Service Area

The Spring 2018 State of Grantseeking™ Report

GrantStation

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

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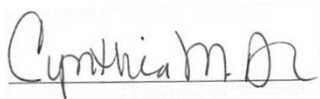
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INTRODUCTION

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.

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.

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.

In addition, organizations serving more populous areas reported larger award sizes. While half of all respondents (50%) reported total awards under $50,000, and the median award total was $44,100, there were critical differences by service area:

- The median of total awards for rural organizations was $20,700.
- The median award total for suburban organizations was $20,000.
- For urban organizations, the median of total awards was $61,000.
- The median award total for organizations serving a combination of areas was $62,250.

However, for those organizations that do engage in active grantseeking, funding is available. Award frequency also varied by service area, and reflected the relationship between increased annual budgets, larger staff sizes, and increased awards.

For example, 70% of rural organizations submitted at least one grant application; of those, 69% won one or more awards. Rural organizations reported a median annual budget of $150,000 and were primarily staffed by volunteers (22%), had less than one full-time equivalent employee (13%), or employed one to five people (34%).

In comparison, 82% of urban organizations submitted at least one grant application; of those, 77% won one or more awards. Urban organizations reported a median annual budget of $950,000 and primarily employed from one to five people (25%), six to 25 people (25%), or 26 to 75 people (13%).

Largest individual award size also related positively to budget and staff sizes, and service area population. For all respondents, the median largest individual award was $35,000. However, rural ($15,000) and suburban ($17,900) organizations reported a much smaller median largest individual award than did urban and combination organizations (each $50,000).

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, service areas are defined as:

Population-Based Service Area	Area	% of Respondents	Median Budget Amount
Populations under 2,500	Rural	9%	$150,000
Populations between 2,500 and 50,000	Suburban	21%	$300,000
Populations over 50,000	Urban	29%	$950,000
A combination of service areas	Combination	41%	$775,000

GRANTSEEKING ACTIVITY

Organizations in more populous service areas (urban and combination) reported more frequent increases in applications, more frequent increases in the number of awards, and larger awards than did organizations rural or suburban service areas.

Grantseeking Activity
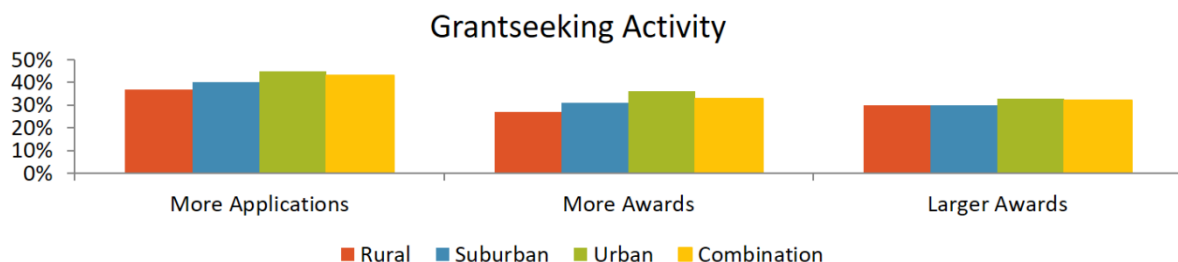
GRANT FUNDING BUDGET CONTRIBUTION

Grant funding was a smaller percentage of the annual budget for suburban organizations.

Grant Funding Over 25% of Budget

Rural 40%　Suburban 35%　Urban 42%　Combination 41%
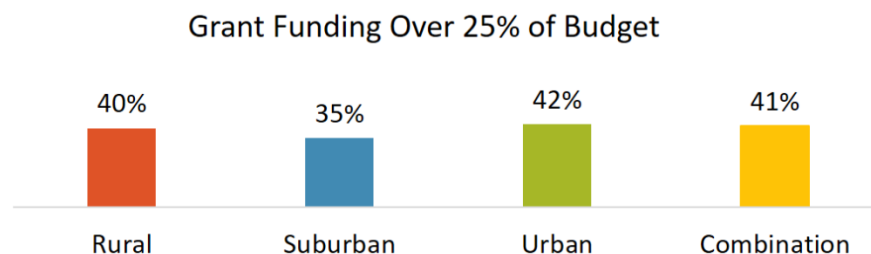
APPLICATION AND AWARD RATES

Organizational grant application and award rates related positively to service population density. Urban organizations reported higher application and award rates.
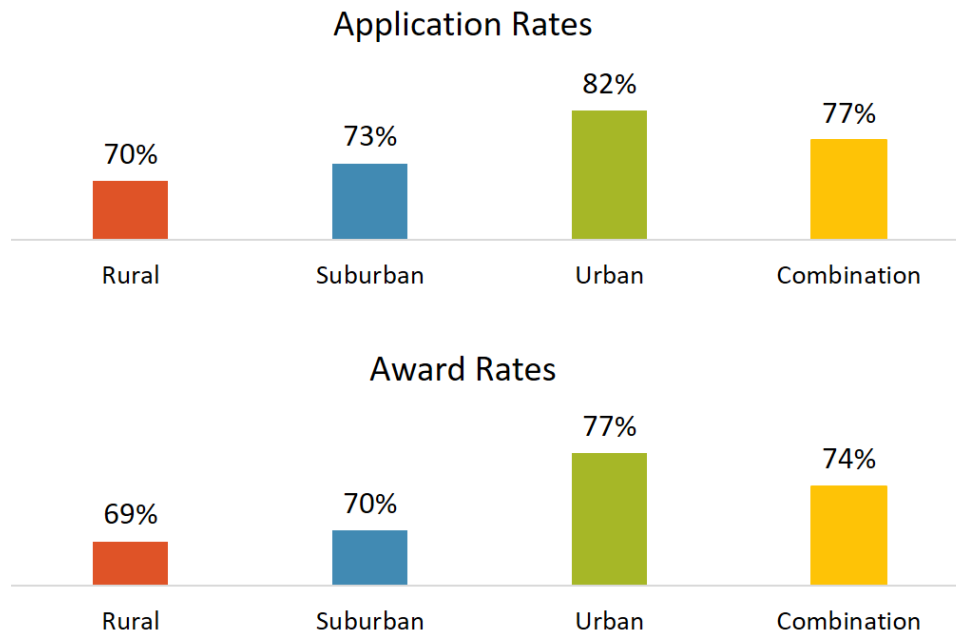
Application Rates

Rural	Suburban	Urban	Combination
70%	73%	82%	77%

Award Rates

| Rural	Suburban	Urban	Combination
69%	70%	77%	74%

Between July and December 2017:

- Seventy percent of rural organizations submitted at least one grant application; of those, 69% won one or more awards. Rural organizations reported a median annual budget of $150,000 and were primarily staffed by volunteers (22%), had less than one full-time equivalent employee (13%), or employed one to five people (34%).

- Seventy-three percent of suburban organizations submitted at least one grant application; of those, 70% won at least one award. Suburban organizations reported a median annual budget of $300,000 and were primarily staffed by volunteers (20%), employed one to five people (30%), or employed six to 25 people (21%).

- Eighty-two percent of urban organizations submitted at least one grant application; of those, 77% won one or more awards. Urban organizations reported a median annual budget of $950,000 and primarily employed from one to five people (25%), six to 25 people (25%), or 26 to 75 people (13%).

- Seventy-seven percent of organizations serving a combination of areas submitted at least one grant application; of those, 74% won at least one award. Combination organizations reported a median annual budget of $950,000 and were primarily staffed by volunteers (16%), employed one to five people (27%), or employed six to 25 people (22%).

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 organizations from all service areas.

Sources of Funding
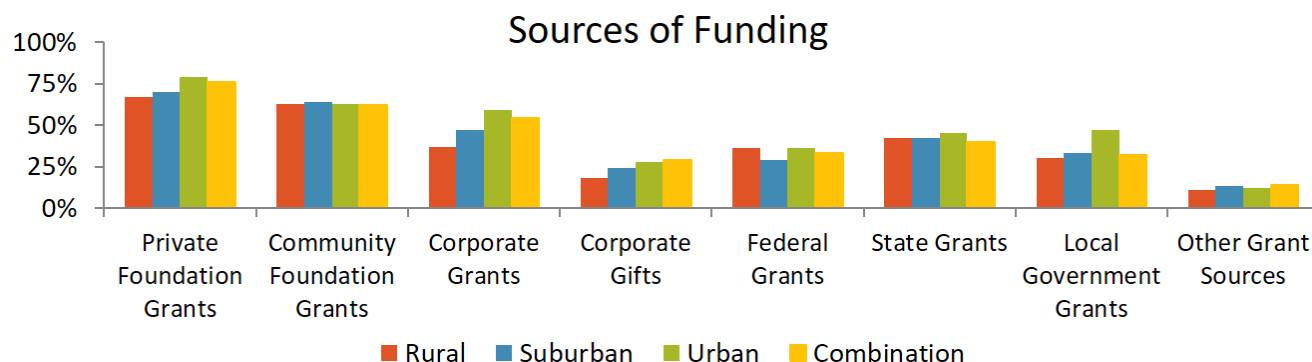
TOTAL AWARDS

As with organizational grant application and award rates, total award size related positively to budget and staff sizes, and service area population. Urban organizations and organizations with a combination of service areas 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 service area.
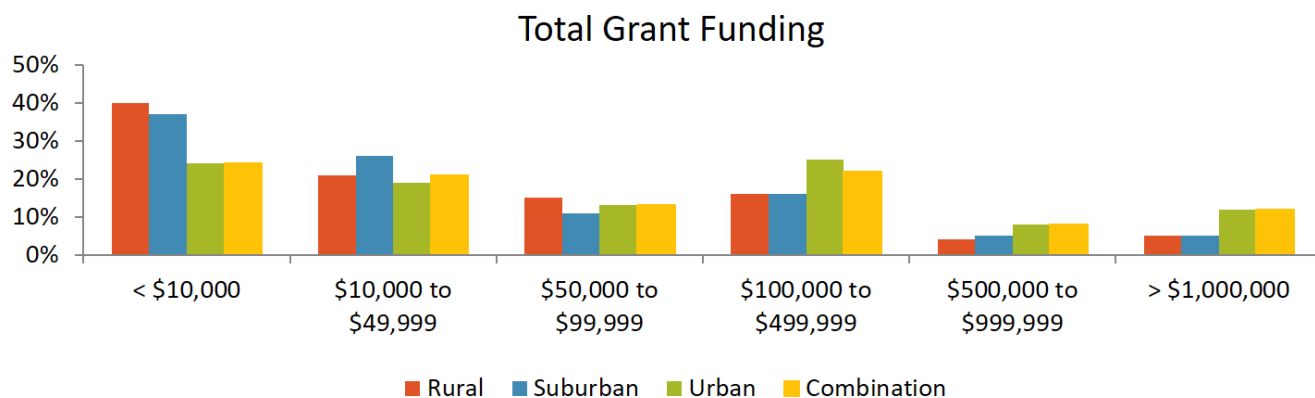
Total Grant Funding

- The median of total awards for rural organizations was $20,700.

- The median award total for suburban organizations was $20,000.

- For urban organizations, the median of total awards was $61,000.

- The median award total for organizations serving a combination of areas was $62,250.

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. 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, rural and suburban organizations more frequently reported community foundations as the largest source of total funding.

Largest Source of Total Funding
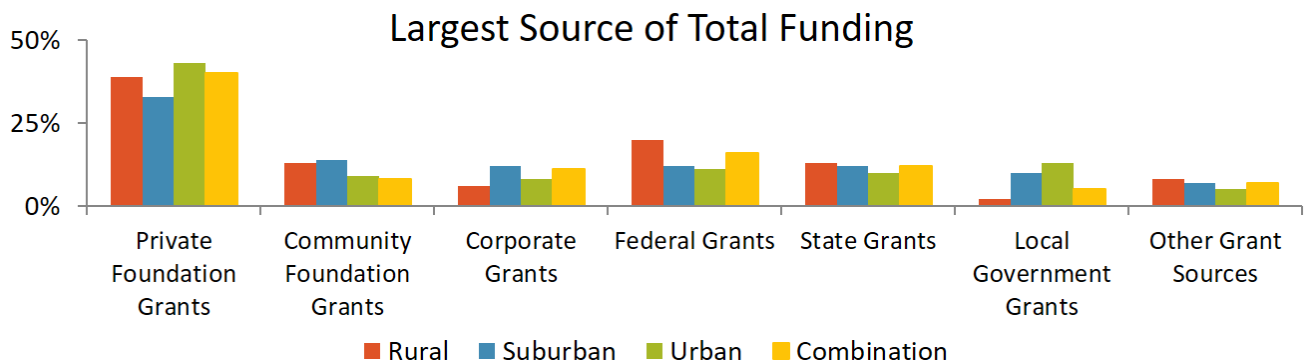
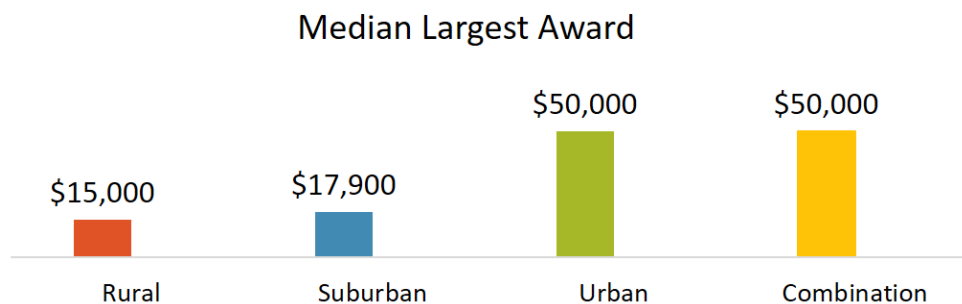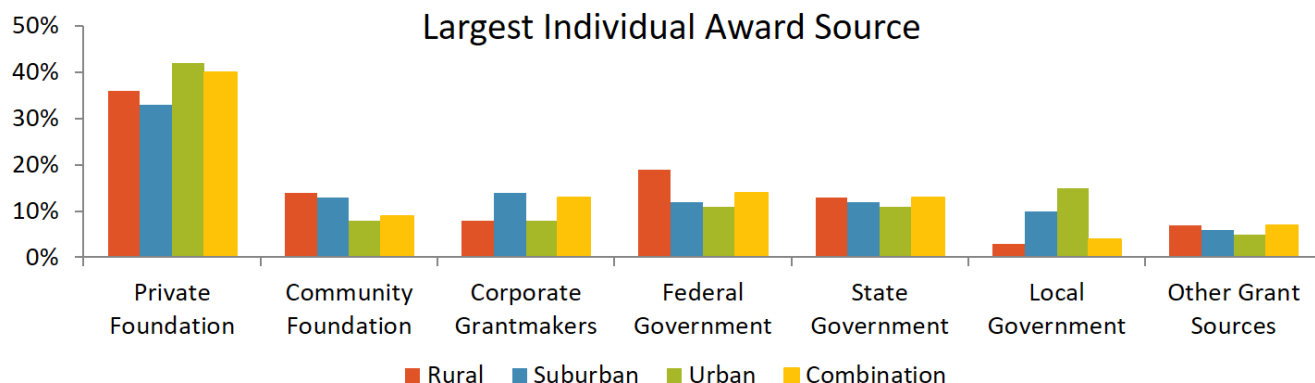## LARGEST INDIVIDUAL AWARD

The largest individual award size related positively to budget and staff sizes, as well as service area population. For all respondents, the median largest individual award was $35,000. The chart below illustrates variations in the median largest individual award size by service area. These variations speak to the importance of comparing your organization to organizations within similar service areas.

Median Largest Award

Rural	Suburban	Urban	Combination
$15,000	$17,900	$50,000	$50,000

LARGEST INDIVIDUAL AWARD SOURCE

Organizations also reported variations in funding tendencies based on organizational service area. 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, rural and combination organizations more frequently reported the Federal government as the largest individual award source, whereas suburban and urban organizations more frequently reported local government as the largest individual award source.

Largest Individual Award Source

50%
40%
30%
20%
10%
0%

Private Foundation | Community Foundation | Corporate Grantmakers | Federal Government | State Government | Local Government | Other Grant Sources

■ Rural ■ Suburban ■ Urban ■ Combination

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

Median Largest Award by Funding Source

$400,000
$300,000
$200,000
$100,000
$0

$30,000 — Private Foundation
$11,000 — Community Foundation
$15,000 — Corporate Grantmakers
$337,500 — Federal Government
$82,500 — State Government
$50,000 — Local Government
$8,000 — Other Grant Sources
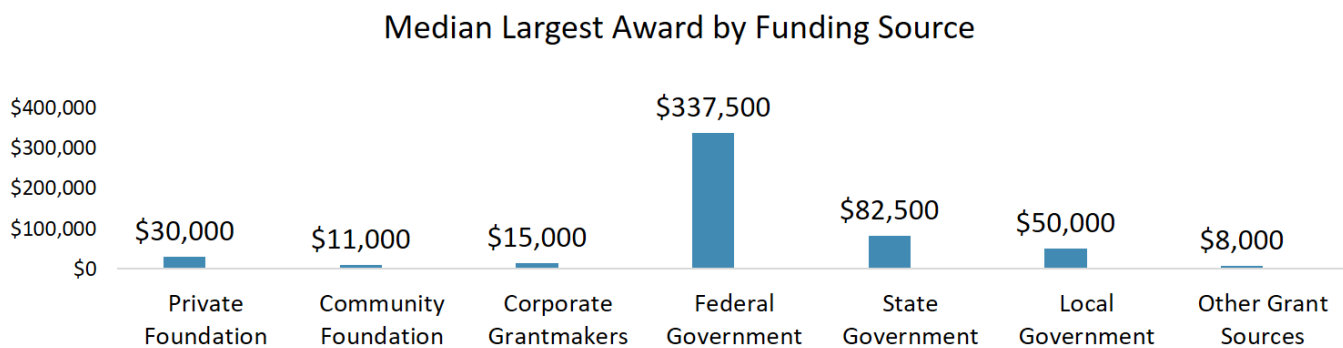
LARGEST AWARD SUPPORT TYPE

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 service area population, while general support funding was more frequent in suburban and urban 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, a suburban organization may wish to apply to corporate grantmakers for general support between $15,000 and $18,000.

Largest Award Support Type

Project/Program | General

■ Rural ■ Suburban ■ Urban ■ Combination
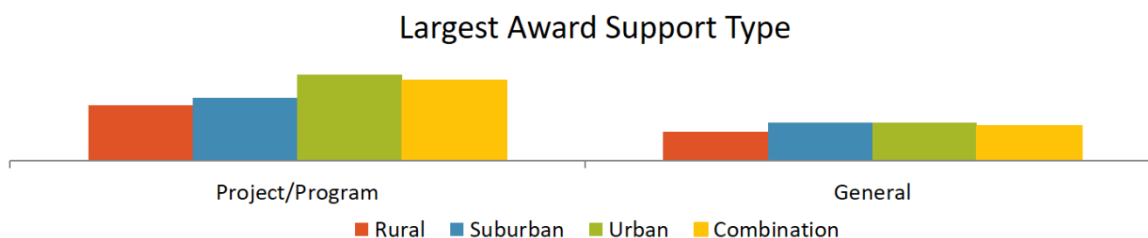
LARGEST AWARD LOGISTICS

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 rural organizations (33%), while a short grant cycle of less than a month was more frequently reported by suburban organizations (10%).

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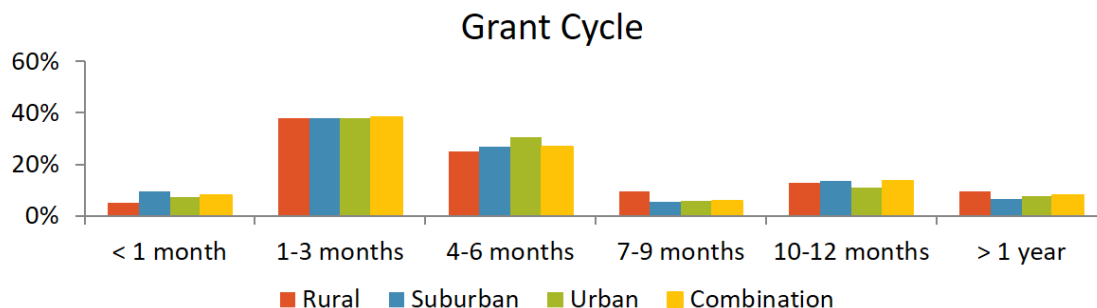
Once an award decision had been determined, funders released the award monies quickly; most respondents reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported most frequently by urban organizations (26%).

Award Cycle
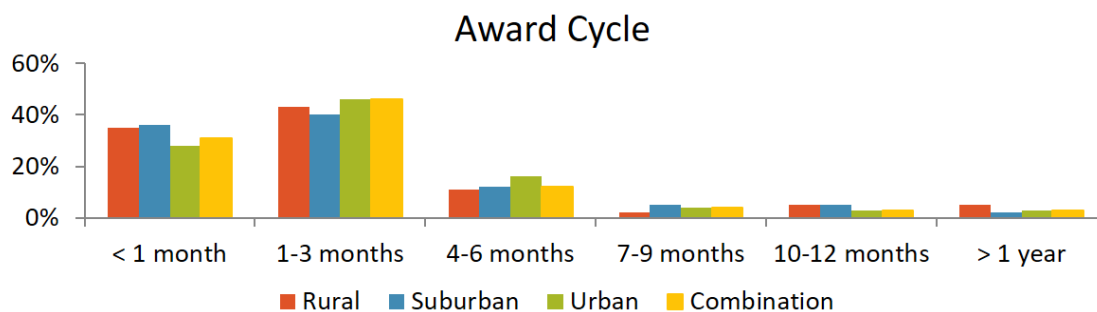
COLLABORATIVE GRANTSEEKING

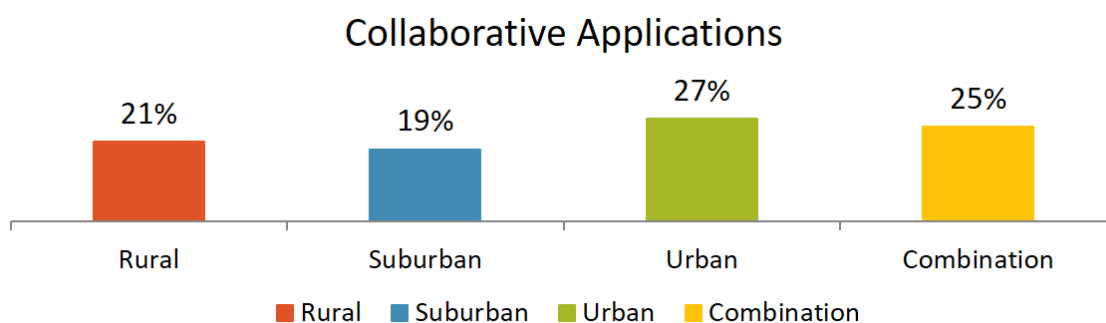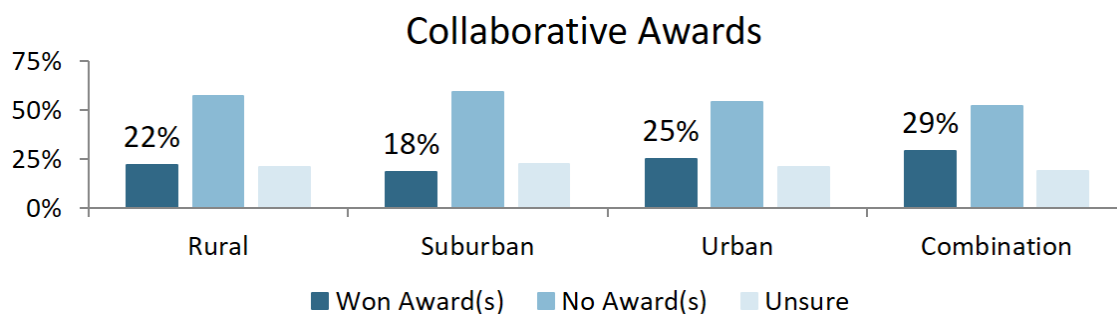Organizations from more populous service areas more frequently reported participating in collaborative grantseeking activities.

Collaborative Applications

Rural	Suburban	Urban	Combination
21%	19%	27%	25%

Legend: ■ Rural ■ Suburban ■ Urban ■ Combination

Of those organizations that did submit a collaborative application, organizations in urban service areas and a combination of 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.

Collaborative Awards

	Rural	Suburban	Urban	Combination
Won Award(s)	22%	18%	25%	29%

Legend: ■ Won Award(s) ■ No Award(s) ■ Unsure

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 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 additional staff and time required to manage collaborative grantseeking, while some pointed out the issues with funder requirements, and some questioned the cost versus the benefit.

Rural 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 can be helpful to bring grant money to the community, but it can be restrictive as to how it must be spent.

- Collaborative proposals have been successful in the past and provide opportunities to share expertise and personnel, and work towards common goals within projects.

Suburban Organizations

- I think it is beneficial. Most organizations, particularly in small areas, are going after the same money. If we collaborate, we stand a better chance of each getting something.

- I am open to the concept. In practice, it becomes challenging to coordinate the varied goals, objectives, timelines, and commitments among multiple organizations.

- It's generally a good idea, as long as all the collaborators share equally in the work, and the revenue is proportional to the work.

Urban Organizations

- It depends on if the funder requires it. If not, collaborations are effective in grantseeking only when there is true merit to the partnership.

- If it creates efficiencies instead of more administrative headaches and allows us to improve programming or serve more people, then we are for it.

- I highly encourage organizational collaboration as an aid to grantseeking. It makes the community better as a whole for everyone.

Combination Organizations

- I believe it is essential because of limited resources, and to avoid duplication of services.

- Funders don't realize the challenges when they require it without any means of sustaining the partnership or at least giving equal funding to partners. The power imbalance is hard to navigate. Our organization has been burned more than once.

- It requires a clear delineation of responsibilities and organizational accountability. Not every nonprofit or leader is properly prepared for this.

INDIRECT/ADMINISTRATIVE COSTS AND FUNDING

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

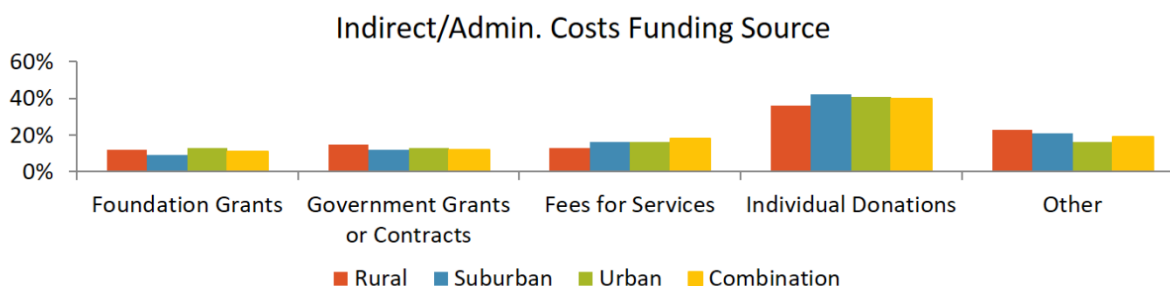By service area, indirect/administrative costs comprised 20% or less of the annual budget for 66% of rural organizations, 61% of suburban organizations, 66% of urban organizations, and 68% of organizations serving a combination of areas.

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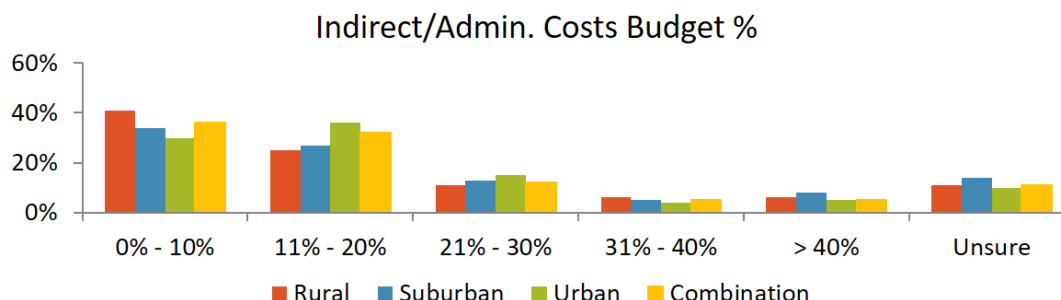
The most frequent source of indirect/administrative funding for all respondents was individual donations (41%).

Indirect/Admin. Costs Funding Source

By service area, individual donations were the most frequent source of indirect/administrative funding for 36% of rural organizations, 42% of suburban organizations, 41% of urban organizations, and 40% of organizations serving a combination of areas.

INDIRECT/ADMINISTRATIVE COST FUNDING LIMITATIONS

The percentage of award funding allocated for indirect/administrative costs was reported as 10% or less of an award by 31% of rural organizations, 31% of suburban organizations, 40% of urban organizations, and 35% of organizations serving a combination of areas.

Non-government funders allowed over 10% of an award for indirect/administrative costs for 18% of rural organizations, 20% of suburban organizations, 25% of urban organizations, and 23% of organizations serving a combination of areas.

Many organizations were unsure if award funding for indirect/administrative costs was allowed. Thirty-five percent of rural organizations, 40% of suburban organizations, 29% of urban organizations, and 33% of organizations serving a combination of areas were unsure of the limitations on indirect/administrative costs.

Non-government Indirect/Admin. Cost Allowance %
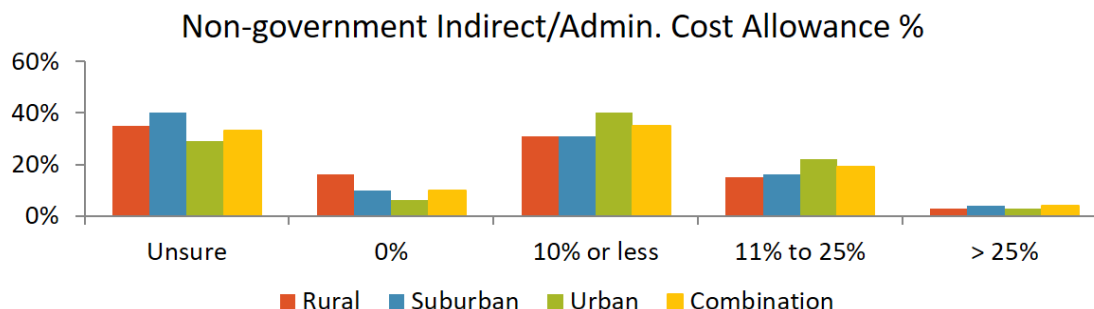
INDIRECT/ADMINISTRATIVE COST TRENDS

Most respondents reported that their indirect/administrative costs remained the same. However, these costs increased for 28% of rural organizations, 33% of suburban organizations, 36% of urban organizations, and 34% of combination organizations.

Indirect/administrative costs decreased for only 12% to 14% of organizations by service area.

Non-government Indirect/Admin. Costs
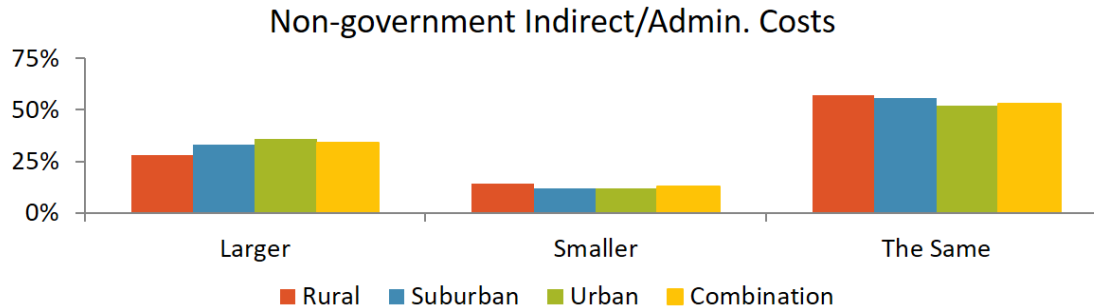
INDIRECT/ADMINISTRATIVE COST CONTROLS

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

By service area, 27% of rural, 48% of suburban, 54% of urban, and 66% of combination organizations reported that they reduced indirect/administrative costs by eliminating staff. Increased reliance on volunteer labor as a cost reduction technique was reported by 43% of rural, 31% of suburban, 30% of urban, and 29% of combination organizations.

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

Reduction Technique	Rural	Suburban	Urban	Combination
Reduced services/programs offered	16%	14%	25%	18%
Reduced organization hours	14%	2%	11%	10%
Reduced organization geographic scope	11%	3%	3%	7%
Reduced staff salaries	11%	15%	24%	15%
Reduced number of staff	27%	48%	54%	66%
Reduced staff hours	22%	29%	18%	19%
Increased reliance on volunteer labor	43%	31%	30%	29%
Buying groups/economy of scale	5%	9%	5%	10%
Space/location sharing	14%	6%	21%	13%

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

Rural 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 Organizations

- There has been a reduction in 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 also worried after each board meeting who is the next to be let go.

- We just didn't hire new employees to replace vacancies.

Urban Organizations

- 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.

- Front-desk staff positions were filled by volunteers for several months.

Combination Organizations

- We cancelled non-necessary items such as an expensive phone/fax system and went with cheaper options.

- We reduced the size of the physical office space, moved to reduce rent, and reduced staff.

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 service area, rural (25%) organizations reported the challenge of a lack of time and staff more frequently than did suburban (22%), urban (20%), or combination (21%) organizations.

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

Grantseeking Challenge	Rural	Suburban	Urban	Combination
Competition	11%	13%	11%	11%
Reduced funding	5%	8%	6%	7%
Economic conditions	5%	5%	5%	5%
Funder practices and requirements	10%	13%	12%	13%
Internal organizational issues	2%	3%	5%	4%
Lack of time and/or staff	25%	22%	20%	21%
Need for a grantwriter	8%	6%	9%	8%
Relationship building with funders	6%	5%	11%	9%
Research, finding grants	16%	15%	10%	14%
Writing grants	6%	5%	4%	4%
Other	6%	5%	6%	5%

RESPONDENT 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. 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 organizational capacity and sustainability as defined by budget, age, staff size, respondent role, and grantseeker role. For example, 18% of rural organizations reported annual budgets of over $1,000,000, compared to 45% of urban organizations.

The following are typical organizations from each service area.

RURAL ORGANIZATIONS – POPULATIONS UNDER 2,500:

Organizations with rural service areas comprised 9% of survey respondents; the median annual budget reported was $150,000. Rural organizations frequently reported annual budgets under $50,000 (25%), between $50,000 and $99,000 (17%), and between $100,000 and $249,999 (17%). Eighteen percent of rural organizations reported annual budgets over $1,000,000. Fifty-six percent of respondents from rural organizations were directly associated with their organizations at an executive level and 21% were associated with their organizations at an employee level. Nonprofit organizations comprised 87% of rural organizations and educational institutions comprised 4% (of those, 92% were colleges and universities). Twenty-two percent of rural organizations were staffed by volunteers, while 13% employed less than one full-time equivalent and 34% employed one to five people. Volunteers (13%), staff members (58%), and board members (14%) held grantseeking responsibilities. Most rural organizations were 11 to 25 years old (30%) or 26 to 50 years old (25%). The most frequent geographic service reach for rural organizations was multi-county (29%) or one county (17%). Human Services (18%), Education (13%), and Art, Culture, and Humanities (12%) 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.

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

Organizations with suburban service areas comprised 21% of survey respondents; the median annual budget reported was $300,000. Suburban organizations frequently reported annual budgets under $50,000 (20%), and between $100,000 and $249,999 (17%). Twenty-nine percent of suburban organizations reported annual budgets over $1,000,000. Fifty-five percent of respondents from suburban organizations were directly associated with their organizations at an executive level and 20% were associated with their organizations at an employee level. Nonprofit organizations comprised 86% of suburban organizations and educational institutions comprised 5% (of those, 62% were K-12 schools). Thirty percent of suburban organizations employed one to five people, while 20% were staffed by volunteers. Staff members (57%) held grantseeking responsibilities. Most suburban organizations were 11 to 25 years old (23%) or 26 to 50 years old (29%). The most frequent geographic service reach for suburban organizations was multi-county (28%) or one county (20%). Human Services (20%), Education (15%), and Art, Culture, and Humanities (14%) were the most frequently reported mission focuses. Forty-two percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

URBAN ORGANIZATIONS – POPULATIONS OVER 50,000:

Organizations with urban service areas comprised 29% of survey respondents; the median annual budget reported was $950,000. Urban organizations frequently reported annual budgets under $50,000 (13%), between $100,000 and $249,999 (13%), and between $500,000 and $999,999 (13%). Forty-five percent of urban organizations reported annual budgets over $1,000,000. Fifty-three percent of respondents from urban 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 88% of urban organizations and educational institutions comprised 6% (of those, 55% were colleges and universities). Twenty-five percent of urban organizations employed one to five people, while 13% employed between 11 and 25 people and 13% employed between 26 and 75 people. Staff members (67%) held grantseeking responsibilities. Most urban organizations were 11 to 25 years old (22%) or 26 to 50 years old (30%). The most frequent geographic service reach for urban organizations was multi-county (23%), one county (16%), or one city (16%). Human Services (21%), Art, Culture, and Humanities (15%), and Education (15%) were the most frequently reported mission focuses. Fifty-five percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

COMBINATION ORGANIZATIONS – SERVING A VARIETY OF POPULATIONS:

Organizations with combination service areas comprised 41% of survey respondents; the median annual budget reported was $775,000. Combination organizations frequently reported annual budgets under $50,000 (15%), between $100,000 and $249,000 (13%), and between $500,000 and $999,999 (11%). Forty-three percent of combination organizations reported annual budgets over $1,000,000. Fifty-six percent of respondents from combination organizations were directly associated with their organizations at an executive level and 26% were associated with their organizations at an employee level. Nonprofit organizations comprised 90% of combination organizations, and educational institutions comprised 4% (of those, 77% were colleges or universities). Sixteen percent of combination organizations were staffed by volunteers, while 29% employed one to five people, and 22% employed six to 25 people. Staff members (65%) held grantseeking responsibilities. Most combination organizations were 11 to 25 years old (23%) or 26 to 50 years old (27%). The most frequent geographic service reach for combination organizations was multi-county (23%), one state (18%), or international (16%). Human Services (22%), Education (10%), and Art, Culture, and Humanities (9%) were the most frequently reported mission focuses. Forty-six 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 Art, 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.](mailto: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*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.

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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.

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| 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 |

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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.

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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.

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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

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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.

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