

GrantStation Member Results Service Area

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.



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INTRODUCTION

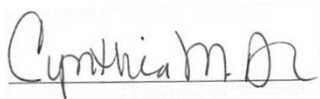
As a leader in the nonprofit sector, part of your job is to know about the latest trends and to apply lessons learned by others to the strategic development of your organization. We are here to help you do just that.

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.

A handwritten signature in black ink that reads "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 population-based service area has some influence on the grantseeking experience.

GS organizations serving more populous areas 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.

GS organizations with urban or combination service areas consistently reported more frequent increases in applications and the number of awards than did GS organizations with rural or suburban service areas.

In addition, GS organizations serving more populous areas reported larger award sizes. 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 service area:

- The median of total awards for rural GS organizations was \$25,000.
- The median award total for suburban GS organizations was \$35,000.
- For urban GS organizations, the median of total awards was \$103,250.
- The median award total for GS organizations serving a combination of areas was \$89,500.

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

For example, 82% of rural GS organizations submitted at least one grant application; of those, 79% won one or more awards. Rural GS organizations reported a median annual budget of \$220,400 and were primarily staffed by volunteers (17%), had less than one full-time equivalent employee (10%), or employed one to five people (41%).

In comparison, 88% of urban GS organizations submitted at least one grant application; of those, 85% won one or more awards. Urban GS organizations reported a median annual budget of \$1,400,000 and primarily employed from one to five people (23%), six to 25 people (26%), or 26 to 75 people (24%).

Organizations also reported variations in funder tendencies based on organizational service area. For example, rural and suburban organizations more frequently reported community foundations as the largest individual award source, whereas urban organizations more frequently reported local government as the largest individual award source.

Largest individual award size related positively to budget and staff sizes, and service area population. For all GS Members, the median largest individual award was \$50,000. However, rural (\$20,000) and suburban (\$25,000) GS organizations reported a much smaller median largest individual award than did urban (\$55,500) or combination (\$54,000) GS organizations.

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 SERVICE AREA

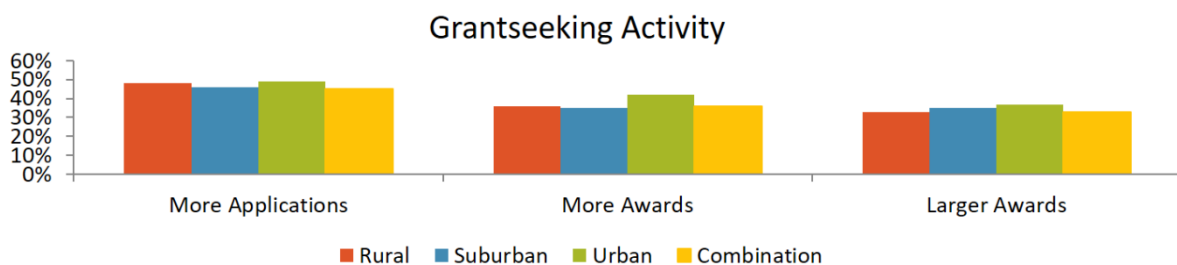
Organizational service area, defined by the Census Bureau's urban/cluster/rural delineation of population-based geographical areas, can influence the grantseeking experience. When viewed through the lens of service area, variations among organizational demographic profiles and grant management and strategy 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, service area ranges are defined as:

Population-Based Service Area	Area	% of Respondents	Median Budget Amount
Populations under 2,500	Rural	9%	\$220,400
Populations between 2,500 and 50,000	Suburban	18%	\$432,500
Populations over 50,000	Urban	29%	\$1,400,000
A combination of service areas	Combination	44%	\$1,000,000

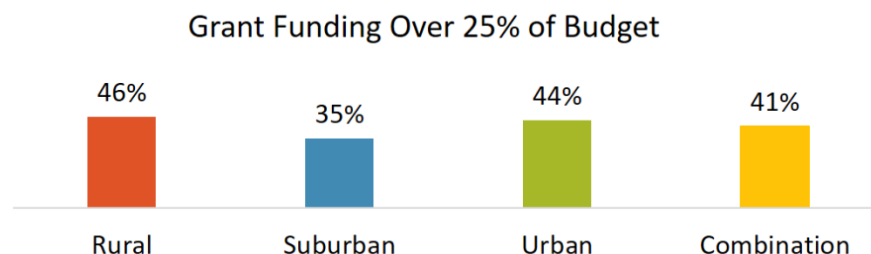
GRANTSEEKING ACTIVITY

Compared to the prior year, GS Members more frequently applied for more grants (47%) than did all respondents (42%). GS Members were also more frequently awarded more grants (38%) than all respondents (33%). In addition, GS Members more frequently won awards of a larger size (34%) than did all respondents (32%). GS Members in more populous urban service areas reported slightly more frequent increases in applications, more frequent increases in the number of awards, and more frequent receipt of larger awards than did organizations in rural, suburban, or combination service areas.



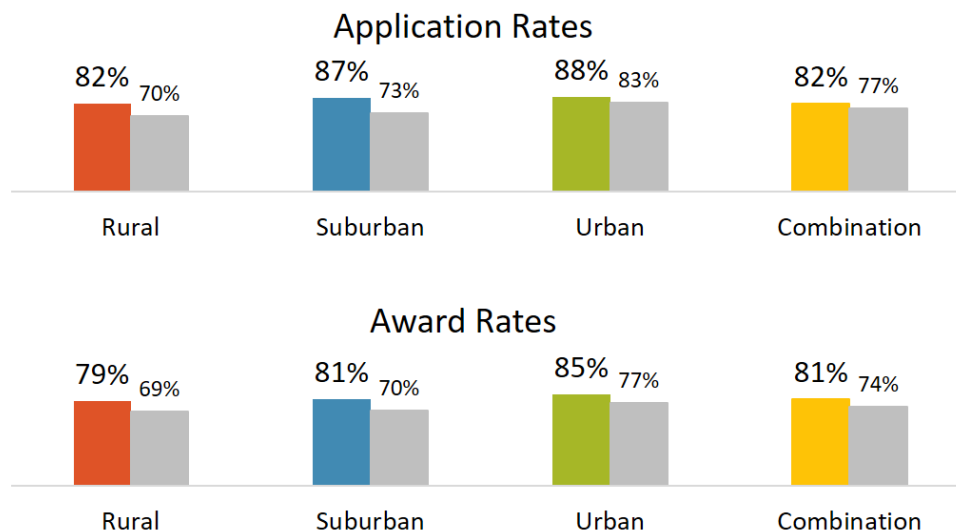
GRANT FUNDING BUDGET CONTRIBUTION

Grant funding was a smaller percentage of the annual budget for suburban GS 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. Urban GS organizations reported higher application and award rates.

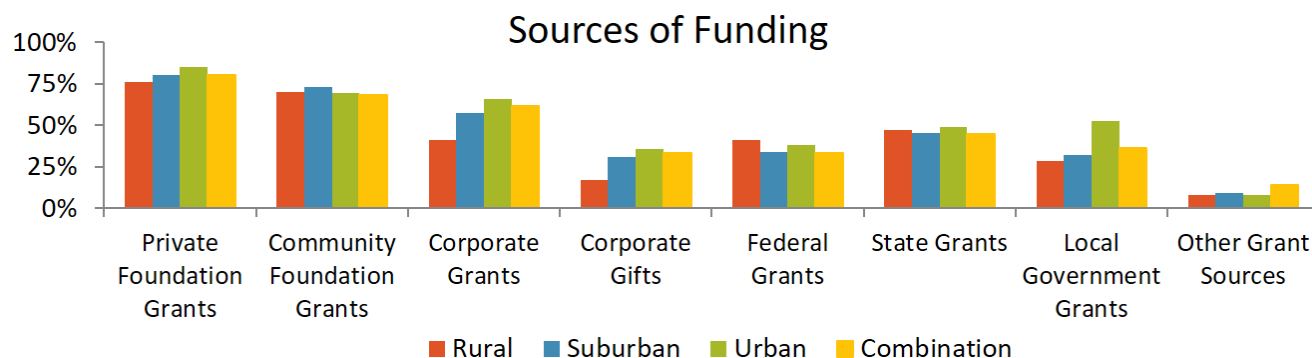


Between July and December 2017:

- Eighty-two percent of rural GS organizations submitted at least one grant application; of those, 79% won one or more awards. Rural GS organizations reported a median annual budget of \$220,400 and were primarily staffed by volunteers (17%), had less than one full-time equivalent employee (10%), or employed one to five people (41%).
- Eighty-seven percent of suburban GS organizations submitted at least one grant application; of those, 81% won at least one award. Suburban GS organizations reported a median annual budget of \$432,500 and were primarily staffed by volunteers (13%), or they employed one to five people (29%) or six to 25 people (15%).
- Eighty-eight percent of urban GS organizations submitted at least one grant application; of those, 85% won one or more awards. Urban GS organizations reported a median annual budget of \$1,400,000 and primarily employed from one to five people (23%), six to 25 people (26%), or 26 to 75 people (24%).
- Eighty-two percent of GS organizations serving a combination of areas submitted at least one grant application; of those, 81% won at least one award. Combination GS organizations reported a median annual budget of \$1,000,000 and primarily employed from one to five people (27%), six to 25 people (22%), or 26 to 75 people (13%).

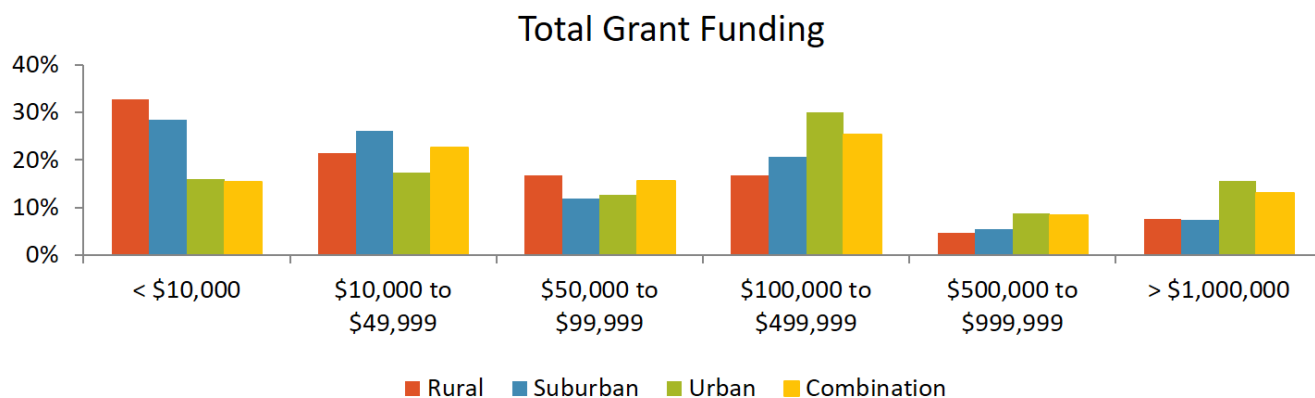
GRANT FUNDING SOURCES

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 from all service areas.



TOTAL AWARDS

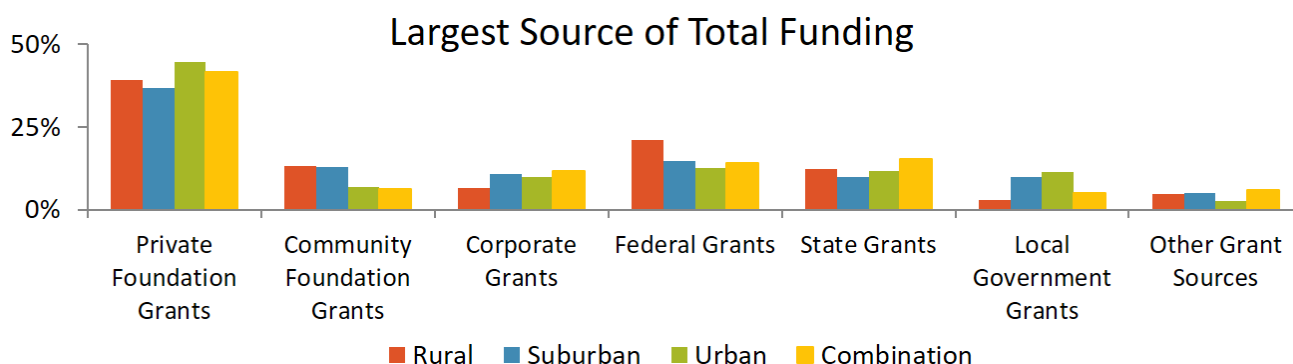
As with organizational grant application and award rates, total award size related positively to budget and staff sizes as well as service area population. Urban GS organizations and GS organizations with a combination of service areas reported larger award sizes. While 45% of GrantStation Members reported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



- The median of total awards for rural GS organizations was \$25,000.
- The median award total for suburban GS organizations was \$35,000.
- For urban GS organizations, the median of total awards was \$103,250.
- The median award total for GS organizations serving a combination of service areas was \$89,500.

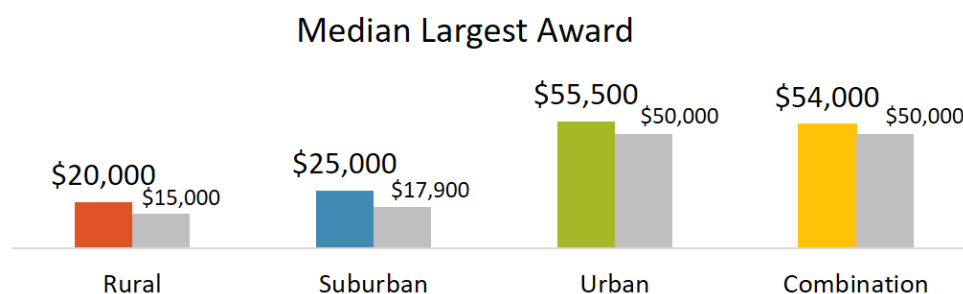
LARGEST SOURCE OF TOTAL FUNDING

When the largest source of total funding is viewed through the lens of service area, differences in funding preferences become apparent. 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, rural and suburban organizations more frequently reported community foundations as the largest source of total funding.



LARGEST INDIVIDUAL AWARD

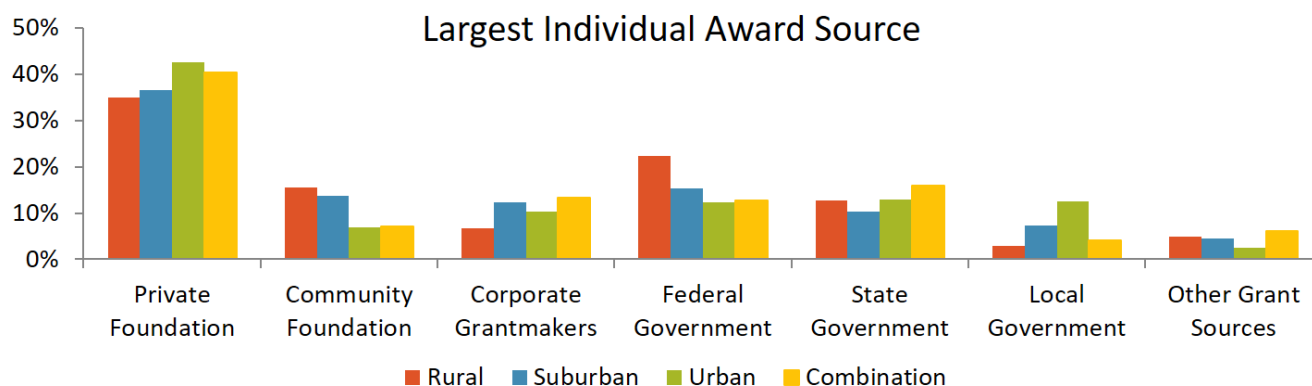
Largest individual award size related positively to budget and staff sizes as well as service area population. For GS Members, the median largest individual award was \$50,000, compared to \$35,000 for all respondents (shown in gray). The chart below illustrates the differences in the size of the median largest award by service area. These variations in the median largest individual award size speak to the importance of comparing your organization to organizations within similar service areas.



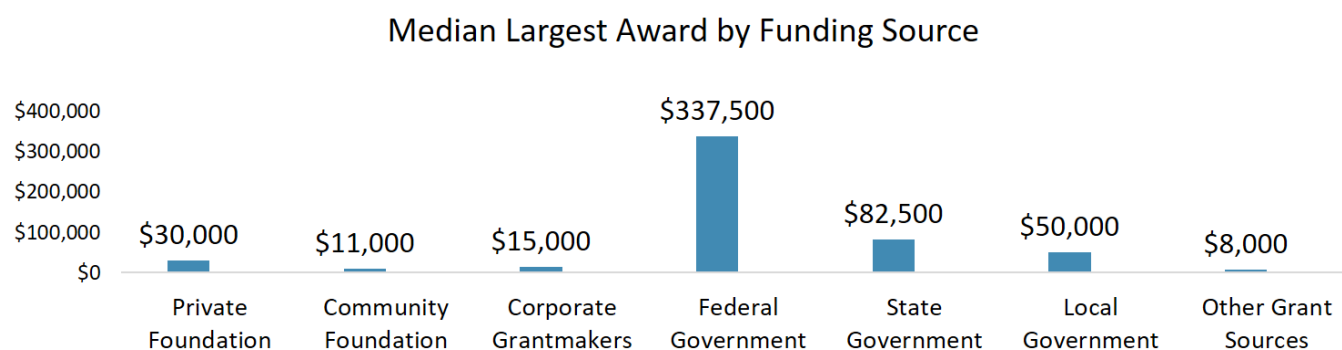
LARGEST INDIVIDUAL AWARD SOURCE

GS organizations also reported variations in funding tendencies based on organizational service area. 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, rural and suburban GS organizations more frequently reported community foundations as the largest

individual award source, whereas urban GS organizations more frequently reported local government as the largest individual award source.



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

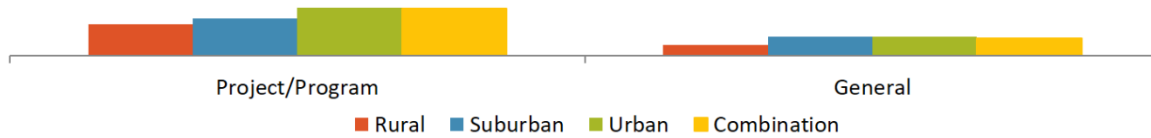


LARGEST AWARD SUPPORT TYPE

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 rise in relation to increases in service area population, while general support funding was less frequent in rural service areas.

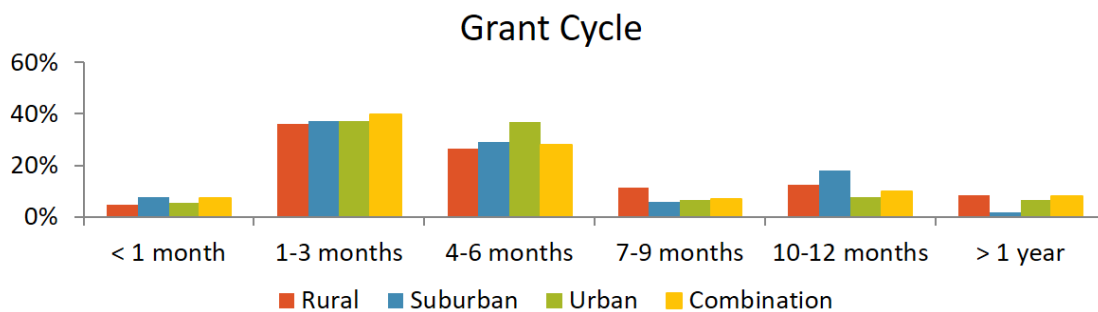
When planning your grants strategy, consider the most frequent funding source in conjunction with the support type and the award size. For example, an urban GS organization may wish to apply to a private foundation for project support around \$30,000.

Largest Award Support Type

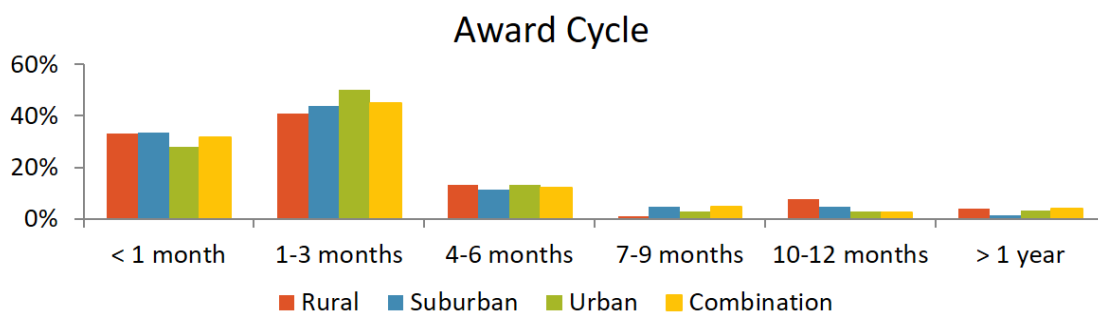


LARGEST AWARD LOGISTICS

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 rural GS organizations (32%), while a short grant cycle of less than a month was more frequently reported by suburban GS organizations (8%).

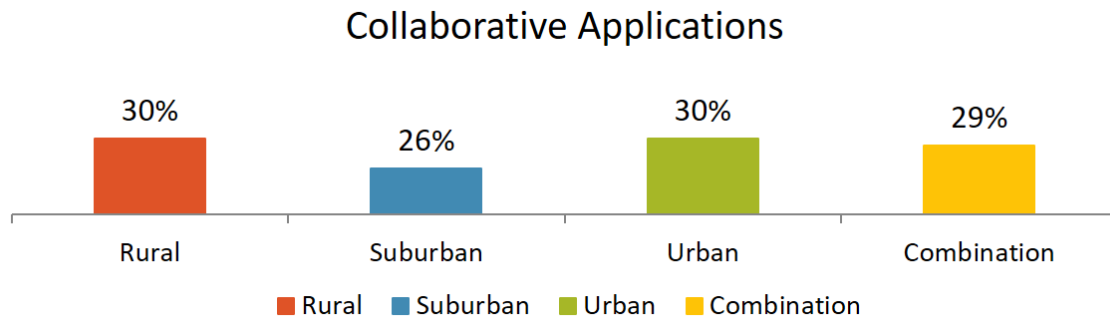


Once an award decision had been determined, funders released the award monies quickly; most GS Members reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported most frequently by rural GS organizations (26%).

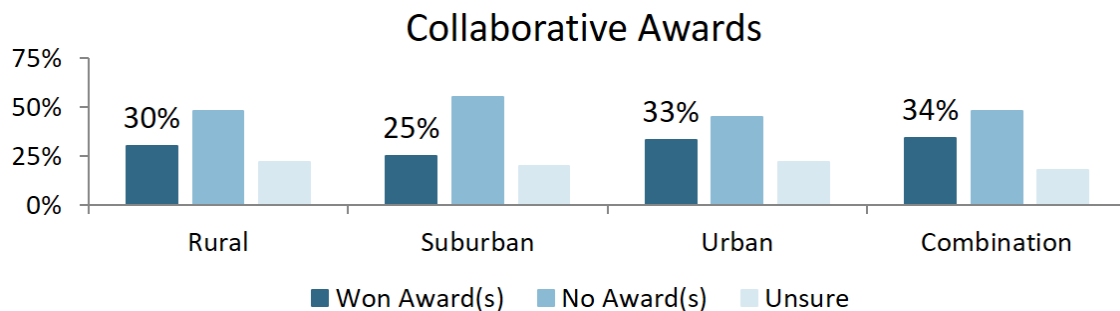


COLLABORATIVE GRANTSEEKING

GS organizations from suburban service areas less frequently reported participating in collaborative grantseeking activities.



Of the GS organizations that did submit a collaborative application, those in urban and combination service areas 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 service areas, 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:

Rural GS Organizations

- Collaborative proposals have been successful in the past and provide opportunities to share expertise and personnel, and work towards common goals within projects.
- It's good for the program funded, and strengthens the application, as long as your missions support each other.
- It can be helpful to bring grant money to the community, but it can be restrictive as to how it must be spent.

Suburban GS Organizations

- Partnering with other organizations strengthens our capacity, and therefore it is a positive aspect in grantseeking.
- It is unavoidable, but I am very concerned that other agencies are not as aware of risk management or well insured as we are.
- It works well if there are clear boundaries established regarding fiduciary responsibilities and contracts.

Urban GS Organizations

- Collaboration can be helpful if organizations are very compatible and it helps them both accomplish goals but it should not be a requirement.
- 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.
- I highly encourage organizational collaboration as an aid to grantseeking. It makes the community better as a whole for everyone.

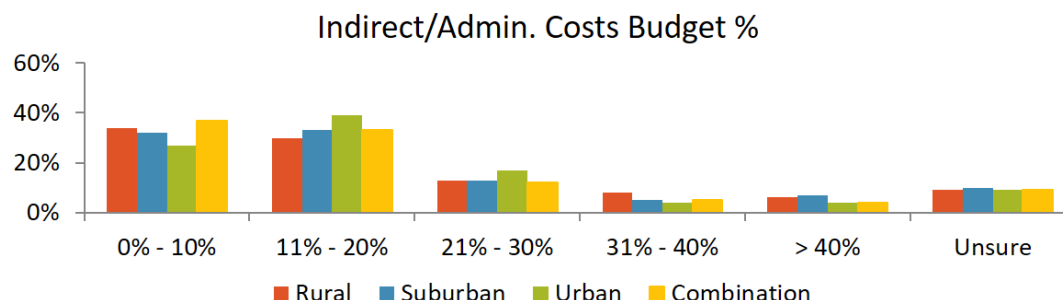
Combination GS Organizations

- I believe it is essential because of limited resources, and to avoid the duplication of services.
- It can be great if the size of the grants to collaborate on are large enough to enable good coordination, etc. In our experience, too many folks want the collaboration, but aren't willing to fund it at levels that are sustainable.
- It's an excellent opportunity. Combined, the organizations are positioned to reach a larger geographic area and many more partners.

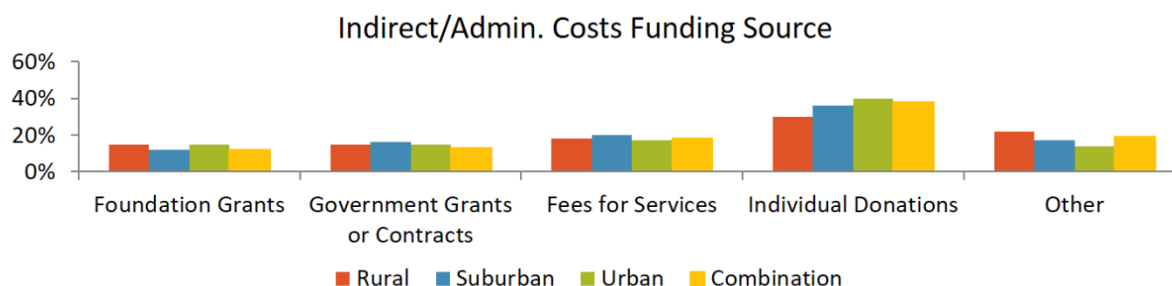
INDIRECT/ADMINISTRATIVE COSTS AND FUNDING

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

By service area, indirect/administrative costs comprised 20% or less of the annual budget for 64% of rural GS organizations, 65% of suburban GS organizations, 66% of urban GS organizations, and 70% of GS organizations serving a combination of areas.



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



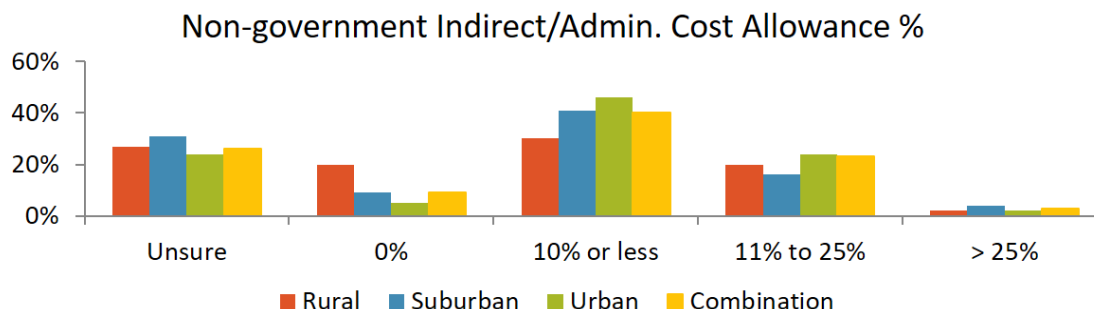
By service area, individual donations were the most frequent source of indirect/administrative funding for 30% of rural GS organizations, 36% of suburban GS organizations, 40% of urban GS organizations, and 38% of GS organizations serving a combination of areas.

INDIRECT/ADMINISTRATIVE COST FUNDING LIMITATIONS

Award funding for indirect/administrative costs was reported as 10% or less of an award by 30% of rural GS organizations, 41% of suburban GS organizations, 46% of urban GS organizations, and 40% of GS organizations serving a combination of areas.

Non-government funders allowed over 10% of an award for indirect/administrative costs for 22% of rural GS organizations, 20% of suburban GS organizations, 26% of urban GS organizations, and 26% of GS organizations serving a combination of areas.

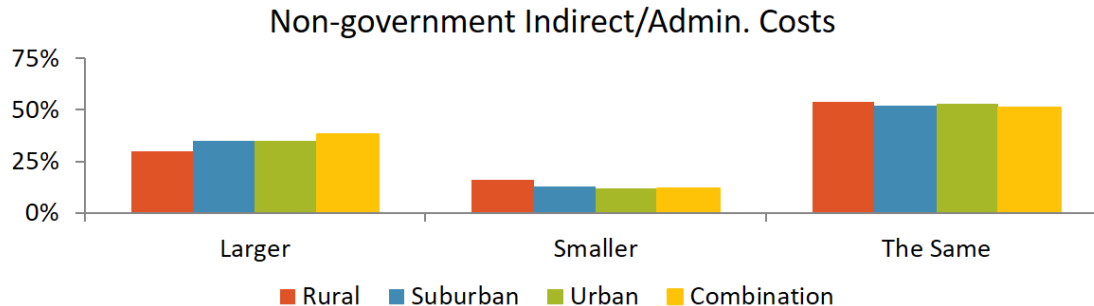
Many organizations were unsure if award funding for indirect/administrative costs was allowed. Twenty-five percent of rural GS organizations, 31% of suburban GS organizations, 24% of urban GS organizations, and 26% of GS organizations serving a combination of areas were unsure of the limitations on indirect/administrative costs.



INDIRECT/ADMINISTRATIVE COST TRENDS

Most respondents reported that their indirect/administrative costs remained the same. However, these costs increased for 30% of rural GS organizations, 35% of suburban GS organizations, 35% of urban GS organizations, and 38% of combination GS organizations.

Indirect/administrative costs decreased for only 12% to 16% of organizations by service area.



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 service area, rural (20%), suburban (50%), urban (66%), and combination (64%) GS organizations reported that they reduced indirect/administrative costs by eliminating staff. Increased reliance on volunteer labor as a cost reduction technique was reported by 55% of rural, 30% of suburban, 26% of urban, and 29% of combination GS organizations.

Cost reduction techniques, by service area, are as follows:

Reduction Technique	Rural	Suburban	Urban	Combination
Reduced services/programs offered	20%	13%	26%	18%
Reduced organization hours	10%	3%	13%	7%
Reduced organization geographic scope	15%	7%	4%	7%
Reduced staff salaries	15%	10%	17%	11%
Reduced number of staff	20%	50%	66%	64%
Reduced staff hours	20%	33%	15%	14%
Increased reliance on volunteer labor	55%	30%	26%	29%
Buying groups/economy of scale	5%	10%	4%	14%
Space/location sharing	15%	3%	19%	9%

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

Rural GS Organizations

- We heavily utilize our volunteer board members.
- Most of our volunteers live where we operate and are financially self-sufficient; we also receive interns at times who demand no payment or incentives. This kind of arrangement is not good as it offers no benefits.

Suburban GS Organizations

- Administrators took pay cuts. Administrators now perform multiple functions, including HR, accounting, legal, IT, and even data processing and some building cleaning, repair, and maintenance. Administrators now work six to seven days.
- We replaced a retired full-time employee with a part-timer and spread duties around.

Urban GS Organizations

- We previously had multiple layers or administrative entities. We have downsized both our programming and administrative layers.
- There were voluntary staff reductions, bidding out of services like printing, and increased use of volunteers. We also went from a group health insurance plan to individual plans with 80% of the premium reimbursable to the employee.

Combination GS Organizations

- We did not fill a position vacated by an employee who went away to school. Instead, we hired several interns, which was time-consuming.
- 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 GS Members, 18% to 21% reported grantseeking’s greatest challenge as the lack of time and staff for grantseeking activities. However, by service area, rural (20%) GS organizations reported researching and finding grants more frequently than did suburban (13%), urban (10%), or combination (11%) GS organizations.

By service area, challenges to grantseeking were reported as follows:

Grantseeking Challenge	Rural	Suburban	Urban	Combination
Competition	11%	15%	13%	12%
Reduced funding	6%	9%	7%	8%
Economic conditions	6%	4%	6%	5%
Funder practices and requirements	9%	15%	13%	14%
Internal organizational issues	4%	3%	7%	4%
Lack of time and/or staff	21%	21%	18%	21%
Need for a grantwriter	6%	5%	7%	6%
Relationship building with funders	9%	6%	11%	10%
Research, finding grants	20%	13%	10%	11%
Writing grants	6%	4%	3%	3%
Other	3%	5%	4%	6%

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 the reduced availability of funding, 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 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 SERVICE AREA

As illustrated by the *Spring 2018 State of Grantseeking™ Survey* results, service area 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, 17% of rural GS organizations reported annual budgets of over \$1,000,000, compared to 51% of urban GS organizations.

The following are typical organizations from each service area.

RURAL GS ORGANIZATIONS – POPULATIONS UNDER 2,500:

GS organizations with rural service areas comprised 9% of survey respondents; the median annual budget reported was \$220,400. Rural GS organizations frequently reported annual budgets under \$50,000 (19%), between \$50,000 and \$99,000 (16%), and between \$100,000 and \$249,999 (20%). Seventeen percent of rural GS organizations reported annual budgets over \$1,000,000. Fifty-four percent of respondents from rural GS organizations were directly associated with their organizations at an executive level and 23% were associated with their organizations at an employee level. Nonprofit organizations comprised 88% of rural GS organizations and educational institutions comprised 5% (of those, 100% were colleges and universities). Seventeen percent of rural GS organizations were staffed by volunteers, while 10% employed less than one full-time equivalent and 41% employed one to five people. Volunteers (11%), staff members (70%), and board members (11%) held grantseeking responsibilities. Most rural GS organizations were 11 to 25 years old (39%) or 26 to 50 years old (21%). The most frequent geographic service reach for rural GS organizations was multi-county (31%) or one county (17%). Human Services (21%), Community Improvement (15%), Education (12%), and Arts, Culture, and Humanities (10%) were the most frequently reported mission focuses. Fifty-two percent of these GS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

SUBURBAN GS ORGANIZATIONS – POPULATIONS BETWEEN 2,500 AND 50,000:

GS organizations with suburban service areas comprised 18% of survey respondents; the median annual budget reported was \$432,500. Suburban GS organizations frequently reported annual budgets under \$100,000 (23%), between \$100,000 and \$249,999 (21%), and between \$250,000 and \$999,999 (23%). Thirty-three percent of suburban GS organizations reported annual budgets over \$1,000,000. Fifty-six percent of respondents from suburban GS organizations were directly associated with their organizations at an executive level and 19% were associated with their organizations at an employee level. Nonprofit organizations comprised 84% of suburban GS organizations and educational institutions comprised 7% (of those, 65% were K-12 schools). Thirty percent of suburban GS organizations employed one to five people, and 26% employed six to 75 people, while 13% were staffed by volunteers. Staff members (66%) held grantseeking responsibilities. Most suburban GS organizations were 11 to 25 years old (26%) or 26 to 50 years old (29%). The most frequent geographic service reach for suburban GS organizations was multi-county (29%) or one county (22%). Human Services (24%), Education (15%), and Arts, Culture, and Humanities (14%) were the most frequently reported mission focuses. Forty-five percent of these GS

organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

URBAN GS ORGANIZATIONS – POPULATIONS OVER 50,000:

GS organizations with urban service areas comprised 29% of survey respondents; the median annual budget reported was \$1,400,000. Urban GS organizations frequently reported annual budgets between \$500,000 and \$999,999 (14%), and between \$1,000,000 and \$4,999,999 (26%). Fifty-one percent of urban GS organizations reported annual budgets over \$1,000,000. Fifty-one percent of respondents from urban GS organizations were directly associated with their organizations at an executive level and 32% were associated with their organizations at an employee level. Nonprofit organizations comprised 86% of urban GS organizations and educational institutions comprised 6% (of those, 63% were K-12 schools). Twenty-three percent of urban GS organizations employed one to five people, while 14% employed between 11 and 25 people and 16% employed between 26 and 75 people. Staff members (72%) held grantseeking responsibilities. Most urban GS organizations were 11 to 25 years old (18%), 26 to 50 years old (35%), or over 50 years old (26%). The most frequent geographic service reach for urban GS organizations was multi-county (25%), one county (19%), or one city (14%). Human Services (29%), Education (16%), and Arts, Culture, and Humanities (13%) 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.

COMBINATION GS ORGANIZATIONS – SERVING A VARIETY OF POPULATIONS:

GS organizations with combination service areas comprised 44% of survey respondents; the median annual budget reported was \$1,000,000. Combination GS organizations frequently reported annual budgets between \$100,000 and \$499,999 (24%), between \$500,000 and \$999,999 (12%), and between \$1,000,000 and \$4,999,999 (23%). Forty-seven percent of combination GS organizations reported annual budgets over \$1,000,000. Fifty-eight percent of respondents from combination GS organizations were directly associated with their organizations at an executive level and 28% were associated with their organizations at an employee level. Nonprofit organizations comprised 92% of combination GS organizations and educational institutions comprised 3% (of those, 85% were colleges or universities). Twenty-seven percent of combination GS organizations employed one to five people and 25% employed between six and 25 people. Staff members (74%) held grantseeking responsibilities. Most combination GS organizations were 11 to 25 years old (21%) or 26 to 50 years old (29%). The most frequent geographic service reach for combination GS organizations was multi-county (26%), one state (16%), or national (14%). Human Services (25%), Youth Development (11%), Education (10%), and Arts, Culture, and Humanities (9%) 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.

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 $100 \times r/n$.
- 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).



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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.

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