Grants and Beyond . . .

Raising Our Game
Matthew Lesko's Free Money

How to Get Government Grants for the Whole Family

for everybody

by The New York Times bestselling author

Matthew Lesko and
Mary Ann Martello
With low local dollars and high local need, New Mexico must seek funding beyond traditional sources. However, many local agencies do not have the capacity to reach those funding streams. We enhance their capabilities to attract resources, particularly from out of state.
2018 Urban Institute Community Development Financing Study (982 counties)

Financing Programs Surveyed:

- HUD HOME awards
- HUD Choice Neighborhoods
- Housing Tax-Credits
- Capital Magnet Funds
- Community Development Financial Institutions (CDFI’s)
- Community Reinvestment Act
- Small Business Lending
- New Market Tax Credits
- CDBG & Section 108 Funds
- Promise Neighborhoods
## 2014 Foundation Giving

<table>
<thead>
<tr>
<th>State</th>
<th># of Foundations</th>
<th># of Grants Made</th>
<th>$ granted in state (millions $)</th>
<th>Foundation Assets (millions $)</th>
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</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>504</td>
<td>8,278</td>
<td>328</td>
<td>4,324</td>
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<tr>
<td>Colorado</td>
<td>1,057</td>
<td>25,611</td>
<td>816</td>
<td>14,812</td>
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<td>New Mexico</td>
<td>195</td>
<td>3,909</td>
<td>95</td>
<td>1,728</td>
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<td>Nevada</td>
<td>346</td>
<td>5,711</td>
<td>508</td>
<td>7,081</td>
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</tbody>
</table>

Source: SW Philanthropy’s 2016 Giving Study
Myth Busting

• The Federal Government is cutting their budget and axing programs.
• We’re too dependent on the Federal Government
• Funders aren’t investing in NM because they just don’t get us
• NM doesn’t have the resources to compete with those other states

• Government is spending now more than ever & is creating new programs.
• NM doesn’t receive funds at the rate of other states
• It’s not that they don’t get you, they don’t know you.
• We can compete—we’re just not in the game
Waiting for the Great Pumpkin

“Each year, the Great Pumpkin rises out of the pumpkin patch that he thinks is the most sincere. He's gotta pick this one. He's got to. I don't see how a pumpkin patch can be more sincere than this one. You can look around and there's not a sign of hypocrisy. Nothing but sincerity as far as the eye can see.”

- Linus van Pelt
Professional Development

- Gain understanding of grant writing
- Find new funders and determine fit
- Develop relationships with funders and understand funder priorities
- Gain a framework to guide the grant process from project start to successful completion
- Learn about the funding landscape in New Mexico and especially, nationally
- Increase efficiency, effectiveness, and success of grant seeking
- Relate and apply concepts learned in a project to future projects
- Apply edits and learn from peer/instructor feedback; develop skills in giving critical feedback to others
- Form collaborative relationships for long-term support in grant seeking
COOPERATIVE NETWORK

Access Resources

- **Find Funding:** Access a calendar of upcoming, open call, and forecasted grants. Grant listings offer the ability to comment and collaborate.

- **Connect:** Connect with peers and partners via discussion forums, chat rooms, and special interest groups geared around grant seeking. See other members, and post grants or other interest items on their walls.

- **Learn:** Make grant seeking more efficient. Find resources on budgeting, evaluation, data tools, and more. Share knowledge and highlight your work. Post a blog article, get up to date in philanthropy news, and hear what’s going on in other communities.
Capacity-building to identify appropriate projects for grant seeking and other financing packages.

Grow New Mexico Technical Assistance

• Individualized technical assistance to help communities improve their chances of accessing the funding they need for their projects.
• Support and resources to connect communities with the right funding sources.
• Project development and exposure through meetings and consultations with potential funders and project partners.
ESTABLISHING RELATIONSHIPS WITH FUNDERS

**Step 1**
- Understand their mission and programs
- Find matches with your efforts
- Outreach & communications

**Step 2**
- Design programs to match *their* interest
- "Sell" them on your programs
- Work towards a strategic partnership

**Step 3**
- Put funds to good use
- Show effectiveness of projects & PR
- Grow further connections with their partners
Successful Funding Partnerships

- Government
  - Federal
  - State
  - Local

- Private
  - Lenders
  - Business
  - Impact Investors

- Non-Profit
  - Foundations
  - Lenders (CDFIs)
  - Charities
Theory of Change

**LISTEN**
Deep listening reveals priorities, needs, assets

**FOCUS**
Articulating desired outcomes and refining project parameters

**PLAN**
Identify barriers and opportunities that fit the focus

**CULTIVATE**
Building the capacity needed for success for current focus areas and future efforts

**CONNECT**
Linking with relevant networks, implementation partners, public entities and private sector funders

**REALIZE**
Coaching client to support effective and appropriate utilization of resources and efforts to meet desired outcomes
Terry Brunner
CEO, The Grants Collective
terry@thegrantscollective.org
(505) 818-9163