grantseeking process.



## AWARD CYCLE

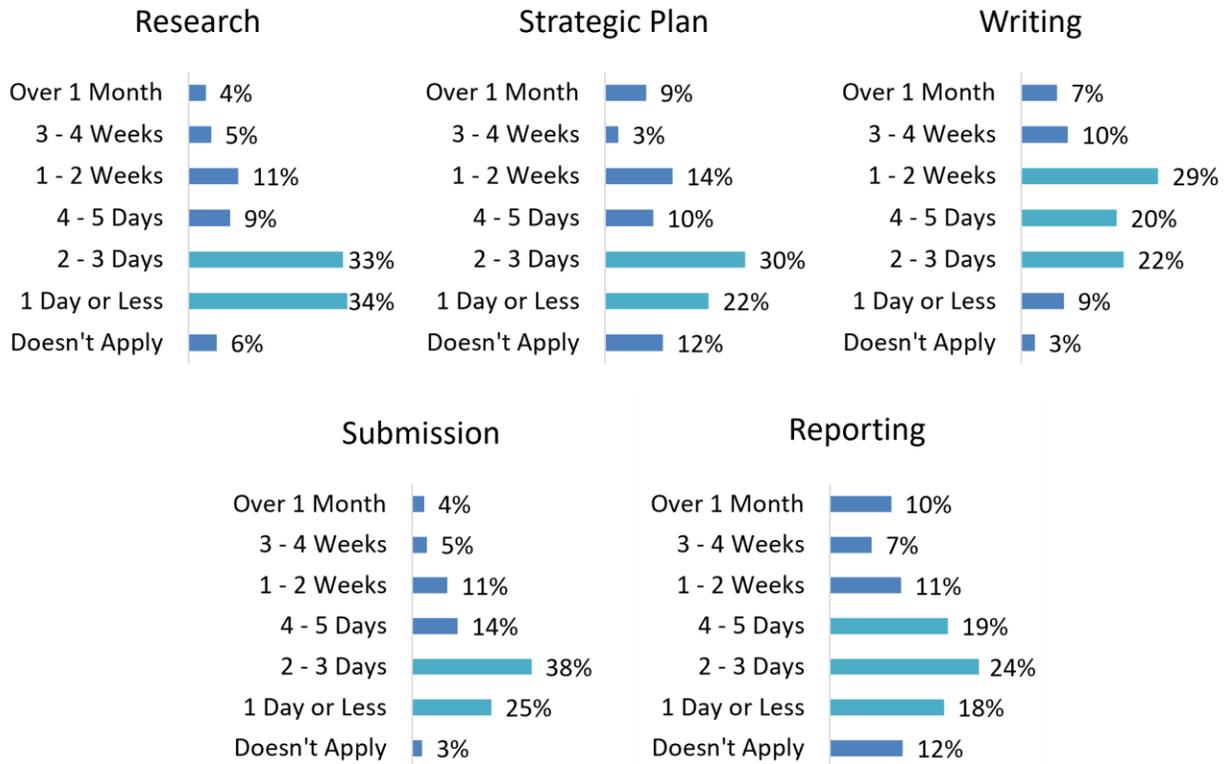
Once an award decision had been determined, funders released the award monies quickly; 55% of respondents reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported by 45% of respondents. The longer award cycle reflects government processes; non-government release of award monies took four months or more for 23% of respondents.



## TIME ALLOCATION

For the largest individual award from a government funder, we asked respondents to tell us how much time was spent on research to support the statement of need, development of the strategic plan, writing the proposal, coordination of the attachments and submission, and post-award reporting. For most respondents, the research, planning, and submission areas of the government grant process took three or fewer days. However, writing government grant

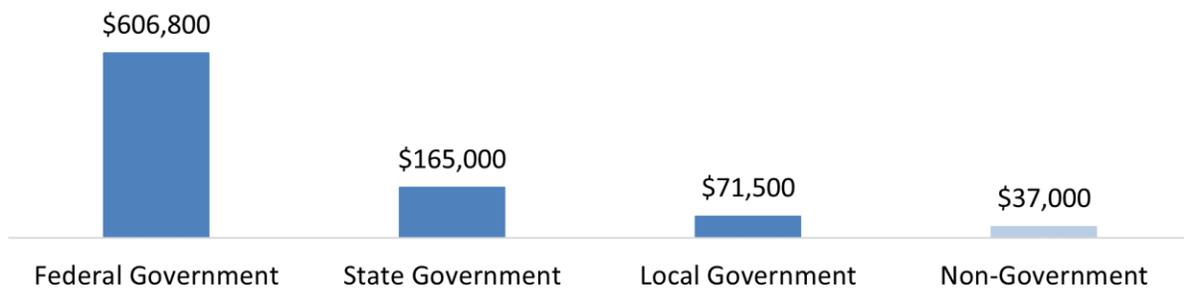
applications took from two days to two weeks for 71% of respondents, and reporting took up to five days for 61% of respondents.



### GOVERNMENT LARGEST AWARD SIZE

The largest individual award medians from government entities were higher than those from non-government funders. The largest individual award median was \$606,800 for the Federal government, \$165,000 for state government, and \$71,500 for local government. In comparison, the largest award median from non-government funders (private foundations, community foundations, corporate grantmakers, and “other” sources, in aggregate) was \$37,000.

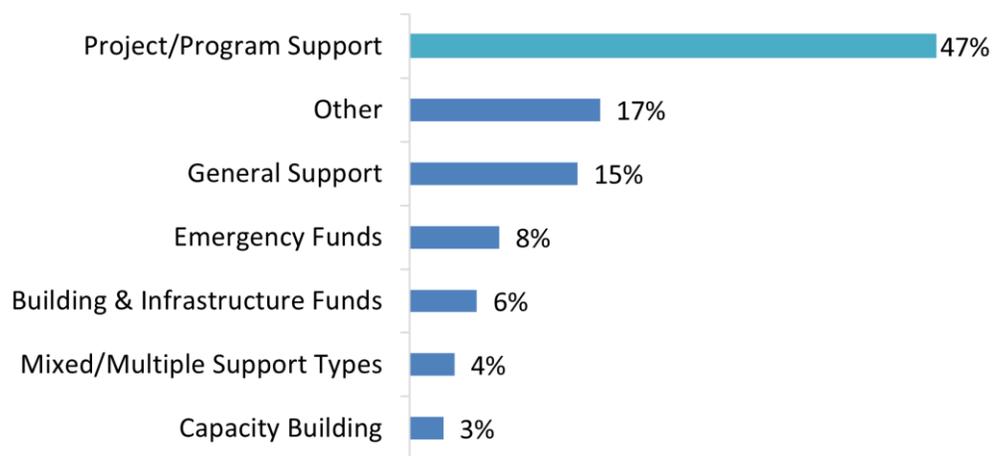
Government Funders: Largest Award Median



## GOVERNMENT LARGEST AWARD SUPPORT TYPE

The largest government award received by 47% of respondents was in the form of project or program support, followed by the “other” category (17%), comprised of eighteen support types reported at a rate of less than 2%, including advocacy, collaborations, equipment, and training programs. The largest government award received by 15% of respondents was in the form of general support, while emergency funds were reported as the largest form of support by 8% of respondents. Building and infrastructure awards were received by 6% of respondents, while mixed support types were reported by 4% of respondents, and capacity building grants were reported by 3% of respondents.

Government Funders: Largest Award Support Type



## FEDERAL GOVERNMENT FUNDING

Thirty-nine percent of respondents reported that their organizations regularly receive Federal funding, and 37% stated that their organizations received Federal funding in 2021.

## FEDERAL GOVERNMENT AWARD FORM

Those organizations that received Federal funding during 2021 reported that their largest Federal award came in the form of grants (66%), contracts (14%), or another form, including cooperative agreements, reimbursements, and COVID-19 relief funding administered by the Small Business Administration (11%). Nine percent were unsure of the form of funding.

## FEDERAL GOVERNMENT AWARD ORIGIN

Forty-five percent of the funds for the largest Federal award originated directly from the Federal government, while 34% originated as pass-through Federal funding via a state government. Eleven percent originated in another form, primarily as pass-through funding from

non-Federal levels of government, tribal agencies, or nonprofit organizations. Nine percent of respondents were unsure of where their Federal funding originated.

## FEDERAL GOVERNMENT MATCHING FUNDS

Over half (64%) of respondents that received Federal funding reported that their largest Federal award did not require matching funds, whereas 25% reported that matching funds were a requirement of their largest Federal award. Twelve percent of respondents that received Federal funding were unsure if matching funds were included as a requirement.

Of those organizations that received awards requiring matching funds, 57% could use in-kind gifts toward the match total, including volunteer hours, facilities usage, time and travel, and donations of goods and services. Respondents most frequently reported a match of 11% to 25% (31%), or of 26% to 50% (19%).

## FEDERAL GOVERNMENT INDIRECT/ADMINISTRATIVE COST FUNDING

The largest Federal award included indirect/administrative cost funding for 56% of respondents, while 28% reported that cost funding was not included, and 16% were unsure if this type of funding was included.

Of those respondents that did receive indirect/administrative cost funding, 46% reported that their largest Federal award included an allocation of 10% or less for these costs, and 14% reported that the award included 11% to 20% funding for these costs. Twelve percent of respondents reported that their largest Federal award included funding of 21% or more for indirect/administrative costs, while 28% were unsure of the level of funding allocated to these costs.

## FEDERAL GOVERNMENT REPORTING

Of the organizations that received Federal awards, 55% were required to report on outcomes or cost per unit for the largest award, while this type of reporting was not required for 23%. Twenty-two percent of Federal award recipients were unsure of reporting requirements.

Of those respondents that received Federal awards requiring outcome or cost per unit reporting, the reporting was more detailed or time-consuming than in the past for 17%, whereas it was less detailed or time-consuming for 4%. There was no change in the reporting difficulty for 45% of respondents, and 34% of respondents were unsure as to the level of reporting difficulty.

## RESPONDENTS BY GOVERNMENT LARGEST AWARD SOURCE

As illustrated by *The 2022 State of Grantseeking™ Survey* results, a respondent organization's demographics can be defined by the source of the largest award. The following are typical organizations that received their largest award from each funder type. If you are new to

grantseeking, you may choose to apply to funders that have provided awards to organizations that are demographically similar to your organization.

## ORGANIZATIONS FOR WHICH THE FEDERAL GOVERNMENT WAS THE LARGEST AWARD SOURCE

Eighty-eight percent of survey respondents from organizations for which the Federal government was the largest award source (FGLAS) were directly associated with their organizations as employees (41%) or at an executive level (47%). Nonprofits comprised 74% of FGLAS organizations, while Educational Institutions comprised 11%. (Among respondents from Educational Institutions, 88% represented two- or four-year colleges and universities.) Eleven percent of FGLAS organizations were government or tribal agencies, and 4% were libraries or businesses. FGLAS organizations most frequently reported employing over 200 people (27%), between one and five people (16%), and between 26 and 75 people (19%). Seventy percent of FGLAS organizations reported annual budgets of \$1,000,000 and over; of those, 24% reported annual budgets of \$25,000,000 and over. The median annual budget was \$4,000,000. FGLAS organizations were older than other organizations; 35% were 26 to 50 years old and 47% were over 50 years old. Forty-six percent of FGLAS organizations worked in a mix of service areas (rural, suburban, and urban) and 25% served urban areas. The most frequent geographic service reach for FGLAS organizations was multi-county (37%) or one county (15%). Human Services (25%), Education (17%), Health (11%) and Housing and Shelter (11%) were the most frequently reported mission focuses. Fifty-one percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

## ORGANIZATIONS FOR WHICH STATE GOVERNMENT WAS THE LARGEST AWARD SOURCE

Eighty-nine percent of survey respondents from organizations for which state government was the largest award source (SGLAS) were directly associated with their organizations as employees (28%) or at an executive level (61%). Nonprofits comprised 88% of SGLAS organizations, while Educational Institutions comprised 5%. (Among respondents from Educational Institutions, 43% represented K-12 schools and 57% represented two- or four-year colleges and universities.) Four percent of SGLAS organizations were government or tribal agencies, and 3% were libraries or businesses. SGLAS organizations most frequently reported employing one to five people (27%) or six to 25 people (29%). Annual budgets between \$250,000 and \$999,999 were reported by 19% of SGLAS respondents, and 30% reported annual budgets between \$1,000,000 and \$4,999,999. Twenty-four percent of SGLAS organizations reported annual budgets of \$5,000,000 or more. The median annual budget was \$1,500,000. Most SGLAS organizations were 11 to 25 years old (24%), 26 to 50 years old (31%), or 51-100 years old (24%). Forty percent of SGLAS organizations worked in a mix of service areas (rural, suburban, and urban), while 28% served urban areas and 22% served suburban locations. The

most frequent geographic service reach for SGLAS organizations was multi-county (35%), one county (19%), or one state (14%). Human Services (32%), Art, Culture, and Humanities (17%), and Health (12%) were the most frequently reported mission focuses. Fifty-six percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

## ORGANIZATIONS FOR WHICH LOCAL GOVERNMENT WAS THE LARGEST AWARD SOURCE

Ninety-one percent of survey respondents from organizations for which local government was the largest award source (LGLAS) were directly associated with their organizations as employees (26%) or at an executive level (65%). Nonprofits comprised 94% of LGLAS organizations. Most LGLAS organizations reported employing one to five people (29%) or six to 25 people (27%), while 16% reported employing between 26 and 75 people. LGLAS organizations most frequently reported annual budgets between \$250,000 and \$999,999 (32%) and between \$1,000,000 and \$4,999,999 (24%). The median annual budget was \$702,000. Most LGLAS organizations were 11 to 25 years old (26%) or 26 to 50 years old (42%). Forty-two percent served urban areas, while 33% worked in a mix of service areas (rural, suburban, and urban), and 18% served suburban locations. The most frequent geographic service reach for LGLAS organizations was multi-county (35%) or one county (25%). Human Services (28%), Art, Culture, and Humanities (23%), Housing and Shelter (10%), and Youth Development (10%) were the most frequently reported mission focuses. Fifty percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

# NON-GOVERNMENT FUNDING

## NON-GOVERNMENT FUNDING SOURCES

Among those respondents that reported non-government funding sources, private foundations (86%) were most frequently reported as a non-government funding source, followed by community foundations (75%) and corporate grantmakers (60%). Respondents also reported the receipt of corporate gifts (24%) and funding from “other” sources (12%).

## NON-GOVERNMENT LARGEST SOURCE OF TOTAL FUNDING

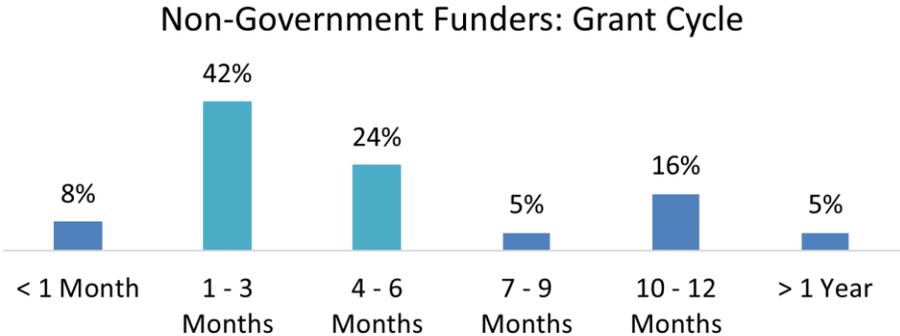
Among respondents that reported non-government funding sources, private foundations (57%) were most frequently reported as the largest total source of this type of funding, followed by community foundations (17%), corporate grantmakers (12%), and “other” grant sources (11%). Three percent of these respondents reported government funders as their largest source of total funding.

## NON-GOVERNMENT LARGEST INDIVIDUAL AWARD SOURCE

Among those respondents that reported non-government funding sources, private foundations (58%) were most frequently reported as the largest individual award source, followed by community foundations (17%), corporate grantmakers (13%), and “other” grant sources (12%).

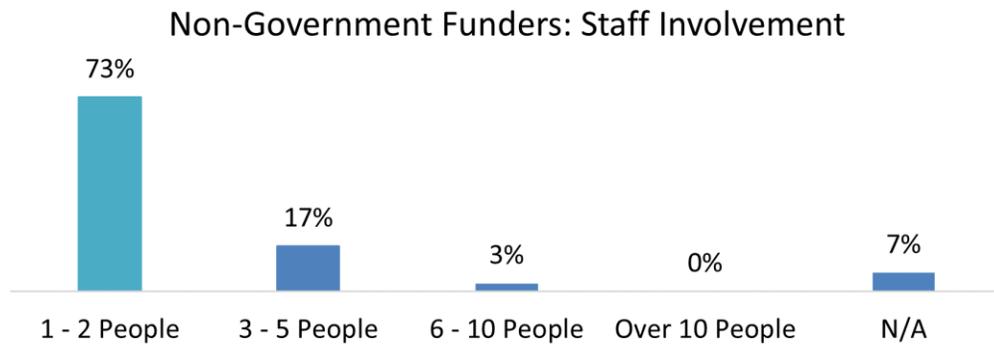
## NON-GOVERNMENT GRANT CYCLE

The non-government grant cycle length—from proposal submission to award decision—for the largest award was between one and six months for 66% of respondents, while 8% reported a short grant cycle of less than a month. A longer grant cycle of seven months or more was reported by 26% of respondents. The shorter grant cycle for non-government funders reflects an application process that is often simpler than that of government applications; the government application process took seven months or more for 40% of respondents.



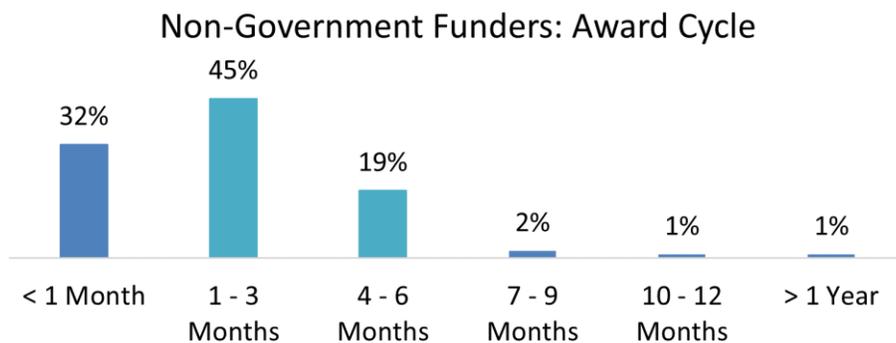
## STAFF INVOLVEMENT

For 73% of respondents, one to two people were directly involved in the grantseeking process for the largest individual award from a non-government funder, while 20% of respondents reported that three or more people were directly involved. This required fewer staff members than for government awards, where 46% of respondents reported three or more people were directly involved in the grantseeking process.



## NON-GOVERNMENT AWARD CYCLE

Once an award decision had been determined, non-government funders generally released the award monies within three months of notification (77%). Delayed receipt of award monies, taking four months or more, was reported by 23% of respondents. This timing is significant, as delayed release of funds from government sources was reported by 45% of respondents.



## TIME ALLOCATION

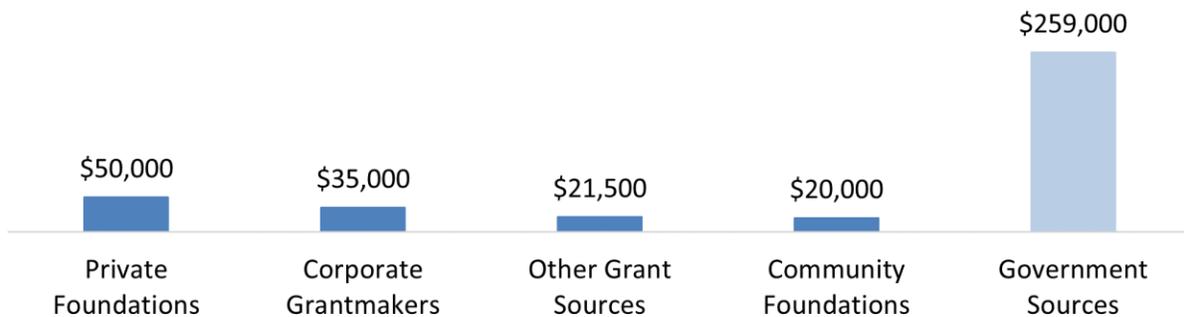
For the largest individual award from a non-government funder, we asked respondents to tell us how much time was spent on research to support the statement of need, development of the strategic plan, writing the proposal, coordination of the attachments and submission, and post-award reporting. For the majority of respondents, most areas of the non-government grant process took three or fewer days. However, writing grant applications took from two days to two weeks for 72% of respondents.



## NON-GOVERNMENT LARGEST INDIVIDUAL AWARD SIZE

The largest individual award median from non-government entities was lower than that from government funders (an aggregate of Federal, state, and local government). The largest award median from private foundations was \$50,000, while the largest award median from corporate grantmakers was \$35,000. The largest award median from “other” funding sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) was \$21,500, while that from community foundations was \$20,000. In comparison, the largest individual award median from government funders was \$259,000.

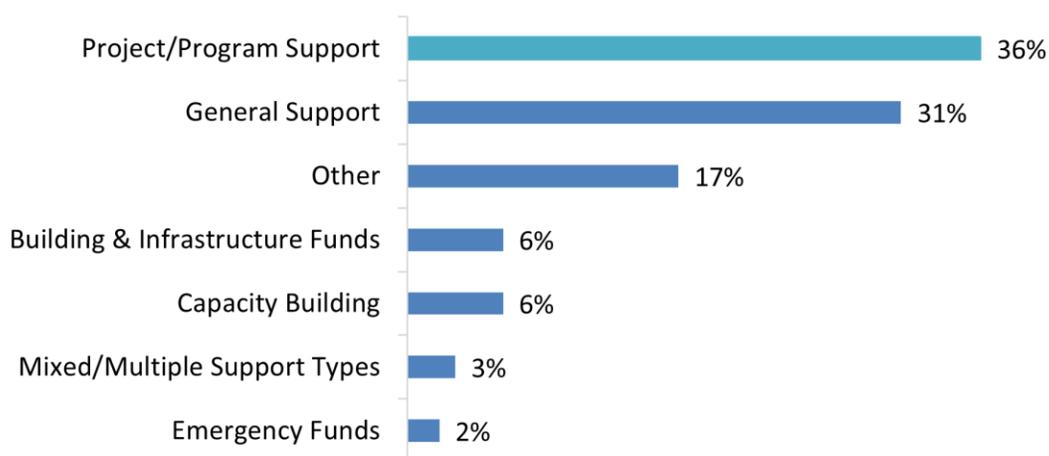
Non-Government Funders: Largest Award Median



## NON-GOVERNMENT LARGEST AWARD SUPPORT TYPE

The largest non-government award received by 36% of respondents was in the form of project or program support, followed by general support at 31%. Respondents also reported the largest non-government award type as building and infrastructure funds (6%), capacity building (6%), mixed/multiple support types (3%), and emergency funds (2%). The “other” category (17%) is comprised of sixteen support types reported at a rate of less than 2%, including advocacy, collaborations, equipment, and training programs.

Non-Government Funders: Largest Award Support Type



## RESPONDENTS BY LARGEST AWARD SOURCE

As illustrated by *The 2022 State of Grantseeking™ Survey* results, a respondent organization’s demographics can be defined by the source of the largest award. The following are typical organizations that received their largest award from each funder type. If you are new to grantseeking, you may choose to apply to funders that have provided awards to organizations that are demographically similar to your organization.

## ORGANIZATIONS FOR WHICH PRIVATE FOUNDATIONS WERE THE LARGEST AWARD SOURCE

Eighty-five percent of survey respondents from organizations for which private foundations were the largest award source (PFLAS) were directly associated with their organizations as employees (25%) or at an executive level (60%). Nonprofits comprised 93% of PFLAS organizations. PFLAS organizations most frequently reported employing one to five people (33%), six to ten people (12%), or 11 to 25 people (15%). Sixteen percent of PFLAS organizations reported annual budgets between \$100,000 and \$249,999, while annual budgets between \$250,000 and \$999,999 were reported by 29% of respondents. Twenty-six percent of respondents reported annual budgets between \$1,000,000 and \$4,999,999. The median annual

budget was \$728,350. PFLAS organizations were 11 to 25 years old (27%) or 26 to 50 years old (32%). Forty-four percent worked in a mix of service areas (rural, suburban, and urban), while 28% were in urban areas and 19% worked in suburban areas. The most frequent geographic service reach for PFLAS organizations was multi-county (31%) or one county (13%). Human Services (24%), Youth Development (10%), and Art, Culture, and Humanities (10%) were the most frequently reported mission focuses. Fifty percent of PFLAS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

## ORGANIZATIONS FOR WHICH CORPORATIONS WERE THE LARGEST AWARD SOURCE

Eighty-five percent of survey respondents from organizations for which corporations were the largest award source (CLAS) were directly associated with their organizations as employees (25%) or at an executive level (60%). Nonprofits comprised 91% of CLAS organizations. CLAS organizations most frequently reported employing one to five people (40%) or six to 25 people (21%). Twenty percent of CLAS organizations reported annual budgets between \$250,000 and \$499,999, while 10% reported annual budgets between \$500,000 and \$999,999 and 28% reported annual budgets between \$1,000,000 and \$4,999,999. Annual budgets less than \$100,000 were reported by 21% of respondents. The median annual budget was \$842,500. Most CLAS organizations were 11 to 25 years old (27%), 26 to 50 years old (27%), or 51 to 100 years or (21%). Fifty-one percent worked in a mix of service areas (rural, suburban, and urban), while 28% were in urban areas and 19% were in suburban areas. The most frequent geographic service reach for CLAS organizations was multi-county (27%), one county (19%), or one state (15%). Human Services (19%), Health (15%), Youth Development (13%), and Education (10%) were the most frequently reported mission focuses. Forty-eight percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

## ORGANIZATIONS FOR WHICH COMMUNITY FOUNDATIONS WERE THE LARGEST AWARD SOURCE

Eighty-two percent of survey respondents from organizations for which community foundations were the largest award source (CFLAS) were directly associated with their organizations as employees (18%) or at an executive level (64%). Nonprofits comprised 97% of CFLAS organizations. CFLAS organizations most frequently reported employing one to five people (39%), six to 25 people (22%), employing less than a full-time equivalent person (11%), or being staffed by volunteers (15%). Thirty percent of CFLAS organizations reported annual budgets under \$100,000, while 18% reported budgets between \$100,000 and \$249,999 and 26% reported annual budgets between \$250,000 and \$999,999. Twenty-one percent of CFLAS organizations reported annual budgets between \$1,000,000 and \$4,999,999. The median annual budget was \$244,350. Most CFLAS organizations were six to ten years old (21%), 11 to

25 years old (31%) or 26 to 50 years old (30%). Forty percent worked in a mix of service areas (rural, suburban, and urban), while 30% were in an urban service area and 24% were in a suburban service area. The most frequent geographic service reach for CFLAS organizations was multi-county (33%), one county (20%), or multi-city/town (15%). Human Services (24%), Education (13%), Youth Development (13%), and Art, Culture, and Humanities (10%) were the most frequently reported mission focuses. Forty-four percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

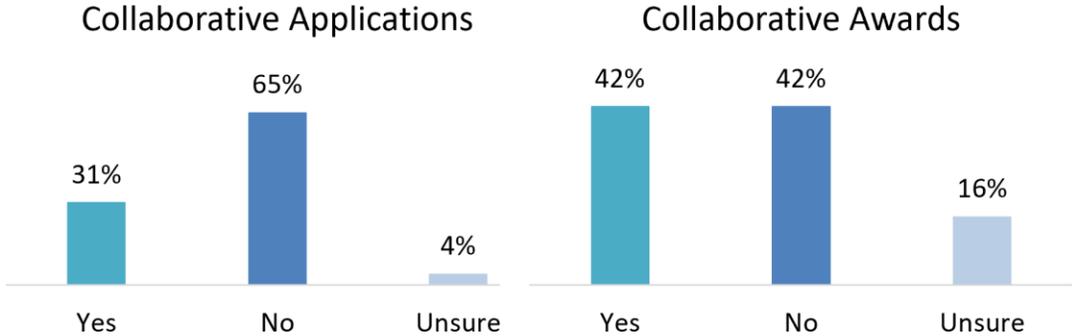
## ORGANIZATIONS FOR WHICH “OTHER” SOURCES WERE THE LARGEST AWARD SOURCE

Seventy-nine percent of survey respondents from organizations for which “other” sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) were the largest award source (OLAS) were directly associated with their organizations as employees (17%) or at an executive level (62%). Nonprofits comprised 92% of OLAS organizations. OLAS organizations most frequently reported employing one to five people (34%), less than one full-time equivalent (19%), or being staffed by volunteers (20%). Forty-three percent of OLAS organizations reported annual budgets under \$100,000, and 28% reported annual budgets between \$100,000 and \$499,999. Annual budgets between \$1,000,000 and \$4,999,999 were reported by 18% of respondents. The median annual budget was \$209,000. Most OLAS organizations were ten years or younger (35%), 11 to 25 years old (25%), or 26 to 50 years old (27%). Forty-three percent worked in a mix of service areas (rural, suburban, and urban), while 19% were in urban service areas, 17% were in suburban areas, and 21% were in rural areas. The most frequent geographic service reach for OLAS organizations was multi-county (22%), international (17%), or one county (14%). Human Services (29%), Art, Culture, and Humanities (15%), and Youth Development (12%) were the most frequently reported mission focuses. Fifty-nine percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

# COLLABORATIVE GRANTSEEKING

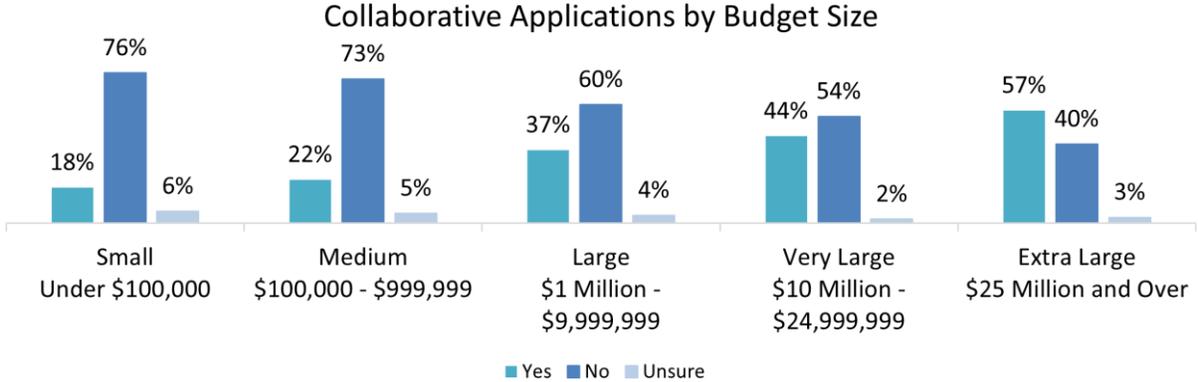
## PARTICIPATION AND AWARDS

Collaborative grantseeking—several organizations joining together to submit grant applications for joint activities or programs—is a trending topic. Many funders feel collaboration among nonprofits increases the effectiveness of awards. Most respondents (65%) did not participate in collaborative grantseeking in 2021. Forty-two percent of those respondents that did submit a collaborative grant application reported winning an award.



## COLLABORATION BY ANNUAL BUDGET

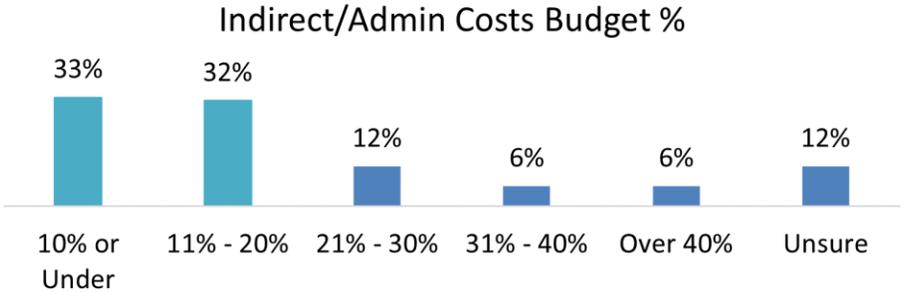
Increases in annual budget size, with the implied increases in staff and infrastructure, influenced collaborative activities. Fifty-seven percent of organizations with budgets of \$25,000,000 or more participated in collaborative grantseeking in 2021, whereas only 18% of organizations with budgets under \$100,000 participated in collaborative grantseeking during this period.



# INDIRECT/ADMINISTRATIVE COST FUNDING

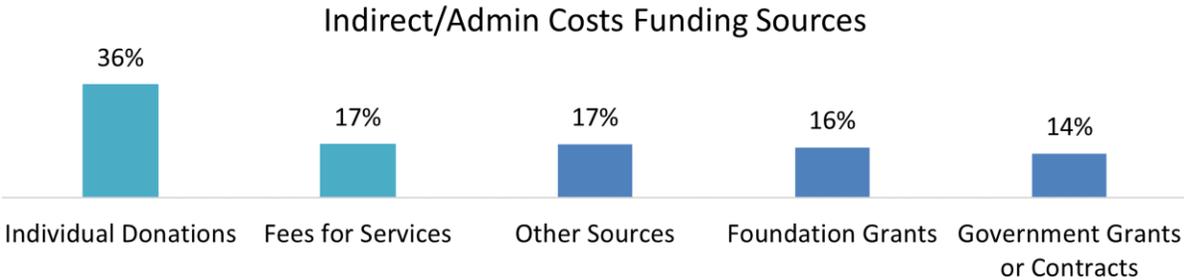
## INDIRECT/ADMINISTRATIVE COSTS AS A PERCENTAGE OF BUDGET

Our respondents generally kept their costs low; 66% reported indirect/administrative costs as 20% or less of their total budgets.



## INDIRECT/ADMINISTRATIVE COST FUNDING SOURCES

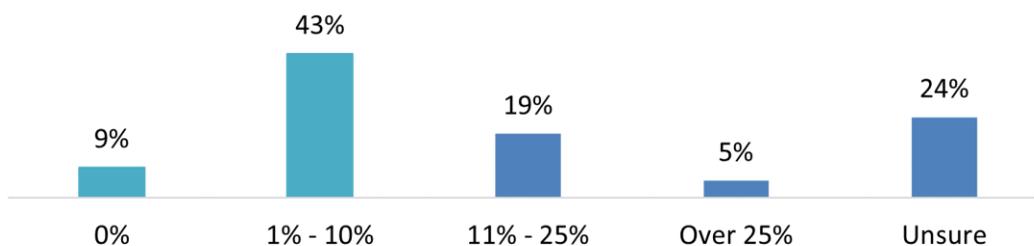
Individual donations (36%) were the most frequent source of indirect/administrative funding, while government grants and contracts (14%) and foundation grants (16%) were the least frequent sources. Fees for services supported these costs for 17% of respondents, within the “other” sources category (17%), fundraisers, tax revenue, major donors, and general funds were cited as some of the sources of indirect/administrative funding.



## INDIRECT/ADMINISTRATIVE COST FUNDING LIMITATIONS

Respondents reported that non-government funders will assist with indirect/administrative costs, although they limit the amount that they are willing to cover. Forty-three percent of respondents reported an allowance of 10% or less for these costs, and 19% reported an allowance of 11% to 25% for these costs. Nine percent of respondents reported that non-government funders would not cover indirect/administrative costs, while 24% were unsure of the coverage level. Only 5% of respondents reported that non-government funders allocated over 25% of the budget for these costs.

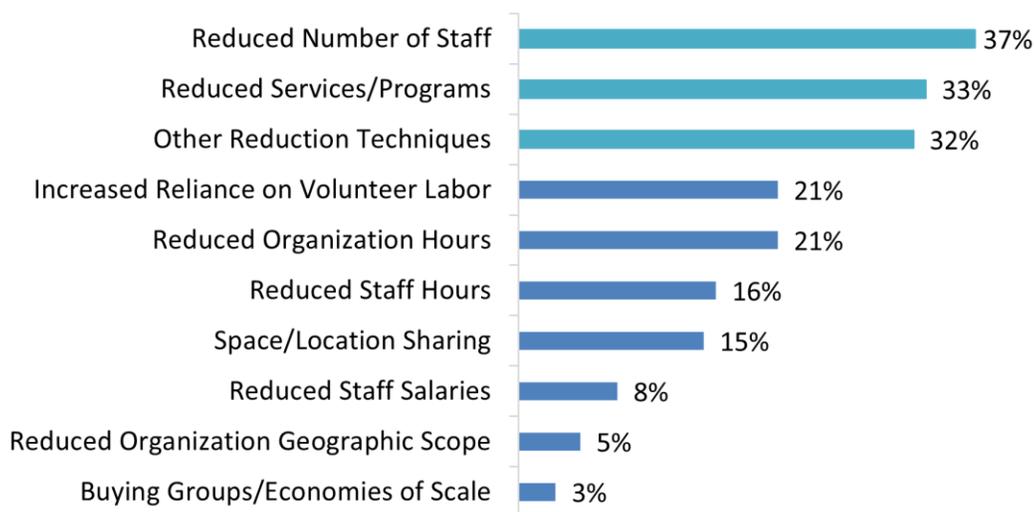
### Non-government Funder Indirect/Admin Costs Allowance



### INDIRECT/ADMINISTRATIVE COST CONTROLS

Respondents were asked, “How did you reduce your indirect/administrative costs?” and were able to report multiple techniques. Reductions in the number of staff (37%), reductions in services and programs (33%), and “other” (32%) were the most frequently reported indirect/administrative cost control techniques. Among the “other” reported reduction techniques, cost savings through virtual work, cancellation of fundraisers and events, and lower mileage reimbursement were frequently cited. Managing costs through increased reliance on volunteer labor (21%), reductions in the organization’s hours (21%) or staff hours (16%), and space or location sharing (15%) were also frequently reported. Other techniques were reported by fewer than 6% of respondents.

### Cost Reduction Techniques



### INDIRECT/ADMINISTRATIVE COST TRENDS

Compared to indirect/administrative costs for the prior year, 47% of respondents reported that these costs had remained the same, while 41% reported that these costs had increased. Indirect/administrative costs decreased for 12% of respondents.

## CHALLENGES TO GRANTSEEKING

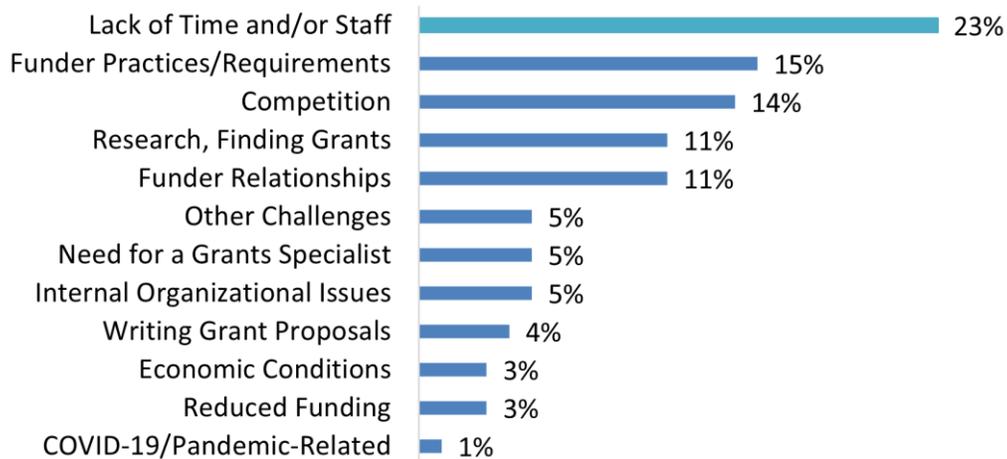
We asked, “What, in your opinion, is the greatest challenge to successful grantseeking?”

Respondents continued to report that grantseeking’s greatest challenges stem from the lack of time and staff for grantseeking activities (23%).

Adherence to varying funder practices and requirements (15%), increased competition for finite monies (14%), difficulty in finding grant opportunities that matched with specific missions, locations, or programs (11%), and building funder relationships (11%) were also frequently cited as the greatest challenge to successful grantseeking.

The remaining challenges were each reported by 5% or fewer of respondents. Of those respondents who reported “other” challenges, changing funder priorities (including pandemic-funding pivots), reduced budgets, small organizational size, managing a grants program, and specific or rare mission focus were frequently reported as the greatest challenge to successful grantseeking.

Grantseeking's Greatest Challenge



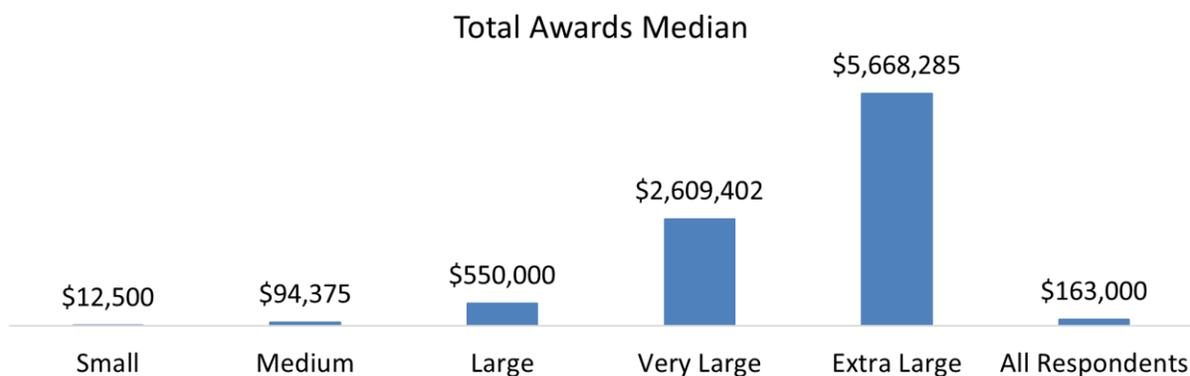
## ORGANIZATION ANNUAL BUDGET

Organizational size determined by annual budget appears to be a key factor influencing the grantseeking experience. The variations in funding by budget size emphasize the importance of comparing your organization to those with similar annual budget ranges. For this report, organizational budget ranges are defined as:

BUDGET RANGE	RANGE NAME	MEDIAN BUDGET	% OF RESPONDENTS
Under \$100,000	Small	\$40,000	16%
\$100,000 - \$999,999	Medium	\$345,325	37%
\$1 Million - \$9,999,999	Large	\$2,550,150	31%
\$10 Million - \$24,999,999	Very Large	\$15,750,000	7%
\$25 Million and Over	Extra-Large	\$54,881,000	10%

### TOTAL FUNDING

Larger organizations consistently reported higher total awards. The median value of total awards was \$163,000. However, there were substantial differences by budget range. Median total awards ranged from \$12,500 for small organizations to \$2.6 million for extra-large organizations.

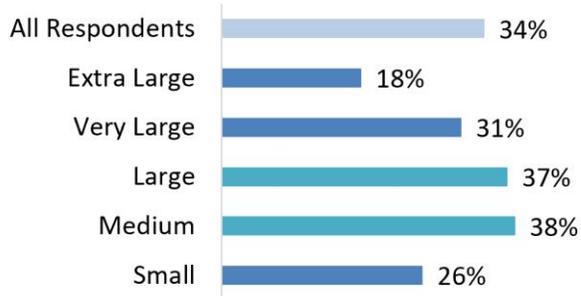


### LARGEST SOURCE OF TOTAL FUNDING

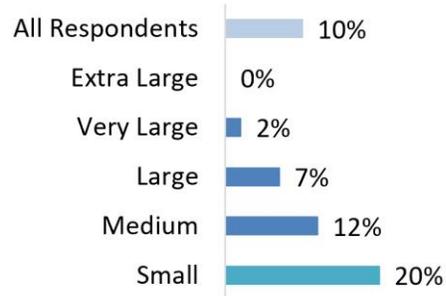
The largest source of total funding varied by organizational size. Federal and state government funding frequency increased with organizational budget size, whereas funding from local government, community foundations, and “other” funding sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) generally decreased in relation to budget size. Private foundations were the most frequently cited source of grant awards for small, medium, and large organizations. The response rate for each source of funding, by organizational budget size, is listed in the following chart.

## Largest Source of Total Funding

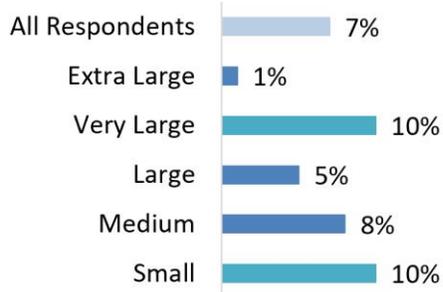
### Private Foundations



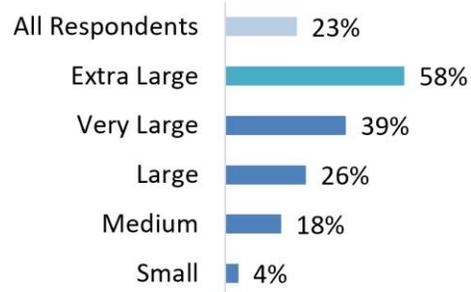
### Community Foundations



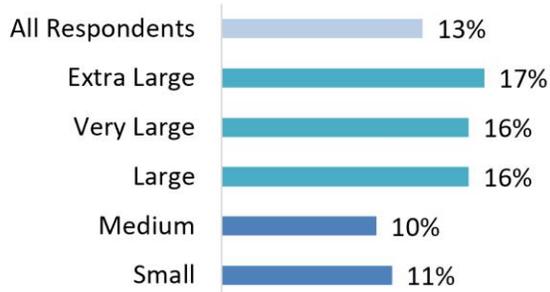
### Corporate Foundations



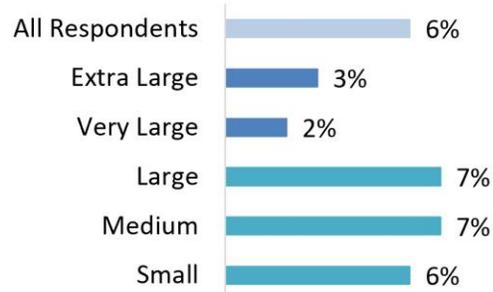
### Federal Government



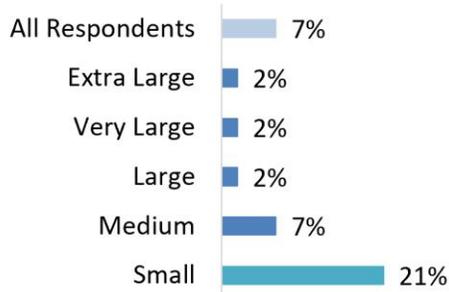
### State Government



### Local Government

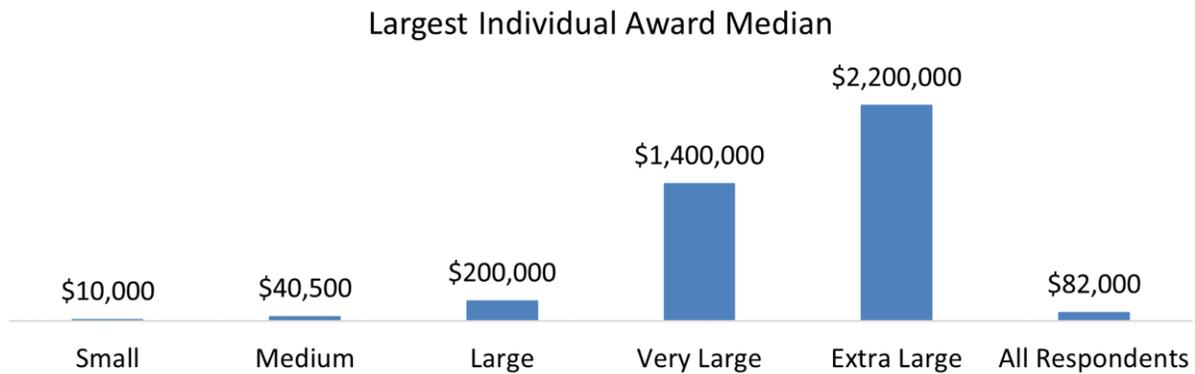


### Other Grant Sources



## LARGEST INDIVIDUAL AWARD

Just as with total award sizes, larger organizations consistently reported larger individual award sizes. The median largest individual award was \$82,000 for all survey respondents. When broken out by budget size, the median largest individual award ranged from \$10,000 for small organizations to over \$2,200,000 for extra-large organizations.



## LARGEST INDIVIDUAL AWARD SOURCE

Organizations reported variations in the largest individual award source based on organizational budget size.

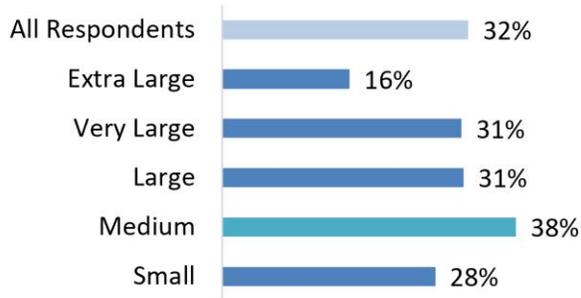
Extra-large organizations reported a much greater frequency of Federal government grants. Organizations should note that the median largest award size is substantially higher for government sources and consider these trends when setting realistic grantseeking expectations based on organizational size. For example, the median largest award for Federal grants was \$606,800, while the median largest award from community foundations was \$20,000.

Medium and large organizations most frequently reported private foundation grants as the largest award source. The median largest award for private foundation grants was \$50,000.

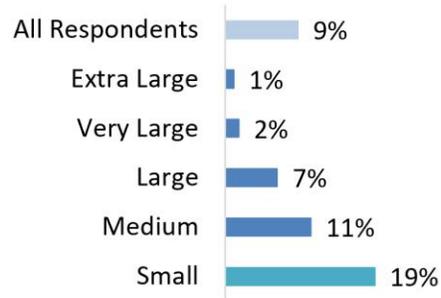
The response rate for each source of funding, by organizational budget size, is listed in the following chart.

## Largest Individual Award Source

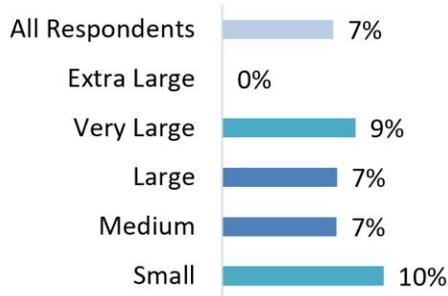
### Private Foundations



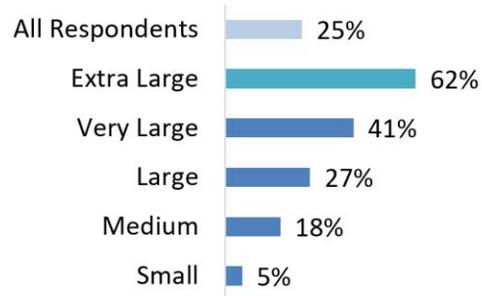
### Community Foundations



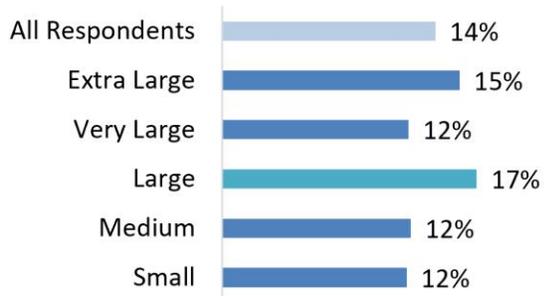
### Corporate Foundations



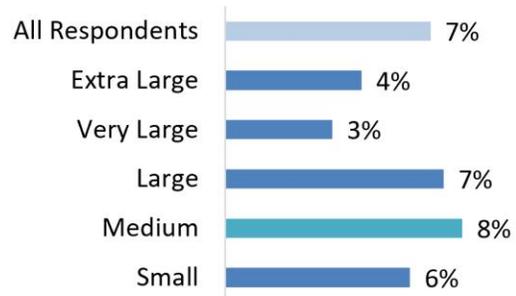
### Federal Government



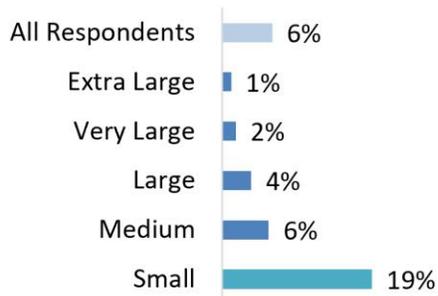
### State Government



### Local Government



### Other Grant Sources



## RESPONDENTS BY ANNUAL BUDGET SIZE

As illustrated by *The 2022 State of Grantseeking™ Survey* results, a respondent organization's demographics and grantseeking experience can be further defined by their annual budget size. Annual budget impacts grantseeking because it speaks to organizational age and experience and to the size of staff and programs. The following are typical organizations that received their largest award from each funder type. If you are new to grantseeking, you may choose to apply to funders that have provided awards to organizations that are demographically similar to your organization.

### ORGANIZATIONS WITH SMALL ANNUAL BUDGETS UNDER \$100,000

Sixty-five percent of survey respondents from organizations with small budgets under \$100,000 were directly associated with their organizations as employees (5%) or at an executive level (60%); 19% were board members. Nonprofits comprised 89% of small organizations. Small organizations most frequently reported all-volunteer staffing (43%), employing less than a full-time equivalent (28%), or employing one to five people (26%). The median annual budget was \$40,000. Small organizations were frequently one to five years old (29%), six to ten years old (19%), or 11 to 25 years old (23%). Forty-two percent worked in a mix of service areas (rural, suburban, and urban), while 24% were in urban areas and 19% were in suburban areas. The most frequent geographic service reach for small organizations was multi-county (19%), multi-city/town (14%), or international (13%). Art, Culture, and Humanities (19%), Human Services (16%), and Education (10%) were the most frequently reported mission focuses. Forty-four percent of small organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

### ORGANIZATIONS WITH MEDIUM ANNUAL BUDGETS BETWEEN \$100,000 AND \$999,999

Eighty-four percent of survey respondents from organizations with medium budgets between \$100,000 and \$999,999 were directly associated with their organizations as employees (14%) or at an executive level (70%). Nonprofits comprised 92% of medium organizations. Medium organizations most frequently reported employing one to five people (62%) or six to ten people (18%). The median annual budget was \$345,325. Medium organizations were often 11 to 25 years old (31%) or 26 to 50 years old (33%). Thirty-nine percent worked in a mix of service areas (rural, suburban, and urban), while 26% were in urban areas and 23% were in suburban areas. The most frequent geographic service reach for medium organizations was multi-county (29%), one county (16%), or one state (13%). Human Services (23%), Art, Culture, and Humanities (16%), Youth Development (10%), and Education (10%) were the most frequently reported mission focuses. Forty-six percent of medium organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

## ORGANIZATIONS WITH LARGE ANNUAL BUDGETS BETWEEN \$1 MILLION AND \$9,999,999

Eighty-nine percent of survey respondents from organizations with large budgets between \$1 million and \$9,999,999 were directly associated with their organizations as employees (42%) or at an executive level (47%). Nonprofits comprised 90% of large organizations. Among respondents from Educational Institutions (4%), 71% represented two- or four-year colleges and universities. Large organizations most frequently reported employing six to ten people (11%), 11 to 25 people (33%), or 26 to 75 people (24%). The median annual budget was \$2,550,150. Large organizations were usually 11 to 25 years old (20%), 26 to 50 years old (40%), or 51 to 100 years old (24%). Forty-eight percent worked in a mix of service areas (rural, suburban, and urban), while 32% were in urban areas and 16% were in suburban areas. The most frequent geographic service reach for large organizations was multi-county (33%), one county (17%), or one state (12%). Human Services (30%), Education (12%), and Youth Development (8%) were the most frequently reported mission focuses. Sixty-two percent of large organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

## ORGANIZATIONS WITH VERY LARGE ANNUAL BUDGETS BETWEEN \$10 MILLION AND \$24,999,999

Ninety-seven percent of survey respondents from organizations with very large budgets between \$10 million and \$24,999,999 were directly associated with their organizations as employees (61%) or at an executive level (36%). Nonprofits comprised 86% of very large organizations. Among respondents from Educational Institutions (8%), 37% represented K-12 schools and 63% represented two- or four-year colleges and universities. Very large organizations most frequently reported employing 76 to 125 people (23%), 126 to 200 people (31%), or over 200 people (23%). The median annual budget was \$ 15,750,000. Very large organizations were usually 26 to 50 years old (32%), 51 to 100 years old (38%), or over 100 years old (19%). Thirty-nine percent worked in a mix of service areas (rural, suburban, and urban), while 36% were in urban areas and 17% were in suburban areas. The most frequent geographic service reach for very large organizations was multi-county (42%), one county (13%), or national (10%). Human Services (31%), Health (14%), and Education (12%) were the most frequently reported mission focuses. Sixty-three percent of very large organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

## ORGANIZATIONS WITH EXTRA-LARGE ANNUAL BUDGETS \$25 MILLION AND OVER

Eighty-eight percent of survey respondents from organizations with extra-large budgets of \$25 million and over were directly associated with their organizations as employees (63%) or at an

executive level (25%). Nonprofits comprised 57% of extra-large organizations; 12% were government entities. Among respondents from Educational Institutions (25%), 17% represented K-12 schools and 83% represented two- or four-year colleges and universities. Extra-large organizations most frequently reported employing over 200 people (82%). The median annual budget was \$ 54,881,000. Extra-large organizations were usually 26 to 50 years old (21%), 51 to 100 years old (37%), or over 100 years old (39%). Fifty-six percent worked in a mix of service areas (rural, suburban, and urban), while 25% were in urban areas and 11% were in suburban areas. The most frequent geographic service reach for extra-large organizations was multi-county (32%), international (17%), one county (12%), one state (10%), or multi-state (10%). Education (28%), Human Services (26%), and Health (20%) were the most frequently reported mission focuses. Forty-six percent of extra-large organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

## ORGANIZATION MISSION FOCUS

The mission focus of the organization impacts organizational grantseeking activities. Just as with annual budget, variations in grant funding and sources underscore the value of comparing your organization to those with similar mission focuses.

Of the 25 mission focus choices in *The 2022 State of Grantseeking™ Survey*, which are based on the National Taxonomy of Exempt Entities Classification System, 13 comprised 89% of respondent organizations. We combined the remaining mission focuses (each of which had under 2% of our respondents) into the Other Missions category. For this report, mission focus classifications are defined below.

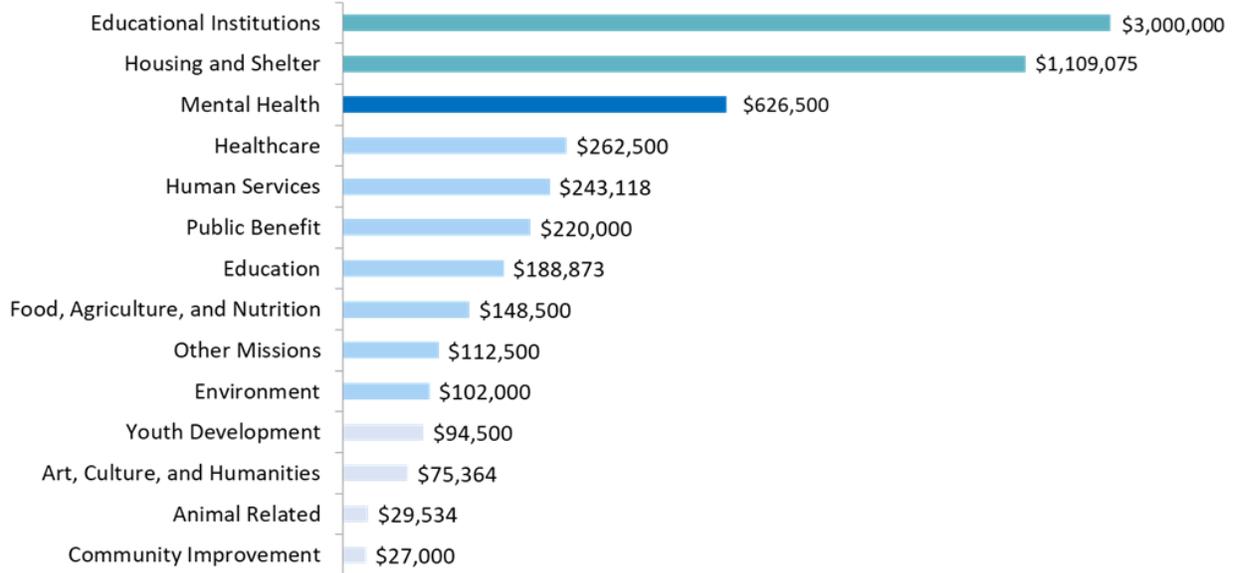
<b>Mission Focus</b>	<b>% of Respondents</b>	<b>Median Budget Amount</b>
Human Services	25%	\$1,500,000
Art, Culture, and Humanities	11%	\$400,000
Other Missions	11%	\$660,000
Youth Development	8%	\$485,462
Healthcare	8%	\$2,535,489
Education	8%	\$950,000
Community Improvement	5%	\$319,000
Housing and Shelter	5%	\$2,200,000
Educational Institutions	4%	\$35,930,039
Animal Related	4%	\$455,000
Food, Agriculture, and Nutrition	3%	\$779,325
Environment	3%	\$480,000
Public Benefit	3%	\$265,000
Mental Health	2%	\$3,970,000

## TOTAL FUNDING

There were substantial differences in the median value of total awards by organizational mission focus. Educational Institutions reported a median award total of \$3 million and Housing and Shelter organizations reported a median award total of \$1.1 million, both outliers in total funding. Organizations with all other mission focuses outlined in this report noted smaller total funding amounts. Mental Health organizations had a median award total of \$626,500, while Community Improvement organizations reported the lowest median award total of \$27,000. The median value of total awards for all respondents was \$2,450,146.

The following chart shows the median size of total grant awards reported by mission focus.

## Median Total Funding by Mission Focus



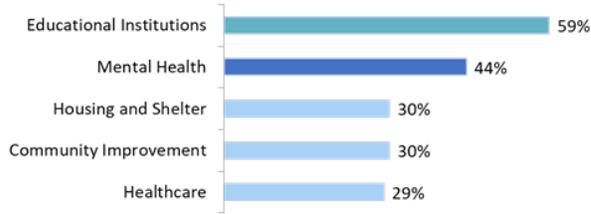
### LARGEST SOURCE OF TOTAL FUNDING

The largest source of total grant funding varied by mission focus. Private foundations were most frequently the largest source of total grant funding for organizations. The Federal government was the most frequently reported source of total grant funding for Educational Institutions, Healthcare, and Mental Health organizations.

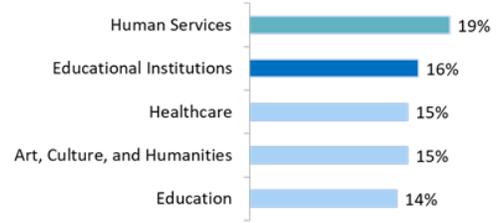
The missions with the highest rate of response for each source of funding are listed in the following chart.

# Largest Source of Total Funding by Mission Focus

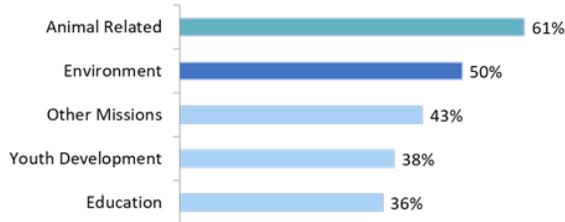
## Federal Grants



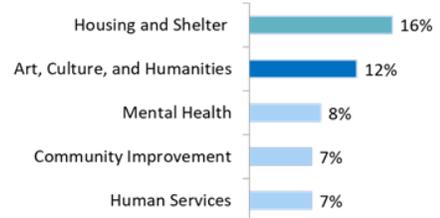
## State Grants



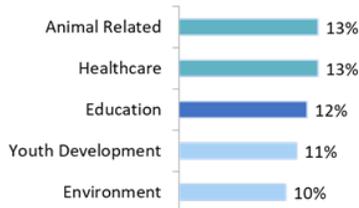
## Private Foundations



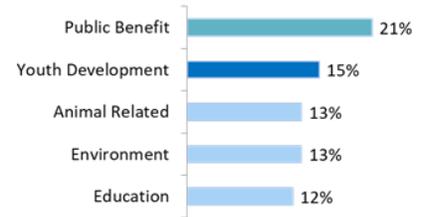
## Local Government Grants



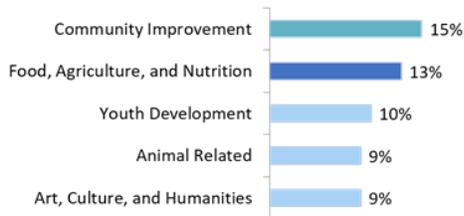
## Corporate Grants



## Community Foundations



## Other Grant Sources



## LARGEST INDIVIDUAL AWARD

The median largest award size is influenced by mission focus, ranging from \$20,000 for Animal Related organizations to \$2.5 million for Educational Institutions. The median largest individual award for all respondents was \$1,989,312; however, when viewed through the lens of mission focus, all mission focus categories received \$300,000 or less except for Educational Institutions.

The following chart shows, by mission focus, the median award size for the largest individual grant award.

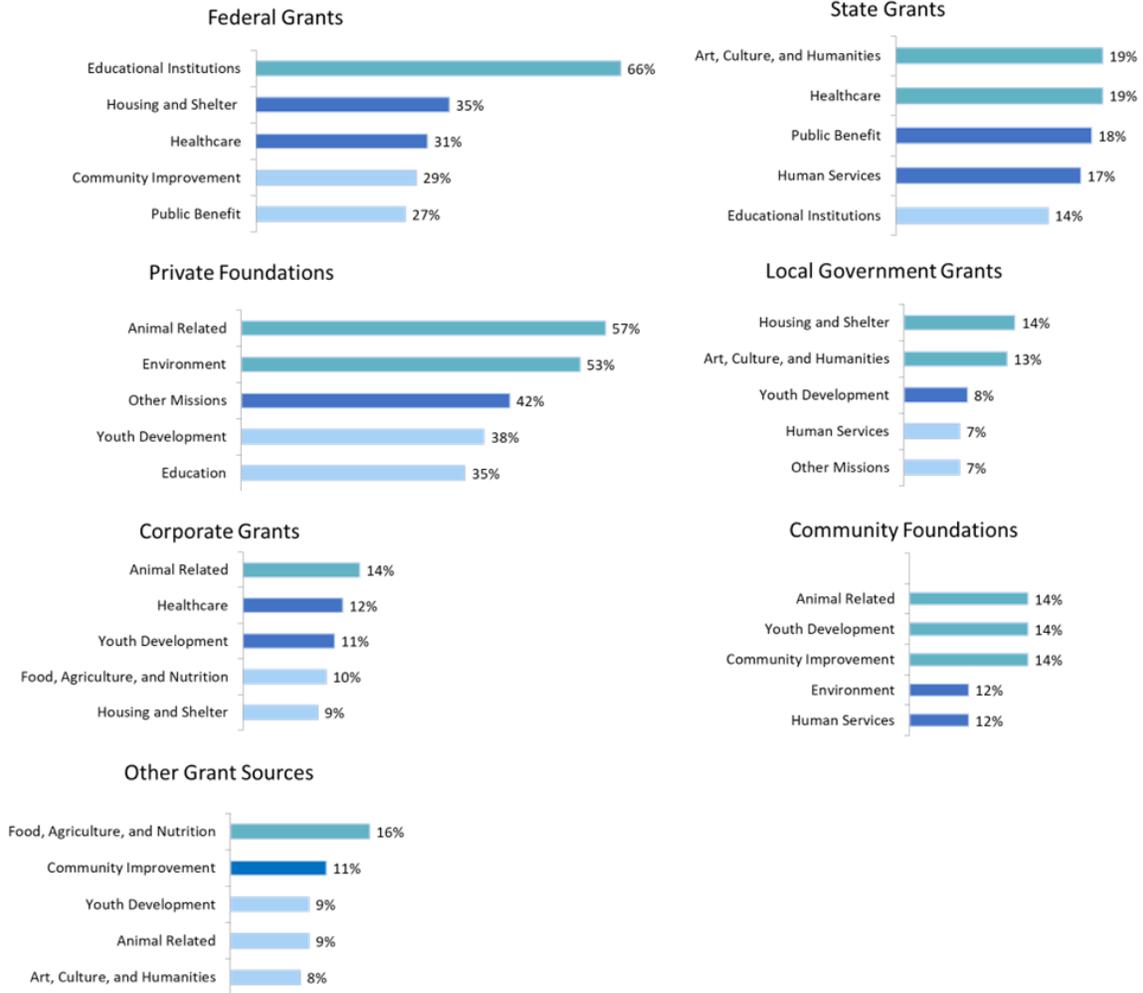


## LARGEST INDIVIDUAL AWARD SOURCE

As with the largest source of total grant funding, private foundations were the most frequent source of the largest individual award for organizations of most mission focuses. Educational Institutions, Healthcare, Mental Health, and Housing and Shelter missions are the exception, where the Federal government was the largest individual award source. Again, remember the median largest award size is substantially higher for government sources and factor in these trends when setting realistic grantseeking expectations.

The missions with the highest rate of response for each source of funding are listed in the following chart.

## Largest Individual Award Source by Mission Focus



## RESPONDENT DEMOGRAPHICS



### ORGANIZATIONAL AFFILIATION

Of the respondents to *The 2022 State of Grantseeking™ Survey*, 91% were directly associated with the organizations they represented as executives (53%), employees (30%), board members (5%), or volunteers (3%). Consultants (6%) and government employees (3%) comprised the remaining 9% of respondents.

### TYPE OF ORGANIZATION

Most respondents represented nonprofit organizations (86%). Other respondents included educational institutions (5%), businesses, consultants, and other agencies (5%), government entities and tribal organizations (3%), and libraries (1%). Among respondents from educational institutions, 26% represented K-12 schools, 31% represented two-year colleges, and 43% represented four-year colleges and universities.

### ORGANIZATIONAL AGE

Organizations ten years of age or under comprised 20% of respondents. Organizational ages of 11 to 25 years were reported by 22% of respondents, while 31% reported organizational ages of 26 to 50 years. Organizations of 51 to 100 years of age comprised 18% of respondents, and 9% of respondents were from organizations over 100 years of age.

### ANNUAL BUDGET

Respondent organizations reported the following annual budgets: less than \$100,000 (16%), between \$100,000 and \$499,999 (25%), between \$500,000 and \$999,999 (12%), between \$1 million and \$4,999,999 (24%), between \$5 million and \$9,999,999 (7%), between \$10 million and \$24,999,999 (7%), and \$25 million and over (10%).

The median annual budget of respondent organizations was \$900,000.

### STAFF SIZE

All-volunteer organizations comprised 9% of respondents. Less than one full-time equivalent employee was reported by 7% of respondents. One to five people were employed by 29% of

respondent organizations. Twenty-three percent of respondent organizations employed six to 25 people, while 12% employed 26 to 75 people. Nine percent of respondent organizations employed 76 to 200 people, and 11% employed over 200 people.

## PRIMARY GRANTSEEKER

Most respondent organizations relied on staff members (75%) to fill the role of primary grantseeker. Board members (9%), volunteers (6%), and contract grant specialists (7%) were also cited as the primary grantseeker. Three percent of respondent organizations were not engaged with active grantseekers.

## GRANTSEEKING STAFF SIZE

Most respondent organizations relied on one or two staff members (75%) as grantseeking resources. Three to five people were tasked as grantseekers by 18% of respondent organizations. Two percent of respondent organizations identified six to ten grantseeking staff members, and 2% employed over ten grant professionals. This question was not applicable for 3% of respondents.

## STAFF ETHNICITY

Respondents were asked, “What percentage of your organization (staff, management, and board) self-identify as persons of color?” For 37% of respondents, less than 10% of their organization was comprised of persons of color. Organizations reporting 11% to 50% persons of color comprised 36% of respondents, and 18% of respondents were from organizations with 51% or more persons of color on their staff, management, or board. This question was not applicable for 9% of respondents.

## LOCATION

Within the United States, respondents came from all 50 states, the District of Columbia, and one territory. In addition, respondents from five Canadian provinces participated, and 24 respondents were from countries outside of the United States and Canada.

## SERVICE AREA

*The 2022 State of Grantseeking™ Report* utilizes the Census Bureau’s population-based area classification. Rural service areas containing fewer than 2,500 people were reported by 10% of respondents. Nineteen percent of respondents reported cluster/suburban service areas containing between 2,500 and 50,000 people. Urban service areas containing over 50,000 people were reported by 28% of respondents. In addition, 44% of respondents reported a service area comprised of a combination of these population-defined areas.

## GEOGRAPHIC REACH

Organizations with an international, continental, or global geographic reach comprised 11% of respondents, while organizations with a national geographic reach comprised 7%. A multi-state organizational reach was reported by 8% of respondents, and 12% reported an individual-state reach. A multi-county reach was reported by 30% of respondents, while a one-county reach was reported by 15%. Ten percent of respondents reported a multi-city or town organizational reach, while 5% reported a geographic reach within an individual city or town. In addition, 2% of respondents reported a reach comprised of other geographic or municipal divisions.

## POVERTY LEVEL

Respondents were asked, “What percentage of your service recipients/clients/program participants are comprised of individuals/families at or below the poverty level?” Service to individuals or families in poverty was reported at a rate of 76% or more by 33% of respondents, while 19% reported serving those in poverty at a rate of 51% to 75%. Service to individuals or families in poverty at a rate of 26% to 50% was reported by 16% of respondents. Service to those in poverty at a rate of 11% to 25% was reported by 13% of respondents, while 7% reported a service rate of 10% or less to those in poverty. This question was not applicable for 11% of respondents.

## MISSION FOCUS

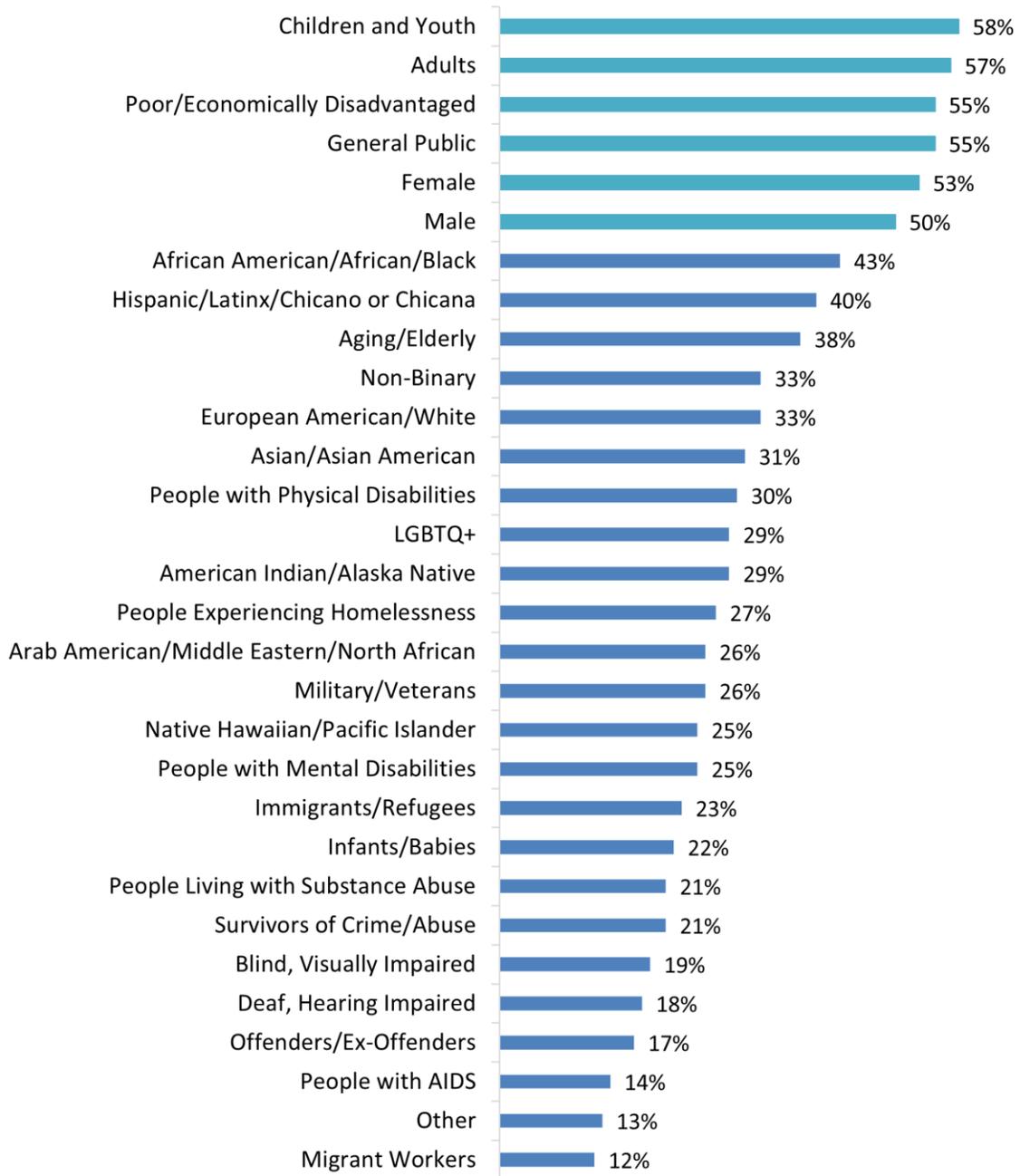
The 25 major codes (A to Y) from the NTEE Classification System, developed by the National Center for Charitable Statistics, were utilized as mission focus answer choices. Each mission focus choice had some respondents.

Approximately a third (36%) of the respondent organizations reported one of two mission focuses: Human Services (25%) and Art, Culture, and Humanities (11%). The next most frequent mission focus responses were Youth Development (8%), Healthcare (8%), Education (8%), Community Improvement (5%), Housing and Shelter (5%), Educational Institutions (4%), and Animal Related (4%). Environment, Public Benefit, and Food, Agriculture, and Nutrition missions were each reported by 3% of respondents. The Mental Health mission was reported by 2% of respondents. The remaining eleven mission focuses, reported at a rate of 2% or less, were aggregated into the category of Other (11%).

## TARGET BENEFICIARIES

We asked respondents to identify the intended beneficiaries of their organization’s mission and programs. The beneficiary definitions were provided by [GrantAdvisor.org](http://GrantAdvisor.org) and encompassed gender, age, ethnicity, disability, health, citizenship status, military service, and income-related definitions.

## Target Beneficiaries



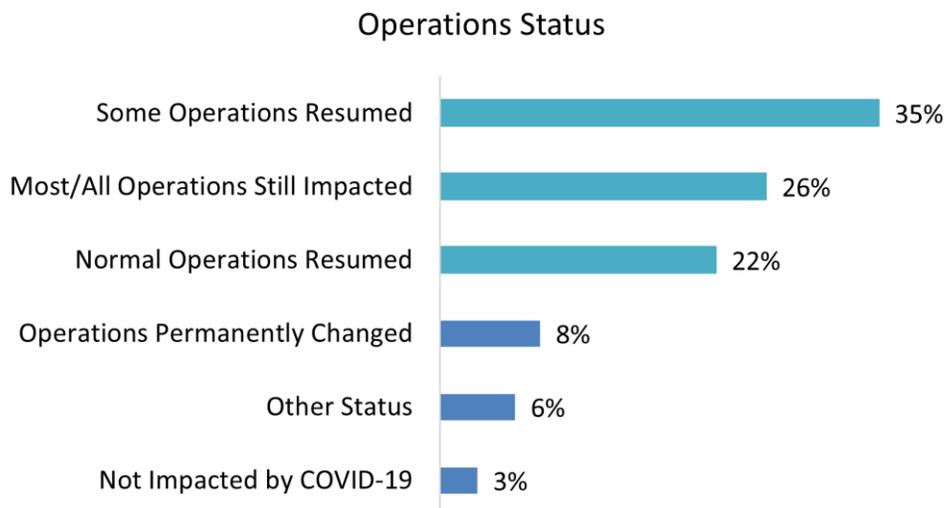


## APPENDIX: THE PANDEMIC

During past *State of Grantseeking™ Surveys* we saw in real time the birth of COVID-19's influence on grantseeking and nonprofit organizations. This year, within *The 2022 State of Grantseeking™ Survey*, we asked participants for the (hopefully) final time about the impact of the COVID-19 crisis on their world.

### OPERATIONS STATUS

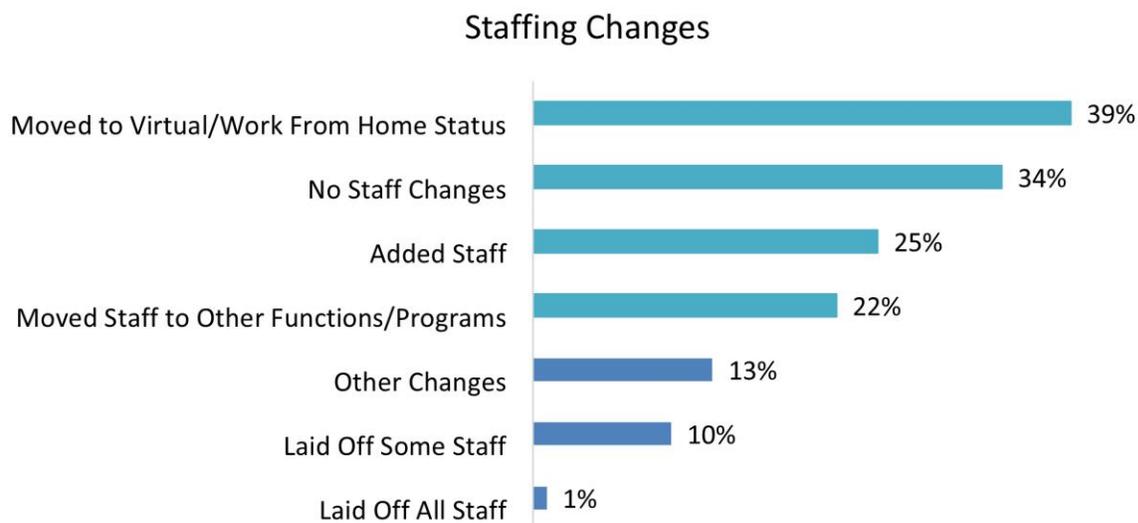
With the introduction of vaccines and the slowing of infection rates, many organizations that had curtailed activities are now working towards resuming their operations. Twenty-two percent of respondents have resumed normal, pre-pandemic operations. However, over half (69%) of our respondents are still impacted by the pandemic: 35% have resumed some operations, 26% reported that most or all operations are still impacted by the pandemic, and 8% of respondents reported that they have permanently changed their operations. Six percent of respondents had a status that they categorized as “other,” and 3% of respondents were not impacted by COVID-19.



### STAFFING

As the pandemic continued, we asked organizations what, if any, staffing changes they made due to COVID-19. Thirty-nine percent of respondents told us that they and their staff pivoted to

virtual or work from home status. Many organizations were able to retain staff (34%), add staff (25%), or move staff to other functions or programs (22%). Thirteen percent of respondents made “other” changes, including the loss of staff to attrition, the inability to hire staff, and a greater reliance on volunteers. Some organizations laid off some (10%) or all (1%) staff.



## FUNDRAISING EVENTS

Nonprofit organizations often rely on in-person fundraising events to provide a portion of their budgets, increase their community profile, and highlight their good works. Due to COVID-19 restrictions, pandemic limitations, and CDC guidelines, many fundraising events were cancelled.

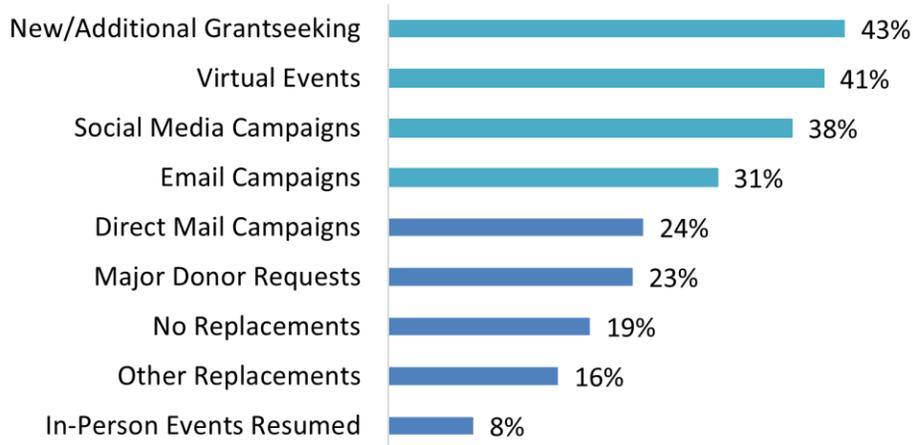
Respondents often replaced lost income via new or additional grantseeking (43%), virtual events (41%), social media campaigns (38%), or email campaigns (31%).

Direct mail campaigns (24%) or major donor requests (23%) were also reported as event replacement techniques. Among the “other” replacements (16%) were socially distanced events, personalized board outreach, radio advertisements, and online fundraising platforms.

No replacements were offered by 19% of respondents, and 8% of respondents were able to resume in-person events.

For most respondents (80%), these event replacements raised less (58%) or the same amount (22%) of money; 20% raised more money with the replacement events or activities.

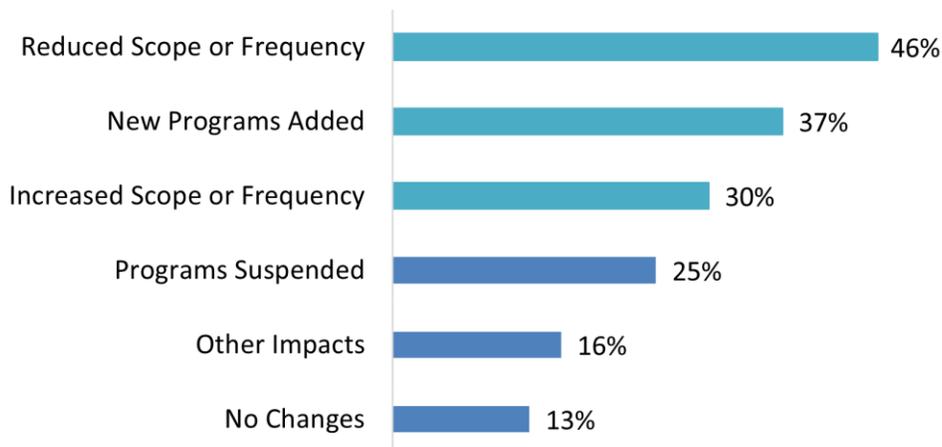
## Event Income Replacement Techniques



## PROGRAM IMPACT

While 71% of respondents decreased programs either through a reduction in their scope or frequency (46%) or through their suspension (25%), 67% of organizations increased programs either through the addition of new programs (37%) or the expansion of current programs (30%). Sixteen percent of respondents report other types of impact (most frequently citing a move to virtual programs) and 13% reported no change to programs.

## Impact on Programs



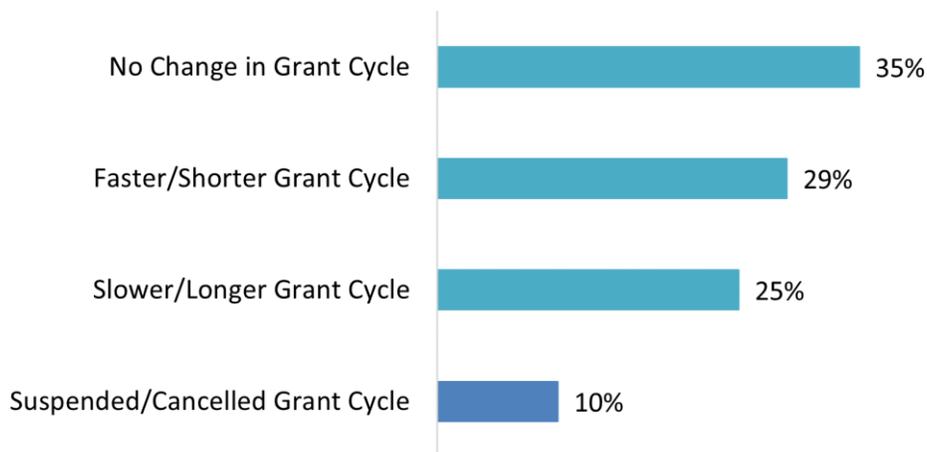
## FUNDER RESPONSIVENESS

Grantmakers, like nonprofit organizations, often had to change their operations and activities in the face of the pandemic. Our respondents told us that, in general, funders had clearly communicated eligibility and other guidelines for their COVID-19 relief programs (64%).

Fourteen percent of respondents felt that funders were unclear in their communications and 22% of respondents were unsure about communication clarity.

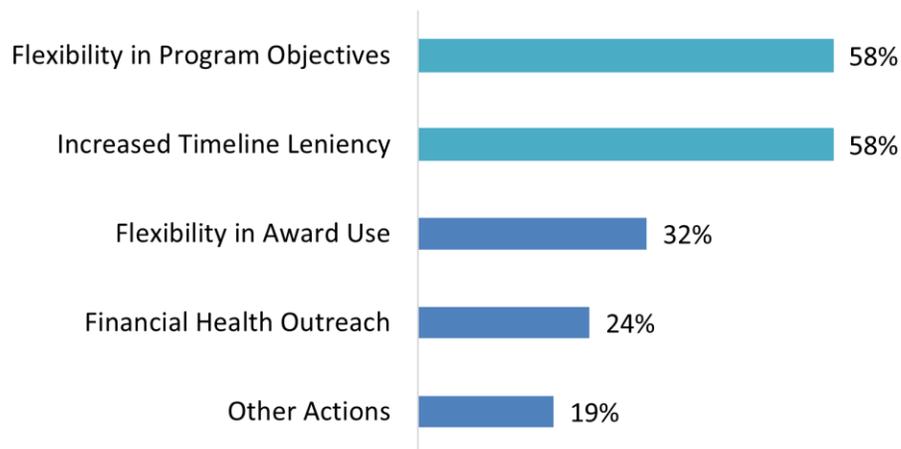
Our respondents reported that many funders returned to “business as usual,” with no change to the grant cycle or speed (35%) after initially reacting to the pandemic by responding more quickly to grant requests and shortening their grant cycle (29%). Thirty-five percent of our respondents had a less positive funder interaction; 25% reported slower responses to grant requests and longer grant cycles, while 10% reported that funders either cancelled or indefinitely suspended funding.

### Funder Grant Cycle Changes



Respondents told us that among funders that had already given an award, there was often flexibility and leniency for the needs of nonprofit organizations as the pandemic continued.

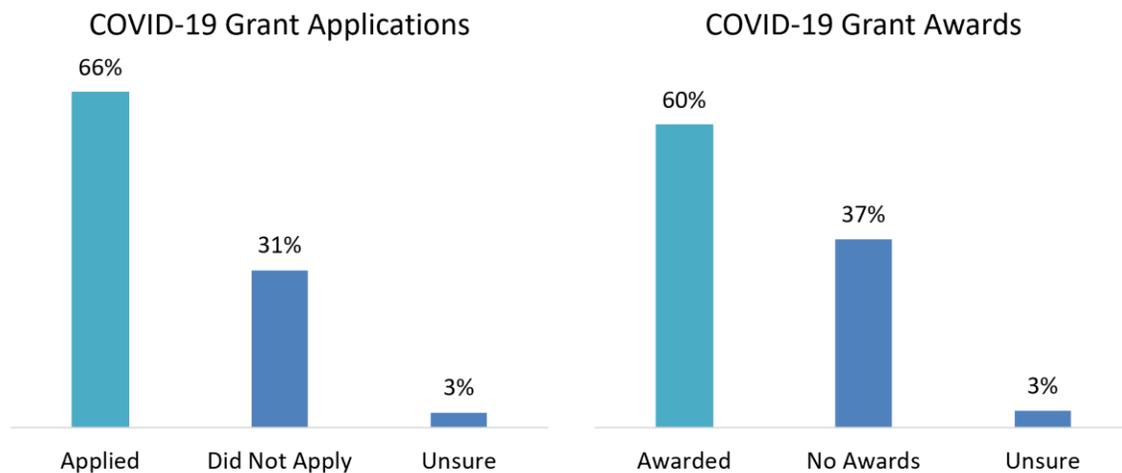
### Funder Actions and Flexibility



These funders often provided more leniency in meeting specific timelines (58%), authorized changes to program objectives (58%), allowed flexibility in award use by converting program/project funding into general operating support (32%), or reached out to determine the financial health of their grantee (24%). “Other” funder actions reported included early grant awards and notification of additional or emergency funding.

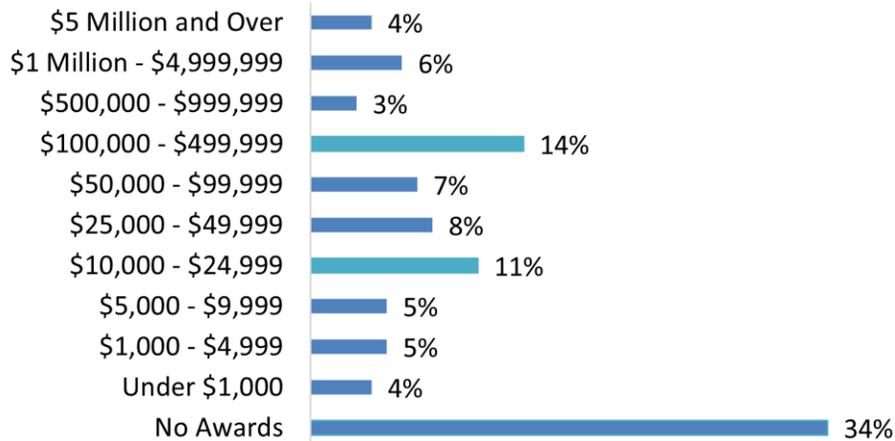
## COVID-19-SPECIFIC GRANT FUNDING

Among respondents, 66% applied for COVID-19-specific grant funding opportunities. Of those, 60% received a COVID-19-specific grant award.



Of those organizations that received COVID-19-specific grant awards (excluding COVID-19 relief funding administered by the SBA), 25% reported total funding under \$25,000. Forty-two percent reported total COVID-19-specific grant awards of \$25,000 or more, and 34% reported that they received no COVID-19-specific grant awards.

### Covid-19 Specific Awards



Among organizations that received COVID-19-specific grant awards (excluding COVID-19 relief funding administered by the SBA), the median of the largest individual award was \$37,000.

Many organizations did apply for COVID-19 relief funding administered by the SBA, either in the form of the Paycheck Protection Program (PPP), the Economic Injury Disaster Loan (EIDL), or both.

Forty-seven percent reported applying for the PPP and 10% applied for the EIDL, while 50% did not apply for SBA COVID-19 relief funding. Of those that applied for SBA COVID-19 relief funding, 46% received PPP monies, while 7% received EIDL funding, and 52% received no SBA funding.

The median total dollar amount of SBA COVID-19 relief funding reported by survey respondents was \$78,940.

## METHODOLOGY

*The 2022 State of Grantseeking™ Report* presents a ground-level look at the grantseeking experience and focuses on funding from non-government grant sources and government grants and contracts. The information in this report, unless otherwise specified, reflects recent grantseeking activity during the year 2021. For the purpose of visual brevity, response rates are rounded to the nearest whole number; totals will range from 98% to 102%.

*The 2022 State of Grantseeking™ Survey* was open from February 10, 2022, through March 31, 2022, and received 1,758 responses. The survey was conducted online using Survey Monkey and was not scientifically conducted. Survey respondents are a nonrandom sample of organizations that self-selected to take the survey based on their affiliation with GrantStation and GrantStation partners. Due to the variation in respondent organizations over time, this report does not include trends. *The 2022 State of Grantseeking™ Report* uses focused survey results, including data by mission focus or budget size, to provide a resource more closely matched to your specific organization.

This report was produced by [GrantStation](#). The lead underwriters were [Foundant-GrantHub](#) and the [Grant Professionals Association](#). Additional underwriters included [ARNOVA](#), [CampaignCounsel.org](#), [Elevate](#), and [TechSoup](#). The survey was also promoted by many generous partner organizations via emails, e-newsletters, websites, and various social media outlets. Ellen C. Mowrer, Diana Holder, and Juliet Vile wrote, edited, and contributed to the report. For media inquiries or permission to use the information contained in *The 2022 State of Grantseeking™ Report* in oral or written format, presentations, texts, online, or other contexts, please contact Ellen Mowrer at [ellen.mowrer@grantstation.com](mailto:ellen.mowrer@grantstation.com).

### Statistical Definitions

- Descriptive statistics: The branch of statistics devoted to the exploration, summary, and presentation of data. *The State of Grantseeking Reports* use descriptive statistics to report survey findings. Because this survey was not scientifically conducted, inference—the process of deducing properties of the underlying population—is not used.
- Mean: The sum of a set of numbers, divided by the number of entries in a set. The mean is sometimes called the average.
- Median: The middle value in a set of numbers.
- Frequency: How often a number is present in a set.
- Percentage: A rate per hundred. For a variable with  $n$  observations, of which the frequency of a certain characteristic is  $r$ , the percentage is  $100 * r/n$ .
- Population: A collection of units being studied.

## ABOUT GRANTSTATION



Serving both individuals and partners that represent hundreds of thousands of grantseekers, [GrantStation](#) is a premier suite of online resources for nonprofits, municipalities, tribal groups, and educational institutions. We write detailed and comprehensive profiles of grantmakers, both private and governmental, and organize them into searchable databases (U.S., Canadian, and International).



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The Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) is celebrating 50 years of fostering a diverse community of scholars, educators, and practice leaders who strengthen the field of nonprofit and philanthropic research in order to improve civil society and human life.

ARNOVA is committed to growing the organization by bringing in new members across different sectors. We believe connecting diverse voices—students, professors, funders, and practitioners—can lead to societal improvement.

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Learn more about our membership benefits at [www.arnova.org/member-benefits/](http://www.arnova.org/member-benefits/).

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