

Today's FDO Professional: Hints & ProTips for Grant Writers

Mid Atlantic Grants Conference • Caesar's Palace,
Atlantic City, NJ • May 20, 2019 • Tiberius Room ,
2:35pm – 3:35pm • Susan Shiroma, Senior Librarian,
Candid • susan.shiroma@candid.org • (212) 807-2454

What's new?



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Candid.

Why Candid?

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it. Candid's data tools on nonprofits, foundations, and grants are the most comprehensive in the world. Foundation Center and GuideStar joined forces to become Candid, a 501(c)(3) nonprofit organization. Find out more at candid.org

Talking about Candid

Our mission:

Candid gets you the information you need to do good.

Our tagline:

See the world, make it better.

Our description:

Candid connects people who want to change the world to the resources they need to do it.



I am
Candid

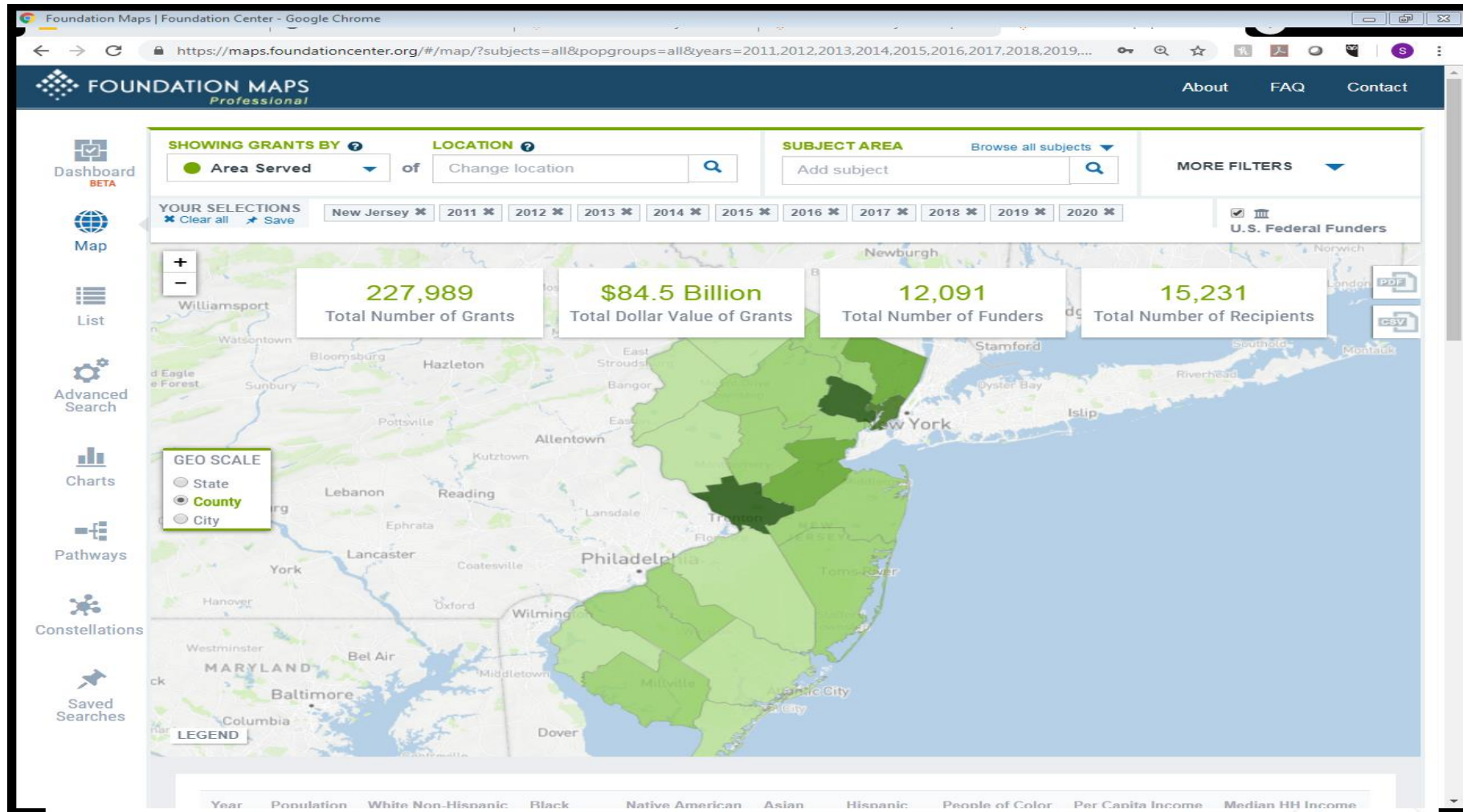
I am
Candid.

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Candid.

Foundation Directory Online Professional

The screenshot shows the Foundation Directory Online Professional website. At the top, the browser address bar displays the URL <https://fconline.foundationcenter.org/fdo-search/member-index/>. The website header includes the logo for Foundation Directory Online Professional, a user profile for 'HI SUSAN', and navigation links for 'FIND FUNDING', 'MY FDO', 'PATHWAYS', and 'RESOURCES'. A central banner features the text: 'Win more grants and make a bigger difference. Find the right funders now.' Below the banner is a search interface with a text input field containing the prompt 'Describe what you are trying to fund:' and examples: 'Ballet school in New York City; Animal shelter in Portland, ME; Food pantry in Dallas'. A 'SEARCH' button is positioned to the right of the input field. Below the input field, there is a checkbox for 'Include U.S. Federal Funders' and two search options: 'Search by Organization' and 'Search by Person'. A 'SAVED SEARCHES' link is also visible. Below the search interface, a dashboard shows four metrics: '1 Project' (puzzle piece icon), '1 Grant Proposal' (award icon), '5 Prospects' (target icon), and '1 Task' (checkmark icon). The 'Recent Grant Proposals' section lists 'Gasterland Charitable Trust Grant Request' with a status of 'Research' and a link to 'Assess the Prospect Fit'. The 'Saved Searches' section lists three saved searches: 'Arts and culture, Brooklyn (New York)', 'Corporate giving programs (grantmaker), Company-sponsored foundations (grantmaker)', and 'Food security, New York'.

Foundation Maps – data visualization of grants



Guidestar Pro – Search, find, and analyze nonprofit data and financials

The screenshot displays the Guidestar Pro search interface. The top navigation bar includes the Guidestar logo, navigation links for 'Update Nonprofit Profile', 'Products', 'Blog', and 'Support', and a user profile for 'Susan Shiroma'. The search bar is set to 'Organizations' and contains the text 'Search name or keyword...'. The left sidebar contains several filter sections: 'Geography' (selected), 'Organization', and 'Financials'. The 'Geography' section includes a 'GUIDESTAR PROFILE LEVEL' bar (NO LEVEL, BRONZE, SILVER, GOLD, PLATINUM), a 'CAUSE AREA (NTEE CATEGORY)' dropdown (selected: 'C Environmental Quality Protection, Beautification - 52'), a 'SUBCAUSE AREA (NTEE CODE)' dropdown (selected: 'All subcause areas (NTEE codes)'), an 'IRS SUBSECTION' dropdown (selected: 'Select IRS subsections'), an 'AFFILIATION TYPE' section with checkboxes for 'Parent', 'Subordinate', 'Independent', and 'Headquarters', a 'SPECIFIC EXCLUSION' section with checkboxes for 'Exclude revoked organizations' and 'Exclude defunct or merged organizations', a 'NUMBER OF EMPLOYEES' slider (0 to max), and a 'DIVERSITY' section with a checkbox for 'Show only organizations that'. The main content area shows '52 results found' and a list of search results. Each result includes the organization name, location, EIN, BRIDGE Number, 501(c) status, and financial data (GROSS RECEIPTS and ASSETS). Action buttons for 'SAVE', 'DOWNLOAD', and 'GUIDESTAR CHARITY CHECK' are provided for each result. The results list includes: Strathmere Fishing and Environmental Association, Sustainable Mullica Inc, Over the Rainbow Inc, BRUCKNER CHASE OCEAN POSITIVE INC (Gold), Egg Harbor Twp Nature Reserve, Avalon Garden Club Inc, The Garden Club of Cape May, and Gardening By the Sea Club.

What is *Foundation Directory Online's* (FDO) history?

1974 DIALOG files 26 and 27

1989 New classification system based on NTEE

1996 FC Search on CD-ROM

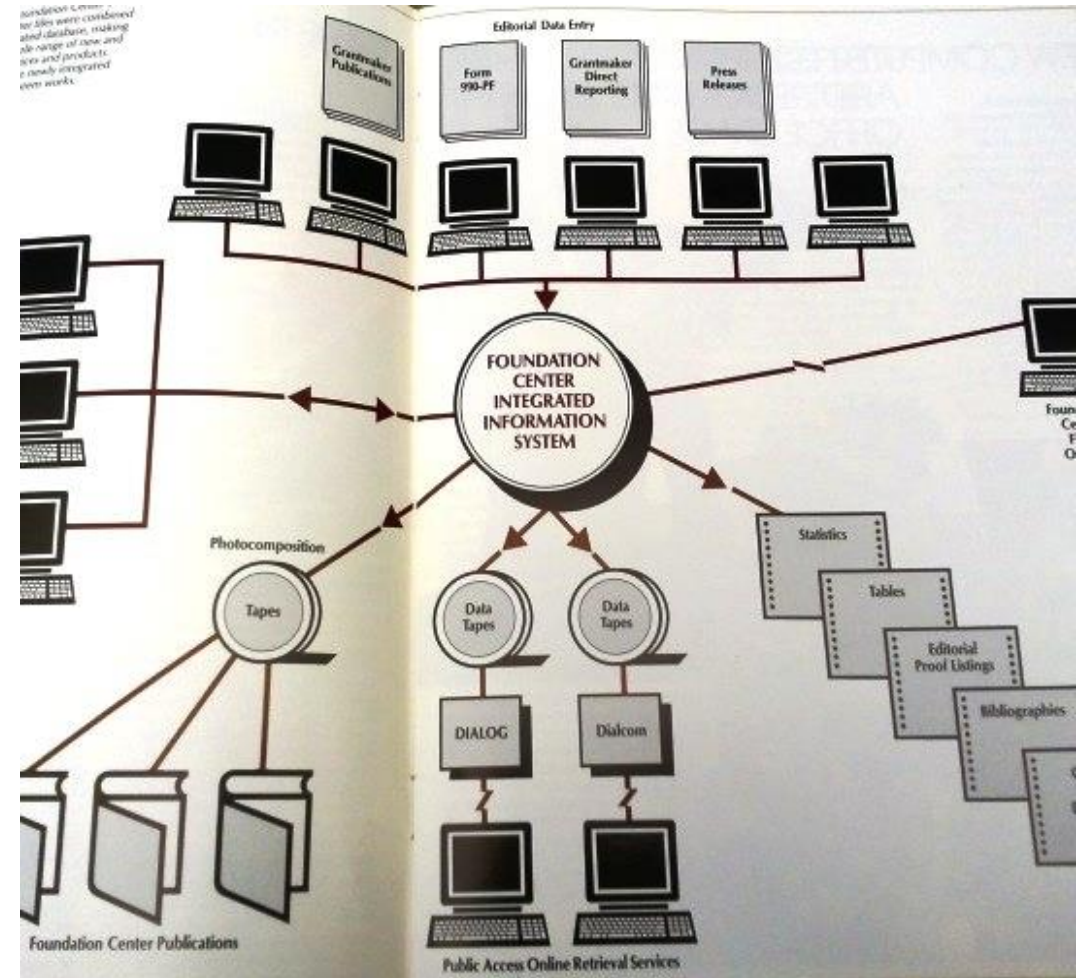
1999 **FDO released**

2002 Grants to Individuals

2005 FDO Professional

2009 Philanthropy/Insights

2014 Foundation Maps



Where is *Foundation Directory Online* (FDO) going?

2015 New Philanthropy
Classification System (PCS)

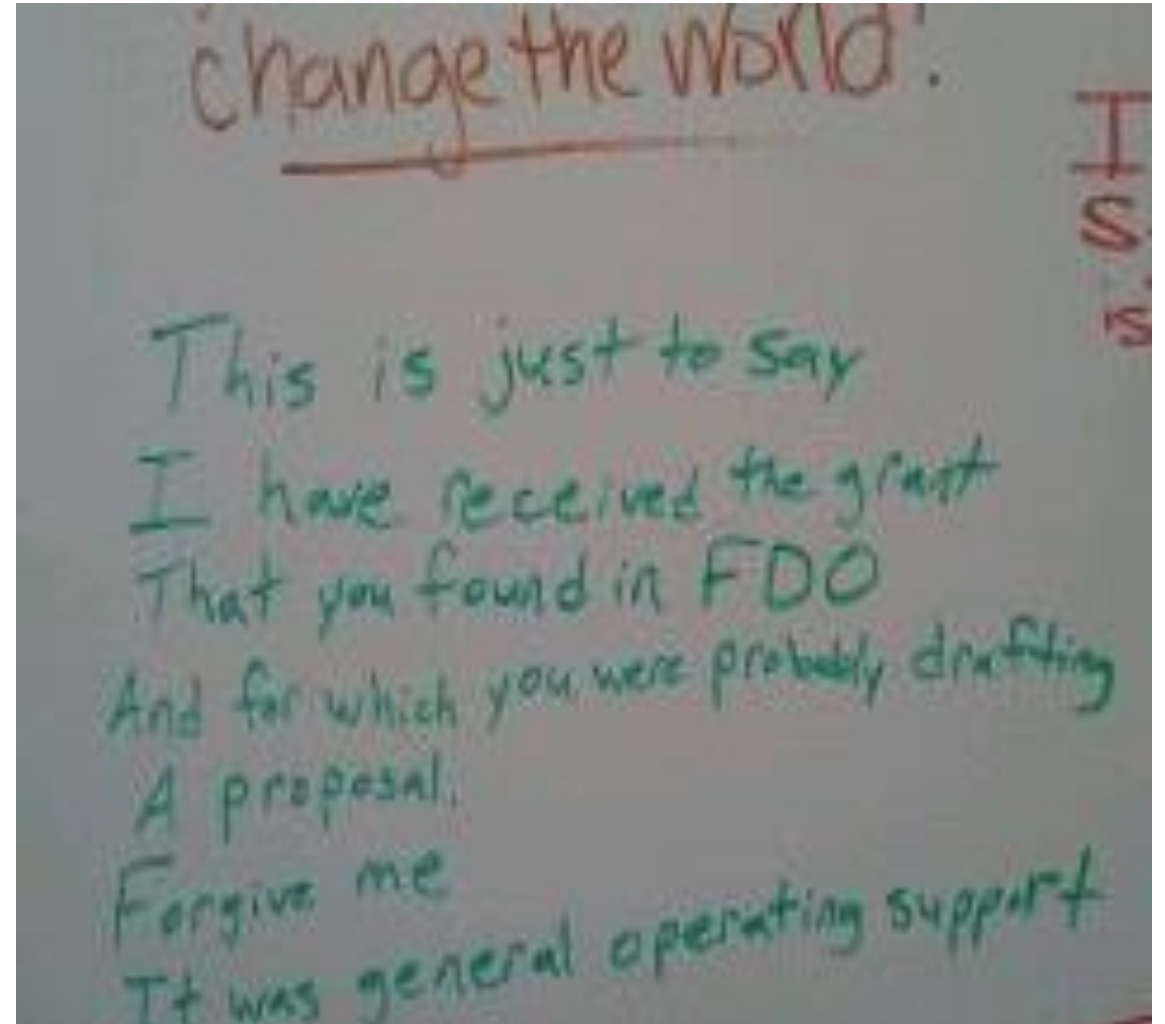
2015 **Automatic coding**

2015 Foundation Maps
Professional 2.0 released

2016 **10X more data** processed

2017 **New Foundation Directory
Online released.** FC classic retired.

2019 New PCS 2.0 released



Foundation Directory Online (FDO) is more current

1. Database is refreshed each night (April 2019)
2. **10,000-14,000 grants processed each night** (April 2019)
3. eReporting and hGrant reporting provide current grants quarterly or annually and detailed grant descriptions. hGrant reporting allows funders to post grants data on their website and provide to Candid by sharing a link to their grants feed
4. Reporting Commitment 19 large and 1 small foundation provide grant information to each other and the public at least quarterly in machine-readable, open format and coded to a geographic standard developed by Foundation Center

Short List of FDO Enhancements

1. Added 177 U.S. federal government agencies and their grants
2. Continue to add non-U.S. grantmakers to FDO
3. Geographic focus (Where funding is used) includes a regional approach and includes city, town, villages in U.S. and abroad.
4. LinkedIn connections for foundation board members and their staff are being added to help users connect with funders.
5. Organization Type expanded to include giving circles, charitable gift funds (included donor-advised funds) s recipients, government and agencies as recipients and grantmakers, individuals, IGOs, etc.

Short List of FDO Enhancements (continued)

6. NEW My FDO is prospect management tool for subscribers.
7. NEW **Grantmaker Assessment Tool** for grantmaker profiles. Complete your personal assessment of the Grantmaker to determine if the funder is a good fit. Good questions are asked for new researchers who may not know what determines if a grantmaker is a good fit.
8. **Grantmaker profiles - enhanced clickable Interactive Charts and Maps analyze the foundation's last 5 years of giving** (what is being funded, where grants are used, size of grant)

Short List of FDO Enhancements (continued)

9. Recipient profile charts - enhanced with fundraising insights. Infographics showing what types of organizations give to this recipient (who is funding your mission), where the recipients funders are located and how big the recipient's grants are (how large are grants awarded to your cause).

10. Amount Awarded added to Grantmaker List View. New FDO tallies up Amount Awarded based on search criteria for each grantmakers. Easy to find out which grantmakers in your search results are investing the most amount of money in your described project area.

FDO doing a better job than FDO Classic

1. Donor-advised funds well represented
2. BRIDGE numbers (global) and EIN search
3. Describe what you are trying to fund search field uses natural language and lets FDO find prospects
4. Predict technology – Other Funders to Consider added to the grantmaker profile. FDO finds other funders for consideration based on similar patterns of giving and your search criteria.

Candid focus on FDO in your community

1. Growing Funding Information Network in the United States: Access & Training partners
2. Incorporation of Ask Us/Online Librarian services into Foundation Directory Online and other databases. Ask Us/Online Librarian service is free. Great way to quick advice.

We are shifting our work into the community. We are moving our Regional offices and moving Candid training into local FIN library partners

- May-July: Candid South (in Atlanta) will close and move into CARE, and international nonprofit relief agency
- June-August: Candid West (in San Francisco) will close and move into the Candid office in Oakland
- Oct-Nov: Candid Northeast DC (on K street) will close and move into the Candid office in DC
- Nov-Jan: Candid Midwest (in Cleveland) will close and move out into a co-working space

Atlantic Cape Community College is one of our Funding Information Network partners in South Jersey. Stedman Graham took a March fundraising class! His team will be back to use FDO in their library.



7 Funding Information Network partners in New Jersey have Foundation Directory Online

Atlantic Cape Community College

341 Court House-South Dennis Road,
Cape May Court House, NJ 08210

Phone: 609-343-4937

County College of Morris

214 Center Grove Rd.,
Randolph, NJ 07869

Phone: 973-328-5278

Cumberland County College

3322 College Drive, Vineland, NJ 08360

Phone: 856-691-8600

Elizabeth Public Library

11 S Broad St., Elizabeth, NJ 07202

Phone 908-354-6060

7 Funding Information Network partners in New Jersey have Foundation Directory Online

Margaret E. Heggan Free Public Library

606 Delsea Dr., Sewell, NJ 08080

Phone: 856-589-3334 x226

New Jersey State Library

185 W State St., Trenton, NJ 08625

Phone: 609-278-26440

Somerset County Library System

379 South Branch Road, Hillsborough, NJ
08844

Phone: 908-369-2200 x18

Find Us In Your Community

<http://foundationcenter.org/connect-with-us/find-us>

Thank you.

Susan.shiroma@candid.org

Candid, 32 Old Slip, 24th fl., New York, NY 10005

Susan's phone 212.807.2454

Receptionist 212.620.4230