



FUNDING

Thinking Beyond the Grant: Diversified Funding for Sustainable Nonprofits

Vickie Mathews, CFRE, Senior Vice President

Brad Cecil &
ASSOCIATES

Before we begin....

Rural Funding

Funding in rural communities is complex

- Smaller donor pool & lower disposable income
- Limited access to corporate and foundation support
- Fundraising fatigue

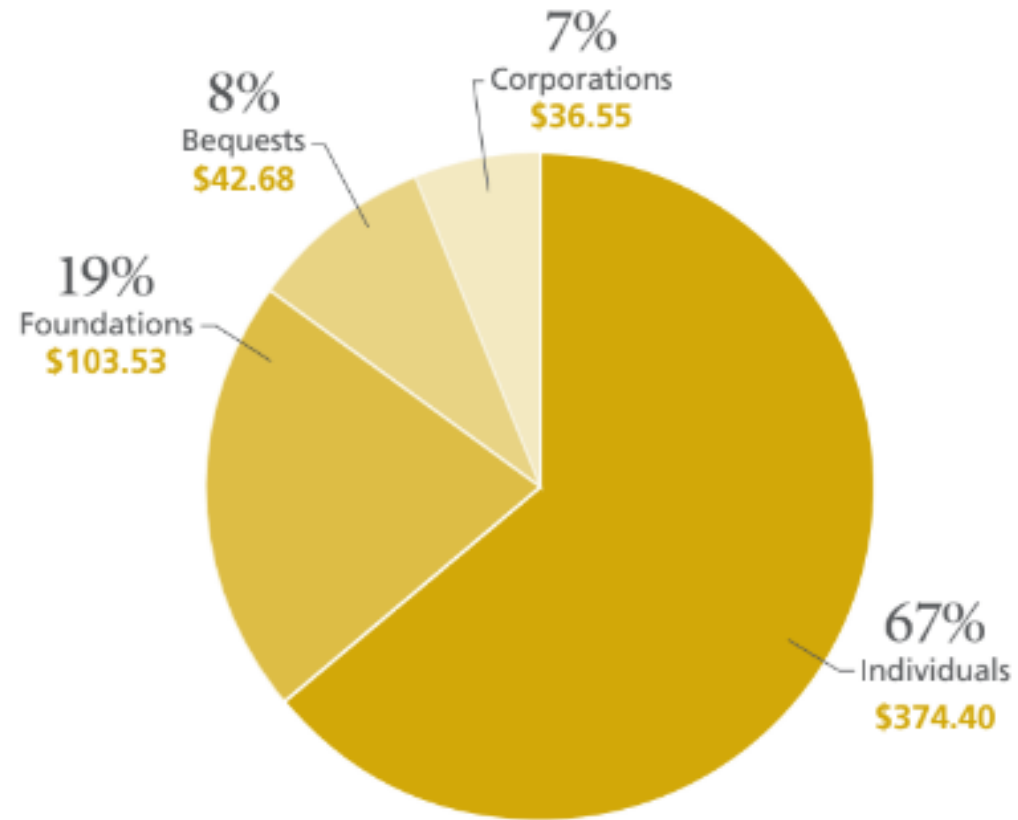
Best Practices

- Combination of ability, affinity and access
- Collaboration
- Peer benchmarking
- Online presence and fundraising opportunities
- Social enterprise
- Storytelling

Giving USA 2024

2023 contributions: \$557.16 billion by source of contributions

(in billions for dollars – all figures are rounded)



Foundations

WHO: Private and family foundations are professional funders who exist to support their mission through charitable gifts to nonprofit organizations whose mission aligns with theirs

WHY: Required to give away 5% of their asset base every year to maintain their nonprofit status

HOW: Subscription services, 990s, donor listings

TOOLS:

- case for support for grant applications
- be aware of strategies such as sunseting, moving funds to a DAF, restructuring giving priorities
- leverage network of contacts to trustees
- data collection and impact measurement

CAUTION: Over-reliance on foundations right now; not a tremendous source of untapped revenue; lots of competition for resources; try to meet to get specific deadlines, preferences, processes, etc.

Corporations

WHO: Companies (large, small, private, public, etc) based in or with vested interest in your community and mission

WHY: Many companies want to invest where their employees “live, work and play”; often multiple ways to give (corporate, foundation, marketing \$\$\$; matching contributions; volunteer time); in-kind donation opportunities

HOW: Subscription services, local chamber of commerce, economic development groups, local officials, etc.; corporate website and annual report

TOOLS:

- menu of giving opportunities/sponsorship levels
- volunteer opportunities
- HR vs PR
- visuals, one pagers
- cause marketing

CAUTION: Points of contact change frequently as do priorities when high-level leadership changes

Individuals

WHO: Current residents invested in the community; former residents who maintain connection to their hometown; alumni

WHY: Greatest opportunity to explore genuine motivations; more flexible decision-making process

HOW: Subscription services; annual reports; property records; current contacts/network building/leverage relationships (staff, board, volunteers, donors, community leaders/stakeholders, etc)

TOOLS:

- ways to give listing (DAFs, PG)
- one pagers
- volunteer opportunities
- thoughtful touchpoints

CAUTION: Can take a long time to build an authentic relationship and needs a consistent relationship manager

Organizations

WHO: Civic organizations, fraternal organizations, municipalities and departments, faith-based organizations, social organizations, Community Development Entities (NMTC), venture capital

WHY: Can provide access to larger opportunities at higher levels of an organization with their endorsement; tap into shared resources

HOW: local community networking and awareness

TOOLS:

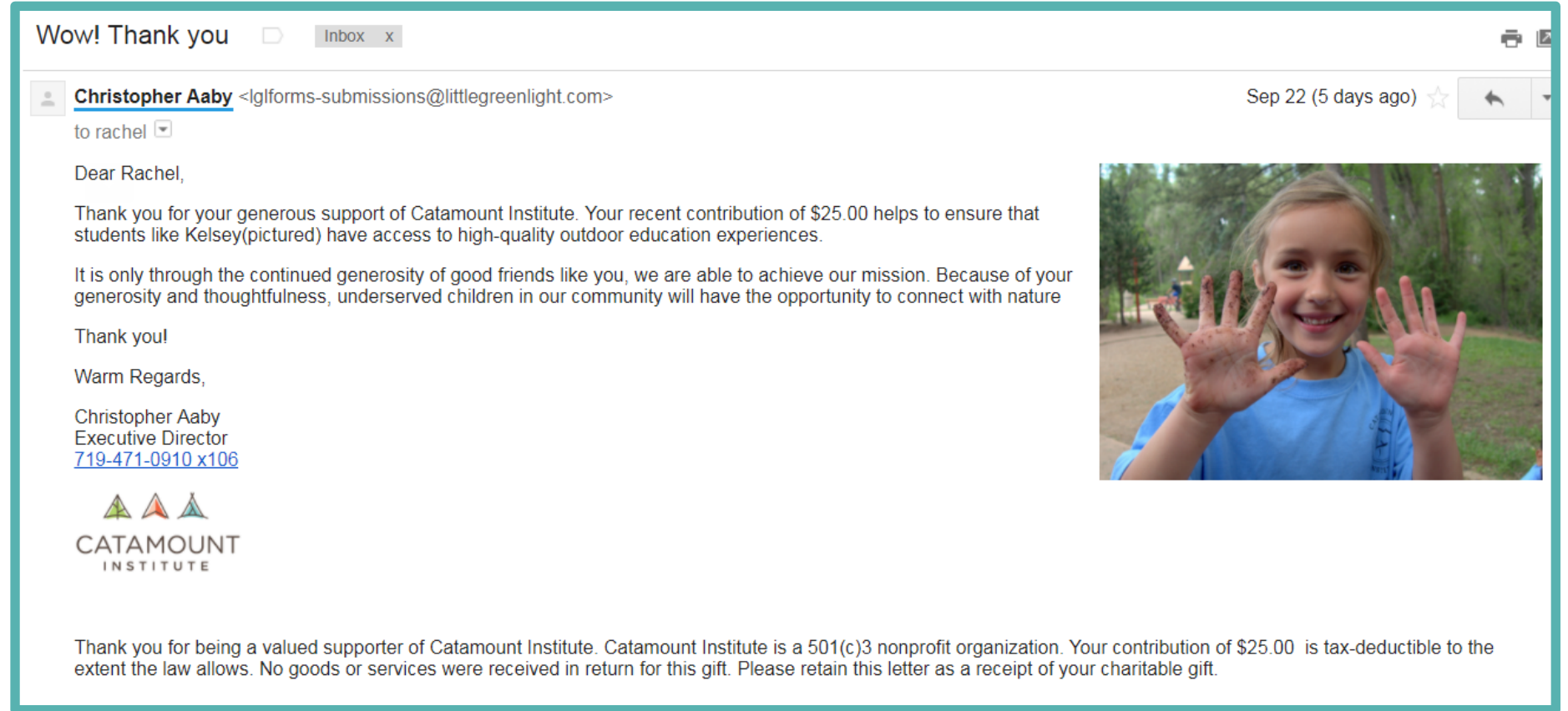
- public/private partnerships
- menu of giving opportunities
- volunteer opportunities
- visuals
- restricted fund at DAF

CAUTION: high turnover in volunteer or membership-based orgs can create more steps in rebuilding relationships with a POC

Stewardship


- Acknowledgement (letter, email, note, call, video, etc)
- Impact report
- Virtual calls for program updates
- Tours
- Volunteer opportunities
- Storytelling


Thank You Email



Virtual Program Update

Exciting Updates from Our Trip to India Inbox x 🖨 🔗

 **Rey Diaz** <rdiaz@orphanoutreach.org> Thu, Aug 8, 12:00 PM (11 days ago) ☆ 😊 ↩ ⋮
to me ▼



Join us for our Focus: India Zoom Gathering on Thursday, August 20th at 5:00 pm CST!

Ronne Rock just led a team to India, and she will share the latest updates from our first in-person visit to Dar-UI-Fazl since 2019! It was wonderful to reunite with all the kids we serve, as the pandemic and major flooding had made travel impossible until now.

We're also thrilled to announce that the Gan Sabra community program is expanding to reach and support more children. We hope you can join us on August 20th to hear more about what all God is doing in India!

Register now to receive the special Zoom Webinar link. You may also submit a question in advance for our panel.

Registration is required and space is limited.

REGISTER TODAY!

Tour



Nexus Family Recovery Center

1,430 followers

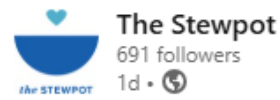
6d • 🌐

Clear your Wednesday lunch plans! Pathways to Possibilities is tomorrow! This event is a free luncheon allowing guests to learn more about the heart and soul of our mission. This inspiring hour-long event will share how you can become a vital advocate, empowering women and their children to heal and rebuild their lives. Click here to claim your spot! <https://lnkd.in/gYgB4xeU> ✓



Pathways to Possibilities

Volunteer Opportunities



The Stewpot

691 followers

1d • 🌐

💙 Love Your Neighbor Week has officially begun! 💙

Today marks the start of a powerful week of service led by The Stewpot as we celebrate 50 years of serving Dallas.

We kicked off this morning at First Presbyterian Church of Dallas, assembling snack bags for our neighbors in need—and there are many more ways you can still get involved this week.

✅ Campus beautification at our new campus (1610 S. Malcolm X Blvd) ✅ Meal service ✅ Pantry support ✅ Hygiene kit assembly ✅ Streetside Showers

💛 It all culminates on Saturday, April 12 with a Community Celebration & Open House (9:30 AM – Noon). This is an all-ages, hands-on event with volunteer opportunities and guided tours of our new campus.

🎨 Bonus: Join us from 11 AM – 2 PM at 1822 Young St. for a rare Blue Tape Art Sale featuring work from The Stewpot Art Program. As we prepare to move, we're offering a one-time chance to purchase original pieces. Refreshments provided!


👉 Sign up now to serve: <https://lnkd.in/ggHchViR>

Let's make this a week to remember.

#LoveYourNeighborWeek #TheStewpot #VolunteerOpportunity
#NonprofitLeadership #CommunityImpact #DallasVolunteers
#CorporateSocialResponsibility



Cause Marketing



Friends of Flight 93 National Memorial
475 followers
6d • 🌐

🍷 Raise a Pint to Support Flight 93! 🍷

Join us for Pints for Parks at Forbes Trail Brewing on April 26 at 2:00 PM ET as we celebrate National Park Week, National Volunteer Week, and Earth Day! 🌱🌍

🎵 Live Music by Bianca Melgar & Screamin' Blonde

🚚 Delicious Eats for sale from Jackie's Groovy Cheese Truck

🍺 Special Brew – "Giving Back IPA," with all proceeds benefiting [Friends of Flight 93 National Memorial](#)

A huge thank you to our sponsors: [Hollern Koontz Insurance](#), [Mid Penn Bank](#), [S&T Bank](#), and [Somerset Trust Company](#), in partnership with Forbes Trail Brewing.

Come out for great beer, good vibes, and a meaningful way to give back. Let's raise a pint in honor of Flight 93 National Memorial and the 40 heroes we will never forget!

🍷 [#PintsForParks](#) [#SupportOurParks](#) [#NationalParkWeek](#) [#EarthDay](#) [#GivingBack](#)



Resources

- [CFRE](#)
- [DonorSearch](#)
- [Association of Fundraising Professionals](#)
- [We Are For Good](#)
- [Foundation Directory](#), [Impala](#),
[ProPublica](#), [Instrumentl](#), [GrantStation](#)
- [Kindsight/iWave](#)
- [ChatGPT](#)
- [FreeWill](#) & Grant Assistant AI



Thank You

vmathews@cecilcommunication.com

cecilcommunication.com

Brad Cecil
ASSOCIATES