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We extend our appreciation to the underwriters for their invaluable support.



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SOUTHEAST TEXAS
Nonprofit Development Center
Connecting Nonprofits to Success



WASHINGTON NONPROFITS



KEY FINDINGS

GRANTSEEKING ACTIVITY

- Ninety percent of respondents applied for grant funding in 2019.
- Among those organizations with active grantseekers, 70% reported that one to two people were directly involved with the grant process.
- Compared to the same period in the prior year, 53% of respondents applied for more grants and 43% were awarded more grants. In addition, 40% reported the receipt of larger awards.
- Application rates varied by funder type; 90% of respondents applied for private foundation funding in 2019.
- Applying for at least three grant awards increased the frequency of winning an award. Thirty-four percent of organizations that submitted one application won no awards. However, only 6% of organizations that submitted three to five applications won no awards. Of the organizations that submitted six to ten applications, 3% or fewer won no awards. And all organizations that submitted 11 or more applications won at least one award.

AWARDS

- Fifty-three percent of respondents reported grant funding as comprising 25% or less of their annual budget.
- Total awards of \$100,000 or more were reported by 61% of respondents.
- The median of total grant funding was \$196,925; the median largest individual award was \$77,500.
- The median largest award from non-government funders was \$40,000 (an aggregate of private foundations, community foundations, corporate grantmakers, and “other” funding sources).
- The median largest award from government funders (an aggregate of local, state, and Federal government) was \$265,000.
- The most frequently reported type of support for the largest award was project or program support (44%); general support was the largest award type for 21% of respondents.

FEDERAL GOVERNMENT AWARDS

- Of all respondents to *The 2020 State of Grantseeking™ Survey*, 42% stated that their organizations receive Federal funding on a regular basis and 36% received Federal funding in 2019.
- The largest award median for the Federal government was \$608,575.
- Most organizations that received Federal funding in 2019 reported that their largest Federal award came in the form of grants (70%) or contracts (14%).
- Fifty-two percent of the funds for the largest Federal award originated directly from the Federal government; 30% originated as pass-through Federal funding via a state government.
- Thirty-eight percent of respondents reported that matching funds were required in their largest Federal award. Of those, 60% could use in-kind gifts toward the match total.
- Sixty-three percent of respondents reported that their largest Federal award included indirect or administrative cost funding.

DONOR-ADVISED FUND (DAF) AWARDS

- Among our respondents, 42% received DAF awards, while 45% did not receive DAF awards, and 13% were unsure if they received this type of funding.
- Donor-advised funds provided 10% or less of total grant funding for 51% of respondents. Thirty-six percent of respondents were unsure of the percentage of DAF awards to total grant funding.

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 63% of respondents.
- The grant process takes staff. For 61% of respondents, one to two people were directly involved in the grantseeking process for the largest individual award, while 29% of respondents reported that three to five people were directly involved.
- The grant process takes time. Research and submission each took three days or fewer for 60% or more of respondents. Developing a strategic plan took three days or fewer for 51% of respondents, while writing the grant application took between two days and two weeks for 67% of respondents. Subsequent reporting requirements took three days or fewer for 59% of respondents.

- Once an award decision had been determined, funders released the award monies quickly; 71% of respondents reported receiving the award within three months of notification.

INDIRECT/ADMINISTRATIVE COSTS

- Compared to indirect/administrative costs for the prior year, 52% of respondents reported that these costs had remained the same, while 36% reported that these costs had increased. Indirect/administrative costs decreased for 12% of respondents.
- Respondents generally kept their costs low; 65% reported indirect/administrative costs as 20% or less of their total budgets.
- The most frequently reported indirect/administrative cost control techniques involved managing staff and volunteers, either through eliminating staff (44%), increased reliance on volunteer labor (30%), or reductions in services and programs (20%).
- Individual donations (36%) were the most frequent source of indirect/administrative funding, while foundation grants (14%) and government grants and contracts (14%) were the least frequent sources.
- Only 8% of respondents reported that non-government funders would not cover any level of indirect/administrative costs. However, 39% of respondents reported an allowance of 10% or less for these costs.

COLLABORATION

- Most respondents (62%) did not participate in collaborative grantseeking in 2019.
- Forty percent of those respondents that did submit a collaborative grant application reported winning an award.
- Increases in annual budget size, with the implied increases in staff and infrastructure, influenced collaborative activities. Sixty-eight percent of organizations with budgets of \$25,000,000 or more participated in collaborative grantseeking in 2019, whereas only 13% of organizations with budgets under \$100,000 participated in collaborative grantseeking during this period.

CHALLENGES TO GRANTSEEKING

- Lack of time and/or staff (18%) continued to be the greatest challenge to grantseeking among respondents. Increased competition for finite monies (14%) and difficulty in finding grant opportunities that matched with specific missions, locations, or programs (12%) were also frequently cited as the greatest challenge to successful grantseeking.

- After March 20, 2020, 54% of respondents within the other challenges category reported COVID-19 as the greatest challenge to grantseeking.

ORGANIZATION ANNUAL BUDGET

- Larger organizations consistently reported larger award sizes. Median total awards ranged from \$10,000 for small organizations to \$4.5 million for extra-large organizations. The median size of the largest individual award ranged from \$8,000 for small organizations to over \$1.7 million for extra-large organizations.
- Federal and state government funding frequency generally increased with organizational budget size, whereas local government, corporate, community foundation, and “other” funding sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) decreased in relation to budget size. Private foundation funding was most frequently reported by small, medium, and large organizations.

ORGANIZATION MISSION FOCUS

- Award sizes varied by organizational mission focus. Educational Institutions reported a median award total of \$2.75 million, while Religion-Related organizations reported a median award total of \$9,600. The median size of the largest individual award ranged from \$6,700 for Religion-Related organizations to over \$650,000 for Educational Institutions.
- Private foundations were the largest source of total grant funding for organizations of every mission focus except for Educational Institutions and organizations with Housing and Shelter and Public Benefit missions, for which the Federal government was the most frequently reported source of total grant funding.

METHODOLOGY

The 2020 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 year 2019. For the purpose of visual brevity, response rates are rounded to the nearest whole number; totals will range from 98% to 102%.

The 2020 State of Grantseeking™ Survey was open from February 12, 2020, through March 31, 2020, and received 3,256 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 2020 State of Grantseeking™ Report* uses focused survey results, including data 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 [Foundant-GrantHub](#), the [Grant Professionals Association](#), 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 2020 State of Grantseeking™ Report* in oral or written format, presentations, texts, online, or other contexts, please contact Ellen Mowrer at ellen.mowrer@grantstation.com.

STATISTICAL DEFINITIONS

- Descriptive statistics: The branch of statistics devoted to the exploration, summary, and presentation of data. The State of Grantseeking Reports use descriptive statistics to report survey findings. Because this survey was not scientifically conducted, inference—the process of deducing properties of the underlying population—is not used.
- Mean: The sum of a set of numbers, divided by the number of entries in a set. The mean is sometimes called the average.
- Median: The middle value in a set of numbers.
- Frequency: How often a number is present in a set.
- Percentage: A rate per hundred. For a variable with n observations, of which the frequency of a certain characteristic is r, the percentage is $100 \cdot r/n$.
- Population: A collection of units being studied.

ABOUT GRANTSTATION



Serving both individuals and partners that represent hundreds of thousands of grantseekers, [GrantStation](#) is a premier suite of online resources for nonprofits, municipalities, tribal groups, and educational institutions. We write detailed and comprehensive profiles of grantmakers, both private and governmental, and organize them into searchable databases (U.S., Canadian, and International).



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

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

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ABOUT THE UNDERWRITERS



Welcome Home Grant Professional!

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

You will find over 3,000 other grant professionals just like you. You can connect with your peers via GrantZone (GPA's private online community) to share best practices, ask questions, and develop relationships.

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

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



GRANTHUB

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

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

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

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

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

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

				
Managing your funders and grant opportunities	Tracking tasks and grant deadlines	Streamlining the creation of new proposals	Keeping a central repository of important grant documents	Tracking, reporting, and communicating grant fundraising reports

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



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

Need tech on a nonprofit budget?

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

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