Organizational Age

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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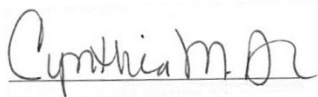
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INTRODUCTION

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 organizational age is a factor influencing the grantseeking experience. Increases in organizational age and the related increases in budget and staff size mirror an increase in the organizational capacity to engage in active grantseeking.

Older 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 age range.

- The median award total for very young organizations was $10,000.

- The median of total awards for young organizations was $26,575.

- For younger middle age organizations, the median of total awards was $35,000.

- The median award total for older middle age organizations was $75,000.

- The median award total for mature organizations was $86,500.

- Among very mature organizations, the median of total awards was $134,000.

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 age range, and reflected the relationship between increased staff sizes and increased awards. For example, 57% of very young organizations submitted at least one grant application; of those, 47% won one or more awards. Very young organizations had a median annual budget of $75,000 and were primarily staffed by volunteers (44%), had less than one full-time equivalent employee (16%), or employed one to five people (29%). In comparison, 84% of very mature organizations submitted at least one grant application; of those, 82% won one or more awards. Very mature organizations had a median annual budget of $8,000,000 and primarily employed one to five people (17%), 26 to 75 people (13%), or over 200 people (41%).

The type of funder also tended to vary by organizational age range. Private foundations continued to be the most frequently cited source of grant awards for organizations of all ages. Federal government funding frequency increased with organizational age range, while very young 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).

We at GrantStation hope the State of Grantseeking Reports help to alleviate some of the frustration among nonprofit organizations as they engage in grantseeking activities. Overall, this report speaks

to the importance of targeting the right grantmakers. How can this report help your organization find the funding it needs?

First, compare your organization's grantseeking to this report. Are there areas of performance where your organization excels, or where it could stand to improve? Next, set realistic expectations for the projected contribution of grant awards to your total budget, using the results of this survey as one of your guides.

Because these reports are meant to serve you and to help you determine where you need to focus your energy, you may consider setting aside time in your next Board of Directors meeting to discuss this report and how the information can be used to help you build a successful and resilient grant management strategy.

Finally, consider investing in tools to help organizational growth, such as Membership in GrantStation. At GrantStation, we help you to keep your organization financially healthy through assistance in developing a strong grantseeking strategy. Member Benefits provide the tools for you to find new grant sources, build a strong grantseeking program, and write winning grant proposals.

Ellen C. Mowrer

President and COO, GrantStation

COMPARISON BY ORGANIZATIONAL AGE

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

For this report, organizational age ranges are defined as:

| Organizational Age Range	Range Name	% of Respondents	Median Budget Amount
0 to 5 Years	Very Young	15%	$75,000
6 to 10 Years	Young	11%	$172,500
11 to 25 Years	Younger Middle Age	23%	$359,000
26 to 50 Years	Older Middle Age	28%	$1,165,650
50 to 100 years	Mature	15%	$2,978,325
Over 100 Years	Very Mature	8%	$8,000,000

KEY DEMOGRAPHICS

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


Median Annual Budget

Staff Size
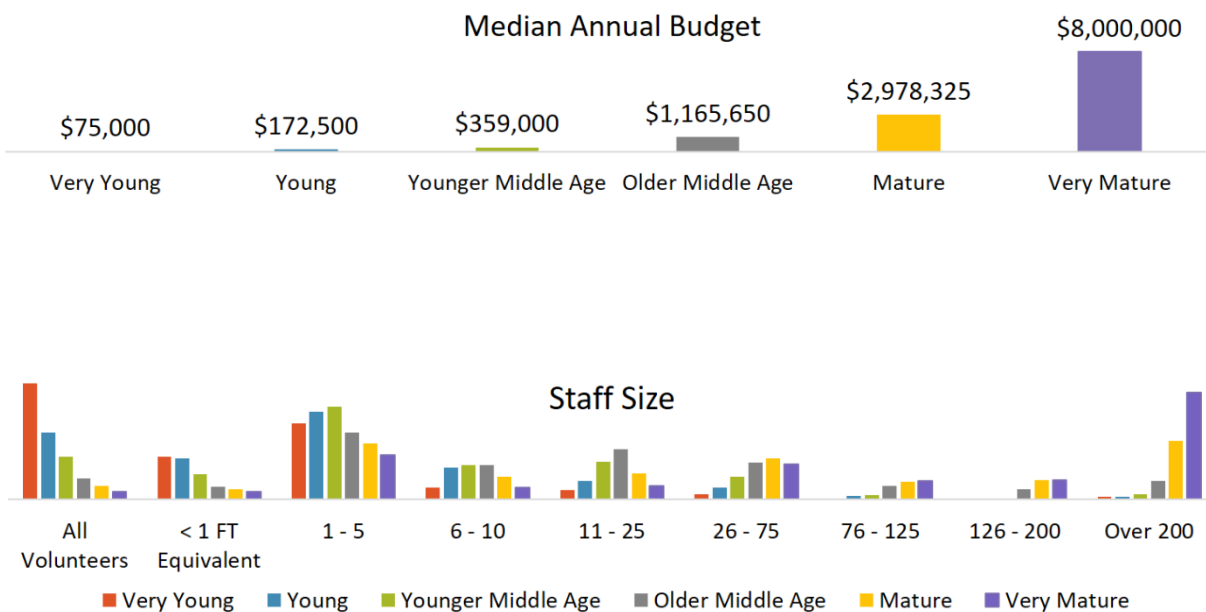
GRANTSEEKING ACTIVITY

Increases in organizational age had little effect on increased grantseeking activity. However, very mature organizations less frequently reported increases in the number of applications, and very young organizations less frequently reported larger awards or increases in the number of awards than did other organizations.
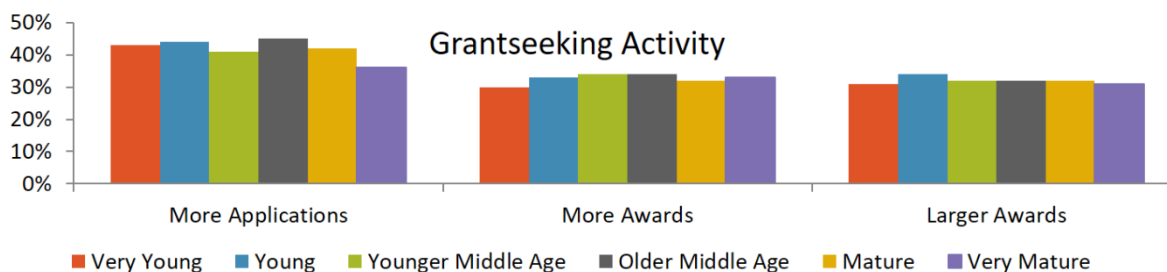

## GRANT FUNDING BUDGET CONTRIBUTION

Grant funding was a greater percentage of the annual budget for young and younger middle age organizations.
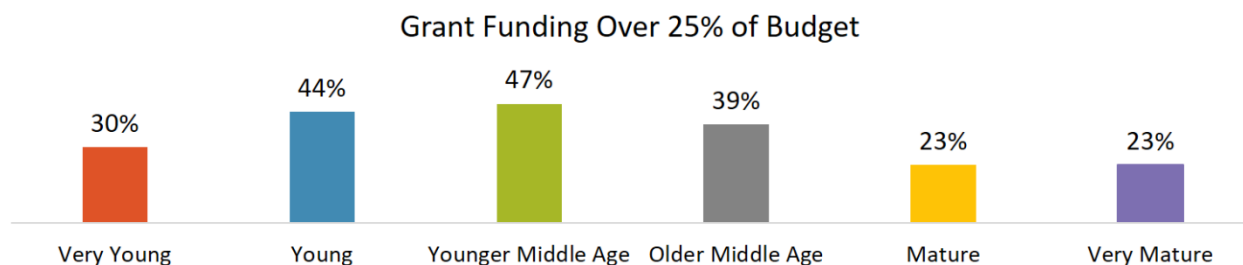
APPLICATION AND AWARD RATES

Organizational grant application and award rates related positively to budget and staff sizes. Very young and young organizations consistently reported lower application and award rates.

Award Rates

| Very Young	Young	Younger Middle Age	Older Middle Age	Mature	Very Mature
47%	64%	77%	82%	83%	82%
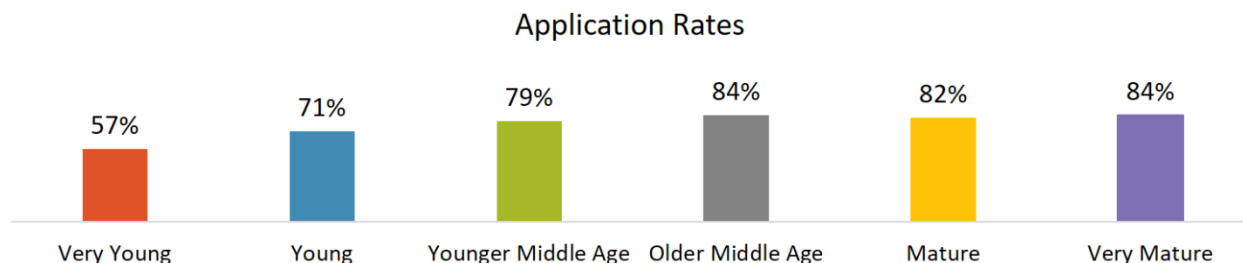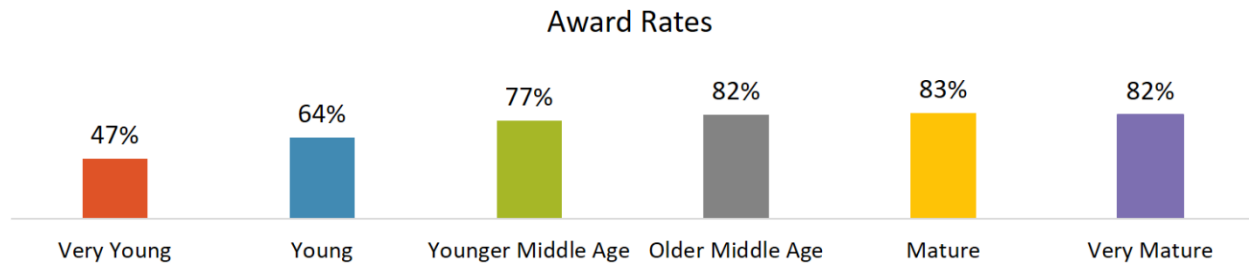
Between July and December 2017:

- Fifty-seven percent of very young organizations submitted at least one grant application; of those, 47% won one or more awards. Very young organizations had a median annual budget of $75,000 and were primarily staffed by volunteers (44%), had less than one full-time equivalent employee (16%), or employed one to five people (29%).

- Seventy-one percent of young organizations submitted at least one grant application; of those, 64% won at least one award. Young organizations had a median annual budget of $172,500 and were primarily staffed by volunteers (25%), had less than one full-time equivalent employee (16%), or employed one to five people (33%).

- Seventy-nine percent of younger middle age organizations submitted at least one grant application; of those, 77% won one or more awards. Younger middle age organizations had a median annual budget of $359,000 and were primarily staffed by volunteers (16%), employed one to five people (35%), or employed six to 25 people (27%).

- Eighty-four percent of older middle age organizations submitted at least one grant application; of those, 82% won at least one award. Older middle age organizations had a median annual budget of $1,165,600 and employed one to five people (25%), six to 25 people (32%), or 26 to 75 people (14%).

- Eighty-two percent of mature organizations submitted at least one grant application; of those, 83% won at least one award. Mature organizations had a median annual budget of $2,978,325 and primarily employed one to five people (21%), six to 25 people (18%), 26 to 75 people (15%), or over 200 people (22%).

- Eighty-four percent of very mature organizations submitted at least one grant application; of those, 82% won one or more awards. Very mature organizations had a median annual budget of $8,000,000 and primarily employed one to five people (17%), 26 to 75 people (13%), or over 200 people (41%).

## GRANT FUNDING SOURCES

Private foundations continued to be the most frequently cited source of grant awards for organizations of any age. Government funding frequency increased with organizational age. Very young 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 older organizations (excluding "other" sources of funding).

Sources of Funding
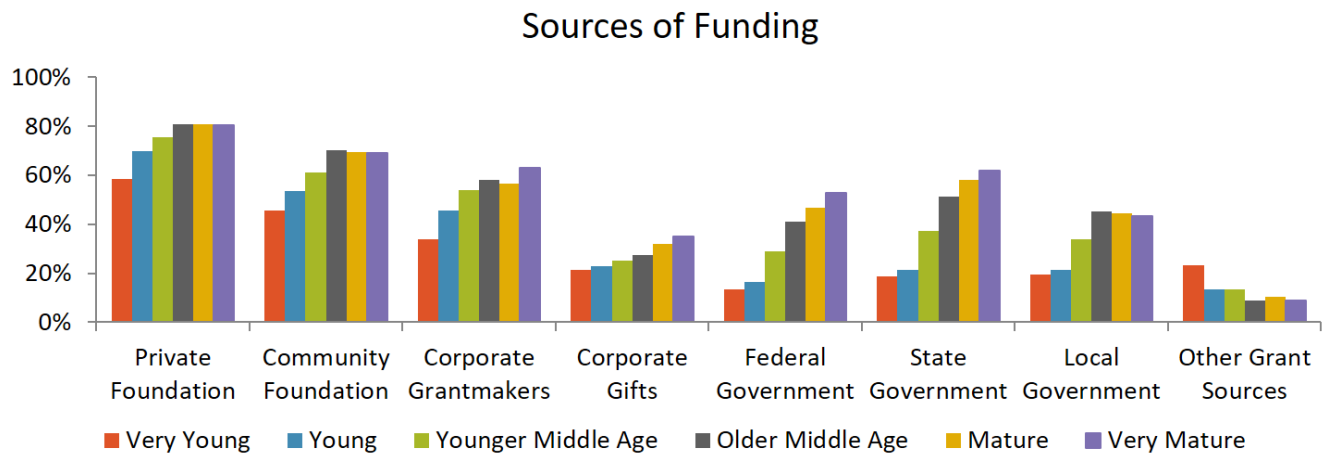
TOTAL AWARDS

As with organizational grant application and award rates, total award size related positively to organizational age, budget, and staff sizes. Older organizations consistently reported larger amounts of total grant funding. 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 organizational age.
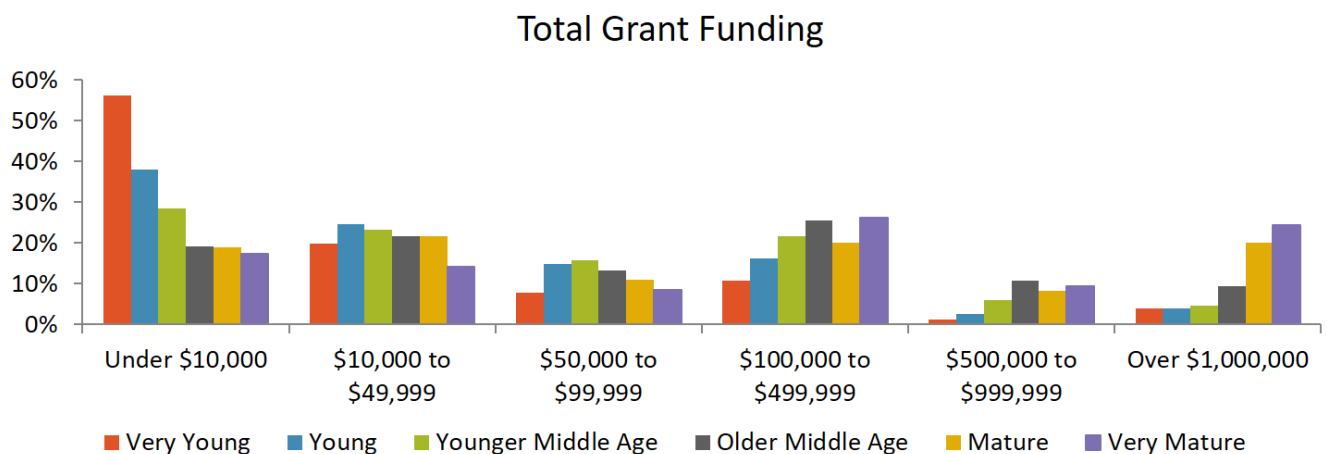
Total Grant Funding

- The median award total for very young organizations was $10,000.
- The median of total awards for young organizations was $26,575.
- For younger middle age organizations, the median of total awards was $35,000.
- The median award total for older middle age organizations was $75,000.

- The median award total for mature organizations was $86,500.
- Among very mature organizations, the median of total awards was $134,000.
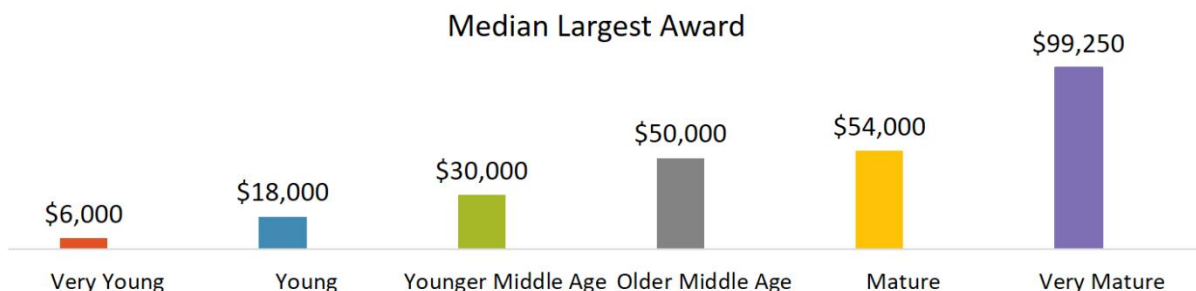
LARGEST SOURCE OF TOTAL FUNDING

When the largest source of total funding is viewed through the lens of age, 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, community foundations and corporate grantmakers are more frequently reported as the largest total funding source by younger middle age organizations, while Federal government funding frequency generally increases in proportion to organizational age.

Largest Source of Total Funding

Legend: Very Young, Young, Younger Middle Age, Older Middle Age, Mature, Very Mature
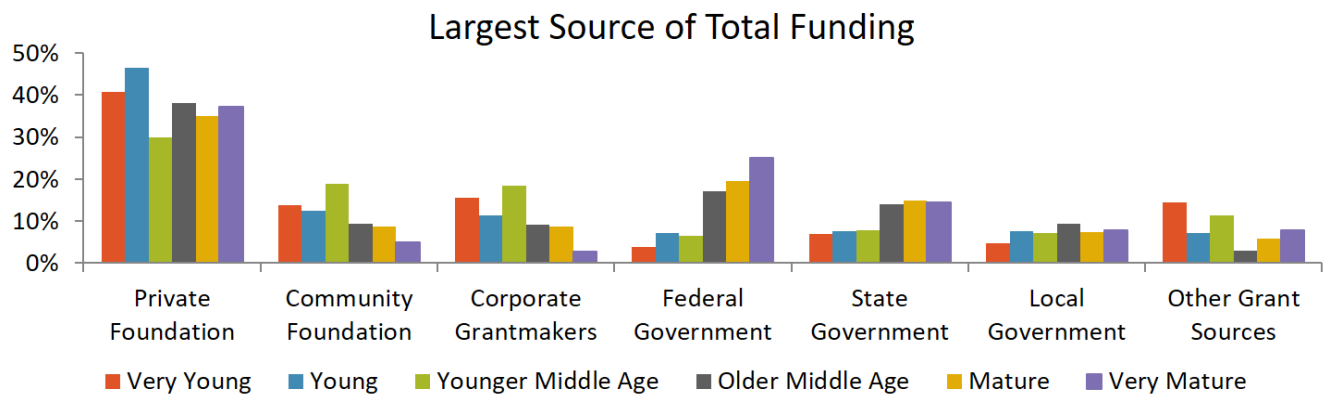
LARGEST INDIVIDUAL AWARD

Again, older organizations consistently reported larger award sizes. Larger individual award sizes related positively to greater organizational age, budget, and staff sizes. For all respondents, the median largest individual award was $35,000. This chart shows the differences by organizational age range. These variations speak to the importance of comparing your organization to organizations of similar ages.

Median Largest Award

Very Young	Young	Younger Middle Age	Older Middle Age	Mature	Very Mature
$6,000	$18,000	$30,000	$50,000	$54,000	$99,250

LARGEST INDIVIDUAL AWARD SOURCE

Organizations also reported variations in largest individual award funding tendencies based on organizational age. 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, for the largest individual award source, the funding frequency of community foundations is in inverse proportion organizational age, while Federal government funding frequency increases in proportion to organizational age.

Largest Individual Award Source
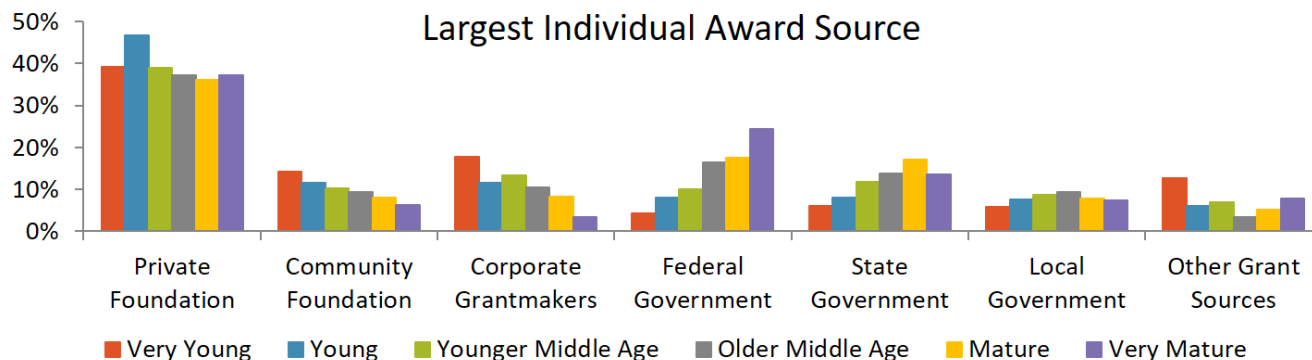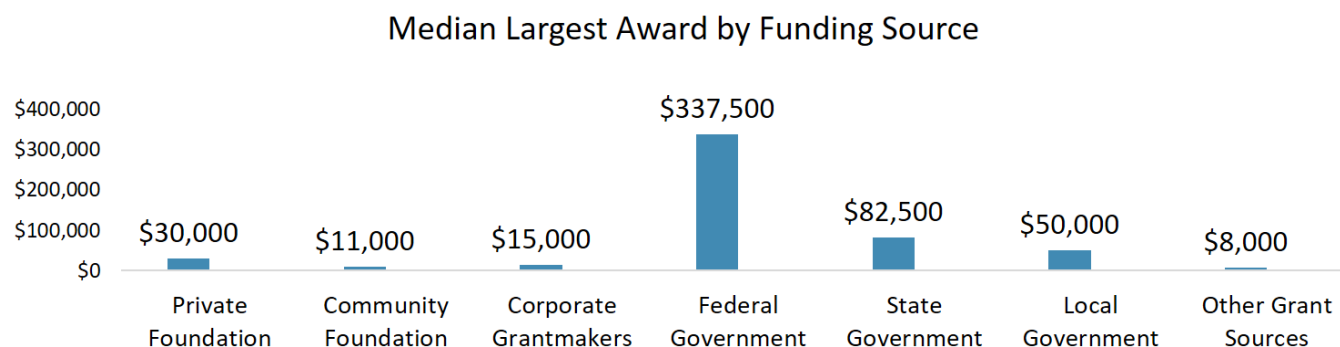

The median award size by funding source is included in the chart below to provide context.

Median Largest Award by Funding Source

Funding Source	Median Largest Award
Private Foundation	$30,000
Community Foundation	$11,000
Corporate Grantmakers	$15,000
Federal Government	$337,500
State Government	$82,500
Local Government	$50,000
Other Grant Sources	$8,000

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 organizational age, while general support funding tended to decrease with organizational age.

When planning your grants strategy, consider the most frequent funding source in conjunction with the support type and the award size. For example, based on the largest individual award size, funder type, and support type, a young organization may wish to apply to private foundations for project/program support of $18,000.

Largest Award Support Type

Project/Program   General

■ Very Young ■ Young ■ Younger Middle Age ■ Older Middle Age ■ Mature ■ Very Mature
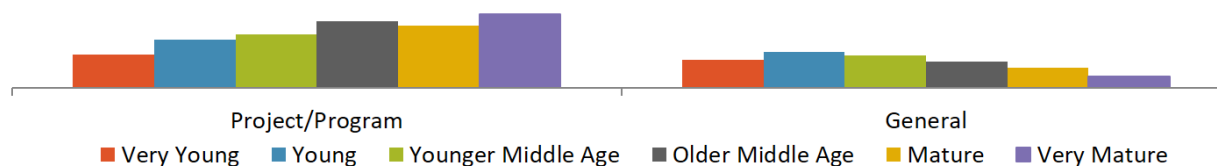
LARGEST AWARD LOGISTICS

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 very mature organizations (34%), while a short grant cycle of less than a month was more frequently reported by very young organizations (16%).
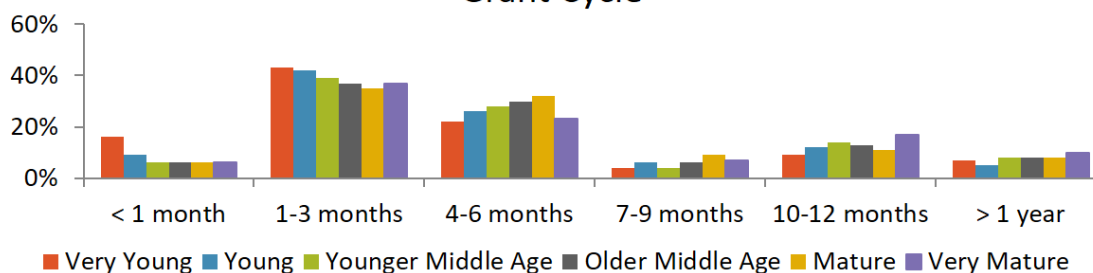
Once an award decision had been determined, funders released the award monies quickly; most respondents reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported most frequently by very mature organizations (32%).
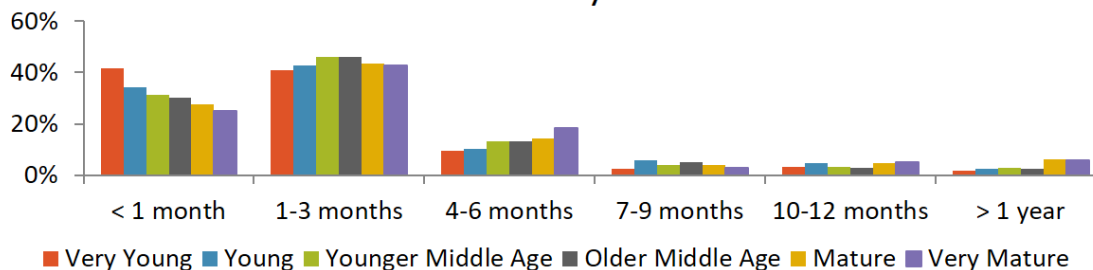
COLLABORATIVE GRANTSEEKING

COLLABORATION BY ANNUAL BUDGET

Emphasis on collaborative grantseeking keeps growing among both government grantmakers and private sector grantmakers, as these funders want to benefit the maximum number of individuals. Increases in organizational age, with the implied increases in budget size, staff size, and infrastructure, had an effect on collaborative activities.

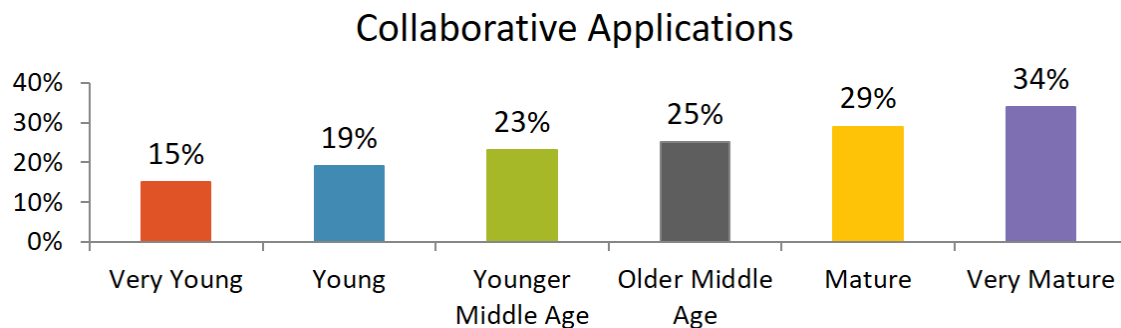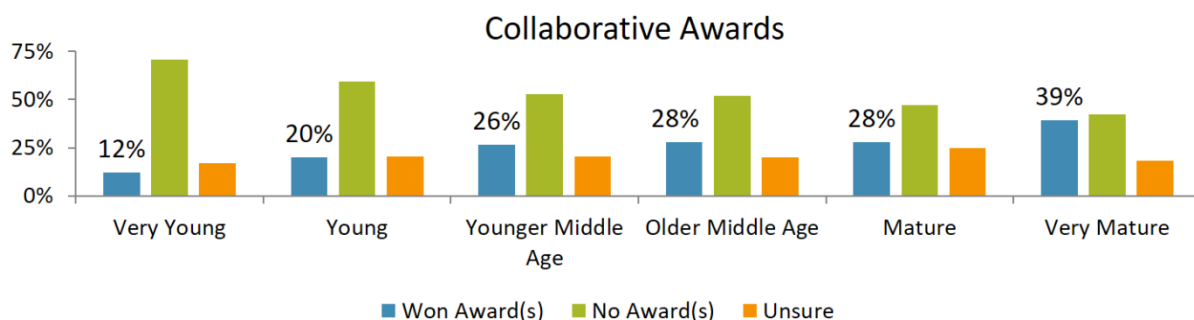Fifteen percent of very young organizations, with a median annual budget of $75,000, participated in collaborative grantseeking in the last six months of 2017. In comparison, 34% of very mature organizations, with a median annual budget of $8,000,000, participated in collaborative grantseeking during this period.

Collaborative Applications

Age Group	Percent
Very Young	15%
Young	19%
Younger Middle Age	23%
Older Middle Age	25%
Mature	29%
Very Mature	34%

Of those organizations that did submit a collaborative application, older 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.

Collaborative Awards

Age Group	Won Award(s)
Very Young	12%
Young	20%
Younger Middle Age	26%
Older Middle Age	28%
Mature	28%
Very Mature	39%

■ 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 of all age ranges, and there were many similarities in comments from both those who participated in collaborative grantseeking and those who did not. Many comments focused on the 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:

Very Young Organizations

- I believe it is fundamentally a sound practice to ensure a funder's funds can be used across multiple organizations.

- Grant administration and the fair and equitable distribution of any award is a challenge, but not insurmountable. It seems most grantmakers are interested in collaboration, but not necessarily supporting an infrastructure of true collaboration.

- It takes a huge amount of work but makes for a very strong proposal.

Young Organizations

- Collaborative efforts are very productive when the guidelines and understandings are clearly stated from the beginning.

- It is difficult and time-consuming, but does have some programmatic value.

- I think it is very difficult to collaborate effectively and there is little ongoing support to make sure it is successful. Collaborative ideas are easy to come up with, but much harder to implement.

Younger Middle Age 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.

- As long as organizational missions and values are in sync, it's a good idea. There needs to be a clear delineation of responsibilities.

- It helps organizations develop strong community partners, which will aid in their work if they do not already have those partnerships in place. This is also good for grant funders as having collaborations already in place is a good indicator of an organization that has support and ties in the community.

Older Middle Age 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.

- If it's done well, it can be a boon. If it's just a requirement for the sake of publicity, or to receive funding, or because it is the "du jour" area getting funded, then it hurts more than helps.

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

Mature Organizations

- 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 feel grant professionals follow the guidelines and "suggestions" of funders. More and more funders are requiring or favoring collaboration. To be successful, you submit projects that fit the funder's priorities.

- It can be helpful in the impact of the grant dollars, but can result in extra paperwork and coordination between agencies.

Very Mature Organizations

- I think it shows funders a greater level of commitment to the project, and that multiple agencies are contributing and potentially leveraging non-grant resources to support the program.

- Organizational collaborations can lead to very successful proposals. They can prove tricky, however, during the grant reporting stages.

- I often find it causes mission drift, and increases peripheral projects to please a funder rather than benefiting 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 age range, indirect/administrative costs comprised 20% or less of the annual budget for 68% of very young organizations, 71% of young organizations, 66% of younger middle age organizations, 69% of older middle age organizations, 54% of mature organizations, and 54% of very mature organizations.

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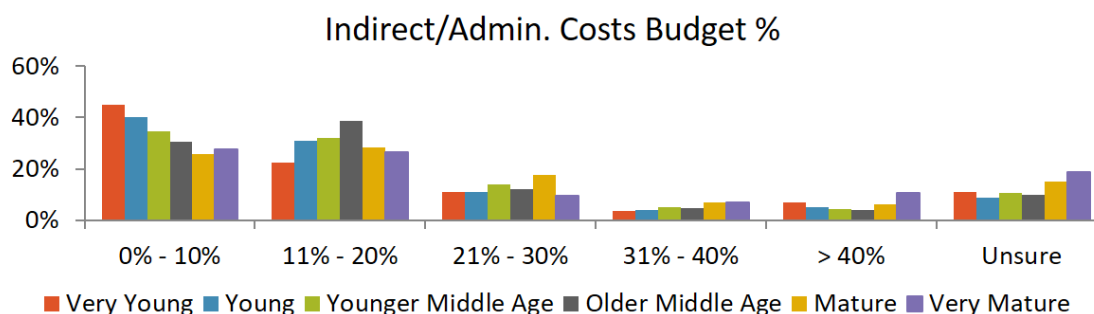
The most frequent source of indirect/administrative funding for all respondents was individual donations (41%).
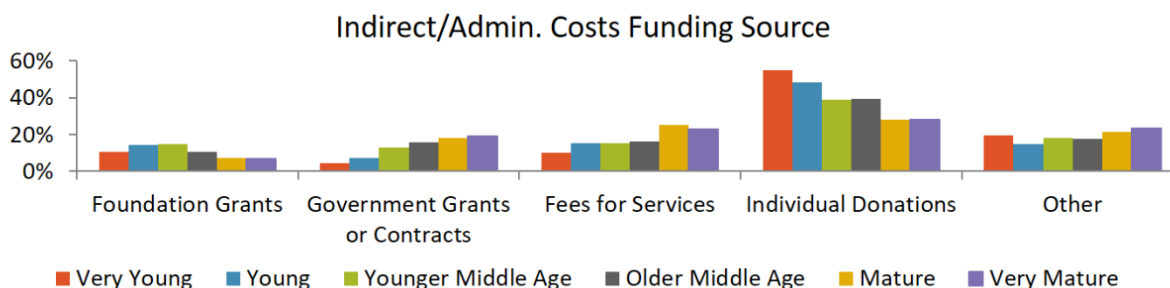

Indirect/Admin. Costs Funding Source

By organizational age range, individual donations were the most frequent source of indirect/administrative funding for 55% of very young organizations, 48% of young organizations, 39% of younger middle age organizations, 40% of older middle age organizations, 28% of mature organizations, and 28% of very mature organizations.
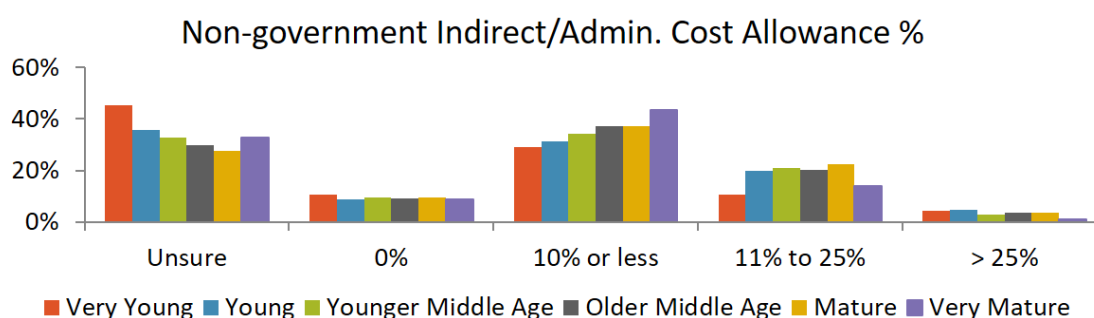
Government grants or contracts increased as the most frequent source of indirect/administrative funding in tandem with increases in organizational age.

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, varied by organizational age. Non-government funders allowed 10% or less of an award for indirect/administrative costs for 29% of very young organizations, 31% of young organizations, 34% of younger middle age organizations, 37% of older middle age organizations, 37% of mature organizations, and 44% of very mature organizations.

The amount of award funding allocated for indirect/administrative costs was unknown for 45% of very young organizations, 36% of young organizations, 33% of younger middle age organizations, 30% of older middle age organizations, 28% of mature organizations, and 33% of very mature organizations.

Non-government Indirect/Admin. Cost Allowance %

Categories: Unsure, 0%, 10% or less, 11% to 25%, > 25%
Legend: Very Young, Young, Younger Middle Age, Older Middle Age, Mature, Very Mature

INDIRECT/ADMINISTRATIVE COST TRENDS

Most respondents reported that their indirect/administrative costs remained the same. However, these costs increased for 34% of very young organizations, 41% of young organizations, 33% of younger middle age organizations, 33% of older middle age organizations, 30% of mature organizations, and 34% of very mature organizations.

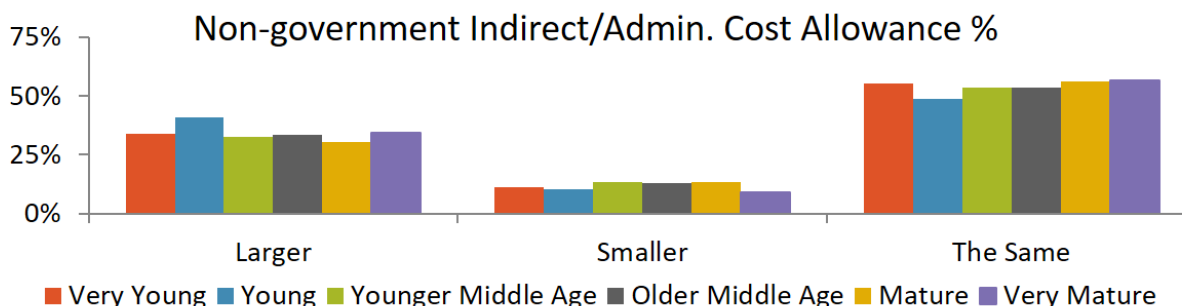Indirect/administrative costs decreased for only 9% to 14% of organizations by budget range.

Non-government Indirect/Admin. Cost Allowance %

Categories: Larger, Smaller, The Same
Legend: Very Young, Young, Younger Middle Age, Older Middle Age, Mature, Very Mature

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 young (52%), younger middle age (54%), older middle age (57%), mature (76%), and very mature (80%) age ranges reported that they reduced indirect/administrative costs by eliminating staff, while 55% of very young organizations increased their reliance on volunteer labor.

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

Reduction Technique	Very Young	Young	Younger Middle Age	Older Middle Age	Mature	Very Mature
Reduced services/programs offered	17%	6%	24%	22%	13%	20%
Reduced organization hours	9%	9%	15%	8%	4%	0%
Reduced organization geographic scope	6%	6%	6%	5%	7%	0%
Reduced staff salaries	9%	21%	21%	17%	16%	13%
Reduced number of staff	26%	52%	54%	57%	76%	80%
Reduced staff hours	9%	24%	27%	25%	16%	20%
Increased reliance on volunteer labor	55%	39%	28%	31%	16%	7%
Buying groups/economy of scale	2%	6%	5%	9%	13%	13%
Space/location sharing	23%	24%	15%	7%	11%	7%

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 conducted a review of program and service expenditures to identify efficiency strategies, and recalibrated programs and services to achieve those efficiencies.

- 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 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 in order to free up staff to focus on outreach and relationship building. We also streamlined administrative processes.

- We moved to a less expensive location.

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 organizational age range, this challenge was most frequently reported by young organizations (23%) and was least frequently reported by very mature organizations (18%).

The challenge of researching and finding grants was most frequently reported by very young organizations (16%), and decreased as a challenge in proportion to increased organizational age.

By organizational age range, challenges to grantseeking were reported as follows:

Grantseeking Challenge	Very Young	Young	Younger Middle Age	Older Middle Age	Mature	Very Mature
Competition	9%	8%	11%	14%	11%	15%
Reduced funding	2%	4%	6%	7%	12%	10%
Economic conditions	5%	4%	4%	6%	5%	7%
Funder practices and requirements	10%	13%	13%	12%	14%	16%
Internal organizational issues	2%	4%	4%	4%	6%	8%
Lack of time and/or staff	20%	23%	21%	21%	22%	18%
Need for a grantwriter	15%	10%	7%	5%	4%	7%
Relationship building with funders	9%	8%	9%	8%	8%	5%
Research, finding grants	16%	14%	14%	14%	10%	7%
Writing grants	5%	7%	4%	4%	3%	3%
Other	7%	4%	7%	5%	4%	4%

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 ORGANIZATIONAL AGE

As illustrated by the *Spring 2018 State of Grantseeking™ Survey* results, organizational age is a factor influencing the grantseeking experience.

It is interesting to note the growth in organizational capacity and sustainability as defined by age, annual budget, staff size, respondent role, and grantseeker role. For example, 44% of very young organizations were staffed by volunteers, while 41% of very mature organizations employed over 200 people.

The following are typical organizations from each organizational age range.

VERY YOUNG ORGANIZATIONS – 0 TO 5 YEARS OLD:

Very young organizations comprised 15% of survey respondents; the median annual budget reported was $75,000. Very young organizations frequently reported annual budgets under $50,000 (46%), between $50,000 and $99,000 (17%), and between $100,000 and $249,999 (16%). Seven percent of very young organizations reported annual budgets over $1,000,000. Sixty-nine percent of respondents from small organizations were directly associated with their organizations at an executive level. Nonprofit organizations comprised 93% of very young organizations and educational institutions comprised 2% (of those, 80% were K-12 schools). Forty-four percent of very young organizations were staffed by volunteers, while 16% employed less than one full-time equivalent and 29% employed one to five people. Volunteers (19%), staff members (35%), and board members (29%) held grantseeking responsibilities. Forty-three percent were located in a mix of service area types (rural, suburban, and urban) and 29% were in urban service areas. The most frequent geographic service reach for very young organizations was multi-county (17%), one state (14%), or international (14%). Human Services (16%), Education (12%), Youth Development (11%), and Art, Culture, and Humanities (11%) were the most frequently reported mission focuses. Forty-seven percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

YOUNG ORGANIZATIONS – 6 TO 10 YEARS OLD:

Young organizations comprised 11% of survey respondents; the median annual budget reported was $172,000. Young organizations frequently reported annual budgets under $50,000 (27%), between $100,000 and $249,999 (21%), and between $250,000 and $499,999 (13%). Sixteen percent of young organizations reported annual budgets over $1,000,000. Sixty-five percent of respondents from young organizations were directly associated with their organizations at an executive level. Nonprofit organizations comprised 93% of young organizations and educational institutions comprised 2% (of those, 83% were K-12 schools). Twenty-five percent of young organizations were staffed by volunteers, while 16% employed less than one full-time equivalent and 33% employed one to five people. Volunteers (14%), staff members (48%), and board members (20%) held grantseeking responsibilities. Forty-four percent were located in a mix of service area types (rural, suburban, and urban) and 27% were located in urban service areas. The most frequent geographic service reach for young organizations was multi-county (21%), one state (13%), or international (13%). Human Services (17%), Education (11%) and Animal Related (9%) were the most frequently reported mission

focuses. Fifty-one percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

YOUNGER MIDDLE AGE ORGANIZATIONS – 11 TO 25 YEARS OLD:

Younger middle age organizations comprised 23% of survey respondents; the median annual budget reported was $359,000. Younger middle age organizations frequently reported annual budgets under $50,000 (16%), between $100,000 and $249,000 (19%), between $250,000 and $499,000 (15%), and between $500,000 and $999,999 (14%). Twenty-eight percent of younger middle age organizations reported annual budgets over $1,000,000. Sixty percent of respondents from younger middle age organizations were directly associated with their organizations at an executive level. Nonprofit organizations comprised 93% of younger middle age organizations and educational institutions comprised 3% (of those, 73% were K-12 schools). Younger middle age organizations frequently reported being staffed by volunteers (16%) or employing between one and five people (35%), six and ten people (13%), or 11 and 25 people (14%). Staff members (62%) held grantseeking responsibilities. Forty-one percent of younger middle age organizations were located in a mix of service area types (rural, suburban, and urban), and 27% were located in urban service areas. The most frequent geographic service reach for younger middle age organizations was multi-county (23%), one county (14%), international (12%), or one state (12%). Human Services (19%), Art, Culture, and Humanities (13%), and Education (13%) were the most frequently reported mission focuses. Fifty percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

OLDER MIDDLE AGE ORGANIZATIONS – 26 TO 50 YEARS OLD:

Older middle age organizations comprised 28% of survey respondents; the median annual budget reported was $1,165,650. Older middle age organizations frequently reported annual budgets between $100,000 and $499,000 (22%), between $500,000 and $999,999 (14%), and between $1,000,000 and $4,999,999 (31%). Fifty percent of older middle age organizations reported annual budgets over $1,000,000. Thirty-two percent of respondents from older middle age organizations were directly associated with their organizations at an employee level, and 52% were associated with their organizations at an executive level. Nonprofit organizations comprised 93% of older middle age organizations, and educational institutions comprised 3% (of those, 62% were colleges or universities). Twenty-five percent of older middle age organizations employed between one and five people, while 32% employed between six and 25 people and 14% employed between 26 and 75 people. Staff members (76%) held grantseeking responsibilities. Forty percent of these organizations were located in a mix of service area types (rural, suburban, and urban) and 30% were located in urban service areas. The most frequent geographic service reach for older middle age organizations was multi-county (30%), one county (16%), or one state (12%). Human Services (27%), Art, Culture, and Humanities (13%), and Education (10%) were the most frequently reported mission focuses. Fifty-three percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

MATURE ORGANIZATIONS – 51 TO 100 YEARS OLD:

Mature organizations comprised 15% of survey respondents; the median annual budget reported was $2,978,325. Mature organizations frequently reported annual budgets between $500,000 and $999,999 (12%), between $1,000,000 and $4,999,000 (20%), between $5,000,000 and $24,999,999 (22%), and over $25,000,000 (19%). Sixty-one percent of mature organizations reported annual budgets over $1,000,000. Thirty-seven percent of respondents from mature organizations were directly associated with their organizations at an employee level and 44% were associated with their organizations at an executive level. Mature organizations were mainly comprised of nonprofit organizations (78%), educational institutions (9%), and government or tribal agencies (7%). (Colleges or universities comprised 67% of respondents from educational institutions.) Twenty-one percent of mature organizations employed between one and five people, while 15% employed between 26 and 75 people and 22% employed over 200 people. Staff members (73%) held grantseeking responsibilities. Forty-two percent of these organizations were located in a mix of service area types (rural, suburban, and urban) and 27% were located in urban service areas. The most frequent geographic service reach for mature organizations was multi-county (27%), one county (14%), one state (11%), or international (11%). Human Services (22%), Education (16%), and Art, Culture, and Humanities (15%) were the most frequently reported mission focuses. Thirty-nine percent of mature organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

VERY MATURE ORGANIZATIONS – OVER 100 YEARS OLD:

Very mature organizations comprised 8% of survey respondents; the median annual budget reported was $8,000,000. Very mature organizations frequently reported annual budgets between $1,000,000 and $4,999,999 (16%), between $5,000,000 and $9,999,999 (9%), between $10,000,000 and $24,999,999 (13%), and over $25,000,000 (35%). Seventy-three percent of very mature organizations reported annual budgets over $1,000,000. Forty-six percent of respondents from very mature organizations were directly associated with their organizations at an employee level and 33% were associated with their organizations at an executive level. Very mature organizations were mainly comprised of nonprofit organizations (60%), educational institutions (19%), and government or tribal agencies (16%). (Colleges or universities comprised 70% of respondents from educational institutions.) Seventeen percent of very mature organizations employed between one and five people, while 13% employed between 26 and 75 people and 41% employed over 200 people. Staff members (77%) held grantseeking responsibilities. Thirty-eight percent of these organizations were located in a mix of service area types (rural, suburban, and urban) and 32% were located in urban service areas. The most frequent geographic service reach for very mature organizations was multi-county (22%), international (18%), or one city/town (14%). Education (22%), Human Services (19%), Religion (13%), and Art, Culture, and Humanities (10%) were the most frequently reported mission focuses. Thirty-five percent of very mature 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*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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