

Annual Budget

The Spring 2018 State of Grantseeking™ Report



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 BUDGET	11
KEY DEMOGRAPHICS	11
GRANTSEEKING ACTIVITY.....	12
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	16
LARGEST AWARD SUPPORT TYPE	16
LARGEST AWARD LOGISTICS	17
COLLABORATIVE GRANTSEEKING	18
INDIRECT/ADMINISTRATIVE COSTS AND FUNDING	21
CHALLENGES TO GRANTSEEKING	24
SURVEY RESPONDENTS BY BUDGET SIZE.....	25
RESPONDENT DEMOGRAPHICS.....	28
METHODOLOGY.....	31
ABOUT GRANTSTATION	32
ABOUT THE UNDERWRITERS.....	33

INTRODUCTION

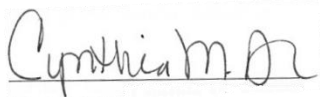
As a leader in the nonprofit sector, part of your job is to know about the latest trends and to apply lessons learned by others to the strategic development of your organization. We are here to help you do just that.

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 respondents 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.



Cynthia M. Adams

Founder and CEO

EXECUTIVE SUMMARY

The recent results of *The Spring 2018 State of Grantseeking™ Survey* suggest that organizational size determined by annual budget is the key factor influencing the grantseeking experience. Increases in organizational budget, staff size, and age mirror an increase in the organizational capacity to engage in active grantseeking.

Larger organizations consistently reported more frequent increases in applications, more frequent increases in the number of awards, and larger awards than did organizations with small budgets. Yet smaller organizations reported more frequent funding in the area of general support, and more frequent allowances for over 25% of an award for indirect/administrative costs.

Larger organizations consistently reported larger award sizes. While half of all respondents (50%) reported total awards under \$50,000, and the total award median was \$44,100, there were critical differences by budget range.

- The median of total awards for small organizations was \$7,000.
- The median award total for medium organizations was \$31,900.
- For large organizations, the median of total awards was \$164,250.
- The median award total for very large organizations was \$400,000.
- Among extra-large organizations, the median of total awards was \$800,000.

However, for those organizations that do engage in active grantseeking, funding is available. According to *The Spring 2018 State of Grantseeking™ Report*, 63% of those organizations that submitted just one grant application won an award.

This statistic varied by budget size, and reflected the relationship between increased staff sizes and increased awards. For example, 50% of small organizations submitted at least one grant application; of those, 44% won one or more awards. Small organizations were primarily staffed by volunteers (54%), had less than one full-time equivalent employee (23%), or employed one to five people (20%). In comparison, 98% of extra-large organizations submitted at least one grant application; of those, 97% won one or more awards. Extra-large organizations primarily reported 200 or more employees (84%).

The type of funder also tended to vary by organizational budget size. Private foundations continued to be the most frequently cited source of grant awards for organizations of any budget size. Government funding frequency increased with organizational budget size. Small organizations more frequently received support from “other” sources of funding (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds).

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. Generally, funders of all types more frequently supported larger organizations (excluding “other” sources of funding).

Another benchmark to consider before submitting an application is organizational age. Organizational age tends to increase in conjunction with organizational budget size; 78% of small organizations were 25 years old or younger while 93% of extra-large organizations were over 25 years old. Funders, particularly the Federal government, tend to look for proof of an organization's sustainability as evidenced by its age. Seventy-two percent of organizations that reported the Federal government as the source of their largest award were over twenty-five years old, compared to 42% of organizations that reported corporations as the source of their largest award.

Organizational collaboration may be another way to increase grantseeking success; it is encouraged by many funders. Keep in mind that an organization's annual budget, with the implied increases in staff and infrastructure in tandem with the increases in budget size, has an effect on collaborative activities. In the Spring 2018 Report, the budget entry point to participation in collaborative grantseeking was \$25,000,000. Fifty-five percent of organizations with budgets of \$25,000,000 or more participated in collaborative grantseeking in the last six months of 2017. In contrast, 21% of organizations with budgets under \$25,000,000 participated in collaborative grantseeking in the last half of 2017.

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

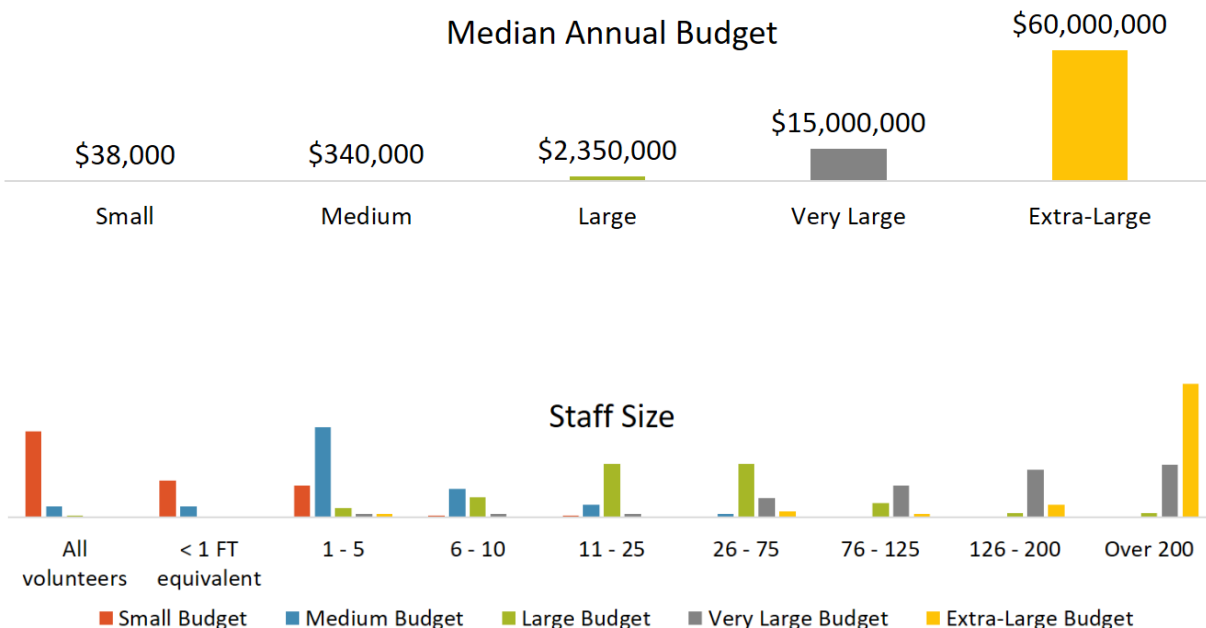
COMPARISON BY ORGANIZATIONAL BUDGET

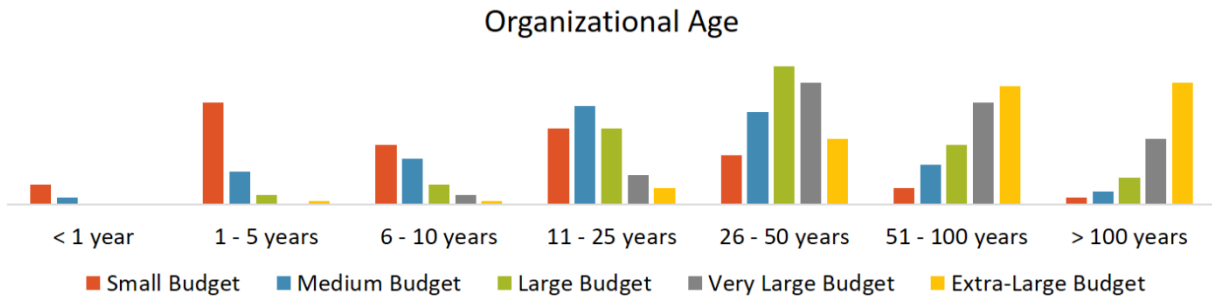
Organizational size determined by annual budget is the key factor influencing the grantseeking experience. When viewed through the lens of budget, variations among organizational demographic profiles and grant management and strategy profiles help us to understand the state of grantseeking at a more granular and actionable level, and serve as a tool to assist in the 2018-2019 planning process. For this report, organizational budget ranges are defined as:

Budget Range	Range Name	% of Respondents	Median Budget Amount
Under \$100,000	Small	25%	\$38,000
\$100,000 - \$999,999	Medium	36%	\$340,000
\$1 Million - \$9,999,999	Large	25%	\$2,350,000
\$10 Million - \$24,999,999	Very Large	5%	\$15,000,000
\$25 Million and Over	Extra-Large	8%	\$60,000,000

KEY DEMOGRAPHICS

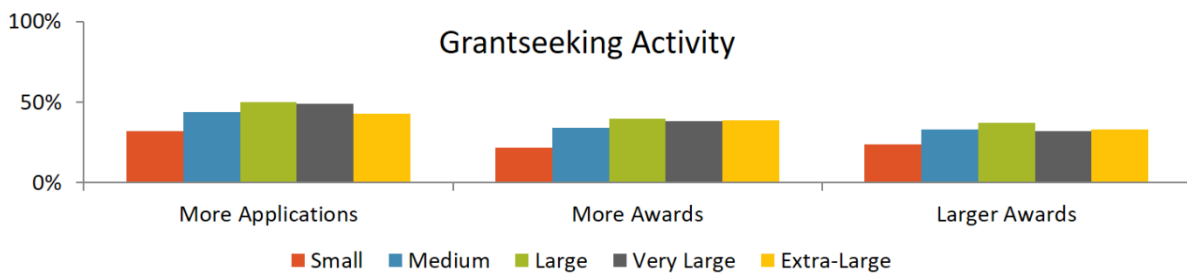
Increases in organizational budget, staff size, and age mirror an increase in the organizational capacity to engage in active grantseeking.





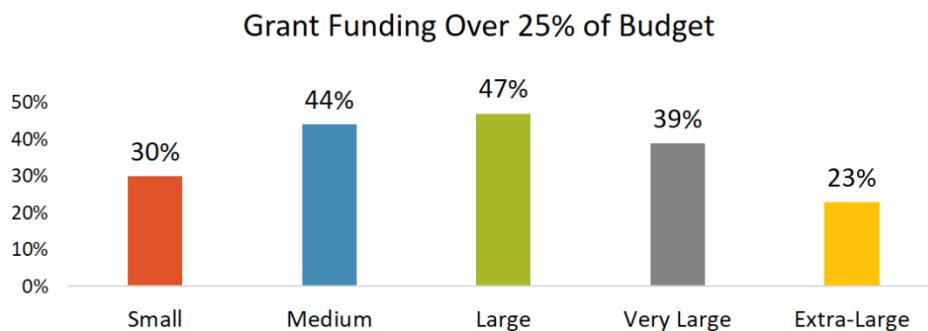
GRANTSEEKING ACTIVITY

Increases in organizational budget related positively to increased grantseeking activity. Larger organizations consistently reported more frequent increases in applications, more frequent increases in the number of awards, and larger awards than did organizations with small budgets.



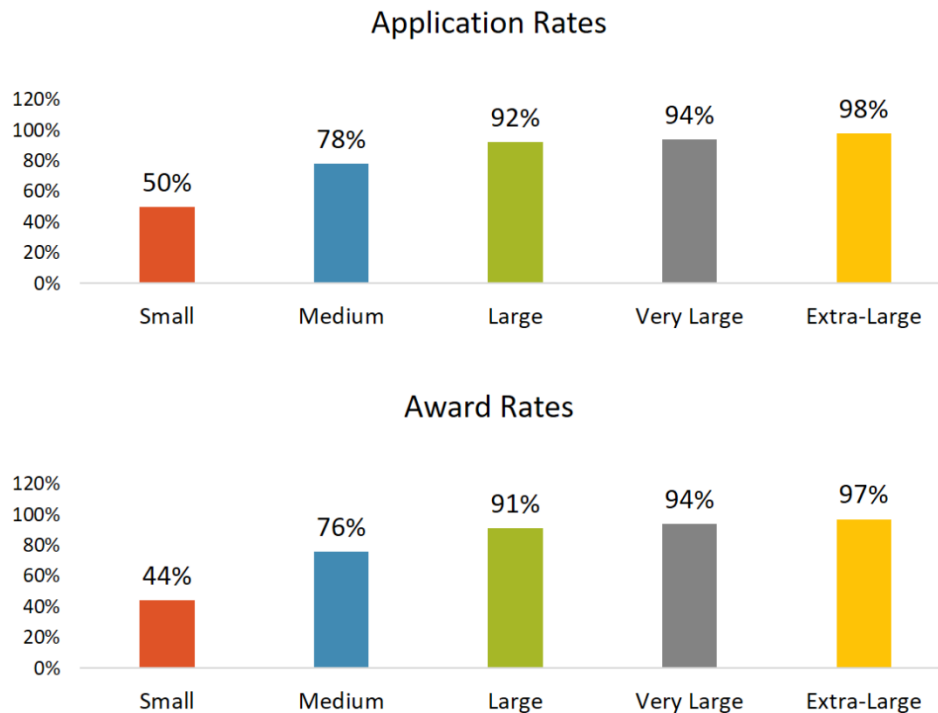
GRANT FUNDING BUDGET CONTRIBUTION

Grant funding was a greater percentage of the annual budget for medium and large organizations.



APPLICATION AND AWARD RATES

Organizational grant application and award rates related positively to budget and staff sizes. Larger organizations consistently reported higher application and award rates.



Between July and December 2017:

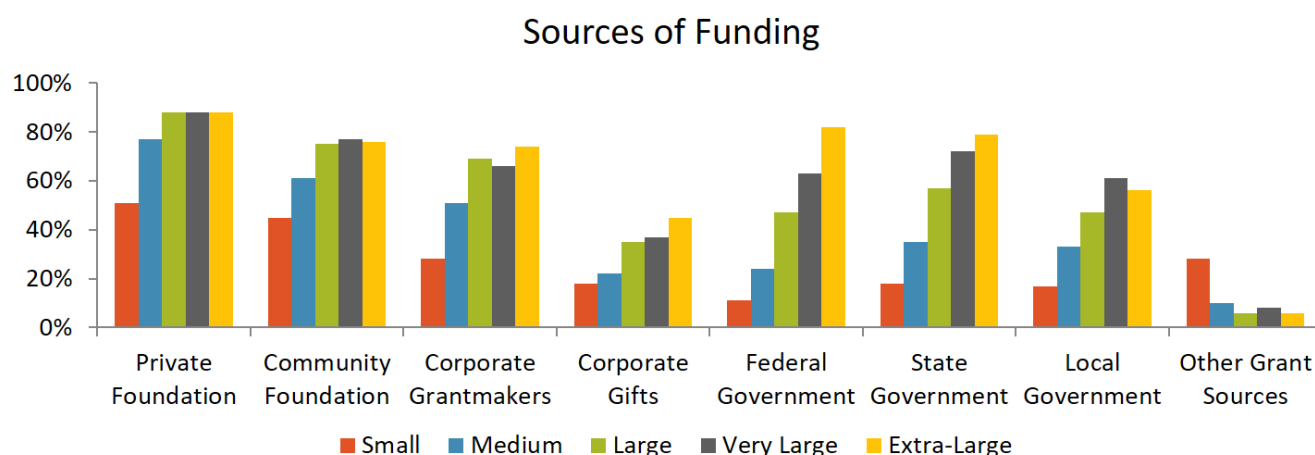
- Fifty percent of small organizations submitted at least one grant application; of those, 44% won one or more awards. Small organizations were primarily staffed by volunteers (54%), had less than one full-time equivalent employee (23%), or employed one to five people (20%).
- Seventy-eight percent of medium organizations submitted at least one grant application; of those, 76% won at least one award. Medium organizations primarily employed one to five people (57%) or six to ten people (18%).
- Ninety-two percent of large organizations submitted at least one grant application; of those, 91% won one or more awards. Large organizations primarily employed from 11 to 25 people (34%) or 26 to 75 people (32%).
- Ninety-four percent of very large organizations submitted at least one grant application; of those, 94% won at least one award. Very large organizations primarily employed from 76 to 125 people (20%), 126 to 200 people (30%), or over 200 people (33%).
- Ninety-eight percent of extra-large organizations submitted at least one grant application; of those, 97% won one or more awards. Extra-large organizations primarily reported 200 or more employees (84%).

GRANT FUNDING SOURCES

Private foundations continued to be the most frequently cited source of grant awards for organizations of any budget size. Government funding frequency increased with organizational

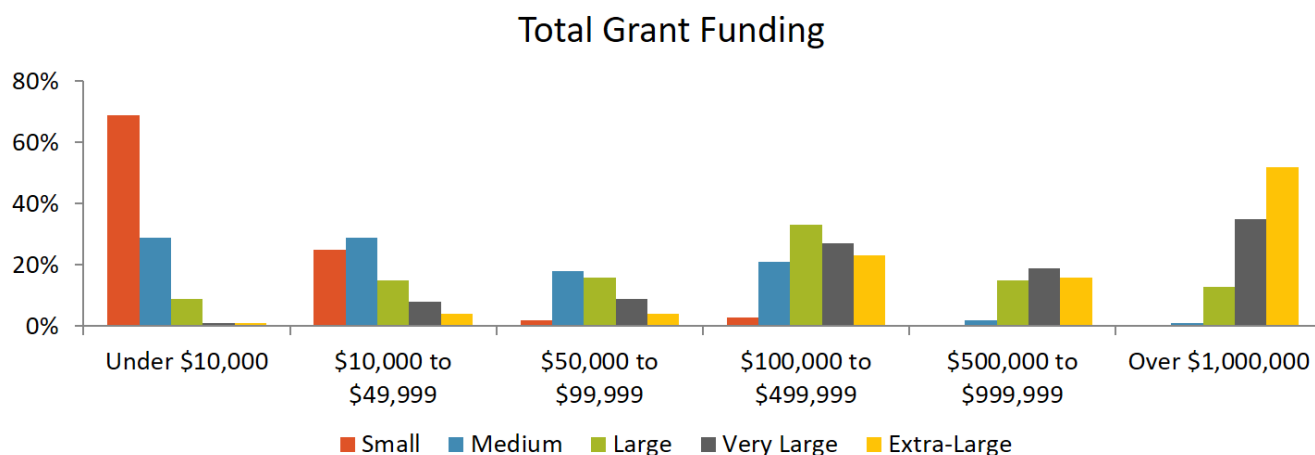
budget size. Small organizations more frequently received support from “other” sources of funding (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds).

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. Generally, funders of all types more frequently supported larger organizations (excluding “other” sources of funding).



TOTAL AWARDS

As with organizational grant application and award rates, total award size related positively to budget and staff sizes. Larger organizations consistently reported larger award sizes. While half of all respondents (50%) reported total awards under \$50,000, and the median award total was \$44,100, this chart shows the critical differences by budget range.

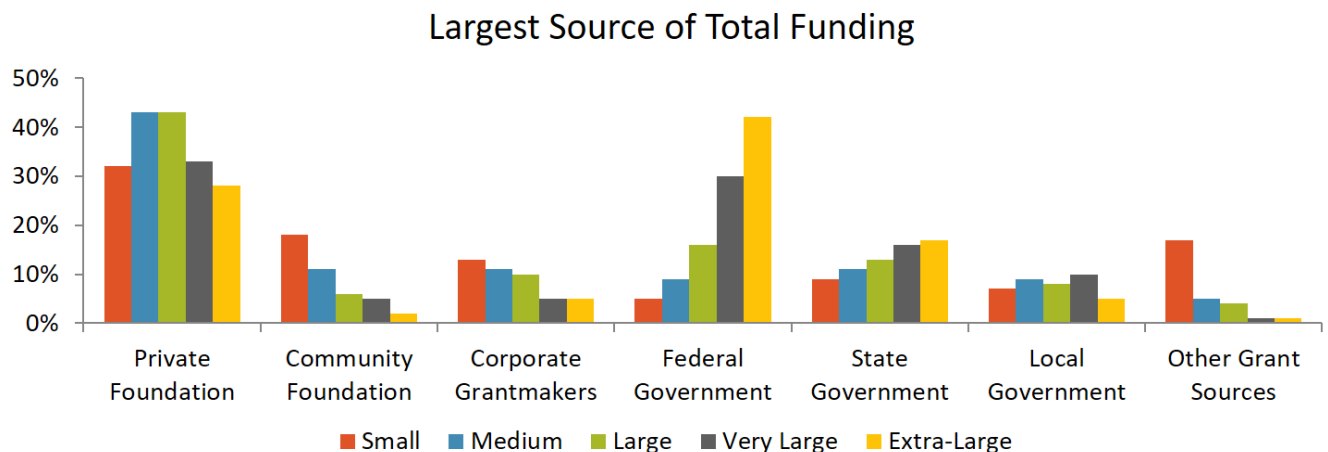


- The median of total awards for small organizations was \$7,000.
- The median award total for medium organizations was \$31,900.

- For large organizations, the median of total awards was \$164,250.
- The median award total for very large organizations was \$400,000.
- Among extra-large organizations, the median of total awards was \$800,000.

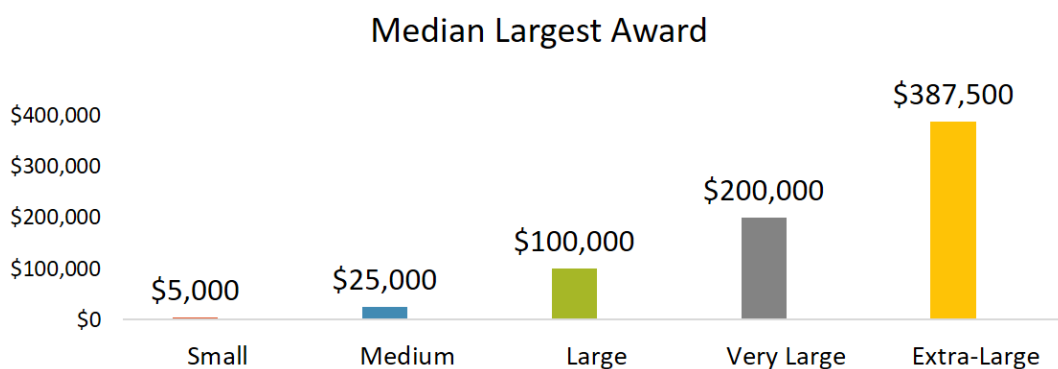
LARGEST SOURCE OF TOTAL FUNDING

When the largest source of total funding is viewed through the lens of budget size, differences in funding preferences become apparent. Organizations 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, the funding frequency of community foundations and corporate grantmakers is in inverse proportion to the budget size, while the Federal government's funding frequency increases in proportion to budget size.



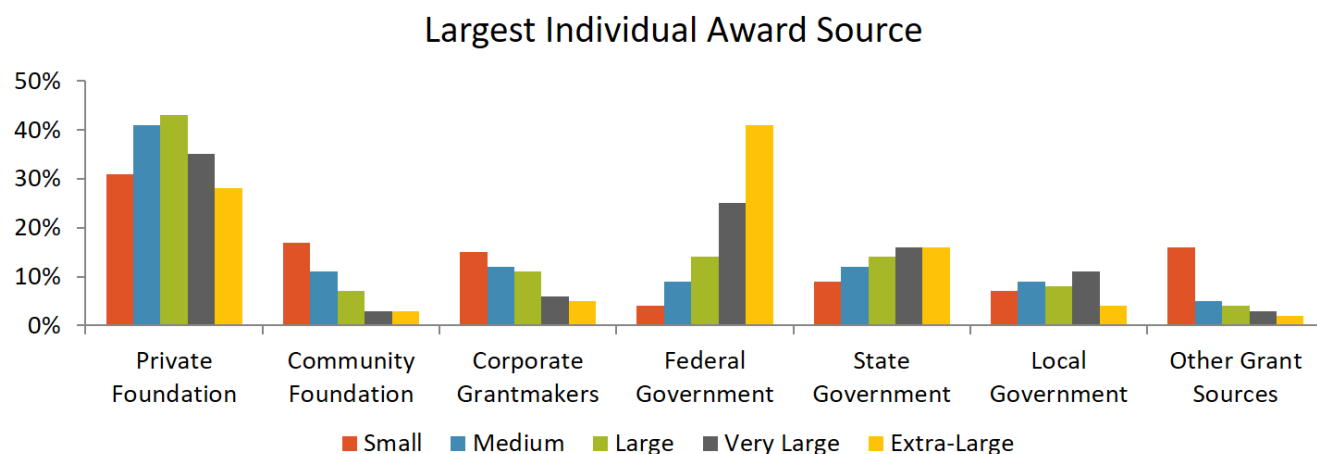
LARGEST INDIVIDUAL AWARD

Again, larger organizations consistently reported larger award sizes. For all respondents, the median largest individual award was \$35,000. This chart shows the differences by budget range. These variations speak to the importance of comparing your organization to organizations within similar annual budget ranges.



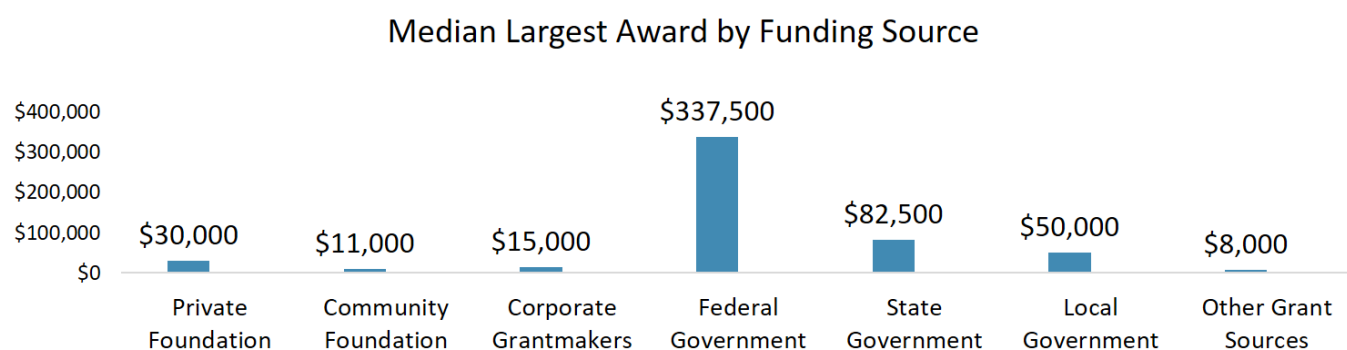
LARGEST INDIVIDUAL AWARD SOURCE

Organizations also reported variations in funding tendencies based on organizational budget ranges. Again, organizations 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, the funding frequency of community foundations, corporate grantmakers, and "other" grant sources is in inverse proportion to the budget size, while Federal government and state government funding frequency increases in proportion to budget size.



The median award size by funding source is included in the chart below to provide context.

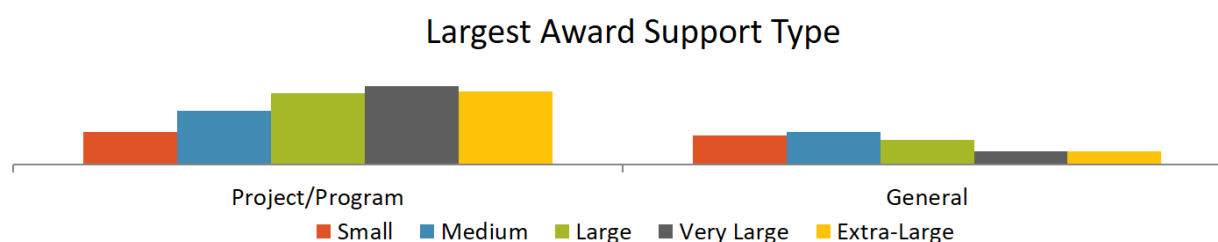
For example, small organizations most frequently reported community foundations, corporate grantmakers, and "other" grant sources as the source of their largest individual award. The median individual award sizes from community foundations, corporate grantmakers, and "other" grant sources were lower than those of other funding sources.



LARGEST AWARD SUPPORT TYPE

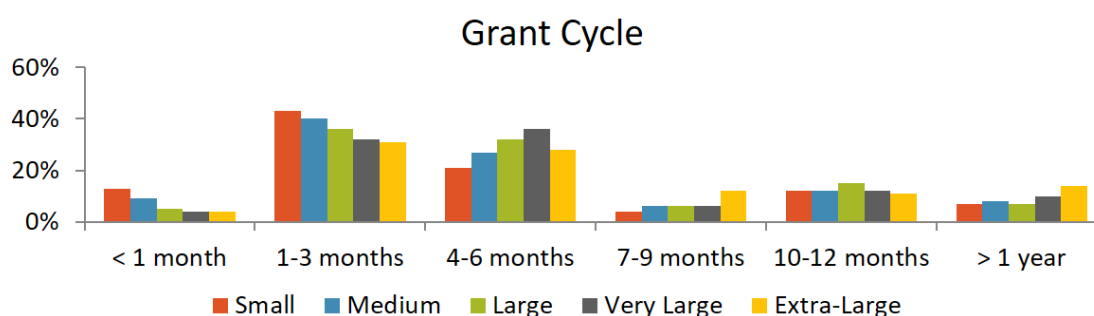
The largest award received by respondents was in the form of project/program support, followed by general support. Project/program funding tended to increase in relation to increases in budget size, while general support funding tended to decrease with budget size.

When planning your grants strategy, consider the most frequent funding source in conjunction with the support type and the award size. For example, an organization with a small budget may wish to apply to “other” funding sources for general support of \$8,000.

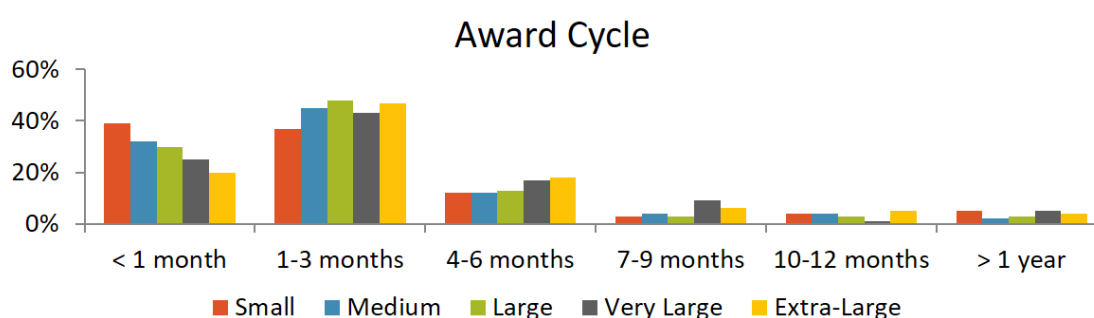


LARGEST AWARD LOGISTICS

The grant cycle length—from proposal submission to award decision—for the largest grant award was between one and six months for most respondents. A longer grant cycle of seven months or more was most frequently reported by extra-large organizations (37%), while a short grant cycle of less than a month was more frequently reported by smaller organizations (13%).



Once an award decision had been determined, funders released the award monies quickly; most respondents reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported most frequently by extra-large organizations (33%).

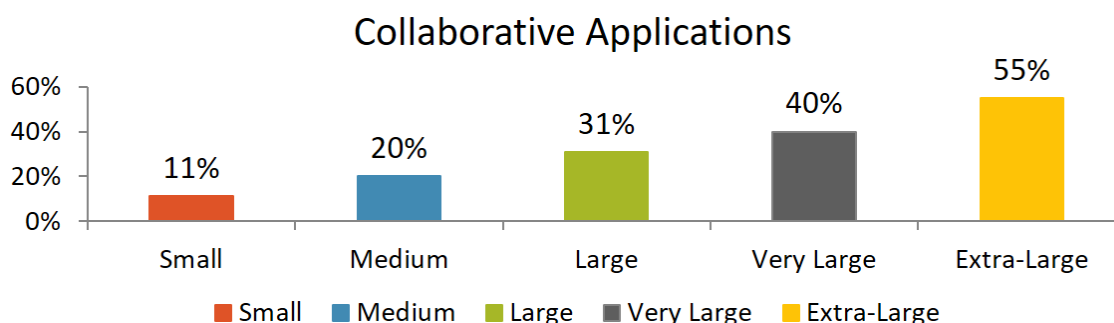


COLLABORATIVE GRANTSEEKING

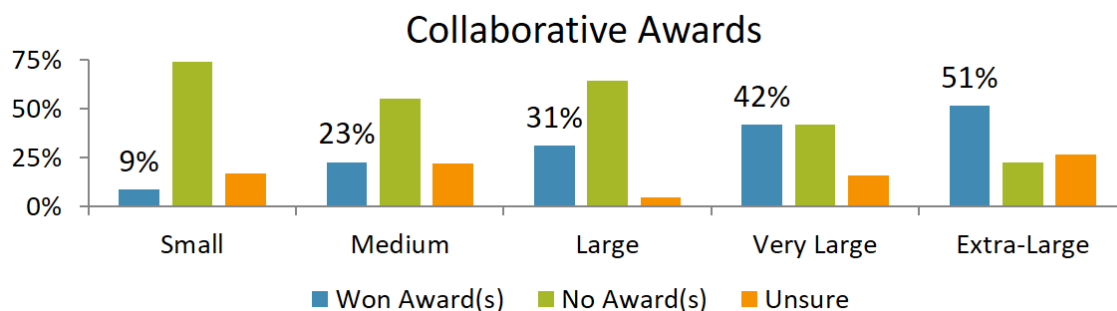
COLLABORATION BY ANNUAL BUDGET

Annual budget, with the implied increases in staff and infrastructure in tandem with the increases in budget size, had a significant effect on collaborative activities.

Fifty-five percent of organizations with budgets of \$25,000,000 or more participated in collaborative grantseeking in the last six months of 2017. In comparison, 11% to 40% of organizations with budgets under \$25,000,000 participated in collaborative grantseeking during this period.



Of those organizations that did submit a collaborative application, larger 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 organizations of all sizes, 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 additional staff and time required to manage collaborative grantseeking. Some pointed out the issues with funder requirements, and some questioned the cost versus the benefit.

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

Small Organizations

- I think it is a good idea, especially for smaller nonprofits who focus on narrow program areas and who need to have greater breadth or scale to be considered for grant funding.
- It's a great idea for several small, similar nonprofits to band together to try for a large award that they can all share. We have considered doing this.
- It is messy and if one organization is slow, it can be very frustrating as the deadline looms.
- Collaboration is the best way to secure funding at the state, city, and Federal level.

Medium Organizations

- It is very difficult in our field and especially in our geographical area.
- We have done this in the past and are open to it, though it has its complications when your organization is not the grantee. In every instance, we have had trouble getting paid under the grant. Once the grantee took nearly a year to pay us! If we do it again, I would prefer to be the lead agency.
- This is the way to go if funding is to be obtained from many donors because the collaborators have unique skills to add to proposal development and financial management.
- Partnering with other organizations strengthens our capacity. Therefore, it is a positive aspect in grantseeking.

Large Organizations

- It's possible and beneficial as long as all roles and responsibilities are clearly defined.
- I believe that it increases the chances of receiving awards but decreases the amount of funding for the individual organization.
- It's great, when the partnership is equitable. Unfortunately, our partner failed to honor their agreements and we worked with the funder to reallocate their monies to a better program fit. I don't feel that collaboration is the best way to judge the value of a grant project.
- Organizational collaboration is good for service delivery in some instances. It is not an aid to grantseeking. It generally makes grantseeking more difficult.

Very Large 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.
- 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.

- I feel it is positive as a whole, particularly for our clients, but can create unrealistic expectations and more red tape.
- Collaborations can be beneficial in terms of increased services and reach to target populations, but they often put a strain on staff to manage.

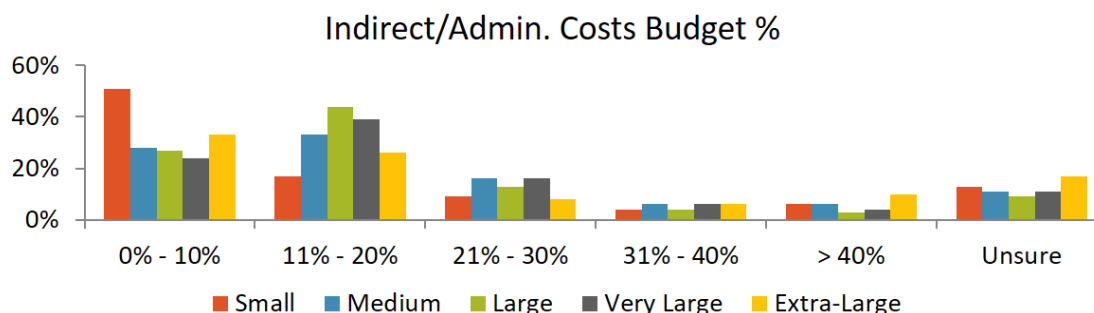
Extra-Large Organizations

- I am open to the concept; in practice, it becomes challenging to coordinate the varied goals, objectives, timelines, and commitment among multiple organizations.
- I feel grant professionals follow the guidelines and "suggestions" of funders. More and more funders are requiring or favoring collaboration. In order to be successful, you submit projects that fit the funder's priorities.
- I always feel like it's a group project in college—one person does all the work. But it is definitely positive in terms of preventing duplication of services or programs.
- Collaboration is a wonderful way to increase the impact of funding. However, when collaborations are only created to apply for funding, they can result in a tangled mess or misunderstanding between organizations.

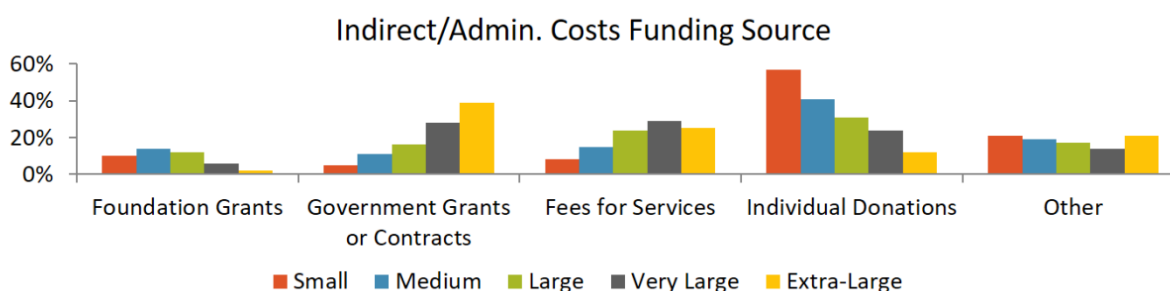
INDIRECT/ADMINISTRATIVE COSTS AND FUNDING

Sixty-five percent of all respondents reported that indirect/administrative costs comprised 20% or less of their annual budget.

By budget range, indirect/administrative costs comprised 20% or less of the annual budget for 68% of small organizations, 61% of medium organizations, 71% of large organizations, 63% of very large organizations, and 59% of extra-large organizations.



The most frequent source of indirect/administrative funding for all respondents was individual donations (41%).



By budget range, individual donations were the most frequent source of indirect/administrative funding for 57% of small organizations, 41% of medium organizations, 31% of large organizations, 24% of very large organizations, and 12% of extra-large organizations.

Five percent of small organizations reported that government grants or contracts were the most frequent source of indirect/administrative funding, compared to 11% of medium organizations, 16% of large organizations, 28% of very large organizations, and 39% of extra-large organizations.

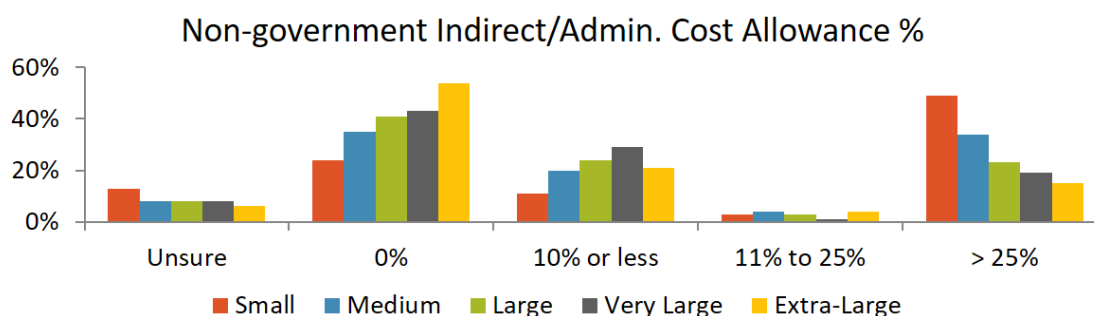
Other sources of funding included taxes, tuition, endowments, operating revenue, service fees, and general funds.

INDIRECT/ADMINISTRATIVE COST FUNDING LIMITATIONS

Award funding for indirect/administrative costs, and the amount of that funding, was in inverse proportion to the size of the organization based on annual budget.

Non-government funders allowed no award funding for indirect/administrative costs for 24% of small organizations, 35% of medium organizations, 41% of large organizations, 43% of very large organizations, and 54% of extra-large organizations.

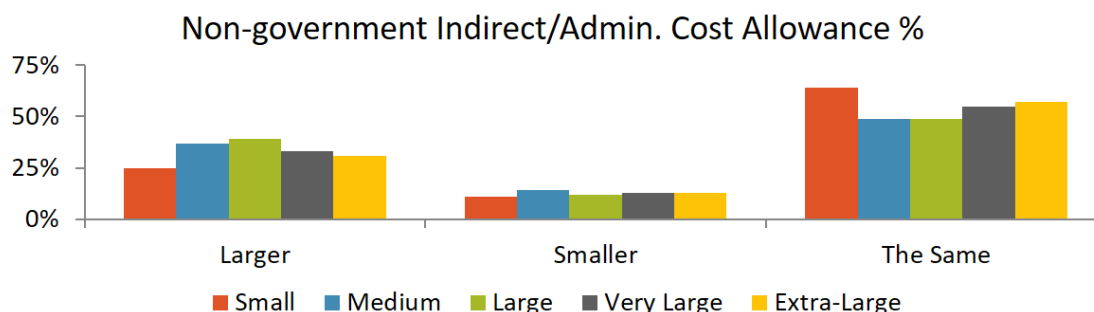
Non-government funders allowed over 25% of an award for indirect/administrative costs for 49% of small organizations, 34% of medium organizations, 23% of large organizations, 19% of very large organizations, and 15% of extra-large organizations.



INDIRECT/ADMINISTRATIVE COST TRENDS

Most respondents reported that their indirect/administrative costs remained the same. However, these costs increased for 25% of small organizations, 37% of medium organizations, 39% of large organizations, 33% of very large organizations, and 31% of extra-large organizations.

Indirect/administrative costs decreased for only 11% to 14% of organizations by budget range.



INDIRECT/ADMINISTRATIVE COST CONTROLS

Respondents were asked, “How did you reduce your indirect/administrative costs?” Over half of all respondents (54%) reported that they had reduced indirect/administrative costs by eliminating staff, while 31% reported increased reliance on volunteer labor.

By budget size, more than half of organizations in medium (54%), large (70%), very large (93%), and extra-large (81%) organizations reported that they reduced indirect/administrative costs by eliminating staff, while 55% of small organizations increased their reliance on volunteer labor.

Cost reduction techniques, by budget size, are as follows:

Reduction Technique	Small Budget	Medium Budget	Large Budget	Very Large Budget	Extra-Large Budget
Reduced services/programs offered	18%	16%	23%	21%	29%
Reduced organization hours	14%	10%	6%	0%	5%
Reduced organization geographic scope	6%	4%	9%	7%	5%
Reduced staff salaries	17%	22%	12%	7%	10%
Reduced number of staff	27%	54%	70%	93%	81%
Reduced staff hours	21%	24%	17%	21%	14%
Increased reliance on volunteer labor	55%	31%	16%	14%	5%
Buying groups/economy of scale	5%	4%	12%	21%	14%
Space/location sharing	18%	10%	12%	21%	24%

A SAMPLE OF REPRESENTATIVE COMMENTS FROM ALL SURVEY RESPONDENTS FOLLOWS:

- We previously had multiple layers or administrative entities. We have downsized both our programming and administrative layers.
- We replaced a retired full-time employee with a part-timer and spread duties around.
- All administrative affiliates are volunteers, so we can manage administrative costs.
- We eliminated one part-time administrative staff member that worked 24 hours per week. In addition, we reduced staff salaries by eliminating the mileage allowance of \$200 per month.
- Our new office staff is more efficient and resourceful. We've started turning off electronics and adjusting heating/cooling for being away three days a week. A lot of small things have added up to some savings.
- We eliminated employee health insurance, disallowed all overtime, and cut out leases/rentals of office supplies that were unnecessary. The health insurance elimination is a short-term measure, but we hope to reinstate it once we procure additional funding. We also relied heavily on volunteers to help with administrative tasks to free staff to focus on outreach and relationship building. We also streamlined administrative processes.
- We moved to a less expensive location.
- There has been a reduction of employees, with those jobs being distributed among the remaining people. Also, higher paying positions were removed, and people were put in those positions who receive significantly less compensation while also doing the existing job and parts of other jobs. We are all trying to pull together and make this work—and worried after each board meeting who is the next to be let go.
- We heavily utilize our volunteer board members.
- We cancelled non-necessary items such as an expensive phone/fax system and went with cheaper options.

CHALLENGES TO GRANTSEEKING

We asked, “What, in your opinion, is the greatest challenge to successful grantseeking?” Among all respondents, 21% reported grantseeking’s greatest challenge as the lack of time and staff for grantseeking activities. However, by budget range, small (22%) and medium (26%) organizations reported the challenge of a lack of time and staff more frequently than did large (17%), very large (16%), or extra-large (11%) organizations.

The challenge of reduced funding was most frequently reported by extra-large organizations (19%), and increased as a challenge in proportion to budget size.

By budget range, challenges to grantseeking were reported as follows:

Grantseeking Challenge	Small Budget	Medium Budget	Large Budget	Very Large Budget	Extra-Large Budget
Competition	9%	10%	14%	17%	14%
Reduced funding	3%	5%	8%	11%	19%
Economic conditions	5%	4%	6%	5%	10%
Funder practices and requirements	7%	13%	17%	14%	15%
Internal organizational issues	3%	2%	6%	10%	12%
Lack of time and/or staff	22%	26%	17%	16%	11%
Need for a grantwriter	14%	8%	3%	4%	3%
Relationship building with funders	5%	8%	12%	9%	7%
Research, finding grants	17%	15%	10%	9%	3%
Writing grants	8%	4%	2%	3%	1%
Other	7%	5%	5%	3%	5%

RESPONDENT COMMENTARY

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. Many respondents across all focus areas stated that there was limited funding for their specific mission, and many respondents told us that there is 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 BUDGET SIZE

As illustrated by the *Spring 2018 State of Grantseeking™ Survey* results, organizational size determined by annual budget is the greatest factor influencing the grantseeking experience. Annual budget size generally defines the demographic characteristics of an organization, including staff size and organizational age.

It is interesting to note the growth in organizational capacity and sustainability as defined by age, staff size, respondent role, and grantseeker role. For example, 54% of small organizations relied on volunteers or board members to manage grantseeking responsibilities, while 92% of very large organizations had staff members to manage grantseeking.

The following are typical organizations from each annual budget range.

SMALL ORGANIZATIONS - ANNUAL BUDGETS UNDER \$100,000:

Organizations with small budgets comprised 25% of survey respondents; the median annual budget reported was \$38,000. Fifty-nine percent of respondents from small organizations were directly associated with their organizations at an executive level. Nonprofit organizations comprised 93% of small organizations. Fifty-four percent of small organizations were staffed by volunteers, while 23% employed less than one full-time equivalent and 20% employed one to five people. Volunteers (25%), staff members (22%), and board members (34%) held grantseeking responsibilities. Most small organizations were one to five years old (31%), six to ten years old (18%), or 11 to 25 years old (23%). Thirty-eight percent were located in a mix of service area types (rural, suburban, and urban) and 25% were in suburban service areas. The most frequent geographic service reach for small organizations was multi-county (17%) or one state (13%). Arts, Culture, and Humanities (15%) and Human Services (14%) were the most frequently reported mission focuses. Forty-three percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

MEDIUM ORGANIZATIONS - ANNUAL BUDGETS BETWEEN \$100,000 AND \$999,999:

Organizations with medium budgets comprised 36% of survey respondents; the median annual budget reported was \$340,000. Sixty-six percent of respondents from medium organizations were directly associated with their organizations at an executive level. Nonprofit organizations comprised 92% of medium organizations. Fifty-seven percent of medium organizations employed one to five people, while 18% employed six to ten people. Staff members (67%) held grantseeking responsibilities. Most medium organizations were 11 to 25 years old (30%) or 26 to 50 years old (28%). Thirty-nine percent were located in a mix of service area types (rural, suburban, and urban) and 27% percent were located in urban service areas. The most frequent geographic service reach for medium organizations was multi-county (25%) or one county (16%). Human Services (19%) and Arts, Culture, and Humanities (15%) were the most frequently reported mission focuses. Forty-five percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

LARGE ORGANIZATIONS - ANNUAL BUDGETS BETWEEN \$1,000,000 AND \$9,999,999:

Organizations with large budgets comprised 25% of survey respondents; the median annual budget reported was \$2,350,000. Fifty percent of respondents from large organizations were directly associated with their organizations at an executive level and 40% were associated with their organizations at an employee level. Nonprofit organizations comprised 89% of large organizations and educational institutions comprised 5% (of those, 64% were K-12 schools). Thirty-four percent of large organizations employed between 11 and 25 people, while 32% employed between 26 and 75 people. Staff members (85%) held grantseeking responsibilities. Most large organizations were 11 to 25 years old (22%), 26 to 50 years old (42%), or 51 to 100 years old (19%). Forty-five percent were located in a mix of service area types (rural, suburban, and urban), and 33% were located in urban service areas. The most frequent geographic service reach for large organizations was multi-county (30%) or one county (15%). Human Services (29%) and Education (13%) 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.

VERY LARGE ORGANIZATIONS - ANNUAL BUDGETS BETWEEN \$10,000,000 AND \$24,999,999:

Organizations with very large budgets comprised 5% of survey respondents; the median annual budget reported was \$15,000,000. Fifty-nine percent of respondents from very large organizations were directly associated with their organizations at an employee level, and 32% were associated with their organizations at an executive level. Nonprofit organizations comprised 85% of very large organizations, and educational institutions comprised 7% (of those, 63% were colleges or universities). Twenty percent of very large organizations employed between 76 and 125 people, while 30% employed between 126 and 200 people, and 33% employed over 200 people. Staff members (93%) held grantseeking responsibilities. Most very large organizations were 26 to 50 years old (37%) or 51 to 100 years old (31%). Twenty percent were over 100 years old. Forty-seven percent of these organizations were located in a mix of service area types (rural, suburban, and urban) and 36% were located in urban service areas. The most frequent geographic service reach for very large organizations was multi-county (37%) or one county (14%). Human Services (33%), Education (11%), and Healthcare (11%) were the most frequently reported mission focuses. Sixty-two percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

EXTRA-LARGE ORGANIZATIONS - ANNUAL BUDGETS OF \$25,000,000 AND OVER:

Organizations with extra-large budgets comprised 8% of survey respondents; the median annual budget reported was \$60,000,000. Fifty-five percent of respondents from extra-large organizations were directly associated with their organizations at an employee level. Extra-large organizations were mainly comprised of nonprofit organizations (52%), educational institutions (28%), and government or tribal agencies (18%). Colleges or universities comprised 57% of respondents from educational institutions. Eighty-four percent of extra-large organizations employed over 200 people. Staff members (89%) held grantseeking responsibilities. Most extra-large organizations were 26 to 50

years old (20%), 51 to 100 years old (36%), or over 100 years old (37%). Forty-nine percent of these organizations were located in a mix of service area types (rural, suburban, and urban) and 35% were located in urban service areas. The most frequent geographic service reach for extra-large organizations was multi-county (21%) or international (20%). Education (29%), Human Services (21%), and Healthcare (17%) were the most frequently reported mission focuses. Forty percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

RESPONDENT DEMOGRAPHICS



ORGANIZATIONAL AFFILIATION

Of the respondents, 92% were directly associated with the organizations they represented as executives (54%), employees (26%), board members (8%), or volunteers (4%). Consultants (5%) and government employees (3%) comprised the remaining 8% of respondents.

TYPE OF ORGANIZATION

Most respondents (96%) represented nonprofit organizations (87%), educational institutions (5%), or government entities and tribal organizations (4%). The remainder (4%) included businesses and consultants. Among respondents from educational institutions, 43% represented K-12 schools and 57% represented two- or four-year colleges and universities.

ORGANIZATIONAL AGE

Organizations ten years of age or under comprised 26% of respondents. Organizational ages of 11 to 25 years were reported by 23% of respondents, while 28% reported organizational ages of 26 to 50 years. Organizations from 51 to 100 years of age comprised 15% of respondents, and 8% of respondents were from organizations over 100 years of age.

ANNUAL BUDGET

Respondent organizations reported the following annual budgets: less than \$100,000 (25%), between \$100,000 and \$499,999 (25%), between \$500,000 and \$999,999 (11%), between \$1 million and \$4,999,999 (20%), between \$5 million and \$9,999,999 (6%), between \$10 million and \$24,999,999 (5%), and \$25 million and over (8%). The median annual budget of respondent organizations was \$575,000.

STAFF SIZE

All-volunteer organizations comprised 16% of respondents. Less than one full-time equivalent employee was reported by 8% of respondents. One to five people were employed by 28% of respondent organizations. Twenty-two percent of respondent organizations employed six to 25 people, while 10% employed 26 to 75 people. Seven percent of respondent organizations employed 76 to 200 people, and 9% 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 respondents, less than 10% of their organization was comprised of persons of color. Organizations reporting 11% to 50% persons of color comprised 29% of respondents, and 16% of respondents were from organizations with 51% or more persons of color on their staff, management, or board. This question was not applicable for 13% of respondents.

PRIMARY GRANTSEEKER

Most respondent organizations relied on staff members (63%) to fill the role of primary grantseeker. Board members (12%), volunteers (10%), and contract grantwriters (7%) were also cited as the primary grantseeker. Seven percent of respondent organizations were not engaged with active grantseekers.

LOCATION

Within the United States, respondents came from all 50 states, the District of Columbia, and five territories. In addition, respondents from eight Canadian provinces participated, and 104 respondents were from countries outside of the United States and Canada.

SERVICE AREA

The Spring 2018 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 respondents. Twenty-one 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 29% of respondents. In addition, 41% 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 8%. Multi-state organizational reach was reported by 10% of respondents, and 12% reported an individual-state reach. A multi-county reach was reported by 25% of respondents, while a one-county reach was reported by 14%. Ten percent of respondents reported a multi-city organizational reach, while 8% reported a geographic reach within an individual city. 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 32% of respondents, while 15% 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 15% of respondents, while 10% 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.

Almost half (46%) of respondent organizations reported one of three mission focuses: Human Services (21%), Education (13%), and Arts, Culture, and Humanities (12%). The next most frequent mission focus responses were Youth Development (8%), Health (7%), Community Improvement (5%), and Religion Related (5%). Animal Related, Housing and Shelter, and Environment were each reported by 4% of respondents. The Food, Agriculture, and Nutrition mission focus was reported by 3% of respondents, and the Public and Society Benefit, Civil Rights, Employment, and Mental Health missions were each reported by 2% of respondents. The remaining mission focuses, reported at a rate of under 2%, were aggregated into the category of Other (6%).

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		Grant Professionals Association.	★ 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.