The Spring 2014 State of Grantseeking™ Report
# TABLE OF CONTENTS

Executive Summary ................................................................. 3
Grant Funding ............................................................................. 5
Total Funding and Largest Awards ............................................ 8
Government Funding ................................................................. 11
Grant Activity ............................................................................ 12
Comparison by Organizational Budget ....................................... 13
Comparison by Service Area ...................................................... 17
Comparison by Mission Focus .................................................... 22
Challenges to Grantseeking ....................................................... 29
Performance Indicator Use ....................................................... 33
Administrative/Overhead Costs .................................................. 34
Who Participated? ..................................................................... 36
Methodology ............................................................................. 40
About the Underwriters .............................................................. 40
EXECUTIVE SUMMARY

The Spring 2014 State of Grantseeking™ Report is the result of the eighth semi-annual informal survey of nonprofits conducted by GrantStation to help illustrate the current state of grantseeking in the U.S. This year, the survey and report were underwritten by the Grant Professionals Association, the National Council of Nonprofits, and PhilanTech.

New questions on grantseeking performance measurement tools and on administrative and overhead costs were created in collaboration with the National Wildlife Federation and the National Council of Nonprofits.

This report is made possible by your participation; we hope that the information and benchmarks that follow will assist 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, and our collaborators, we thank you.

Key Findings

- Fewer organizations relied on grant funding for over 75% of their annual budgets (10%), reflecting a 33% decrease in the past two years.

- In this report, 44% of respondents applied for more grants; 33% were awarded more grants, and 30% reported receipt of larger awards than during the same period in the prior year.

- Compared to the Fall 2013 Report, private foundation awards increased by 5%, community foundation awards increased by 9%, and corporation awards in the form of gifts of products or services increased by 14%.

- Private foundations continued to trend as the largest source of total award funding. In the Spring 2012 Report, private foundations were separated from the Federal government as the source of the largest award by only three percentage points; in this report they were separated by 15 percentage points.

- Private foundations were most often the source of the largest award. For the first time, state government awards surpassed Federal awards as the second most frequent source of the largest grant award.

- Compared to the Fall 2013 Report, the median award size of the largest grant increased by 2%, to $47,000.

- The median award size of the largest grant award for organizations with any government source as the largest total funder was 413% larger than that of organizations with non-government sources as the largest total funder.

- Compared to the Fall 2013 Report, the median award size for organizations with the Federal government as the largest source of total funding decreased by 12%.

- The median largest award sizes for small, medium, and large organizations were $5,000, $26,500, and $122,500, respectively.
• The median largest award size for rural organizations was $25,000; suburban organizations had a median largest award of $23,600, urban organizations had a median largest award of $64,750, and organizations serving all areas reported a median largest award of $50,000.

• Half or more of organizations focused on Art, Culture, and Humanities (63%), Community Improvement (50%), Education (74%), Environment (55%), Housing (55%), and Youth Development (56%) reported a largest award size under $50,000. Half or more of organizations focused on Health (55%) and Human Services (52%), and Educational Institutions (67%) reported a largest award size over $50,000.

• “Lack of time and/or staff” (22%) continued to be the greatest challenge to grantseeking among respondents; “economic conditions” decreased to 6%.

• Our respondents (95%) told us that they did not use any grant industry benchmarks to compare their grantseeking performance with external standards.

• Our respondents kept their costs low; 63% reported administrative and overhead costs under 20% of their budgets. Only 10% of survey respondents reported costs over 30% of their budgets.
GRANT FUNDING

The information in this report, unless otherwise specified, reflects recent and trending grantseeking activity during the last six months of 2013 (July through December.)

Revenue Sources
Nonprofits raise funds from a number of sources. The Urban Institute (The Nonprofit Sector in Brief: Public Charities, Giving, and Volunteering, 2013) reports that fees for services and goods from private sources (46.6%) were the largest source of overall funding, followed by fees for services and goods from governments (23.2%), private contributions (12.6%), government grants (9.5%), and investment and other income (8.1%).

Grant Funding Budget Contribution
More organizations reported that grant funding contributed between 11% and 50% of their annual budgets than in any grantseeking survey conducted in the past two years. Fewer organizations relied on grant funding for over 75% of their annual budgets, reflecting a 33% decrease since the Spring 2012 Report.

Application Rates
Application rates for grant awards have shown little variation from year to year (84% to 87% over the past five reports). A rate of 87% of Spring 2014 respondents applied for grant funding during the last six months of 2013 (July through December.)

Variation in application rates did occur by organization size (based on annual budget); the larger the organization, the more likely they were to have applied for grant funding, and the more likely they were to have staff assigned to grant writing.
Grant Funding Sources
Private foundations, community foundations, and corporations continued to be the most frequently cited sources of grant awards. Compared to the Fall 2013 Report, private foundation awards increased by 5%, community foundation awards increased by 9%, and corporation awards in the form of gifts of products or services increased by 14%. “Other” grant sources included religious organizations, the United Way, donor-advised funds, civic organizations, and individual donors.

Grant Requests and Awards
Most respondents (90%) submitted a grant request during the last six months of 2013. Of those, 49% submitted between three and ten grant requests during the last half of 2013 (July through December). At least one grant award was received by 84% of respondent organizations in the last half of 2013. Over half of these organizations (57%) received between one and five awards.

Organization budget size was the key factor defining the number of grant applications made and awards won. Of small organizations with budgets under $100,000, 28% reported that they submitted no grant applications and 42% reported that they received no grant awards. Medium organizations with budgets between $100,000 and $1,000,000 reported that 7% submitted no applications and 14% received no
awards, and large organizations with budgets over $1,000,000 reported that 4% submitted no applications and 5% received no awards.

The correlation between applications submitted and awards won can be seen in the chart below. Some awards received in the last half of 2013 resulted from applications submitted at an earlier time.

![Chart](chart.png)

20% of respondents applied for three to ten grants and won three to five awards.
TOTAL FUNDING AND LARGEST AWARDS

The information on total funding and largest awards in the Spring 2014 Report reflects grant activity during the period from July through December 2013.

Total Grant Funding

The value of total grant award funding continued to show clear ranges of below $50,000 (41% of respondents), between $50,000 and $500,000 (38% of respondents), and over $500,000 (21% of respondents). The increase in awards of over $500,000 (21% in this report vs. 17% in the Fall 2013 Report) may reflect an early trend toward larger awards, when contrasted to the decrease in awards of $100,000 to $499,999 and the fairly static levels of awards under $100,000.

Largest Source of Total Funding

Survey respondents indicated that private foundations were their largest source of total grant funding, followed by Federal grants and state grants. Organizations indicated 10% or less of each of the other sources as their largest total funder. Religious groups, private gifts, and the United Way were most frequently cited within the “other sources” response.
Private foundations continued to trend as the largest source of total award funding. In the Spring 2012 Report, private foundations were separated from the Federal government as the source of the largest award by only three percentage points; in this report they are separated by 15 percentage points.

Second Largest Source of Total Funding
While the most respondents listed private foundations as the largest source of total funding, they were also the most popular response to the question asking for the second largest source of total funding. Of note is a 23% increase in community foundations as the second largest source of total funding compared to the Spring 2013 Report.

Largest Award Source
Of organizations that received grant awards, private foundations were most often the source of the largest award, followed by state governments, the Federal government, and corporations. Organizations indicated that 10% or less received their largest grant award from community foundations, local governments, or “other” sources. State government awards surpassed Federal awards as the second most frequent source of the largest grant award. Corporate giving rose slightly, but was less frequently selected as the source of the largest award than in the past.
Largest Award Size and Benchmarks

Compared to the Fall 2013 Report, there was a 7% increase in organizations with a largest award from $10,000 to $50,000, and a 9% decrease in those with a largest award under $10,000. The median award size increased by 2%. The average largest award size increased by 10%, due to a 26% increase in the number of organizations that reported largest awards over $1,000,000.
GOVERNMENT FUNDING

Government Funding Sources
Larger organizations (based on annual budget) reported government funding sources more frequently than smaller organizations. Organizations that received government funding relied on grants to fund a larger portion of the annual budget. Over 25% of the budget was funded by grants for 53% of organizations that reported government awards as their largest source of total funding vs. 36% of organizations that did not report government awards as their largest source of total funding.

Total Awards
Any source of government funding increased the total awards size. Of organizations with a non-governmental source as their largest funder, 30% reported total awards over $100,000. Of organizations that reported a government source as their largest funder, 62% reported total awards over $100,000, while 74% of organizations with the Federal government as the largest funder reported total awards over $100,000.

Largest Award Benchmarks
For organizations with any government source as the largest total funder, the median award size of the largest grant award was 413% larger than that of organizations with non-government sources as the largest total funder. Compared to the Fall 2013 Report, the median award size for organizations with the Federal government as the largest source of total funding decreased by 12%. The median award size for organizations with any government source as the largest total funder increased by 38%. The median award size for organizations with non-government sources as the largest total funder increased by 67%.
GRANT ACTIVITY

Recent Activity
In the last half of 2013, 81% of respondents applied for the same number of grants (37%) or more grants (44%) than they did from July through December 2012. Of respondent organizations, 70% were awarded the same number of grants (47%) or more grants (33%) compared to the prior year. Moreover, 69% of respondents told us that their organizations received awards of the same size (39%) or larger (30%).

Historic Activity
Among respondent organizations, grant activity continued to rebound from the low point reported in the Fall 2012 Report. While the number of grant applications and the award size decreased slightly from the Spring 2013 Report, the number of organizations that received more grant awards than during the same period in the prior year reached a new high, 33% vs. 29% in the Spring 2013 Report.

Future Activity
Our respondents are optimistic about the future: 47% expect to be awarded more grants in the next six months, and 35% expect to receive the same number of awards. The number of respondents expecting to receive more awards in the future reflects a 21% increase in optimism compared to the Fall 2013 Report.
COMPARISON BY ORGANIZATIONAL BUDGET

Organizational size determined by annual budget is a key factor influencing the grantseeking experience. When viewed through the lens of budget, variations among organizational profiles and grant management profiles help us to understand the state of grantseeking in 2014 at a more granular and actionable level. For this report, organizational budgets are defined as small (budgets under $100,000), medium (budgets between $100,000 and $999,999), and large (budgets of $1,000,000 and over.) The information below reflects grantseeking activity during the last six months of 2013 (July through December.)

Grant Funding Budget Contribution
Grant funding was a greater percentage of the annual budget for organizations with medium budgets. Grants contributed over 50% of the annual budget for 28% of medium organizations, compared to 20% of small organizations and 22% of large organizations. Small organizations reported the least reliance on grant funding. Grants contributed less than 25% of the annual budget for 69% of small organizations, compared to 49% of medium organizations and 64% of large organizations.

Grant Funding Sources
Private foundations and community foundations continue to be the most frequently cited sources of grant awards for all organizations. Excluding “other” sources of funding, small organizations reported any source of funding at lower rates (16% to 52%) than did medium (33% to 81%) and large
(51% to 87%) organizations. All sources of funding (excluding “other” sources) increased in conjunction with increased organizational budget size. “Other” grant sources included religious organizations, the United Way, donor-advised funds, religious or civic organizations, and individual donors.

Largest Source of Total Funding

Private foundations were the largest source of total grant funding for organizations of all budget sizes. Community foundations and “other” sources were more frequently the largest funder for small organizations, while state governments were more frequently the largest funder for medium and large organizations. Federal government funding increased with organization budget size as the largest source of total funding.

Compared to the Fall 2013 Report, the number of organizations reporting private foundations as the largest source of total grant funding increased for organizations of all budget sizes. Small organizations reported an increase in community foundations as the largest source of total funding, medium organizations reported an increase in state governments as the largest source of total funding, and large organizations reported an increase in the Federal government as the largest source of total funding.
Total Amount of Grant Awards
Larger total grant awards were reported by larger organizations. Total grant awards over $100,000 were reported by 4% of small organizations, 26% of medium organizations, and 63% of large organizations.

Total grant awards under $25,000 were reported by 80% of small organizations, 33% of medium organizations, and 9% of large organizations. The largest number of respondents from small organizations (43%) reported total grant awards under $5,000. Of medium organizations, 22% reported awards from $50,000 to $100,000 and $100,000 to $500,000. Of large organizations, 31% reported awards from $100,000 to $500,000.

As a comparison, in the Fall 2013 Report, the largest number of respondents from small organizations (38%) reported total grant awards under $5,000; 23% of medium organizations reported awards from $50,000 to $100,000, and 37% of large organizations reported awards from $100,000 to $500,000.

Largest Grant Award Source
Private foundations were the source of the largest award for organizations of all budget sizes. The second most frequently reported source of the largest grant award was community foundations (20%) for small organizations, state governments (17%) for medium organizations, and the Federal government (25%) for large organizations.

Government funding (Federal, state, and local) was the source of the largest award for 34% of small organizations, 32% of medium organizations, and 52% of large organizations.

Largest Award Size
Small organizations (65%) most frequently reported a largest award of under $10,000. Medium organizations (43%) most frequently reported a largest award between $10,000 and $50,000. Large organizations (30%) most frequently reported a largest award between $100,000 and $500,000.
**Largest Award Benchmarks**
The median size of the largest grant award is a key benchmark to measure organizational grantseeking success. Median award size is impacted by organizational budget size; for example, the median award for small organizations is 89% less than that of all respondents, and the median award for large organizations is more than 2.5 times larger than that of all respondents.

<table>
<thead>
<tr>
<th>Largest Award Size</th>
<th>All</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowest $</td>
<td>$35</td>
<td>$35</td>
<td>$169</td>
<td>$1,500</td>
</tr>
<tr>
<td>Highest $</td>
<td>$80 Million</td>
<td>$1.5 Million</td>
<td>$850,000</td>
<td>$80 Million</td>
</tr>
<tr>
<td>Median $</td>
<td>$47,000</td>
<td>$5,000</td>
<td>$26,500</td>
<td>$122,500</td>
</tr>
<tr>
<td>Average $</td>
<td>$586,866</td>
<td>$27,666</td>
<td>$69,196</td>
<td>$1,187,306</td>
</tr>
</tbody>
</table>

**Respondent Profiles by Budget Size**
Organizational size determined by annual budget is the greatest factor influencing the grantseeking experience. Mission focus affects the size of grant awards, and service area influences available funding, but annual budget size defines the grantseeking demographics of an organization. When we define organizations as small, medium, and large based on annual budget size, we can describe the demographics of typical organizations based on the most frequent rate of response within all answer options.

**Small Organizations**
Sixty-one percent of respondents were directly associated with their organizations at an executive level. Nonprofit organizations comprised 89% of respondent organizations, and 53% of respondent organizations were staffed by volunteers. These organizations were aged under 25 years (79%) and were located in a combination of rural, suburban, and urban areas (34%). Art, Culture, and Humanities (20%), Human Services (12%), and Community Improvement (9%) were the most frequently reported mission focuses.

**Medium Organizations**
Seventy percent of respondents were directly associated with their organizations at an executive level. Nonprofit organizations comprised 93% of respondent organizations, and 61% of respondent organizations employed one to five people. These organizations were aged ten to 50 years (68%) and were located in a combination of rural, suburban, and urban areas (36%). Human Services (19%), Art, Culture, and Humanities (12%), and Youth Development (10%) were the most frequently reported mission focuses.

**Large Organizations**
Forty-seven percent of respondents were directly associated with their organizations at an executive level. Nonprofit organizations comprised 76% of respondent organizations, and 43% of respondent organizations employed 11 to 75 people. These organizations were aged 25 to 100 years (60%) and were located in a combination of rural, suburban, and urban areas (41%). Human Services (27%), Education (17%), and Health Services (12%) were the most frequently reported mission focuses.
COMPARISON BY SERVICE AREA

Organizational service area defined by population is a key factor influencing the grantseeking experience. When viewed through the lens of service area, variations among organizational grant management profiles help us to understand the state of grantseeking in 2014 at a more actionable level. The information below reflects grantseeking activity during the last six months of 2013 (July through December.)

The *Spring 2014 State of Grantseeking™ Report* refers to rural (populations under 2,500), urban cluster (populations between 2,500 and 50,000), and urban (populations of 50,000 and over) service areas. The Census Bureau’s urban cluster-rural classification is fundamentally a delineation of geographical areas, identifying both individual urban cluster areas and the rural areas of the nation. The Census Bureau’s urban cluster areas represent more densely developed territory and encompass residential, commercial, and other non-residential urban cluster land uses.

Grant Funding Budget Contribution
Grant funding was a greater percent of the annual budget for organizations with rural service areas. Grants contributed over 50% of the annual budget for 28% of rural organizations, compared to 19% of organizations in suburban cluster areas, 24% of urban organizations, and 25% of organizations serving all areas. Organizations located in suburban cluster areas reported the least reliance on grant funding. Grants contributed less than 25% of the annual budget for 66% of suburban cluster organizations, compared to 56% of organizations in rural areas, 58% of urban organizations, and 56% of organizations serving all areas.
Grant Funding Sources
Private foundations and community foundations continue to be the most frequently cited sources of grant awards for all organizations. Corporations are still frequent funders of organizations in urban and combination service areas, but are less active in funding rural and suburban organizations. Rural organizations reported both Federal and state governments as a funding source more frequently than did other organizations. Urban organizations reported funding from any source except for Federal and state governments more frequently than other organizations.

Largest Source of Total Funding

Private foundations were the largest source of total grant funding for organizations located in suburban (30%), urban (37%), and combination (34%) service areas. Rural organizations indicated that state government (26%) was the largest source of total grant funding. Community foundations were more frequently the largest funder for rural and suburban organizations, while local governments were more frequently the largest funder for organizations in urban or combination service areas.
Compared to the Fall 2013 Report, the number of organizations reporting private foundations as the largest source of total grant funding increased for all service areas. Community foundations increased as the largest source of total funding for organizations in rural and suburban service areas, while corporations decreased as the largest source of total funding in all service areas except suburban areas. The Federal government decreased as the largest source of total funding for all service areas except urban areas, and state governments decreased or remained the same in all service areas except for rural areas.

<table>
<thead>
<tr>
<th>Largest Source of Total Funding</th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
<th>Combination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Spring 2014</td>
<td>Fall 2013</td>
<td>Spring 2014</td>
<td>Fall 2013</td>
</tr>
<tr>
<td>Private Foundation Grants</td>
<td>23%</td>
<td>20%</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Community Foundation Grants</td>
<td>13%</td>
<td>8%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Corporate Grants</td>
<td>10%</td>
<td>11%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>19%</td>
<td>27%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>State Grants</td>
<td>26%</td>
<td>15%</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
<td>Local Government Grants</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Other Grant Sources</td>
<td>5%</td>
<td>11%</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Total Amount of Grant Awards**

Larger total grant awards were reported by organizations serving areas that are more populous. Total grant awards over $100,000 were reported by more organizations serving a combination of areas (45%) and organizations serving urban areas (56%) than by suburban (28%) and rural (28%) organizations.

The largest number of respondents from suburban (34%), rural (38%), and a combination (23%) of service areas reported total awards ranging from $10,000 to $50,000. The largest number of respondents from urban (38%) service areas reported total awards ranging from $100,000 to $500,000.

As a comparison, in the Fall 2013 Report, the largest number of respondents from suburban (23%), urban (30%), and a combination (30%) of service areas reported total awards ranging from $100,000 to $500,000. The largest number of respondents from rural areas (35%) reported total awards under $10,000.
Largest Grant Award Source
Private foundations were the source of the largest award for organizations in any service area. Rural organizations indicated that state governments (21%) was the largest award source more frequently than did other organizations. Community foundations were more frequently the source of the largest award for rural and suburban organizations, while local governments were more frequently the largest funder for organizations in urban or combination service areas. Government funding (Federal, state, and local) was the source of the largest award for 45% of rural organizations, 36% of suburban organizations, 42% of urban organizations, and 41% of organizations with a combination of service areas.

<table>
<thead>
<tr>
<th>Largest Award Source</th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
<th>Combination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Foundation Grants</td>
<td>29%</td>
<td>24%</td>
<td>35%</td>
<td>32%</td>
</tr>
<tr>
<td>Community Foundation</td>
<td>16%</td>
<td>19%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Corporate Grants</td>
<td>8%</td>
<td>15%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>17%</td>
<td>14%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>State Grants</td>
<td>21%</td>
<td>17%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Local Government Grants</td>
<td>7%</td>
<td>6%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Other Grant Sources</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Largest Award Size
Half or more of organizations in rural (63%), cluster (65%), and combination (50%) service areas reported a largest award size under $50,000; 41% of organizations in urban service areas reported a largest award size under $50,000.

Largest Award Benchmarks
The median size of the largest grant award is a key benchmark to measure organizational grantseeking success. Median award size is impacted by service location; for example, the median for urban organizations is 38% larger than that of all respondents, and 2.5 times larger than the median award size for rural organizations.

<table>
<thead>
<tr>
<th>Largest Award Size</th>
<th>All</th>
<th>Rural</th>
<th>Suburban</th>
<th>Urban</th>
<th>Combination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowest $</td>
<td>$35</td>
<td>$169</td>
<td>$100</td>
<td>$500</td>
<td>$35</td>
</tr>
<tr>
<td>Highest $</td>
<td>$80 Million</td>
<td>$21 Million</td>
<td>$80 Million</td>
<td>$14.5 Million</td>
<td>$80 Million</td>
</tr>
<tr>
<td>Median $</td>
<td>$47,000</td>
<td>$25,000</td>
<td>$23,653</td>
<td>$64,750</td>
<td>$50,000</td>
</tr>
<tr>
<td>Average $</td>
<td>$586,866</td>
<td>$553,760</td>
<td>$697,519</td>
<td>$466,170</td>
<td>$672,643</td>
</tr>
</tbody>
</table>
Respondent Profiles by Service Area
Organizational service areas influence available funding. When we define organizations by service area, we can describe the demographics of typical organizations based on the most frequent rate of response within all answer options.

Rural Service Areas
Sixty-five percent of respondents were directly associated with their organizations at an executive level. Nonprofit organizations comprised 81% of respondent organizations, and 37% of respondent organizations employed one to five people. These organizations were aged 25 to 50 years (35%) and had annual budgets under $250,000 (53%). Human Services (20%), Health (13%), Art, Culture, and Humanities (10%), and Community Improvement (10%) were the most frequently reported mission focuses.

Suburban/Cluster Service Areas
Fifty-three percent of respondents were directly associated with their organizations at an executive level. Nonprofit organizations comprised 84% of respondent organizations, and 33% of respondent organizations employed one to five people. These organizations were aged ten to 50 years (52%) and had annual budgets under $250,000 (44%). Human Services (21%), Education (14%), and Art, Culture, and Humanities (14%) were the most frequently reported mission focuses.

Urban Service Areas
Fifty-six percent of respondents were directly associated with their organizations at an executive level. Nonprofit organizations comprised 85% of respondent organizations, and 52% of respondent organizations employed less than 25 people. These organizations were aged ten to 50 years (56%) and had annual budgets over $1,000,000 (52%). Human Services (24%), Education (13%), and Art, Culture, and Humanities (13%) were the most frequently reported mission focuses.

Combination of Service Areas
Sixty-two percent of respondents were directly associated with their organizations at an executive level. Nonprofit organizations comprised 86% of respondent organizations, and 36% of respondent organizations employed one to five people. These organizations were aged ten to 50 years (60%) and had annual budgets between $1,000,000 and $10,000,000 (31%). Human Services (21%), Health Services (12%), and Education (11%) were the most frequently reported mission focuses.
COMPARISON BY MISSION FOCUS

The grantseeking experience is influenced by organizational mission focus. When viewed through the lens of mission, variations among organizational grant management profiles help us to understand the state of grantseeking in 2014 at a more actionable level. Of the 25 mission focuses, eight comprised 76% of respondent organizations; the remaining 15 focuses are included in the “other” category in the above chart. For this report, educational institutions are separated from organizations with an education-focused mission. The information below reflects grantseeking activity during the last six months of 2013 (July through December.)

Grant Funding Budget Contribution
Grant funding contributed over 50% of the annual budget for 23% of all respondent organizations. Educational Institutions relied the least on grant funding; only 4% reported that grants contributed over 50% of the budget. Community Improvement organizations reported the most reliance on grant funding, with 46% reporting that grants contributed over 50% of the budget. Grant funding contributed over 50% of the budget for 17% of Art, Culture, and Humanities organizations; 20% of organizations focused on Health; 22% of Housing-focused organizations; 29% of Youth Development organizations; 30% of Education-focused organizations; 32% of Human Services organizations; and 33% of organizations focused on the Environment.
Grant Funding Sources
Private foundations continue to be the most frequently cited sources of grant awards for all organizations. Organizations focused on Health and Housing most frequently reported community foundations as a funding source. Corporations were more active in funding Educational Institutions and organizations focused on Youth Development, Human Services, and Housing, while corporate gifts of products or services were most frequently given to Housing organizations. Educational Institutions most frequently reported Federal and state governments as a funding source, while Community Improvement organizations most frequently reported “other” grant sources. The chart below highlights the greatest response to each source of funding.

<table>
<thead>
<tr>
<th>Grant Funding Sources</th>
<th>All Organizations</th>
<th>Art, Culture, Humanities</th>
<th>Community Improvement</th>
<th>Education Institutions</th>
<th>Education NPOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Foundation Grants</td>
<td>79%</td>
<td>82%</td>
<td>67%</td>
<td>83%</td>
<td>79%</td>
</tr>
<tr>
<td>Community Foundation Grants</td>
<td>65%</td>
<td>70%</td>
<td>54%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Corporate Grants</td>
<td>56%</td>
<td>59%</td>
<td>48%</td>
<td>63%</td>
<td>59%</td>
</tr>
<tr>
<td>Corporate Gifts</td>
<td>42%</td>
<td>42%</td>
<td>28%</td>
<td>46%</td>
<td>43%</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>43%</td>
<td>40%</td>
<td>41%</td>
<td>60%</td>
<td>26%</td>
</tr>
<tr>
<td>State Grants</td>
<td>49%</td>
<td>66%</td>
<td>48%</td>
<td>67%</td>
<td>43%</td>
</tr>
<tr>
<td>Local Government Grants</td>
<td>41%</td>
<td>65%</td>
<td>33%</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>Other Grant Sources</td>
<td>12%</td>
<td>8%</td>
<td>16%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grant Funding Sources</th>
<th>Environment</th>
<th>Health</th>
<th>Housing Shelter</th>
<th>Human Services</th>
<th>Youth Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Foundation Grants</td>
<td>77%</td>
<td>84%</td>
<td></td>
<td>81%</td>
<td>84%</td>
</tr>
<tr>
<td>Community Foundation Grants</td>
<td>73%</td>
<td>74%</td>
<td></td>
<td>63%</td>
<td>74%</td>
</tr>
<tr>
<td>Corporate Grants</td>
<td>48%</td>
<td>55%</td>
<td></td>
<td>60%</td>
<td>63%</td>
</tr>
<tr>
<td>Corporate Gifts</td>
<td>40%</td>
<td>45%</td>
<td></td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>56%</td>
<td>36%</td>
<td></td>
<td>49%</td>
<td>44%</td>
</tr>
<tr>
<td>State Grants</td>
<td>48%</td>
<td>41%</td>
<td></td>
<td>37%</td>
<td>51%</td>
</tr>
<tr>
<td>Local Government Grants</td>
<td>29%</td>
<td>32%</td>
<td></td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td>Other Grant Sources</td>
<td>4%</td>
<td>11%</td>
<td></td>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Largest Source of Total Funding
Private foundations were the largest source of total grant funding for organizations focused on Art, Culture, and Humanities; Community Improvement; Education; Health; Human Services; and Youth Development. Environment-focused organizations (15%) least frequently reported private foundations as the largest source of total funding, while Health-focused organizations (50%) most frequently reported private foundations as the largest source of total funding.

The Federal government was the largest source of total funding for Education Institutions and organizations focused on Environment and Housing. Art, Culture, and Humanities-focused organizations (6%) least frequently reported the Federal government as the largest source of total funding, while Education Institutions (37%) most frequently reported the Federal government as the largest source of total funding.

The chart below highlights the greatest response to each source of funding.
Largest Source of Total Funding

<table>
<thead>
<tr>
<th>Largest Source Total Funding</th>
<th>All Organizations</th>
<th>Art, Culture, Humanities</th>
<th>Community Improvement</th>
<th>Education Institutions</th>
<th>Education NPOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Foundation Grants</td>
<td>33%</td>
<td>34%</td>
<td>24%</td>
<td>24%</td>
<td>39%</td>
</tr>
<tr>
<td>Community Foundation Grants</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Corporate Grants</td>
<td>10%</td>
<td>11%</td>
<td>17%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>18%</td>
<td>6%</td>
<td>20%</td>
<td>37%</td>
<td>13%</td>
</tr>
<tr>
<td>State Grants</td>
<td>16%</td>
<td>19%</td>
<td>15%</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>Local Government Grants</td>
<td>8%</td>
<td>17%</td>
<td>9%</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Other Grant Sources</td>
<td>7%</td>
<td>2%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Largest Source Total Funding</th>
<th>Environment</th>
<th>Health</th>
<th>Housing Shelter</th>
<th>Human Services</th>
<th>Youth Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Foundation Grants</td>
<td>15%</td>
<td>50%</td>
<td>23%</td>
<td>30%</td>
<td>34%</td>
</tr>
<tr>
<td>Community Foundation Grants</td>
<td>18%</td>
<td>5%</td>
<td>11%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Corporate Grants</td>
<td>18%</td>
<td>7%</td>
<td>9%</td>
<td>8%</td>
<td>16%</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>20%</td>
<td>13%</td>
<td>25%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>State Grants</td>
<td>20%</td>
<td>17%</td>
<td>12%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Local Government Grants</td>
<td>8%</td>
<td>4%</td>
<td>11%</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Other Grant Sources</td>
<td>5%</td>
<td>5%</td>
<td>11%</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Compared to the Fall 2013 Report, the number of organizations reporting private foundations as the largest source of total grant funding increased for all missions except those focused on Environment (-62%) and Housing (-21%).

The number of organizations reporting the Federal government as the largest source of total grant funding increased for Art, Culture, and Humanities-focused organizations (+28%), Education-focused organizations (+39%), Environment-focused organizations (+54%), and organizations focused on Youth Development (+160%).
Total Amount of Grant Awards
Larger total grant awards were reported by organizations with missions focused on Health and Human Services, or by Educational Institutions. By mission focus, the rates of total grant awards over $100,000 were 30% for Art, Culture, and Humanities; 32% for Community Improvement; 65% for Education Institutions; 32% for Education; 38% for Environment; 53% for Health; 41% for Housing; 50% for Human Services; and 35% for Youth Development.

Largest Grant Award Source
Private foundations were the source of the largest award for organizations of any mission focus, excluding Educational Institutions and Community Improvement organizations, for which the Federal government was the largest award source.
Largest Award Size
Half or more of organizations focused on Art, Culture, and Humanities (63%), Community Improvement (50%), Education (74%), Environment (55%), Housing (55%), and Youth Development (56%) reported a largest award size under $50,000. Half or more of organizations focused on Health (55%) and Human Services (52%), and Educational Institutions (67%) reported a largest award size over $50,000.

Largest Award Benchmarks
The median size of the largest grant award is a key benchmark to measure organizational grantseeking success. Median award size is impacted by mission focus; for example, the median for Art, Culture, and Humanities organizations is 57% less than that of all respondents, and 67% less than the median award size for Health organizations.
Respondent Profiles by Mission Focus
Mission focus affects the size of grant awards. When we define organizations by mission, we can describe the demographics of typical organizations based on the most frequent rate of response within all answer options.

Art, Culture, and Humanities
Sixty-five percent of respondents were directly associated with their organizations at an executive level. Of respondent organizations, 92% were nonprofit organizations, 55% employed one to five people, and 47% had annual budgets under $250,000. These organizations were aged ten to 50 years (57%) and were located in urban areas (59%).

Community Improvement
Sixty-seven percent of respondents were directly associated with their organizations at an executive level. Of respondent organizations, 89% were nonprofit organizations, 52% employed one to five people, and 57% had annual budgets under $250,000. These organizations were aged ten to 50 years (57%) and were located in a combination of rural, suburban, and urban areas (38%).

Educational Institutions
Thirty-eight percent of respondents were directly associated with their organizations as non-executive employees. Of respondent organizations, 46% employed over 200 people, and 41% had annual budgets over $25,000,000. These organizations were aged over 50 years (62%) and were located in urban areas (45%).

Education
Sixty-seven percent of respondents were directly associated with their organizations at an executive level. Of respondent organizations, 100% were nonprofit organizations, 29% employed one to five people, and 53% had annual budgets under $250,000. These organizations were aged ten to 50 years (57%) and were located in a combination of rural, suburban, and urban areas (46%).

Environment
Sixty-one percent of respondents were directly associated with their organizations at an executive level. Of respondent organizations, 86% were nonprofit organizations, 51% employed one to five people, and 57% had annual budgets under $250,000. These organizations were aged ten to 50 years (63%) and were located in a combination of rural, suburban, and urban areas (60%).

Health
Fifty-eight percent of respondents were directly associated with their organizations at an executive level. Of respondent organizations, 98% were nonprofit organizations, 53% employed one to 25 people, and 53% had annual budgets over $1,000,000. These organizations were aged ten to 50 years (64%) and were located in a combination of rural, suburban, and urban areas (44%).

Housing
Sixty-seven percent of respondents were directly associated with their organizations at an executive level. Of respondent organizations, 100% were nonprofit organizations, 43% employed one to five people, and 57% had annual budgets between $100,000 and $1,000,000. These organizations were aged ten to 50 years (75%) and were located in urban areas (32%) or a combination of rural, suburban, and urban areas (34%).
**Human Services**
Sixty-one percent of respondents were directly associated with their organizations at an executive level. Of respondent organizations, 96% were nonprofit organizations, 51% employed one to 25 people, and 51% had annual budgets between $1,000,000 and $25,000,000. These organizations were aged ten to 50 years (65%) and were located in urban areas (34%) or a combination of rural, suburban, and urban areas (34%).

**Youth Development**
Sixty-four percent of respondents were directly associated with their organizations at an executive level. Of respondent organizations, 93% were nonprofit organizations, 54% employed one to ten people, and 40% had annual budgets between $250,000 and $1,000,000. These organizations were aged ten to 100 years (68%) and were located in urban areas (48%).
CHALLENGES TO GRANTSEEKING

Our respondents told us that, because of reduced funding, grantseeking’s greatest challenges stem from the lack of time and staff to research and find mission-specific grants. Due to increased competition for finite monies, stronger funder relationships and strict adherence to funder practices and requirements are imperative. Lesser challenges include economic conditions, internal organizational issues, organizational need for a grantwriter, and writing grants.

While lack of time and staff was still our respondents’ greatest challenge to grantseeking, and was frequently referenced in responses regarding other challenges, there continued to be less variation among the answer choices than in past reports. This trend indicates that organizations have adjusted to the “new economic normal.”

We began asking respondents to choose the most important among this set of challenges to grantseeking in the Spring 2012 Report. Over the following five reports, the rate of the response to the choice “economic conditions” decreased by 45%, possibly reflecting both economic improvement and organizational resilience.

The rate of the response choice “competition” for available funding increased by 183% as the greatest challenge, and may reflect more active grantseeking among organizations for a constrained pool of award dollars.

“Lack of time and/or staff” has been the most frequently selected response choice throughout all past reports, ranging from its highest selection rate of 24% in the Fall 2012 Report to its lowest selection rate of 19% in the Fall 2013 Report.

The following chart shows how responses have changed over time to the question, “What, in your opinion, is the great challenge to successful grantseeking?”
**Respondent Commentary**

We asked survey participants to tell us more about their organizations’ challenges to grantseeking in 2014, and nearly 80% took the time to share their observations. This “word cloud,” which gives greater prominence to words that appear more frequently in source text, was formed with those answers.

<table>
<thead>
<tr>
<th>Grantseeking’s Greatest Challenge</th>
<th>Spring 2014</th>
<th>Fall 2013</th>
<th>Spring 2013</th>
<th>Fall 2012</th>
<th>Spring 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of Time and/or Staff</td>
<td>22%</td>
<td>19%</td>
<td>20%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Research, Finding Grants</td>
<td>13%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Reduced Funding</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Competition</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Relationship Building</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Funder Practices and Requirements</td>
<td>8%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>We Need a Grantwriter</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Economic Conditions</td>
<td>6%</td>
<td>7%</td>
<td>9%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Internal Organizational Issues</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Writing Grants</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

- Competition continues to increase.
- Economic conditions improve.
Many respondents across all focuses stated that there was limited funding for their specific mission. From a big-picture perspective, respondents told us that there is greater need for funding, regardless of mission focus.

A sample of representative comments from survey respondents follows:

- Although the competition is growing, our largest challenge is simply finding the hours to write and submit grant proposals with a staff of only one who has many other things on her plate.
- It is getting harder to compete for grants as more organizations seek funding. We also have to make sure we have the capacity to comply fully with all grant requirements.
- We are understaffed and overwhelmed with an increased need to research new funding sources and apply, yet we don't have the funds to hire someone to solely focus on this.
- We are setting up a Development Strategy, so we have spent more time "setting the table" for a fundraising push which will include grantseeking.
- Federal dollars are harder to come by and organizations are slow to shift to foundation grants.
- Clever competition mandates the most up-to-date, aggressive, and visible approach to fundraising. As an older organization, we're having some challenges with getting up to speed.
- Our board is challenged by little experience with grants; however, as our local economy keeps getting worse, we need to look into this kind of funding.
- There is reduced funding in the governmental sector, increased competition, and a lack of funding sources in the area that our organization provides services.
- Small grants ($2,000) are just as time-consuming as large grants to administer. How do we scale up?
- Our greatest challenge is continuing to seek grants while being able to manage all of the requirements for reporting and data tracking for our current grants.
- I think building a strong and lasting relationship with a funder is key in receiving present and future grants. Competition and economic conditions are challenges too, but those will mostly always be out of the grantseeker's control. Cultivation and stewardship are something we can control, and thus the most important challenge to overcome.
- Grants are essential to fundraising but require research to do well. Even though we are a fairly large nonprofit in terms of the number we serve, we have only one full-time and one part-time employee. We need to find a way to find and request more grants.
- Changes in governmental funding may leave significant gaps in revenue. At the same time, we have a lack of time and staff. We also see that foundations change their priorities.
- A large challenge is stiffer competition and the need to have updated and relevant data to show improvement in performance measures.
- Many funders are using crowdsourcing methods pitting agencies against each other to gain the most votes in order to receive funding.
• Our organization has utilized nearly 100% of the grant funders in the area and has grown significantly to where we are now beginning to seek outside funding for replicable models that can be used nationwide.

• Few funders are providing general operating support. Our biggest challenge is to find that support and be strategic about project funding, so that we don’t exceed our capacity and sacrifice quality. Most funders limit the amount you can allocate toward administration in a project budget to 15% or less. This never covers the overhead related to project management.

• Increasingly, funders specify services, target populations, and geographic areas that they will fund and exclude many worthwhile projects and organizations. They often also withdraw funding after two to three years.

• The infrastructure is not in place to research or find grants for my organization’s mission. Finding someone to dedicate their time for the research and writing of the grant is our greatest challenge.

• Although we have been consistent in the number of grants submitted yearly, the amount of funding has been less than usual, or has been denied due to lack of funds and too many applicants.

• A significant number of local foundations have "cut back" on the number or amount of awards. Some are only awarding funding to preselected organizations.

• As an all-volunteer organization, we have limited resources to search out grant opportunities and find donors aligned with our mission.

• Many long-time funders are dealing with decreased giving capacity, which leads to much more highly scrutinized proposals and higher competition for grants. We have also seen many foundations transitioning to results-based accountability decision-making, which works against organizations like us who aren’t direct service providers. Numbers can’t always capture the impact of nonprofit work, but we’re now scrambling to communicate in a more quantified manner.

• Most grants are looking for new, innovative programs to implement new services. However, there are so many existing services and programs that serve a large group of clients that are in need of more and new funding as the number of clients increases for those basic services. Grants are very difficult to find, and when found are for less than $5,000 in funding. These small grants require the same time and effort to write as grants for large new programs and the success rate for receiving these grants is as competitive as the others.

• The majority of our funding is tied to Federal and state budgets. As appropriators continue to cut discretionary funds from their budgets and competition for those dollars increases, the chance we are successful in getting funded goes down.

• We get more than 98% of our income from fees for service. This is often a deterrent to private foundations that prefer to have their grants make a bigger impact in an organization. We are too often seen as not “needing” grants because our budget is $40 million.
PERFORMANCE INDICATOR USE

Benchmarks are a useful tool for organizational analysis of grantseeking success. Our respondents (95%) told us that they do not use any grant industry benchmarks to compare their grantseeking performance with external standards. One of this report’s goals is to provide organizations with benchmarks at both a national level and at sub-levels based on mission focus, budget size, and service area. External benchmarks account for trends and economic changes (such as the economic slowdown in 2011 and the government sequester in 2013) that affect grantseeking success.

Grantseeking performance indicators were used by 53% of survey respondents. Most respondents compared their total funding, success rate, and/or the number of submitted grants. “Other” indicators included meeting budget goals, individual program goals (numbers served, etc.), and funder relationship strength.
ADMINISTRATIVE/OVERHEAD COSTS

The funding of administrative and overhead costs has become a subject of some controversy. Funders and individual donors are scrutinizing the percent of dollars applied to direct program funding vs. general organizational expenses.

Costs as a Percent of Budget
Our respondents kept their costs low; 63% reported administrative and overhead costs under 20% of their budgets. Only 10% of survey respondents reported costs over 30% of budget.

Funding Limitations
Eighty-nine percent of respondents told us that non-government funders limit the amount of administrative/overhead costs they are willing to cover. Only 11% of respondents reported that non-government funders rarely or never limited funding of these costs.

We asked our respondents if they feel pressure by funders to keep their administrative/overhead costs artificially low. Survey participants were divided in their response; 51% reported that they felt pressure from funders to keep costs low, while 49% did not feel pressure to do so.

Funder Limitations
When non-government funders limit the amount of administrative/overhead costs they will include in a grant, 57% of survey respondents told us that 15% or less was allotted. Another 24% of respondents reported that non-government funders would not fund administrative/overhead costs. Only 8% of respondents had no funder-imposed limitations on grant usage.
Administrative/Overhead Funding Sources
Grants (foundation and governments) were used for administrative/overhead costs by 37% of survey respondents. Individual donations were the most frequent source of administrative/overhead funding. Within the “other” category, fundraisers, tax revenue, the United Way, tuition, membership dues, and general funds were cited as the source of administrative/overhead funding.

Administrative/Overhead Reporting
We asked respondents, “If you make efforts to keep your administrative/overhead costs artificially low, how do you accomplish this?” Organizations reported some or all expenses as direct program costs (33%), delayed purchasing infrastructure needs (24%), and contracted rather than hired administrative staff (12%).

Within the “Other” response (30%), respondents reported that they:
- didn’t artificially report administrative/overhead costs;
- relied on volunteers for administrative work;
- felt the question was not applicable to their organization.

This sample of representative comments from survey respondents reflects grassroots opinions on the result of keeping administrative/overhead costs low as a percent of budget:
- Our expenses are all direct program costs; we don't hide that.
- Our administrative/overhead is low due to few employees and low wages.
- We feel the pressure, but continue to report based on real numbers.
- I wouldn't say they're "artificially low" but we do maintain a small staff and keep expenses down.
- We ask employees to take on additional tasks.
WHO PARTICIPATED?

Most respondents were directly associated at an executive level with nonprofit organizations that employed fewer than 25 people and had annual budgets under $5,000,000. These organizations were aged ten to 50 years, located in the United States, and provided services in urban areas or in all areas (rural, suburban, and urban). Human Services, Education, and Art, Culture, and Humanities were the most frequently reported mission focuses.

Profile

Organization Type
The majority of respondents (98%) represented nonprofit organizations (85%), educational institutions (7%), or government entities and tribal organizations (6%). The remainder (2%) included businesses and consultants.

Organizational Affiliation
Of the respondents, 91% were directly associated with the organizations they represent as nonprofit employees, executives, volunteers, or board members. This report saw the rate of executive respondents increase to 59%, compared to 31% in the past two reports.

Organizational Age
The organizational age most frequently reported was between ten and 50 years (57%). Organizations aged less than ten years comprised 18% of respondents, and organizations over 50 years of age comprised 25% of respondents. Most organizations need time to grow in order to reach the point of consistent, active grantseeking and reporting; 82% of respondent organizations were over ten years of age.
Mission Focus
Respondents by mission focus were as follows:

<table>
<thead>
<tr>
<th>Mission Focus</th>
<th>Respondents</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Related</td>
<td>35</td>
<td>3%</td>
</tr>
<tr>
<td>Art, Culture, and Humanities</td>
<td>135</td>
<td>11%</td>
</tr>
<tr>
<td>Civil Rights, Social Action Advocacy</td>
<td>16</td>
<td>1%</td>
</tr>
<tr>
<td>Community Improvement, Capacity Building</td>
<td>63</td>
<td>5%</td>
</tr>
<tr>
<td>Crime, Legal Related</td>
<td>12</td>
<td>1%</td>
</tr>
<tr>
<td>Disease, Disorders, Medical Disciplines</td>
<td>22</td>
<td>2%</td>
</tr>
<tr>
<td>Education Institutions and Related Activities</td>
<td>143</td>
<td>12%</td>
</tr>
<tr>
<td>Employment, Job Related</td>
<td>17</td>
<td>1%</td>
</tr>
<tr>
<td>Environmental Quality, Protection, and Beautification</td>
<td>49</td>
<td>4%</td>
</tr>
<tr>
<td>Food, Agriculture, and Nutrition</td>
<td>33</td>
<td>3%</td>
</tr>
<tr>
<td>Health, General and Rehabilitative</td>
<td>118</td>
<td>10%</td>
</tr>
<tr>
<td>Housing, Shelter</td>
<td>58</td>
<td>5%</td>
</tr>
<tr>
<td>Human Services</td>
<td>251</td>
<td>21%</td>
</tr>
<tr>
<td>International Foreign Affairs and National Security</td>
<td>7</td>
<td>1%</td>
</tr>
<tr>
<td>Medical Research</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Mental Health, Crisis Intervention</td>
<td>28</td>
<td>2%</td>
</tr>
<tr>
<td>Mutual or Membership Benefit Organizations</td>
<td>14</td>
<td>1%</td>
</tr>
<tr>
<td>Philanthropy, Voluntarism, and Grantmaking Foundations</td>
<td>5</td>
<td>0%</td>
</tr>
<tr>
<td>Public Safety, Disaster Preparedness, and Relief</td>
<td>14</td>
<td>1%</td>
</tr>
<tr>
<td>Public Society, Benefit</td>
<td>47</td>
<td>4%</td>
</tr>
<tr>
<td>Recreation, Sports, Leisure, and Athletics</td>
<td>12</td>
<td>1%</td>
</tr>
<tr>
<td>Religion Related, Spiritual Development</td>
<td>23</td>
<td>2%</td>
</tr>
<tr>
<td>Science and Technology Research Institutes</td>
<td>4</td>
<td>0%</td>
</tr>
<tr>
<td>Social Science Research Institutes</td>
<td>2</td>
<td>0%</td>
</tr>
<tr>
<td>Youth Development</td>
<td>83</td>
<td>7%</td>
</tr>
</tbody>
</table>

Service Area
The Census Bureau’s area classification is fundamentally a delineation of geographical areas. Rural areas contain less than 2,500 people; urban cluster/suburban areas contain between 2,500 and 50,000 people; and urban areas contain over 50,000 people. “Other” responses included statewide, seasonal variations, national, and additional self-defined service areas.
Location
Respondents came from 49 states and one territory in the United States, four Canadian provinces, and five countries outside of the United States and Canada.
Annual Budget
There was a 10% increase among respondents from organizations with annual budgets over $5,000,000 when compared to the Fall 2013 Report.

Staff Size
Among all respondent organizations, over half (56%) employed less than ten people or relied on volunteer staffing.

Primary Grantseeker
Respondent organizations relied on staff members to fill the role of primary grantseeker: 75% in this report, a 6% increase over the Spring 2013 Report. Board members, volunteers, and contract grantwriters were also cited as the primary grantseeker, while 5% of respondent organizations were not active grantseekers. Compared to the Spring 2013 Report, there was a 10% decrease in the number of organizations that reported that grantseeking responsibility was held by board members.
METHODOLOGY
This survey and the corresponding report present a ground level look at the state of grantseeking. The survey was conducted online using Survey Monkey, and was not scientifically conducted. The survey was open from February 23, 2014, through March 31, 2014, and received 1,223 responses. It was promoted by GrantStation, the Grant Professionals Association, the National Council of Nonprofits, GuideStar, TechSoup, and many generous partner organizations via emails, e-newsletters, websites, and various social media outlets, including Facebook and Twitter.

ABOUT THE UNDERWRITERS

Serving over 20,000 grantseekers and hundreds of partners, GrantStation provides access to a set of searchable databases (U.S., Canadian, and International) profiling both government and private grantmakers, as well as numerous tools and resources to help individuals identify and secure grant support for their programs and projects. Our mission is to help create a civil society by assisting the nonprofit sector in its quest to build healthy and effective communities. Keep abreast of the most current grant opportunities by signing up for our weekly newsletter, the GrantStation Insider, today! (Sign up here.)

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. With over 6,000 members and 42 Chapters, GPA is the place for any grant issues. We provide professional development by way of an Annual Conference and Webinars, professional certification (GPC), a Journal and E-Newsletter, local Chapters, member benefits, and more! Membership to GPA is $209. Join today and get a FREE membership to GrantStation and GrantNavigator PE (Value $849) and save $25 on an annual membership. Receive your discount by using the discount code “GPA-25” when joining at www.grantprofessionals.org.

The National Council of Nonprofits is a trusted resource and advocate for America’s charitable nonprofits. Through our powerful network of State Associations and 25,000-plus members—the nation’s largest network of nonprofits—we serve as a central coordinator and mobilizer to help nonprofits achieve greater collective impact in local communities across the country. We identify emerging trends, share proven practices, and promote solutions that benefit charitable nonprofits and the communities they serve. Learn more at www.councilofnonprofits.org.
The PhilanTrack® Online Grants Management System for Nonprofits is a secure web-based system that helps nonprofits find new sources of funding, write grant proposals more efficiently by easily reusing information from past proposals, track deadlines for proposals and reports, manage relationships with funders, and more. PhilanTrack helps nonprofits streamline grants administration to save time and money that can be redirected to the organization’s programs and services.

PhilanTech is a mission-driven company dedicated to using technology to increase efficiency and impact in the social sector. PhilanTech is committed to the same values our clients hold and is therefore a founding B Corporation. B Corporations are setting the standard for social and environmental responsibility. PhilanTech is the first grants management provider to receive this certification.