



Growing the Foundation Pipeline

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Overview

1. Types of Foundations
2. Foundation Pipeline Construction, Growth, & Maintenance
3. Discussion

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Types of Foundations

IRS Definition

- **Private Foundations**
 - few donors
 - often one or two family members
- **Public Charities**
 - many donors
 - many sources -- individuals, businesses, government agencies, other foundations)

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Types of Foundations

More Meaningful Categories

- Have they funded your organization before?
- Do they support your peer institutions?
- Transparent vs. Mysterious
- Connected with a family? A company? A community?
- Mission / Philanthropic Interest/s
- Type/s of giving
- Size of donation
- Do they fund in your area?
- Relationship analogies...
- Referrals...

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Construction & Maintenance

1. Research and prioritize
2. Schedule your proposals
3. Execute on your plan
Follow the guidelines
Get another set of eyes on your work
4. Seek feedback
5. Reflect and adjust
6. Seek green shoots

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Discussion & Questions

Thank you!