

Addendum to “A Grant Writing Starters Kit for Your Club or Organization” presentation at the 2017 USYSA NSCAA Soccer Convention and Workshop by Dave Brown, DB Communications.

Dear Workshop Attendees and Others: Because of the shortness of our session, here are the things I would have covered had we more time. I hope they prove helpful. Dave Brown, DB Communications.

HOW TO READ A FAMILY FOUNDATION or CORPORATE GIVING WEBSITE

Following is a lesson on how to read a family foundation or corporate giving website. You can take your time to read through this as carefully as your time and interest allow. Remember that as a professional who might be reviewing anywhere from 20 to 30 of these for a specific project, I look to go through them as quickly and efficiently as possible as this is close to the process I will describe to you.

IMPORTANT NOTE: We are looking at an established and well-known foundation in the Seattle area. If I was *not* familiar with the foundation the *very first thing* I would look at would be the **Guidelines** section. There you will find the foundation’s restrictions - or what and where they *don’t* fund. This is going to be the quickest way to find out whether this grantor is a potential match for me and therefore can be ruled out or ruled in as a prospective.

I would typically be looking at a “pre-screened” list (more about this below) and know that our project is not clearly *ruled out* by the Guidelines. (Remember from our presentation. “*Guidelines (in some cases anyway) are just that!*”) Funding restrictions are often found in the Guidelines section or simply named “What We Fund” or similar.

Here we go:

Example One. The [Medina Foundation](#) (Seattle, WA): I have selected this as a *very* typical medium sized family foundation. Reviewing this site with the advice below will introduce you to the process of figuring out if a funder is a potential match for you. As is often the case, Medina Foundation giving is restricted to the local area or region it is located in, so again use this as a study to learn how to read potential funder’s website in your own areas.

Take a quick look at the tab entitled **Who We Are**. You might want to scan or read this section more carefully in order to get the full context. As someone who has to look at lots of these, I would go straight to the sub-tab titled **Board**. By checking the board list, I’ve learned a little about the nature of the foundation, its resources (likely large, as this case is “old money”, meaning that what likely started as a large endowment* has been growing for years) and also will record the members of the board to later research them and see if they have connections to the grant-seeking organization I’m working with.

In this case there two names stick out to me – the distinctive family name of Clapp as well as Gardner. The Clapp family oversaw the Weyerhaeuser (as in timber) Company and fortune but at this time is completely separate from Weyerhaeuser corporate giving. The other names, Gardner, are relatives of the late former Washington Governor Booth Gardner who was adopted as a step-son by the then head of the Clapp fortune.

Next, I will look at the **Staff**, both in terms of the number and their job titles. This will tell me who will likely be reviewing my materials and who I might have to call if I have questions. I might find out something in common to talk about with them or even discover a possible connection based on where they went to school or were formerly employed.

Going next to **Guidelines** under **How to Apply**, will often provide some more context and detail to what they do and don't fund.

While there, I will look at the **Application Process** to check on **due dates**, exactly what they are requiring in terms of **application materials** and to any other **restrictions**. As you can see, there is a fair bit of information to be absorbed but to put it in context, federal grants such as issued by Dept. of Education or National Science Foundation often come with up to 75 pages of instructions!

Ok, now that I have a decent idea of what they require from organizations and what they say are their priorities, it's time to take a look at what they actually **do** fund.

Under **What We Fund** I will find a wealth of information. I will read quickly through **Focus (giving) Areas** (one of them is Youth Development where a soccer project would fall), **Initiatives** which will tell me about trends in their giving over the years and current interests. Next I'm headed for the **Past Grantees** and the **Annual Report** where I am going to look at where they are actually putting their money. This foundation is a little unique in that they laudably list both rather clearly. I'm finding out which areas they give most to and specifically to who they give.

You'll note that they've given some pretty good gifts to [Seattle/America Scores](#), which is a youth after-school program that *"...provides elementary school students from under-served communities with a five-day-a-week after school program combining literacy and athletics (soccer). With teamwork as the unifying value, America SCORES Seattle inspires youth to lead healthy lifestyles, be engaged students and become agents of change in their communities."*

Now I know they will support a soccer-based program that emphasizes some of the positive outcomes of soccer participation along with literature, leadership and healthy lifestyles.

So – if you were reading this you have likely have some more questions:

- Will they fund another organization doing something similar or with a slightly different focus?
- Is there a geographic overlap between the two different organizations?
- Is there a chance to partner with this or another organization that still makes sense for us?
- And maybe biggest of all – is this good prospect for us?

Also – I might find out whether producing a fundable project will help with your mission and is the cost worth it? This is where we get into the bigger questions of what types of programs do we want to sponsor and put our energy into. Only you can answer this, but remember the short discussion we had about "fungibility" as relates to operating funds.

*The most direct and accurate way to find out about what the size of a foundation's endowment and subsequent distributions (grants) are can be found by looking at a foundation's 990 form or using a service that aggregates them such as [GuideStar](#) - a great organization and web-site that provides a free to low-cost look at foundations and other charitable organizations through their Federal 990 forms or another service such as the much more expensive but incredibly powerful [Foundation Directory Online](#).

Example Two: The [Charlotte Martin Foundation](#). This in some ways is a very *untypical* foundation as they are one in the region that openly states they fund athletics. This is a fairly low-profile foundation in our area and its largest visibility is the naming of the football stadium at Washington State University and a smaller on-campus gym at Gonzaga University.

To save some time, I'd have you go directly to the **Program Areas** section and look under **Youth Athletic Guidelines**. Again, this will tell you the type of things they look for in their athletic programs.

Example Three. Ok, last stop in our tour of donation websites - this one being a **corporate funder**. Check out the funding guidelines as listed in the [Phillips 66 Philanthropy Page](#). Long-story short; do you see anything here about soccer or youth development for that matter? No, and yet they gave **\$700,000** to a local field project where I live here in Bellingham, north of Seattle. Why? I wasn't involved in this donation but have a strong sense it was influenced by three things: high-visibility, having a significant number of employee's kids involved in local soccer programs and likely a good connection within the field complex operators to the Phillips "brass" and/or community relations staff.

You can read about the project here to get some context if you are interested:

Phillips 66 Soccer Park

<http://whatcomsoccer.com/>

<http://www.bellinghamherald.com/news/local/article62552877.html>

BTW – a couple of things around this project which are not untypical issues that come up in field projects:

- ✓ Concern over **naming rights** of public parks and projects as addressed in the local paper article.
- ✓ After the field project was signed off by the county, a nearby resident found that the height of the **lighting** poles was twice what was allowed by zoning in the area and filed an objection or injunction. I think the matter is still being arbitrated.
- ✓ Another problem is that there have been some water retention **issues on the field** which is problematic during rain (which we have plenty of) but serious when frozen (which we don't get too much of). The issue that this highlights is: Who is responsible for fixing a problem that comes **after construction is completed**? Does the fault lie with the turf company or with whom installed it (might be one in the same). Did someone else grade the surface and were they the same folks responsible for the installation of the drainage system? Where and how does the customer seek redress to get the problem corrected? My point is that construction projects are tricky and contracts need to be entered into carefully with a lot of thought. (FULL DISCLOSURE: I am not in any way an expert in field construction or contracts, just offering this as food for thought.)

LIST OF GRANTS

Some folks asked if I could send the Excel list of grants to soccer that I displayed at the end of the session. I'm hesitant to send that out *en masse* in its original form but I am enclosing several pages of the largest grants at the end of this document. As I use them in Excel, they are **fully sortable** based on grant size, to which geographic area they were made, to which organizations, by year granted, etc. and of course can be easily converted to a data-base. The source of the spreadsheet is Foundation Directory Online which also provides instant links and searches on foundations themselves.

I hope this information is helpful. Thanks again for joining us and contributing to the session with your questions and comments.

Dave Brown

SAMPLE GRANTS TO SOCCER: Portion of 2531 grants that include the "keyword" soccer sorted by GRANT \$ AMOUNT (large to small)

GRANTMAKER NAME	GRANTMAKER STATE	RECIPIENT NAME	RECIPIENT CITY	RECIPIENT STATE/COUNTRY	YEAR AUTHORIZED	GRANT AMOUNT	SUPPORT STRATEGIES	DESCRIPTION
Anderson FDN	NJ	Players Development Academy	Bernardsville	NJ	2012	\$ 1,050,000		Program-related investment for the promotion and development of youth soccer in NJ
The Lozier FDN	NE	Heritage Services	Omaha	NE	2007	\$ 1,000,000	Capital and infrastructure	For South High Football and Soccer Stadium
Greater Houston Community FDN	TX	Texas Tech FDN	Lubbock	TX	2009	\$ 1,000,000	Building and renovations;	To build Texas Tech Soccer Stadium and Field House
Bill & Melinda Gates FDN	WA	Grassroot Soccer	Norwich	VT	2008	\$ 990,000	Program development;	To use power of soccer in fight against HIV/AIDS
The Harvest FDN of the Piedmont	VA	Martinsville, City of	Martinsville	VA	2010	\$ 865,895	Program development; General support;	For operations and programming at Smith River Sports Complex, as fiscal agent for Southern Virginia Recreational Facilities Authority. The Complex hosts youth matches, college and high school tournaments, camps and other events. The fields are available by reservation only for field sports such as

								soccer, lacrosse, football, field hockey, Ultimate Frisbee and other outdoor events
Jane and John Justin FDN	TX	Texas Christian University	Fort Worth	TX	2010	\$ 750,000	Program development; General support;	For women's soccer and for general fund
The Kresge FDN	MI	University of Hartford	West Hartford	CT	2005	\$ 700,000	Building and renovations;	For challenge grant toward construction of baseball and softball fields, and renovation of soccer and lacrosse field
Fulton & Susie Collins FDN	OK	University of Tulsa	Tulsa	OK	2014	\$ 700,000	Financial sustainability; Scholarships;	Endowment Collins College of Business Women's Soccer Memorial to Zink Scholarship Fund - Ivie
ExxonMobil FDN	TX	Grassroot Soccer	Norwich	VT	2013	\$ 600,000	Continuing support; Curriculum development;	For Prevention and Sports Curriculum for malaria prevention
ExxonMobil FDN	TX	Grassroot Soccer	Norwich	VT	2013	\$ 600,000	Continuing support; Curriculum development;	For Prevention and Sports Curriculum for malaria prevention
The Crotty Family FDN,	MA	Grassroot	Norwich	VT	2010	\$		

Inc.		Soccer				532,000		
ExxonMobil FDN	TX	Grassroot Soccer	Norwich	VT	2012	\$ 500,000	Curriculum development;	For Malaria - Prevention and Sports Curriculum
The Seattle FDN	WA	Seattle University	Seattle	WA	2012	\$ 500,000	Capital and infrastructure ;	For soccer field
Greater Kansas City Community FDN	MO	University of Missouri	Kansas City	MO	2008	\$ 500,000	Building and renovations;	For Athletic Department Construction of Soccer Stadium
The Community FDN Serving Richmond & Central Virginia	VA	Richmond Kickers Youth Soccer Club	Richmond	VA	2008	\$ 500,000	Capital campaigns;	For Kick Start Campaign, effort to build regional sports complex in Richmond area for soccer and swimming
Peter Kiewit FDN	NE	Creighton University	Omaha	NE	2006	\$ 500,000	Continuing support; Building and renovations;	For construction of new soccer stadium
Peter Kiewit FDN	NE	Creighton University	Omaha	NE	2004	\$ 500,000	Building and renovations;	Toward construction of new soccer stadium
Bill & Melinda Gates FDN	WA	Grassroot Soccer	Norwich	VT	2004	\$ 500,000	Program development; Continuing support;	For effective strategies for using African role models to educate against spread of HIV/AIDS in southern Africa
Peter Kiewit FDN	NE	Creighton University	Omaha	NE	2005	\$ 500,000	Continuing support; Building and renovations;	Toward construction of new soccer stadium

George S. and Dolores Dore Eccles FDN	UT	Ogden School FDN	Ogden	UT	2014	\$ 500,000		Over two years (\$500,000/yr. In 2014 and 2015), to assist in funding Phases I and II of the Ogden Community Soccer Complex, to be home field for Ogden High School soccer teams and available for other local student/adult teams and leagues
El Pomar FDN	CO	Colorado Springs Youth Sports Complex	Colorado Springs	CO	2006	\$ 440,000	Land acquisitions;	For land for youth soccer field
The Alaska Community FDN	AK	Kincaid Park	Anchorage	AK	2007	\$ 429,597	Building and renovations;	For construction and maintenance of cross-country trails, biathlon range and soccer fields
The M.A.C. AIDS Fund	NY	Grassroot Soccer	Norwich	VT	2015	\$ 425,000		AIDS Prevention/Care
The Arthur M. Blank Family FDN	GA	Atlanta Youth Soccer Association	Atlanta	GA	2004	\$ 400,000		
World Wide Technology FDN	MO	Saint Louis Scott Gallagher FDN	Fenton	MO	2012	\$ 400,000	Program development;	Further development of youth soccer program
W. K. Kellogg FDN	MI	Mangaung - University of the Free State Community Partnership Programme	Bloemfontein	South Africa	2012	\$ 399,878	Program development;	To improve job opportunities for women to alleviate poverty through training, coaching and mentoring and reduce HIV/AIDS

								among youth through a grassroots soccer program
The Roberts FDN	CA	Grassroot Soccer	Norwich	VT	2014	\$ 392,725	General support;	General support and tommy clark's nyc marathon
Rasmuson FDN	AK	Fairbanks Youth Soccer Association	Fairbanks	AK	2007	\$ 390,000	Capital and infrastructure ;	To develop soccer fields in South Davis Park Complex
The Robert Wood Johnson FDN	NJ	United States Soccer Federation FDN	Washington	DC	2013	\$ 350,142	Program development; Research;	To (1) broker and support the creation of joint-use/shared-use agreements in four cities and (2) identify and leverage community resources to increase access to physical activity programming as part of Safe Places to Play program in low-income urban communities
The Coca-Cola FDN, Inc.	GA	United States Soccer Federation FDN	Washington	DC	2012	\$ 350,000	Program development;	For Soccer for Success

The Coca-Cola FDN, Inc.	GA	United States Soccer Federation FDN	Washington	DC	2014	\$ 350,000	Program development;	This grant will fund an after-school sports-based youth program in underserved neighborhoods in Los Angeles, Houston, New York, Detroit, Miami and Denver, reaching a total of 7,450 students and 490 adults.
The Sherwood FDN	NE	Omaha Schools FDN	Omaha	NE	2009	\$ 326,000	Equipment; Capital and infrastructure ;	For Central High School Softball and Soccer Facility
Robert W. Woodruff FDN, Inc.	GA	Georgia State Soccer Association	Atlanta	GA	2003	\$ 300,000	Capital and infrastructure ;	For creation of park and youth soccer complex on Camp Creek Parkway
Ford FDN	NY	Grassroot Soccer	Norwich	VT	2009	\$ 300,000	Program development;	For activities using power, excitement and communication platform of 2010 World Cup to challenge harmful gender norms, combat gender-related violence and reduce transmission of HIV/AIDS
The Atlantic Philanthropies	NY	Centre on Philanthropy	Hamilton	Bermuda	2008	\$ 300,000		To connect disadvantaged Bermudian youth to youth development services by using mini-grants that

								support the island's soccer infrastructure to link children to services
Robert W. Woodruff FDN, Inc.	GA	Metro North Youth Soccer Association	Atlanta	GA	2004	\$ 300,000	Capital and infrastructure ;	For acquisition and conversion of brownfield into soccer fields in East Atlanta
The Thomas and Stacey Siebel FDN	CA	Great Falls Soccer FDN	Great Falls	MT	2004	\$ 300,000	General support;	For general operating support
BBVA Compass FDN	AL	UAB Educational FDN	Birmingham	AL	2014	\$ 300,000		Blazer Soccer Stadium at UAB
The Oak FDN		U.S. Soccer FDN	Washington	DC	2012	\$ 299,327	Program development;	To fund a free afterschool sports-based youth development project to address the causes of childhood obesity and juvenile delinquency in Raleigh-Durham, North Carolina. The goal is to ensure that children in underserved communities have easy and affordable access to high quality programmes that support their physical and personal development

Ford FDN	NY	Grassroot Soccer South Africa	Cape Town	South Africa	2013	\$ 270,000	Program development;	For an integrated program to address HIV, teenage pregnancy and gender-based violence among South African adolescents and young adults in three provinces
The Ahmanson FDN	CA	Pueblo Nuevo Development	Los Angeles	CA	2010	\$ 250,000	Building and renovations;	Toward construction of a soccer field and basketball court
The Dow Chemical Company FDN	MI	Midland Soccer Club	Midland	MI	2005	\$ 250,000		
The Herbert H. and Grace A. Dow FDN	MI	Midland Soccer Club	Midland	MI	2005	\$ 250,000	General support; Continuing support;	For operating support
Weingart FDN	CA	Boys and Girls Club, Challengers	Los Angeles	CA	2004	\$ 250,000	Building and renovations;	Toward construction of state-of-the-art track and regulation-sized soccer field
The Arthur M. Blank Family FDN	GA	Atlanta Youth Soccer Association	Atlanta	GA	2004	\$ 250,000		For grant made through Atlanta Falcons Youth FDN
The Ahmanson FDN	CA	Los Angeles Parks FDN	Los Angeles	CA	2015	\$ 250,000		Toward Phase I refurbishments for the Ferraro Soccer Complex
W. K. Kellogg FDN	MI	Fundacion Defensores del Chaco	Buenos Aires	Argentina	2007	\$ 249,600	Program development;	To foster youth participation and citizenship through developing Latin American league of street soccer

<p>The Abell FDN, Inc.</p>	<p>MD</p>	<p>Living Classrooms FDN</p>	<p>Baltimore</p>	<p>MD</p>	<p>2011</p>	<p>\$ 240,000</p>	<p>Equipment;</p>	<p>For three-year funding for support of the Physical Education Initiative for Commodore John Rodgers Elementary/Middle School to address severe gaps in the physical education program. In collaboration with Playworks, the Living Classrooms' Physical Education Initiative will offer at least one hour of moderate to vigorous physical activity per day with a structured before-school, recess, and after-school program. Along with the oversight of a physical education teacher, Playworks will provide training to school staff, install sports and playground equipment, and initiate intramural soccer and lacrosse programs. The goal is to increase student achievement by engaging the</p>
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								students in physical education
John and Maureen Hendricks Charitable FDN	MD	Maryland Soccer FDN	Boys	MD	2015	\$ 236,617		To supportthe maryland soccerplex

<p>Comic Relief UK</p>		<p>Grassroot Soccer (UK)</p>		<p>South Africa</p>	<p>2014</p>	<p>\$ 234,645</p>	<p>Program development;</p>	<p>HIV and AIDS continue to be one of the biggest challenges in South Africa. Nearly 40% of all new adult HIV infections are among young people. This is because of a lack of knowledge, harmful gender norms, gender- based violence, harmful use of drugs and alcohol and a lack of access to youth-friendly health services. Grassroot Soccer addresses these issues by using football-based activity to engage young people in HIV education and support programmes. Participants receive HIV and life skills education, support for health referrals, HIV counselling and testing and follow-up support. This grant will build on this work and provide Grassroot Soccer with funding that will support</p>
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								improved curricula, coach development and strengthened partnerships.
The Norcliffe FDN	WA	Saint Martins University	Lacey	WA	2009	\$ 217,420	Building and renovations;	To construct new recreation and fitness center along with track-soccer fields
The Joseph B. Gould FDN	CA	Fort Lewis College - Mens Soccer	Durango	CO	2009	\$ 215,900	Continuing support; Scholarships;	For scholarship program
The Norcliffe FDN	WA	Saint Martins University	Lacey	WA	2010	\$ 214,200	Building and renovations;	To construct new recreation and fitness center along with track/soccer fields
The Herbert H. and Grace A. Dow FDN	MI	Midland Soccer Club	Midland	MI	2006	\$ 209,000	Program development;	For expansion

The Herbert H. and Grace A. Dow FDN	MI	Midland Soccer Club	Midland	MI	2005	\$ 208,000	Continuing support; General support;	For operating support
The Herbert H. and Grace A. Dow FDN	MI	Midland Soccer Club	Midland	MI	2004	\$ 208,000	Building and renovations;	For parking, field expansion and renovation
The California Endowment	CA	Los Angeles Brotherhood Crusade	Los Angeles	CA	2011	\$ 200,050	Program development;	For Health-Promoting Scholastic Sports Soccer Experience
The James Irvine FDN	CA	Los Angeles Brotherhood Crusade	Los Angeles	CA	2015	\$ 200,000	Pilot programs;	For 2015 - Brotherhood Crusade - Leadership Awards Impact Fund; To launch a Soccer for Success demonstration project, in partnership with the Los Angeles Unified School District's Beyond the Bell afterschool program
Annenberg FDN	CA	Los Angeles Parks FDN	Los Angeles	CA	2014	\$ 200,000	Program development;	For the John Ferraro Athletic Fields Refurbishment Initiative, which will create updated soccer complex located in Griffith Park in Los Angeles, California
Albert & Bessie Mae Kronkosky Charitable FDN	TX	Bandera Sports Complex	Bandera	TX	2006	\$ 200,000	Program development;	For Phase II Soccer Field Complex

John and Maureen Hendricks Charitable FDN	MD	Maryland Soccer FDN	Boys	MD	2006	\$ 200,000		
Ford FDN	NY	Moving the Goalposts Kilifi	Kilifi	Kenya	2010	\$ 200,000	Program development;	To use football (soccer) as starting point for empowering girls and providing reproductive health information and to study Kilifi community's role in addressing sexual and reproductive health and rights and HIV
The Columbus FDN and Affiliated Organizations	OH	University of Rio Grande-Rio Grande Community College	Rio Grande	OH	2003	\$ 200,000	Scholarships;	For scholarships for Men's Soccer Team
The California Endowment	CA	Action Council of Monterey County	Salinas	CA	2011	\$ 194,400	Program development;	For A Public Health Approach to Violence - Salinas Soccer Complex Expansion
Monterey Peninsula FDN	CA	University Corporation at Monterey Bay	Seaside	CA	2013	\$ 190,000	Capital and infrastructure ; Program development;	For Capital and program support: Soccer field improvements and Computer Science/Information Technology program with Hartnell College
The Joseph B. Gould FDN	CA	Fort Lewis College - Mens Soccer	Durango	CO	2008	\$ 175,000	Scholarships;	For scholarship program