

GrantStation Member Results

Organizational Age

The Spring 2018 State of Grantseeking™ Report



GrantStation
Your Fast Track To Funding

OUR UNDERWRITERS

We extend our appreciation to the 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.



OUR ADVOCATES

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



GUIDESTAR®



FLORIDA
nonprofit
alliance



Montana Nonprofit Association



Michigan Nonprofit Association



OUR ADVOCATES

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



OUR ADVOCATES

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



TABLE OF CONTENTS

Introduction.....	8
Executive Summary.....	9
Comparison by Organizational Age	11
Key Demographics	11
Grantseeking Activity.....	11
Grant Funding Budget Contribution	12
Application and Award Rates	12
Grant Funding Sources	13
Total Awards	14
Largest Source of Total Funding.....	15
Largest Individual Award	15
Largest Individual Award Source	15
Largest Award Support Type.....	16
Largest Award Logistics	17
Collaborative Grantseeking	18
Indirect/Administrative Costs and Funding.....	21
Challenges To Grantseeking.....	25
Survey Respondents by Organizational Age	26
GS Member Demographics.....	29
Methodology.....	32
About Grantstation.....	33
About the Underwriters	34

INTRODUCTION

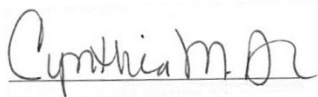
As a leader in the nonprofit sector, part of your job is to know about the latest trends and to apply lessons learned by others to the strategic development of your organization. We are here to help you do just that.

The primary objectives of the twice-yearly State of Grantseeking Report are to help you both understand the recent trends in grantseeking and identify benchmarks to help you measure your own success in the field.

This document, *The Spring 2018 State of Grantseeking™ Report*, is the result of the 16th semiannual informal survey of organizations conducted by GrantStation to help illustrate the current state of grantseeking in the U.S.

Underwritten by [Altum-PhilanTrack](#), [Foundant-GrantHub](#), the [Grant Professionals Association](#), [GrantVantage](#), and [TechSoup](#), this report looks at sources of grant funding through a variety of lenses, providing the reader with benchmarks to help them understand the grantseeking and grant giving landscape.

I would like to personally thank the 4,970 total respondents and 1,392 GS Members who made this report possible. I hope that the information and benchmarks provided will assist each of you in your good work. Responding regularly to a twice-yearly survey takes commitment, and on behalf of the organizations that will benefit from this analysis and those of us at GrantStation, our underwriters, our advocates, and our collaborators, I thank you.

A handwritten signature in black ink, reading "Cynthia M. Adams". The signature is written in a cursive, flowing style.

Cynthia M. Adams

Founder and CEO

EXECUTIVE SUMMARY

The recent results of *The Spring 2018 State of Grantseeking™ Survey* suggest that organizational age has some influence on the grantseeking experience.

Older GS organizations generally reported larger annual budgets. Increases in organizational budget, and the implied increases in staff size and age, mirror an increase in the organizational capacity to engage in active grantseeking.

Grant application and award rates among GS Members were higher than those of all respondents and related positively to budget and staff sizes. Mature GS organizations reported higher application and award rates than other organizations.

Regardless of organizational age, for those GS organizations that do engage in active grantseeking, funding is available. However, in this report, award frequency varied by organizational age, and reflected the relationship between increased annual budget, larger staff sizes, and increased awards.

For example, 65% of very young GS organizations submitted at least one grant application; of those, 56% won one or more awards. Very young GS organizations had a median annual budget of \$125,000 and were primarily staffed by volunteers (39%), had less than one full-time equivalent employee (13%), or employed one to five people (35%).

In comparison, 90% of very mature GS organizations submitted at least one grant application; of those, 87% won one or more awards. Very mature GS organizations had a median annual budget of \$10,584,025 and primarily employed one to five people (12%), 76 to 125 people (12%), or over 200 people (42%).

As mentioned above, GS organizations generally reported larger total award sizes as they increased in organizational age. While 45% of GrantStation Members reported total awards of \$100,000 or more, and the total award median was \$68,900, there were critical differences by organizational age:

- The median of total awards for very young GS organizations was \$15,000.
- The median award total for young GS organizations was \$40,000.
- For younger middle age GS organizations, the median of total awards was \$50,000.
- The median award total for older middle age GS organizations was \$101,101.
- The median of total awards for mature GS organizations was \$100,750.
- The median award total for very mature GS organizations was \$202,550.

Organizations also reported variations in funder tendencies based on organizational age. For example, very young organizations more frequently reported community foundations and corporations as the largest individual award source, whereas very mature organizations more frequently reported the Federal government as the largest individual award source.

Largest individual award size related positively to budget and staff sizes, and organizational age. For all GS Members, the median largest individual award was \$50,000. However, very young (\$10,000) and young (\$25,000) GS organizations reported a smaller median largest individual award than did younger middle age (\$36,500) or older middle age (\$50,250) GS organizations. Mature (\$75,000) and very mature (\$122,500) GS organizations reported even higher median largest award medians.

We at GrantStation hope the State of Grantseeking Reports help 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. Are there areas of performance where your organization excels, or where it could stand to improve? Next, set realistic expectations for the projected contribution of grant awards to your total budget, using the results of this survey as one of your guides.

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 grant management 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

President and COO, GrantStation

COMPARISON BY ORGANIZATIONAL AGE

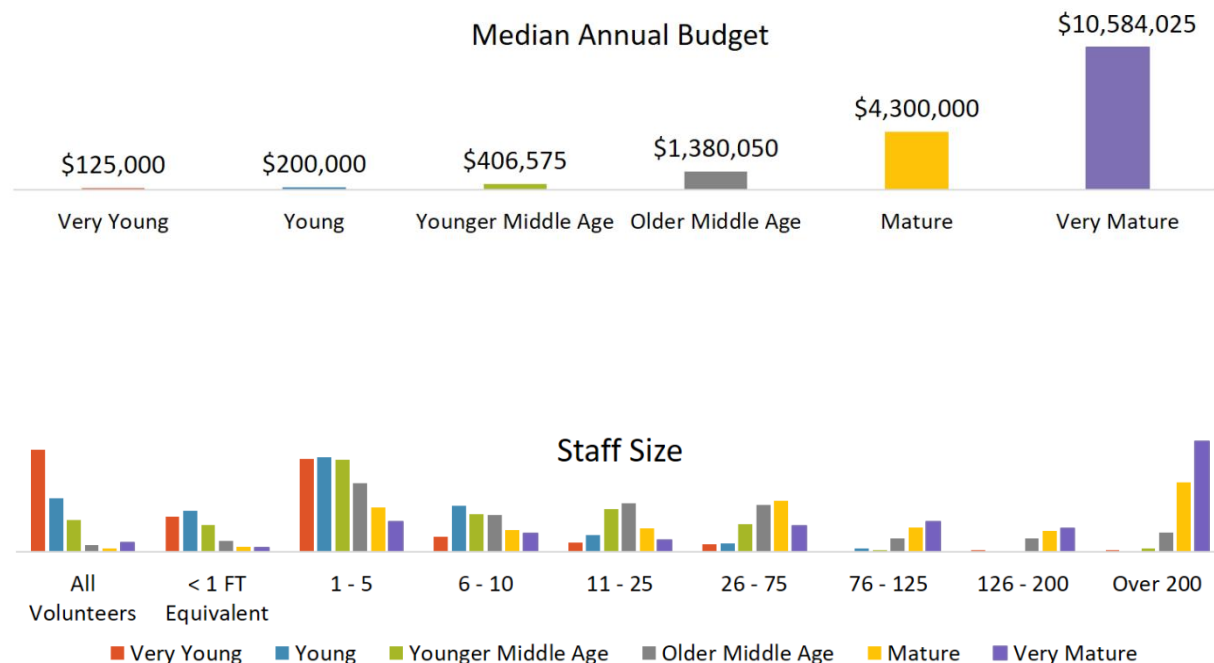
Organizational age can influence the grantseeking experience. When viewed through the lens of organizational age, variations among organizational demographic profiles and grant management and strategy profiles help us to understand the state of grantseeking at a more granular and actionable level, and serve as a tool to assist in the 2018-2019 planning process.

For this report of GS Member grantseeking activity, organizational age ranges are defined as:

Organizational Age Range	Range Name	% of GS Members	Median Budget Amount
0 to 5 Years	Very Young	13%	\$125,000
6 to 10 Years	Young	11%	\$200,000
11 to 25 Years	Younger Middle Age	23%	\$406,575
26 to 50 Years	Older Middle Age	30%	\$1,380,050
51 to 100 years	Mature	15%	\$4,300,000
Over 100 Years	Very Mature	8%	\$10,584,025

KEY DEMOGRAPHICS

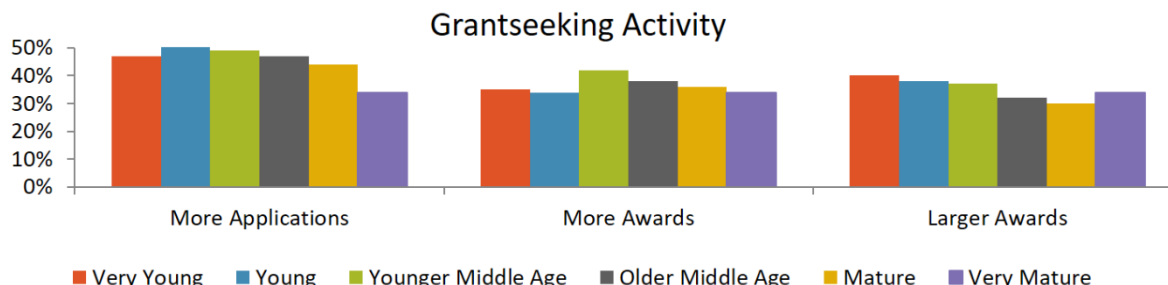
Increases in organizational age generally result in increases to annual budget size and staff size, and mirror an increase in the organizational capacity to engage in active grantseeking.



GRANTSEEKING ACTIVITY

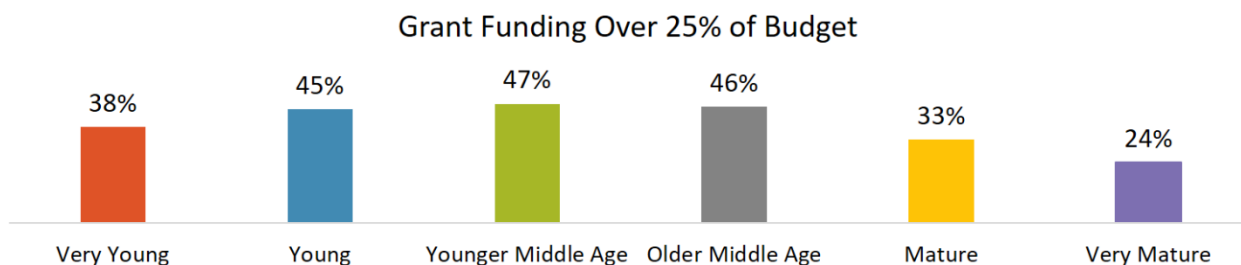
Increases in the age of GS Member organizations had little effect on increased grantseeking activity. However, very mature GS organizations reported less frequent increases in the number of

applications, and younger middle age GS organizations reported more frequent increases in the number of awards than did other organizations. Very young, young, and younger middle age GS Member organizations more frequently reported increases in the size of awards than did older GS organizations.



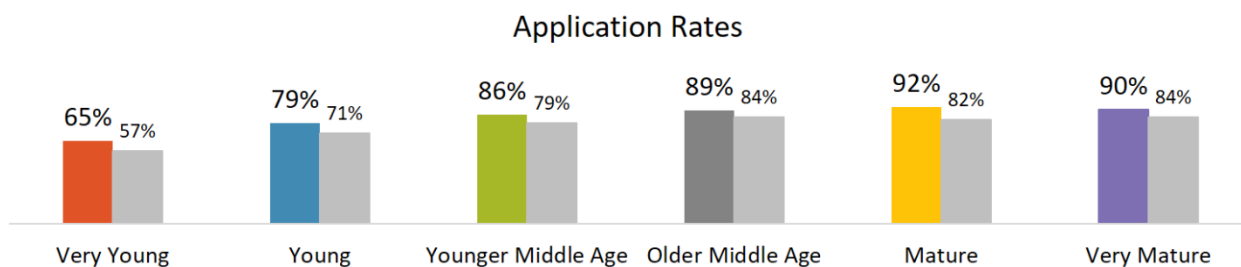
GRANT FUNDING BUDGET CONTRIBUTION

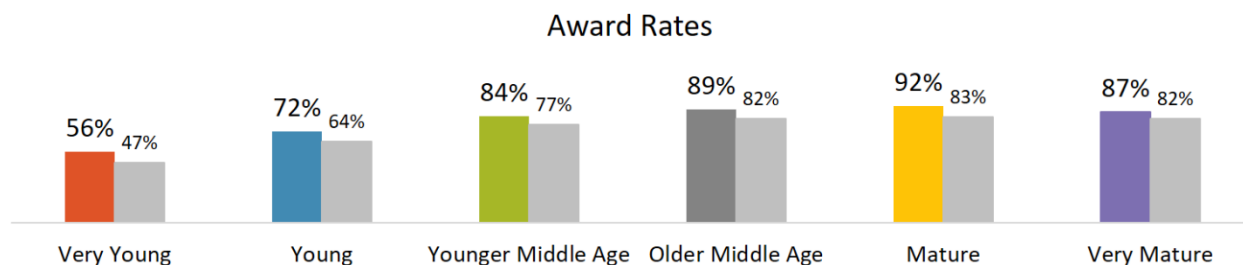
Grant funding was a greater percentage of the annual budget for young, younger middle age, and older middle age organizations.



APPLICATION AND AWARD RATES

GS Member grant application and award rates were higher than those of all respondents (in gray below) and related positively to budget and staff sizes as well as organizational age. Mature GS organizations reported higher application and award rates than other organizations.



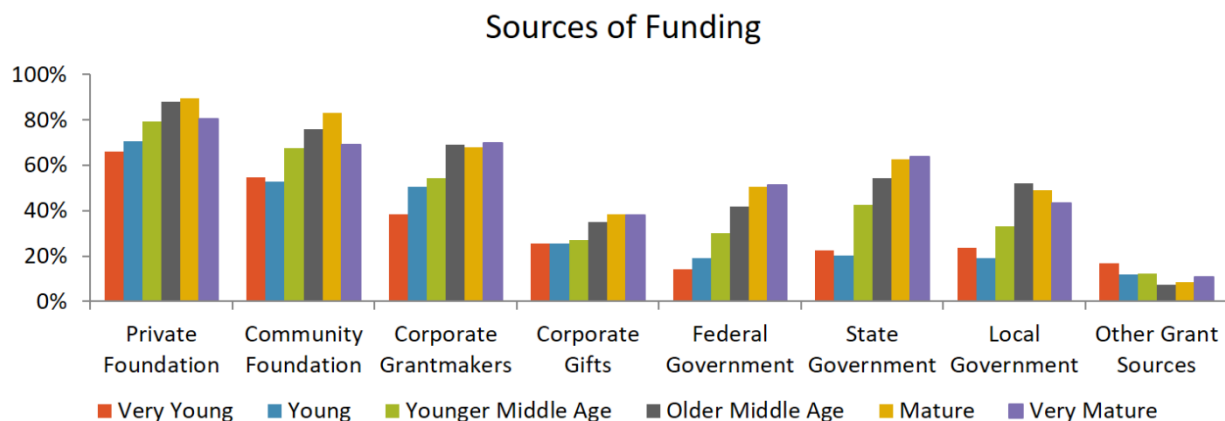


Between July and December 2017:

- Sixty-five percent of very young GS organizations submitted at least one grant application; of those, 56% won one or more awards. Very young GS organizations had a median annual budget of \$125,000 and were primarily staffed by volunteers (39%), had less than one full-time equivalent employee (13%), or employed one to five people (35%).
- Seventy-nine percent of young GS organizations submitted at least one grant application; of those, 72% won at least one award. Young GS organizations had a median annual budget of \$200,000 and were primarily staffed by volunteers (20%), had less than one full-time equivalent employee (16%), or employed one to five people (36%) or six to ten people (18%).
- Eighty-six percent of younger middle age GS organizations submitted at least one grant application; of those, 84% won one or more awards. Younger middle age GS organizations had a median annual budget of \$406,575 and employed one to five people (35%), six to ten people (14%), or 11 to 25 people (16%).
- Eighty-nine percent of older middle age GS organizations submitted at least one grant application; of those, 89% won at least one award. Older middle age GS organizations had a median annual budget of \$1,380,050 and employed one to five people (26%), six to 25 people (32%), or 26 to 75 people (18%).
- Ninety-two percent of mature GS organizations submitted at least one grant application; of those, 92% won at least one award. Mature GS organizations had a median annual budget of \$4,300,000 and primarily employed one to five people (17%), 26 to 75 people (19%), or over 200 people (26%).
- Ninety percent of very mature GS organizations submitted at least one grant application; of those, 87% won one or more awards. Very mature GS organizations had a median annual budget of \$10,584,025 and primarily employed one to five people (12%), 76 to 125 people (12%), or over 200 people (42%).

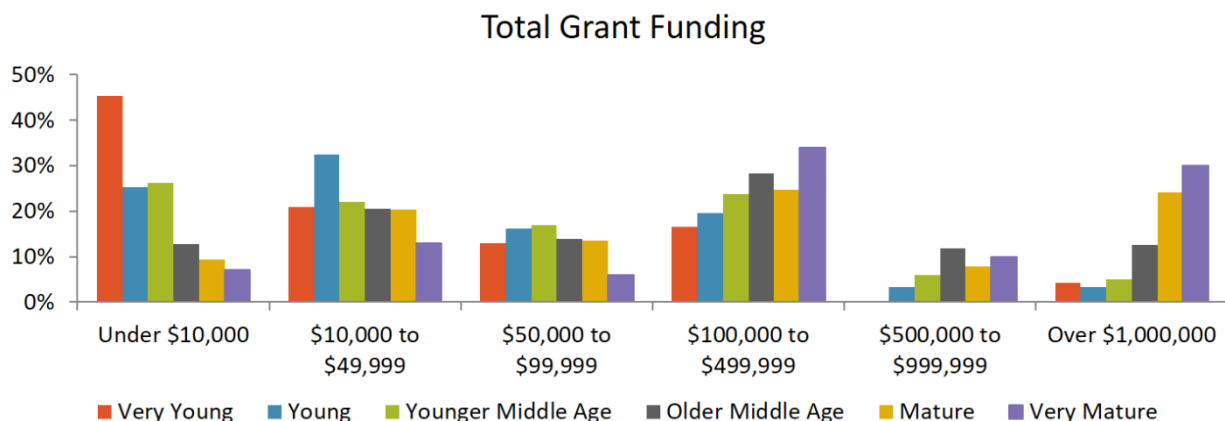
GRANT FUNDING SOURCES

Funding source frequency can be used as a guide to help determine where your investment of staff and time is most likely to result in awards when engaging in grantseeking. Private foundations were the most frequently cited source of grant awards for GS organizations of all ages.

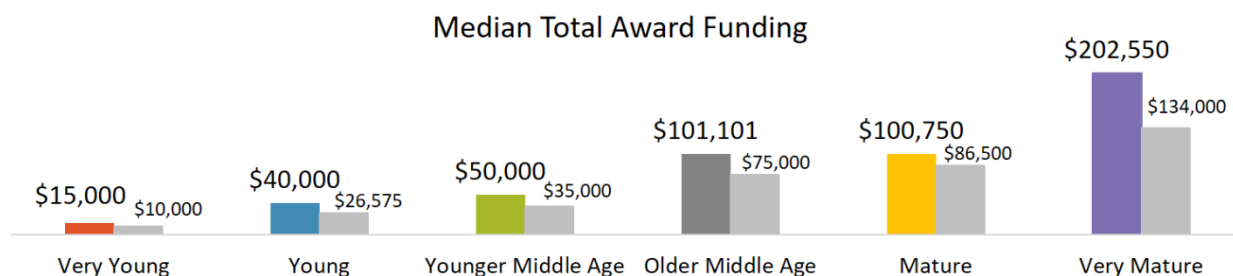


TOTAL AWARDS

As with organizational grant application and award rates, total award size related positively to budget and staff sizes as well as organizational age. Older middle age, mature, and very mature GS organizations reported larger total award sizes. While 45% of GrantStation Members reported total awards of \$100,000 or more, and the median award total was \$68,900, this chart shows the critical differences by organizational age.

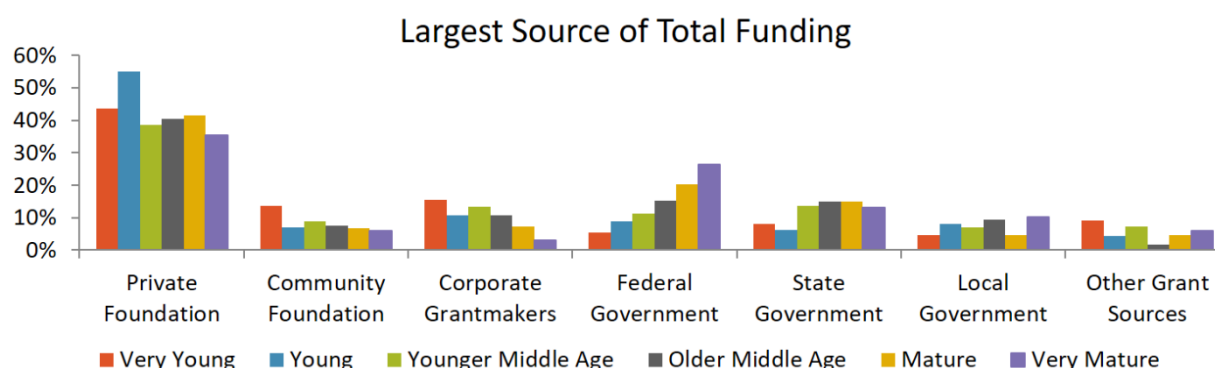


The median of total award funding was higher for GS Members than that of all respondents (in gray below). Total award funding increased in conjunction with organizational age.



LARGEST SOURCE OF TOTAL FUNDING

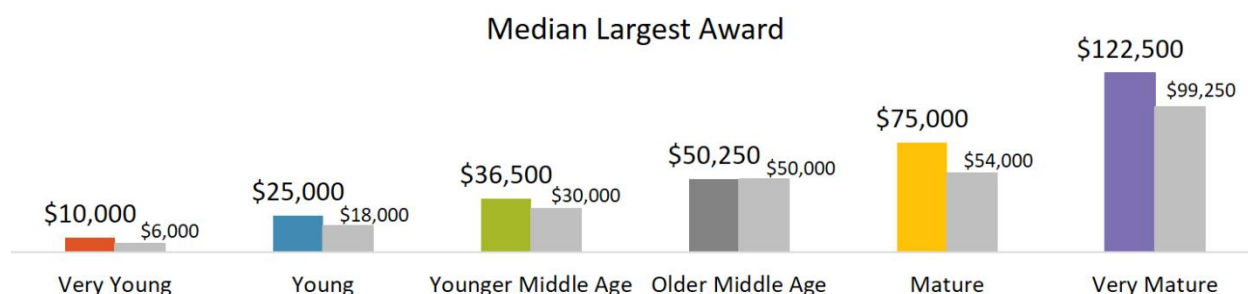
When the largest source of total funding is viewed through the lens of organizational age, differences in funding preferences become apparent. For example, the frequency of Federal funding increased in conjunction with organizational age. GS Members should be aware of these preferences as they research potential funding opportunities and choose where to focus the grantseeker's time and energy.



LARGEST INDIVIDUAL AWARD

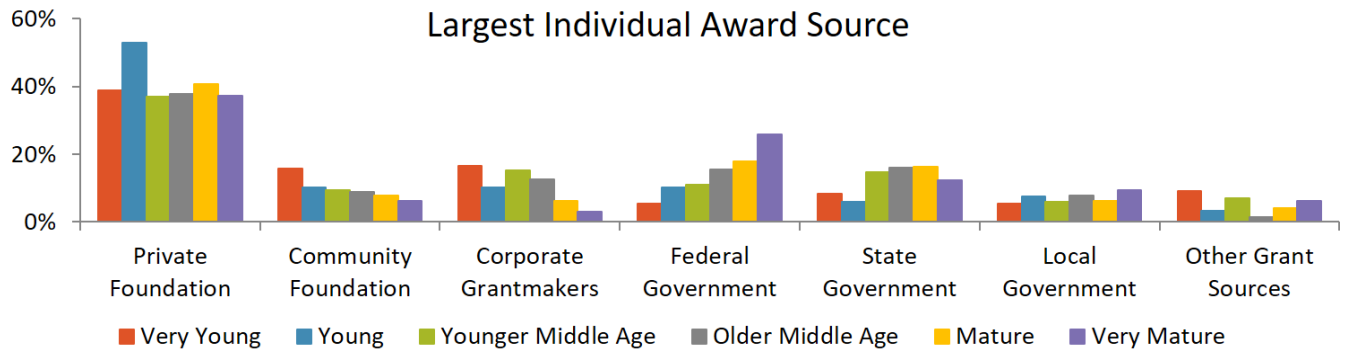
Largest individual award size related positively to budget and staff sizes as well as organizational age. These variations in the median largest individual award size speak to the importance of comparing your organization to organizations within similar organizational ages.

For GS Members, the median largest individual award was \$50,000, compared to \$35,000 for all respondents (shown in gray).

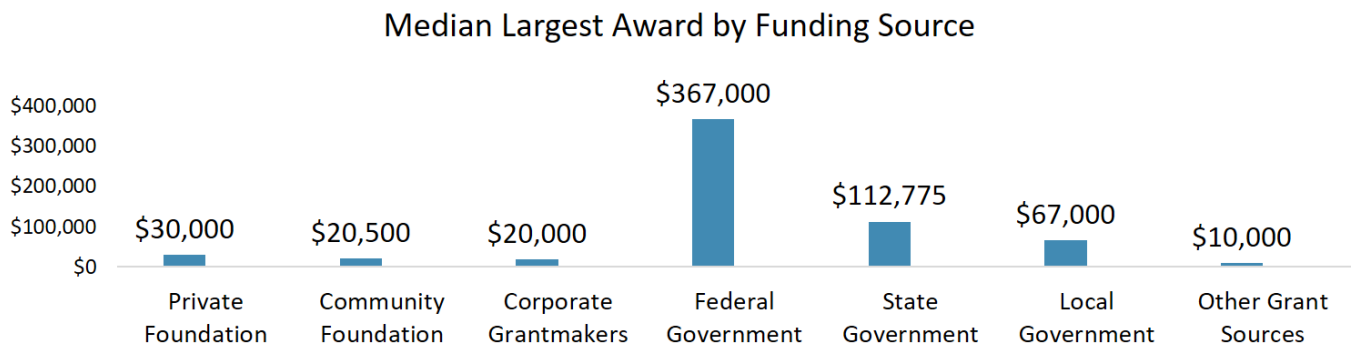


LARGEST INDIVIDUAL AWARD SOURCE

Based on organizational age, GS organizations also reported variations in funding tendencies for the largest individual award source. Again, GS Members should be aware of these preferences as they research potential funding opportunities and choose where to focus the grantseeker's time and energy. For example, GS organizations reported the largest individual award source as community foundations in descending order by age, and as the Federal government in ascending order by age.



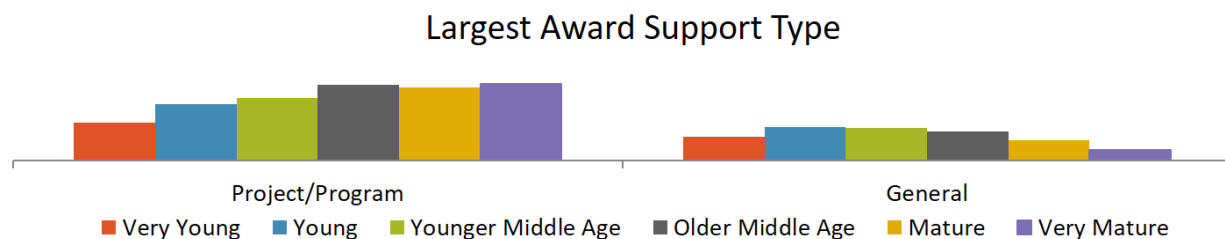
The median largest award size by funding source, as reported by GS Members, is included in the chart below to provide context.



LARGEST AWARD SUPPORT TYPE

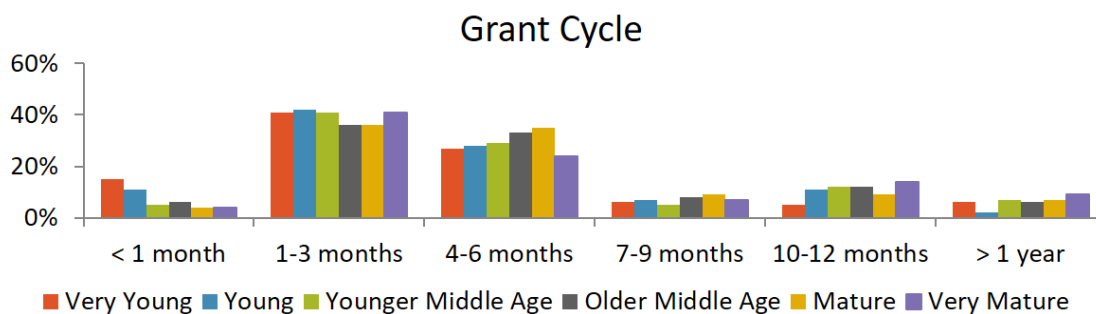
The largest award received by most GS Members was in the form of project/program support, followed by general support. Project/program funding tended to increase in relation to increases in organizational age, while general support funding was more frequent among young, younger middle age, and older middle age GS organizations.

When planning your grants strategy, consider the most frequent funding source in conjunction with the support type and the award size. For example, an older middle age GS organization may wish to apply to a private foundation or to state government for project support up to \$50,000.

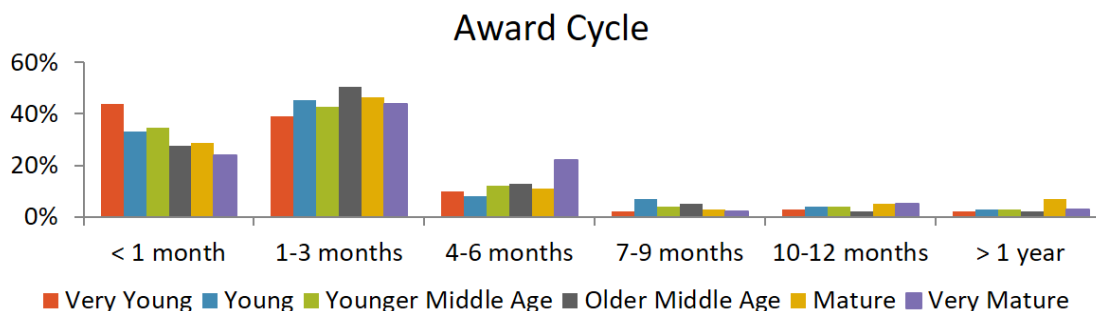


LARGEST AWARD LOGISTICS

The grant cycle length—from proposal submission to award decision—for the largest grant award was between one and six months for most GS Members. A longer grant cycle of seven months or more was most frequently reported by older middle age (26%), mature (25%), and very mature (30%) GS organizations, while a short grant cycle of less than a month was more frequently reported by very young GS organizations (15%).

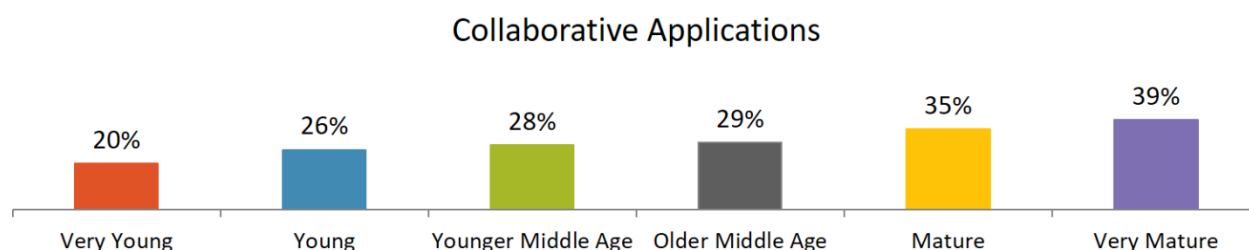


Once an award decision had been determined, funders released the award monies quickly; most GS Members reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported most frequently by very mature GS organizations (32%).

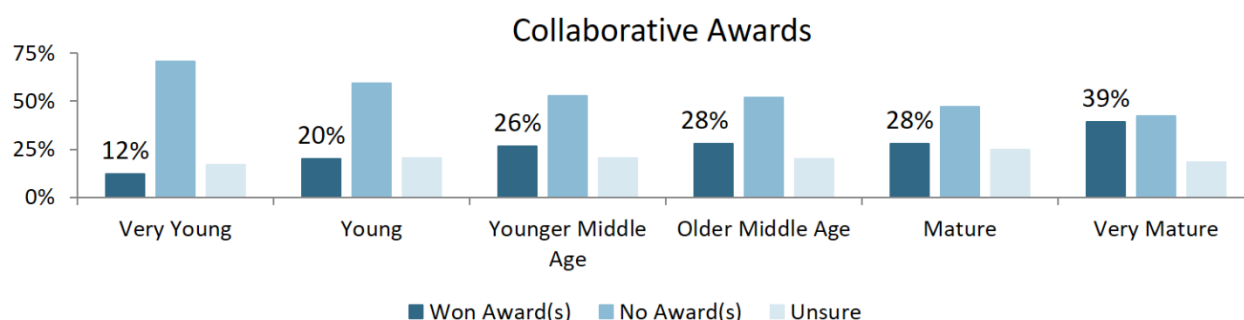


COLLABORATIVE GRANTSEEKING

Participation by GS organizations in collaborative grantseeking activities increased in conjunction with increases in organizational age.



Of the GS organizations that did submit a collaborative application, very mature GS organizations more frequently reported winning an award. The response “unsure” may reflect submitted applications for which award decisions were still pending at the time of the survey.



RESPONDENT COMMENTARY

As always, we asked survey respondents to share their experiences, expertise, and opinions. Overall, there were many similarities in the comments of respondents from GS organizations in all organizational age ranges, and there were many similarities in comments from both those who participated in collaborative grantseeking and those who did not.

Many comments focused on the benefits of collaborative grantseeking, while some pointed out the issues with funder requirements, and others questioned the cost of partnership management.

A SAMPLE OF REPRESENTATIVE COMMENTS FROM GS MEMBERS WHO PARTICIPATED IN COLLABORATIVE GRANTSEEKING FOLLOWS:

Very Young GS Organizations

- I feel it is incredibly beneficial and helps the granting organization aid more people through one gift.
- Grant administration and the fair and equitable distribution of any award is a challenge, but not insurmountable. It seems most grantmakers are interested in collaboration, but not necessarily supporting an infrastructure of true collaboration.
- It helps break down silos between nonprofit agencies but is also more costly to administer.

Young GS Organizations

- It's difficult and time-consuming, but does have some programmatic value.
- It has worked for us in the past, but there has to be a clear benefit to the collaboration and equal benefit and responsibility for both parties.
- When meaningful and inclusive, working together is in itself part of the solution to social change. However, bad partnering can squash a smaller or culturally specific organization. More training and deep technical assistance is needed on collaborations.

Younger Middle Age GS Organizations

- It can be helpful if organizations are very compatible and it helps them both accomplish goals, but should not be a requirement.
- If the collaboration is genuine, and a strong case can be made, grantmakers seem to like collaboration as a way to encourage community-wide approaches to addressing needs.
- Someone needs to be responsible. One organization needs to own the process of grantseeking, with both reviewing the application. Collaboration only works if there are individual responsibilities outlined.

Older Middle Age GS Organizations

- I like it as an option, not as a requirement for funding. Grantmakers have no idea the strain they put on nonprofits when forcing collaborations that don't fit or make sense, or when their definition of collaboration doesn't match ours.
- If we pinpoint an unmet need for services and collaboration is the most beneficial way to serve that unmet need, then it is usually a positive experience.
- They can be a fine thing when they are not pushed on us by the foundation(s). Otherwise, it can feel like the foundation is creating more work for us so they can spread out the funds in a way that is better for their bottom line.

Mature GS Organizations

- Partnering with other organizations strengthens our capacity; therefore, it is a positive aspect in grantseeking.
- It's a tricky balance to find true partners willing to compromise and collaborate, without promoting their own agency's agenda.
- We sometimes provide drafts of applications to collaborators for review, but generally if we are serving as the fiscal agent we take the lead on an application. I would appreciate it if more collaborators helped with grantseeking. (Typically, they don't if we take the lead.)

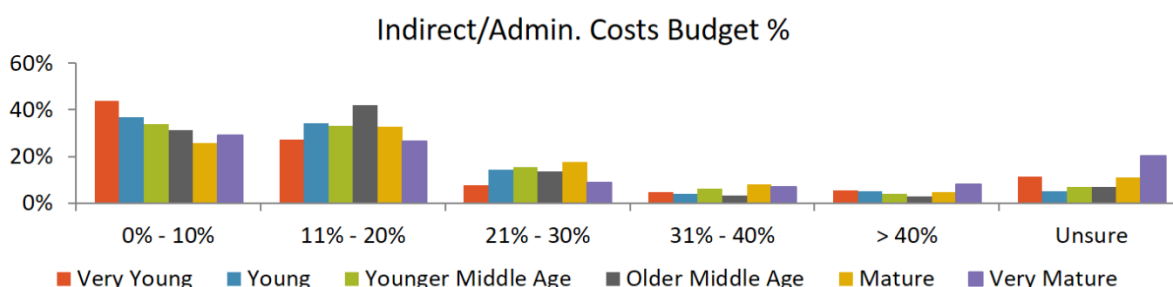
Very Mature GS Organizations

- I think it shows funders a greater level of commitment to the project, and that multiple agencies are contributing and potentially leveraging non-grant resources to support the program.
- The work and alignment is key, but making one organization the fiscal agent for the grant causes friction, even with a firm budget.
- Collaboration is important and critical when seeking grants, especially in a small community such as ours. We always want to work with other organizations for the betterment of our community.

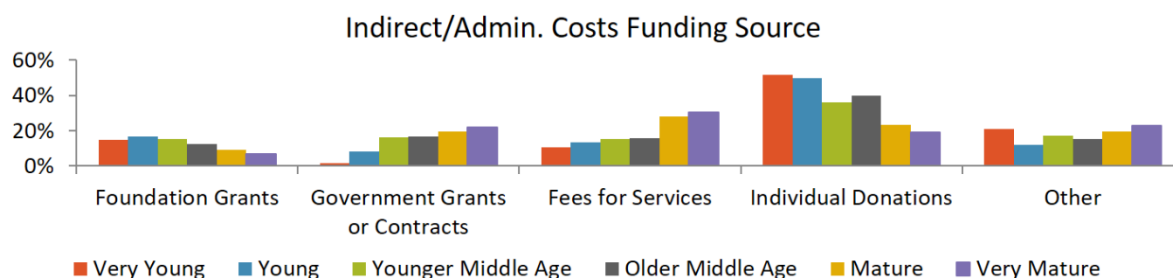
INDIRECT/ADMINISTRATIVE COSTS AND FUNDING

GS Members generally kept their costs low; 68% reported indirect/administrative costs as 20% or less of their total budgets.

By organizational age, indirect/administrative costs comprised 20% or less of the annual budget for 71% of both very young and young GS organizations, 67% of younger middle age GS organizations, 73% of older middle age GS organizations, 59% of mature GS organizations, and 56% of very mature GS organizations.



The most frequent source of indirect/administrative funding for all GS Members was individual donations (38%).



By organizational age range, individual donations were the most frequent source of indirect/administrative funding for 52% of very young GS organizations, 50% of young GS organizations, 36% of younger middle age GS organizations, 40% of older middle age GS organizations, 24% of mature GS organizations, and 19% of very mature GS organizations.

INDIRECT/ADMINISTRATIVE COST FUNDING LIMITATIONS

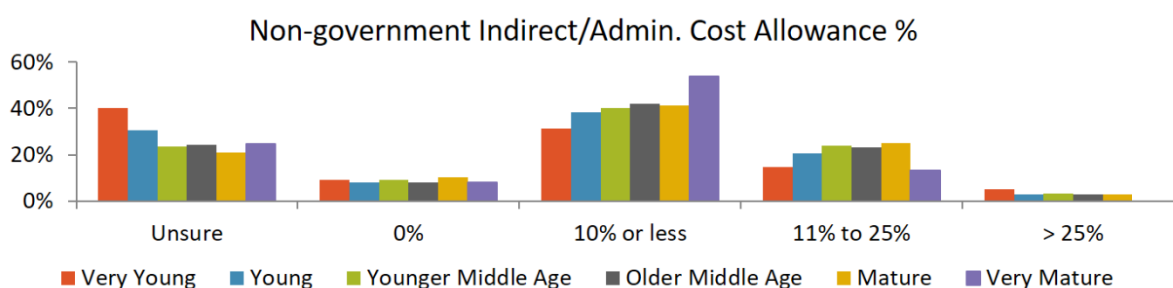
Award funding for indirect/administrative costs was reported as 10% or less of an award by 31% of very young GS organizations, 38% of young GS organizations, 40% of younger middle age GS organizations, 42% of older middle age GS organizations, 41% of mature GS organizations, and 19% of very mature GS organizations.

Non-government funders allowed over 10% of an award for indirect/administrative costs for 20% of very young GS organizations, 24% of young GS organizations, 27% of younger middle age GS

organizations, 26% of older middle age GS organizations, 28% of mature GS organizations, and 13% of very mature GS organizations.

Many organizations were unsure of the limitations on indirect/administrative costs, including 40% of very young GS organizations, 30% of young GS organizations, 24% of both younger middle age and older middle age GS organizations, 21% of mature GS organizations, and 25% of very mature GS organizations.

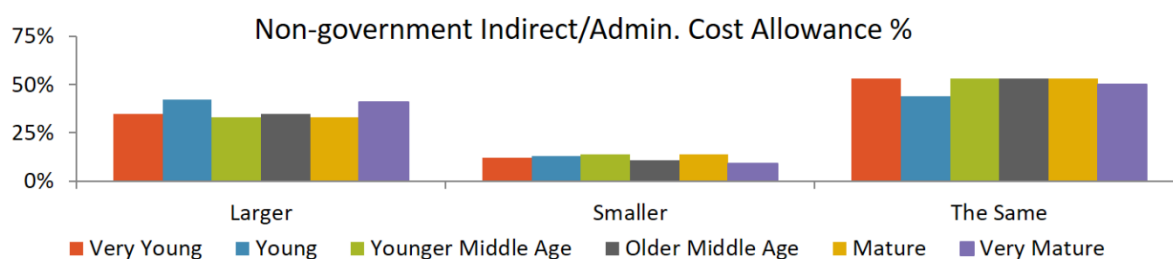
By organizational age range, between 8% and 10% of GS Member organizations reported that no allowance was made for indirect/administrative costs.



INDIRECT/ADMINISTRATIVE COST TRENDS

Most respondents reported that their indirect/administrative costs remained the same. However, these costs increased for 35% of very young GS organizations, 42% of young GS organizations, 33% of younger middle age GS organizations, 35% of older middle age GS organizations, 33% of mature GS organizations, and 41% of very mature GS organizations.

Indirect/administrative costs decreased for only 9% to 14% of GS organizations by age range.



INDIRECT/ADMINISTRATIVE COST CONTROLS

Respondents were asked, “How did you reduce your indirect/administrative costs?” Most GS respondents reported that they had reduced indirect/administrative costs by eliminating staff or increasing reliance on volunteer labor.

By organizational age range, eliminating staff as a cost reduction technique was reported by 25% of very young GS organizations, 42% of young GS organizations, 51% of younger middle age GS organizations, 60% of older middle age GS organizations, 76% of mature GS organizations, and 89%

of very mature GS organizations. Compared to GS organizations in other age ranges, very young GS organizations (56%) more frequently reported reducing indirect/administrative costs by increasing their reliance on volunteer labor.

Cost reduction techniques, by organizational age range, are as follows:

Reduction Technique	Very Young	Young	Younger Middle Age	Older Middle Age	Mature	Very Mature
Reduced services/programs offered	19%	5%	29%	21%	16%	11%
Reduced organization hours	13%	5%	12%	9%	4%	0%
Reduced organization geographic scope	0%	5%	7%	12%	8%	0%
Reduced staff salaries	6%	16%	15%	16%	8%	11%
Reduced number of staff	25%	42%	51%	60%	76%	89%
Reduced staff hours	0%	21%	27%	21%	12%	22%
Increased reliance on volunteer labor	56%	37%	37%	30%	12%	11%
Buying groups/economy of scale	6%	11%	5%	9%	16%	11%

A SAMPLE OF REPRESENTATIVE COMMENTS FROM GS RESPONDENTS WHO IMPLEMENTED COST CONTROL TECHNIQUES FOLLOWS:

Very Young GS Organizations

- We cancelled non-necessary items such as an expensive phone/fax system and went with cheaper options.
- All of our help is 100% volunteer. We know that cannot continue with the amount of services that need to be provided.

Young GS Organizations

- Every program area determined their 2017 budget; staff had ownership of the budget and so they spent wisely and within budget.
- All administrative affiliates are volunteers, so we can manage administrative costs.

Younger Middle Age GS Organizations

- Administrators now perform multiple functions, including HR, accounting, legal, IT, and even data processing and some building cleaning and maintenance. Administrators now work six to seven days.
- We are cutting the very little fat we have by not taking part in as many professional development opportunities, not travelling to conferences, and working to streamline our travel to and from conservation properties. We are also in a transitional period seeking a new executive director, which has wildly skewed our budget numbers from "normal" years.

Older Middle Age GS Organizations

- We reorganized staff job descriptions and replaced the retiring executive director and program coordinator with people we could pay less.
- We reduced the size of our physical office space, moved to lower our rent, and reduced staff.

Mature GS Organizations

- We moved to a sublease, so our rent went up about 15% as compared to the 70% increase we would have had if we had renewed our lease. We also realigned service delivery for more efficiency, reducing staffing needs.
- Half of the administrative staff were fired or resigned at the end of 2016/early 2017. The remaining staff were retained, but restructuring allowed us to avoid replacing the other staff, resulting in significant cuts in staff costs.

Very Mature GS Organizations

- We replaced the administrative manager at a lower cost and reduced the administrative assistant's hours.
- We reduced our administrative costs by less than half a percent, and it was achieved by replacing only essential staff when there was turnover.

CHALLENGES TO GRANTSEEKING

We asked, “What, in your opinion, is the greatest challenge to successful grantseeking?” By organizational age range, 18% to 22% of GS Members reported grantseeking’s greatest challenge as the lack of time and staff for grantseeking activities. The challenge of researching and finding grants was most frequently reported by very young GS organizations (17%). Compared to other organizational age ranges, very mature GS organizations (18%) more frequently reported funder practices and requirements as a challenge. By organizational age, challenges to grantseeking were reported as follows:

Grantseeking Challenge	Very Young	Young	Younger Middle Age	Older Middle Age	Mature	Very Mature
Competition	10%	7%	15%	15%	12%	13%
Reduced funding	1%	5%	7%	8%	15%	13%
Economic conditions	3%	5%	3%	7%	5%	7%
Funder practices and requirements	11%	14%	13%	12%	16%	18%
Internal organizational issues	4%	5%	4%	5%	6%	9%
Lack of time and/or staff	21%	22%	21%	18%	20%	18%
Need for a grantwriter	12%	9%	5%	5%	5%	4%
Relationship building with funders	13%	10%	10%	8%	8%	7%
Research, finding grants	17%	14%	13%	12%	8%	6%
Writing grants	4%	8%	3%	4%	0%	3%
Other	4%	3%	6%	6%	4%	3%

GS MEMBER COMMENTARY SUMMARY

The majority of respondents shared their frustration with the fact that more responsibilities were placed on fewer staff members, resulting in little time to devote to grantseeking. This lack of time and staff increases the perception that funder practices are arduous, and adds to the sense of disconnect between organizations and funders, the government, and the community as a whole.

One GS Member said “Challenges are ongoing sustainability, along with reduced funding available, and relationship building with funders. With online applications, connecting with funders is more distant than in the past. It can be difficult to understand what they are truly looking for. Sometimes what they state in an RFP isn't on the same page as what they are looking for from reviewed proposals.”

Many respondents across all focus areas stated that there was limited funding for their specific mission, and many respondents told us that there was a greater need for non-restricted funding, regardless of mission focus. Some respondents also referenced the changing political landscape and the proposed state and Federal funding reductions and resulting confusion.

SURVEY RESPONDENTS BY ORGANIZATIONAL AGE

As illustrated by the *Spring 2018 State of Grantseeking™ Survey* results, organizational age is an influencing factor in the grantseeking experience. It is interesting to note the growth in GS Member organizational capacity and sustainability as defined by budget, age, staff size, respondent role, and grantseeker role. For example, 8% of very young GS organizations reported annual budgets of over \$1,000,000, compared to 79% of very mature GS organizations.

The following are typical organizations from each organizational age range.

VERY YOUNG GS ORGANIZATIONS – 0 TO 5 YEARS:

Very young GS organizations comprised 13% of survey respondents; the median annual budget reported was \$125,000. Very young GS organizations frequently reported annual budgets under \$50,000 (33%), between \$50,000 and \$99,000 (21%), and between \$100,000 and \$249,999 (25%). Eight percent of very young GS organizations reported annual budgets over \$1,000,000. Sixty-six percent of respondents from very young GS organizations were directly associated with their organizations at an executive level, while 11% were board members, and 10% were associated with their organizations at an employee level. Nonprofit organizations comprised 94% of very young GS organizations and educational institutions comprised 2% (of those, 66% were K-12 schools). Thirty-nine percent of very young GS organizations were staffed by volunteers, while 13% employed less than one full-time equivalent, and 35% employed one to five people. Volunteers (22%), staff members (38%), and board members (26%) held grantseeking responsibilities. Of very young GS organizations, 47% were located in a mix of service area types (rural, suburban, and urban), while 25% were in urban service areas. The most frequent geographic service reach was multi-county (24%), national (16%), or one state (13%). Human Services (17%), Community Improvement (10%), Education (12%), and Youth Development (10%) were the most frequently reported mission focuses. Forty-six percent of these GS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

YOUNG GS ORGANIZATIONS – 6 TO 10 YEARS:

Young GS organizations comprised 11% of survey respondents; the median annual budget reported was \$200,000. Young GS organizations frequently reported annual budgets under \$50,000 (24%), between \$50,000 and \$99,000 (14%), and between \$100,000 and \$249,999 (23%). Fourteen percent of young GS organizations reported annual budgets over \$1,000,000. Sixty-eight percent of respondents from young GS organizations were directly associated with their organizations at an executive level, while 10% were board members, and 8% were associated with their organizations at an employee level. Nonprofit organizations comprised 93% of young GS organizations and educational institutions comprised 1% (of those, 100% were K-12 schools). Of young GS organizations, 16% employed less than one full-time equivalent, 36% employed one to five people, and 18% employed six to ten people. Twenty percent of young GS organizations were staffed by volunteers. Staff members (56%) held grantseeking responsibilities. Forty-nine percent were located in a mix of service area types (rural, suburban, and urban), while 18% were in suburban service areas, and 26% were in urban service areas. The most frequent geographic service reach for young GS organizations was multi-county (19%), one county (14%), or national (16%). Human Services

(15%), Education (14%), and Youth Development (10%) were the most frequently reported mission focuses. Fifty-five percent of these GS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

YOUNGER MIDDLE AGE GS ORGANIZATIONS – 11 TO 25 YEARS:

Younger middle age GS organizations comprised 23% of survey respondents; the median annual budget reported was \$406,575. Younger middle age GS organizations frequently reported annual budgets between \$250,000 and \$499,999 (19%), between \$500,000 and \$999,999 (17%), and between \$1,000,000 and \$4,999,999 (21%). Twenty-nine percent of younger middle age GS organizations reported annual budgets over \$1,000,000. Sixty percent of respondents from younger middle age GS organizations were directly associated with their organizations at an executive level and 21% were associated with their organizations at an employee level. Nonprofit organizations comprised 93% of younger middle age GS organizations and educational institutions comprised 4% (of those, 70% were K-12 schools). Thirty-five percent of younger middle age GS organizations employed one to five people, while 14% employed between six and ten people and 16% employed between 11 and 25 people. Staff members (71%) held grantseeking responsibilities. Of younger middle age GS organizations, 41% were located in a mix of service area types (rural, suburban, and urban), while 23% were in suburban service areas, and 21% were in urban service areas. The most frequent geographic service reach was multi-county (27%), one county (17%), multi-state (11%), or one state (11%). Human Services (22%), Arts, Culture, and Humanities (13%), and Education (12%) were the most frequently reported mission focuses. Forty-eight percent of these GS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

OLDER MIDDLE AGE GS ORGANIZATIONS – 26 TO 50 YEARS:

Older middle age GS organizations comprised 30% of survey respondents; the median annual budget reported was \$1,380,050. Older middle age GS organizations frequently reported annual budgets between \$100,000 and \$499,999 (21%), between \$500,000 and \$999,999 (17%), and between \$1,000,000 and \$4,999,999 (34%). Fifty-five percent of older middle age GS organizations reported annual budgets over \$1,000,000. Fifty-four percent of respondents from older middle age GS organizations were directly associated with their organizations at an executive level and 34% were associated with their organizations at an employee level. Nonprofit organizations comprised 94% of older middle age GS organizations, and educational institutions comprised 3% (of those, 71% were colleges or universities). Twenty-six percent of older middle age GS organizations employed one to five people, while 32% employed between six and 25 people, and 18% employed between 26 and 75 people. Staff members (83%) held grantseeking responsibilities. Of older middle age GS organizations, 43% were located in a mix of service area types (rural, suburban, and urban), while 34% were in urban service areas. The most frequent geographic service reach was multi-county (32%), one county (17%), or one state (12%). Human Services (33%), Arts, Culture, and Humanities (11%), and Education (10%) were the most frequently reported mission focuses. Sixty percent of these GS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

MATURE GS ORGANIZATIONS – 51 TO 100 YEARS:

Mature GS organizations comprised 15% of survey respondents; the median annual budget reported was \$4,300,000. Mature GS organizations frequently reported annual budgets between \$500,000 and \$999,999 (11%), between \$1,000,000 and \$4,999,999 (21%), between \$5,000,000 and \$9,999,999 (13%), between \$10,000,000 and \$24,999,999 (13%), or \$25,000,000 and over (25%). Seventy-two percent of mature GS organizations reported annual budgets over \$1,000,000. Forty-five percent of respondents from mature GS organizations were directly associated with their organizations at an executive level and 39% were associated with their organizations at an employee level. Nonprofit organizations comprised 76% of mature GS organizations and educational institutions comprised 13% (of those, 74% were colleges or universities). Seventeen percent of mature GS organizations employed one to five people, while 19% employed between 26 and 75 people and 26% employed over 200 people. Staff members (85%) held grantseeking responsibilities. Of mature GS organizations, 45% were located in a mix of service area types (rural, suburban, and urban), while 18% were in suburban service areas, and 30% were in urban service areas. The most frequent geographic service reach was multi-county (28%), one state (14%), or one county (12%). Human Services (29%), Education (17%), and Arts, Culture, and Humanities (15%) were the most frequently reported mission focuses. Forty-four percent of these GS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

VERY MATURE GS ORGANIZATIONS – OVER 100 YEARS:

Very mature GS organizations comprised 8% of survey respondents; the median annual budget reported was \$10,584,025. Very mature GS organizations frequently reported annual budgets between \$1,000,000 and \$4,999,999 (14%), between \$5,000,000 and \$9,999,999 (11%), between \$10,000,000 and \$24,999,999 (19%), or \$25,000,000 and over (35%). Seventy-nine percent of very mature GS organizations reported annual budgets over \$1,000,000. Thirty-one percent of respondents from very mature GS organizations were directly associated with their organizations at an executive level and 44% were associated with their organizations at an employee level. Nonprofit organizations comprised 66% of very mature GS organizations, while government or tribal agencies comprised 19%, and educational institutions comprised 12% (of those, 71% were colleges or universities). Forty-two percent of very mature GS organizations employed over 200 people, whereas 12% employed one to five people, and 12% employed between 76 and 125 people. Staff members (84%) held grantseeking responsibilities. Of very mature GS organizations, 44% were located in a mix of service area types (rural, suburban, and urban), while 18% were in suburban service areas, and 34% were in urban service areas. The most frequent geographic service reach was multi-county (22%), multi-state (14%), or one county (14%). Human Services (22%), Education (17%), Youth Development (13%), and Arts, Culture, and Humanities (9%) were the most frequently reported mission focuses. Forty-four percent of these GS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

GS MEMBER DEMOGRAPHICS



ORGANIZATIONAL AFFILIATION

Of GS respondents, 91% were directly associated with the organizations they represented as executives (55%), employees (27%), board members (6%), or volunteers (3%). Consultants (7%) and government employees (2%) comprised the remaining 9% of respondents.

TYPE OF ORGANIZATION

Most GS respondents (97%) represented nonprofit organizations (89%), educational institutions (5%), or government entities and tribal organizations (3%). The remainder (3%) included businesses and consultants. Among respondents from educational institutions, 37% represented K-12 schools and 63% represented two- or four-year colleges and universities.

ORGANIZATIONAL AGE

GS organizations ten years of age or under comprised 24% of respondents. Organizational ages from 11 to 25 years old were reported by 23% of GS respondents, while 30% reported organizational ages of 26 to 50 years. Organizations from 51 to 100 years of age comprised 15% of GS respondents, and 8% of GS respondents were from organizations over 100 years old.

ANNUAL BUDGET

GS respondent organizations reported the following annual budgets: less than \$100,000 (19%), between \$100,000 and \$499,999 (25%), between \$500,000 and \$999,999 (13%), between \$1 million and \$4,999,999 (21%), between \$5 million and \$9,999,999 (7%), between \$10 million and \$24,999,999 (6%), and \$25 million and over (9%). The median annual budget of GS respondent organizations was \$812,500.

STAFF SIZE

All-volunteer organizations comprised 11% of GS respondents. Less than one full-time equivalent employee was reported by 7% of GS respondents. One to five people were employed by 28% of GS respondent organizations. Twenty-four percent of GS organizations employed six to 25 people, while 12% employed 26 to 75 people. Eight percent of GS respondent organizations employed 76 to 200 people, and 10% employed over 200 people.

STAFF ETHNICITY

Respondents were asked, “What percentage of your organization (staff, management, and board) self-identify as persons of color?” For 41% of GS respondents, less than 10% of their organization was comprised of persons of color. GS organizations reporting 11% to 50% persons of color comprised 31% of respondents, and 17% of GS respondents were from organizations with 51% or more persons of color on their staff, management, or board. This question was not applicable for 11% of GS respondents.

PRIMARY GRANTSEEKER

Most GS respondent organizations relied on staff members (72%) to fill the role of primary grantseeker. Board members (9%), volunteers (6%), and contract grantwriters (9%) were also cited as the primary grantseeker. Four percent of GS respondent organizations were not engaged with active grantseekers.

LOCATION

Within the United States, GS respondents came from all 50 states, the District of Columbia, and three territories. In addition, GS respondents from four Canadian provinces participated, and 23 GS respondents were from countries outside of the United States and Canada.

SERVICE AREA

The 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 9% of GS respondents. Eighteen percent of GS 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 29% of GS respondents. In addition, 44% of GS 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 10% of GS respondents, while organizations with a national geographic reach comprised 9%. Multi-state organizational reach was reported by 11% of GS respondents, and 12% reported an individual-state reach. A multi-county reach was reported by 27% of GS respondents, while a one-county reach was reported by 15%. Eight percent of GS respondents reported a multi-city organizational reach, while 7% reported a geographic reach within an individual city. In addition, 2% of GS 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 35% of GS respondents, while 17% 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 GS respondents. Service to those in poverty at a rate of 11%

to 25% was reported by 14% of GS respondents, while 9% reported a service rate of 10% or less to those in poverty. This question was not applicable for 10% of GS 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.

Almost half (49%) of GS respondent organizations reported one of three mission focuses: Human Services (25%), Education (13%), and Arts, Culture, and Humanities (11%). The next most frequent mission focus responses were Youth Development (9%), Health (7%), and Community Improvement (6%). Environment was reported by 4% of GS respondents. Housing and Shelter and Animal Related were each reported by 3% of GS respondents. Religion Related, Public Benefit, Mental Health, Employment, and Food, Agriculture, and Nutrition were each reported by 2% of GS respondents. The remaining eleven mission focuses, reported at a rate of under 2% by GS respondent organizations, were aggregated into the category of Other (9%).

METHODOLOGY

The Spring 2018 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 last six months of 2017 (July through December). For the purpose of visual brevity, response rates are rounded to the nearest whole number; totals will range from 98% to 102%.

The Spring 2018 State of Grantseeking™ Survey was open from February 15, 2018, through March 31, 2018, and received 4,970 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 Spring 2018 State of Grantseeking™ Report* uses focused survey results, such as reports by mission focus or budget size, to provide a resource more closely matched to your specific organization.

This report was produced by [GrantStation](#), and underwritten by [Altum-PhilanTrack](#), [Foundant-GrantHub](#), the [Grant Professionals Association](#), [GrantVantage](#), and [TechSoup](#). In addition, it was 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 Spring 2018 State of Grantseeking™ Report* in oral or written format, presentations, texts, online, or other contexts, please contact Ellen Mowrer at 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 $100 \cdot r/n$.
- Population: A collection of units being studied.

ABOUT GRANTSTATION



Serving over 30,000 individual grantseekers and hundreds of 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).



At GrantStation, we are dedicated to creating a civil society by assisting the nonprofit sector in its quest to build healthy and effective communities. We provide the tools for you to find new grant sources, build a strong grantseeking program, and write winning grant proposals.

- Do you struggle to identify new funding sources? We've done the research for you.
- Does the lack of time limit your ability to submit grant requests? We have tutorials on creating time and making space for grant proposals.
- Do you have a grants strategy for 2018? We offer a three-pronged approach to help you develop an overall strategy to adopting a powerful grantseeking program.

See what [others are saying](#) about GrantStation, and [join today!](#)

Keep abreast of the most current grant opportunities by signing up for our free weekly newsletter, the *GrantStation Insider*. ([Sign up here.](#))

ABOUT THE UNDERWRITERS



Altum is an award-winning software development and information technology company with expertise in health information technology (IT), grants management, and performance management solutions. Since 1997, Altum has provided innovative software products and services to both philanthropic and government organizations.

Altum offers industry-leading grants management solutions. Altum's products include proposalCENTRAL®, an online grantmaking website shared by many government, nonprofit, and private grantmaking organizations; PhilanTrack® for Grantmakers, an online grantmaking website that streamlines the grants process for grantmakers and their grantees; and PhilanTrack® for Grantseekers, an online solution that helps grantseeking organizations better manage the grants they're pursuing.

Our work has received distinction and awards including: the Deloitte Fast 50 award two years in a row, the Inc. 5000 list for five years including 2016, an Excellence.gov finalist, and recognition as a 2015 Computerworld Premier IT Leader.

www.altum.com

Nurturing What's Possible™



GRANTHUB

[GrantHub](#) is an easy-to-use, low cost, grant management solution. Designed to manage your pipeline of funding opportunities, streamline proposal creation, and track your grant deadlines, reports, and tasks—GrantHub provides convenient, secure access to centralized grant and funder information. GrantHub is a simple and affordable solution for nonprofit organizations and [grant consultants](#).

Are you still using a combination of spreadsheets, calendars, files, and manual tracking systems? There's a better way. GrantHub manages all your tasks, applications, reports, and important grant documents. Plus, it sends you email reminders for your application deadlines and report due dates!

Go to <https://grantseekers.foundant.com/free-trial/> to sign up for a 14-day free trial!

GrantHub is an intuitive grant management solution specifically designed to increase your efficiency and funding success by:

- managing grant opportunities and pipelines;
- tracking tasks / deadlines / awards;
- streamlining proposal creation and submission; and,
- providing convenient, centralized access to grant and funder information.

GrantHub helps you focus on your mission and save time by:



Managing your funders
and grant opportunities



Tracking tasks and
grant deadlines



Streamlining the
creation of new
proposals



Keeping a central
repository of important
grant documents



Tracking, reporting, and
communicating grant
fundraising reports

GrantHub—an online grant management solution for grantseekers—is powered by [Foundant Technologies](#), creator of the powerful online grant management system for grantmakers, Grant Lifecycle Manager (GLM), and the complete software solution for community foundations, CommunitySuite.



Welcome Home Grant Professional!

Are you searching for a place where you can connect with other grant professionals in the industry or find helpful ways to grow professionally? The Grant Professionals Association (GPA) is that place! [The Grant Professionals Association](#), a nonprofit membership association, builds and supports an international community of grant professionals committed to serving the greater public good by practicing the highest ethical and professional standards.

You will find over 2,800 other grant professionals just like you. You can connect with your peers via GrantZone (GPA's private online community) to share best practices, ask questions, and develop relationships.

You will have access to resources to help you succeed professionally by way of conferences and webinars, a [professional credential \(GPC\)](#), an annual journal, weekly news articles, chapters, product discounts, and more! When you [join GPA](#), you will receive a free subscription to GrantStation!

GPA is THE place for grant professionals. Now is the time for you to belong to an international membership organization that works to advance the profession, certify professionals, and fund professionalism. Receive your discount by using the discount code "GPA-25" when joining. Find out more at www.GrantProfessionals.org. Your association home awaits you.

BUILD YOUR PROFESSIONAL SUCCESS WITH	 <small>Grant Professionals Association.</small>	★ On-point Education Programs
		★ Unparalleled Career Development
		★ Countless Networking Opportunities



Built by Grant Managers, For Grant Managers

[GrantVantage](#) gives project managers a complete, top-down view of all grants, contracts, sub-awards, objectives, performance measures, activities, and staff assignments. Our dynamic dashboards enable you to see all financial and performance summary data in one place.

We've Raised the Bar!

There's no need to employ high-cost developers! We've designed a commercial off-the-shelf Grant Management Solution that is totally configurable to your needs and integrated with Microsoft products. Save your time, money, and staff resources managing grants.

Implementation

Implementation of our grant management software is easy. As a cloud-based service, there's no software to install and no servers to manage. The [GrantVantage](#) system is easy for your organization to adopt. We provide training and data migration services to ensure you don't miss a step during the transition.

Training

Our world-class trainers have experience working with federal, state, and tribal governments, domestic and international intermediaries, foundations, colleges and universities, and community health and nonprofit organizations. Our team has provided training to organizations and on projects throughout the continental U.S., Alaska, Canada, the Pacific Basin, Latin America, Europe, and Russia

Integration

[GrantVantage](#) integrates with many existing and widely-used financial management systems, so you don't have to change how you're currently managing any of your back-office processes or systems. Our integration team will ensure a smooth flow of data in and out of your [GrantVantage](#) system.



A trusted partner for three decades, TechSoup (meet.techsoup.org) is a nonprofit social enterprise that connects organizations and people with the resources, knowledge, and technology they need to change the world.

Need tech on a nonprofit budget?

With 69 partner nonprofits, we manage a unique philanthropy program that brings together over 100 tech companies to provide technology donations to NGOs globally. We have reached 965,000+ nonprofits and distributed technology products and grants valued at \$9.5 billion. U.S. nonprofits can find out more at www.techsoup.org.

Interested in in-depth training tailored to nonprofits and public libraries?

TechSoup offers a range of options from free webinars to TechSoup Courses tackling nonprofits' most pressing tech questions. Sign up for expert-led tech training at <https://techsoup.course.tc/>.

Want to chat in person?

Our free NetSquared events connect nonprofits, tech experts, and community leaders. They offer a supportive community, hands-on learning, and networking for everybody who wants to use technology for social good. Find a free event near you at www.netsquared.org.