The Directory of Virginia Foundations Online Users Manual

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I. Introduction

The Directory of Virginia Foundations is the definitive reference source for information on private, corporate, and community grantmaking foundations in Virginia. The online version of the directory is the ideal online application for nonprofit organizations looking for grants to fund programs, projects, capital needs, operating expenses, and capital campaigns. Information in the directory comes principally from 990-PF forms (income tax returns of private foundations) mailed monthly to The Grants Connection. The information is supplemented by materials provided by the foundations and through conversations with foundation managers and trustees. Because the *directory's database is updated weekly, The Directory of Virginia Foundations* is the most current and comprehensive resource available anywhere.

The Directory of Virginia Foundations online allows you to:

- Search for funding possibilities through more than 1000 private Virginia foundations in a matter of minutes...
- Find instantly all foundations matching your criteria...
- Print out query lists as well as the foundation entries...

The Directory of Virginia Foundations online offers a complete set of simple search tools that allows you to search by a single criterion or combine several fields to refine your search to just those foundations that would be your strongest prospects. You can choose from a variety of searchable fields including:

- Foundation Name
- Foundation City
- Total Assets
- Total Giving
- Trustee Name
- Types of Support
- Grant Value
- Recipient City
- Text Search to find a specific word or phrase

For general questions about the Directory, please call The Grants Connection at 1-800-658-4668 or contact us via e-mail info@grantsconnection.com

For technical problems, please contact: Frank McKenney of McKenney Associates at (804) 320-4887 or e-mail frank_mckenney@mindspring.com

II. System Requirements

Access the online *Directory* via your internet browser and the Grants Connection website. The following is the minimum system configuration recommended to run *The Directory of Virginia Foundations* on a personal computer.

- **Computer:** Any computer able to run Netscape or Internet Explorer 3.0 or higher* with Javascript.
- Operating System: Windows, Macintosh
- **Display:** 800x600 or higher monitor resolution highly recommended.
- Printer: Any inkjet or laser printer that prints files from your computer.
- **Browser:** Netscape or Internet Explorer 3.0 and up* (for Windows or Macintosh), with Javascript enabled.

III. Signing On

Access the Grants Connection website, located at http://www.grantsconnection.com. Click on the link that says "Online Subscribers Login Here"

Enter your e-mail address (our system uses the e-mail address you provided when you signed up as your login name) and your password, and hit "Log In."

If you enter the information correctly, you are now ready to use *The Directory of Virginia Foundations*. If you enter this information incorrectly, you will be asked to return to the Login Page and try again.

IV. Special Features

The Directory's special features make searching easy and efficient.

A Partial inputs

Perhaps you are unsure of the spelling of a city or trustee's name. It is not necessary to input the complete name. The partial input feature is available for:

- Foundation Name
- Foundation City
- Trustee Name
- Trustee City
- Recipient City
- Types of Support

B. Pull-down box

Types of support codes are available through a pull-down box. Click the code you wish to search. Multiple codes may be searched simultaneously by using multiple boxes and Boolean Operators. Pulldown boxes also enable changing search boxes to different criteria.

C. Boolean Operators

You may use the **AND**, **OR**, or **NOT** connectors to broaden or narrow your search.

1. To Narrow your Search, Use AND. The **AND** connector requires all the search terms be present; thus, it *narrows* the search. To search for foundations which give to museums AND have assets greater than \$1 million AND are in Richmond, you would use the AND connectors.

2. To Broaden your Search, Use OR. OR requires only one of the search terms be present (although all of the terms may be), so it *broadens* the search. To search for foundations that give to health care OR medical research OR hospitals, connect your search terms with OR.

3. To Exclude a Term, Use NOT. NOT excludes all foundations using the search term. For example, find all foundations that give to arts/culture but NOT dance.

4. Other Considerations In addition to the performance of the Boolean operators, you must consider their order of execution. The search constraints are executed in the order encountered but their order can determine how many hits are returned.

For example, a search for: Recipient City = Richmond AND Type of Support = Arts/Culture OR Recipient City = Roanoke

will likely produce more returns than: Recipient City = Richmond OR Recipient City = Roanoke AND Type of Support = Arts/Culture

D. Printing and Saving



You can print any foundation entry, from Foundation List, Grant Search, or Foundation Search. Because the online *Directory* uses "frames," merely printing what you see in your browser may not result in the correct printout. Use the "Print" button, which appears in the bottom left hand pane of the website whenever you are viewing an individual search result.

Clicking the "Print" button does not start the printing process; rather, it brings up a *printer-friendly version* of the result you are viewing. Then, print the page by hitting the "Print" button in your browser, the same way you would print any other webpage. The *printer-friendly version* may also be saved to your computer in the same way that you might save any other webpage. You may also save the pages via your browser as HTML. These saved files can then be re-opened in Netscape or another browser (without needing to re-connect to the Internet).

V. Search Buttons

The screens for Foundation Search and Grants Search have search buttons in common.

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1. Blank Rules -- This button erases a previous screen and obtains a clear screen.

2. **Search** -- Click on the Search button or press the Enter key to perform the search you have designed. Your results will be displayed in a two-column format.

3. Cancel -- Click the Cancel button to cancel the search and return to the Main Menu.

4. **Help** -- Open the Help file to get information on that particular screen.

VI. The Main Menu

The first screen to appear once you have logged in is the simple **Main Menu** screen. This screen provides you with three options: View All Foundations, Grants Search, and Foundation Search. Select the option you want from the pull-down menu.



VII. View All Foundations

This index lists all foundations in the database in *alphabetically*. (The database is updated periodically and new foundations are added and some foundations deleted.)



In the righthand column is a list of all foundations. The **total assets** of each foundation appear beside its name. Click on any foundation to bring up its entry in the lefthand column.



Each foundation entry is navigable using the maroon-colored buttons that appear at the Bottom of the lefthand pane. These buttons -- Beginning, Trustees, Financial, Support, Grants, and Application -- will take you up and down within the same section.

Below these are another row of buttons. The **Print** button brings up a *printer-friendly version* of the entry you are viewing in the lefthand column. The **Go Back** button will return you to the Foundation List (the screen you saw before you clicked on a foundation). The **Help** button will bring up a separate window containing information about that section.

Throughout the site, **Go Back** takes you back to the previous section you were using. **Exit** takes you back to the **Main Screen**.

VIII. Grants Search

A. Function

Grants Search provides more detail about *grants given* by the foundations. You can query seven different categories to find information on both *grants given* and the *recipient organizations*.

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AND \$	Trustee Name 🔹	
AND \$	Type of Support 🗧	
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B. Queries

1. **Grant Value > =** (greater than or equal to) -- Use this index to find grants that are *equal* to or greater than an amount you specify.

2. **Foundation City** -- Use this index to find a list of grants *given by foundations* which are located in a particular city.

3. **Recipient City** -- Use this index to search for *grants awarded* to organizations in a specific city.

4. Trustee Name -- Find the name of a specific trustee. You may search on first or last name.

5. **Trustee City** -- Use this index to locate trustees who live in a certain Virginia city or who reside outside the Commonwealth of Virginia.

6. **Types of Support** -- Use this index to find a listing of different areas of interest. A complete list may be found in Appendix 1.

7. **Text Search** -- Use text search to find information that may or may not be indexed in other fields. You can use it as a shortcut to locate information from any part of a grantmaker or recipient record. When you use **Text Search**, the program will search all the words in the Foundation *and recipient* files for the terms you type into the search criteria entry box. **Note**: As this query searches every word in the database, it will take some time to run. It is generally more useful to use the text search in combination with other criteria.

Each box that lists one of these fields can be switched to any other field. For instance, the box that says "Recipient City" is a pull-down menu that can be switched to "Foundation City," "Text Search," or any of the other fields. You are permitted to set more than one field to the same value -- for example, you could set all of the boxes to "Foundation City" and still perform a search. See the "Sample Searches" later in this document for more information.

As in the previous section... the maroon-colored buttons at the bottom (Beginning, Trustees, Financial, Support, Grants, and Application) navigate within the same section. The **Print** button brings up a *printer-friendly version* of the entry you are viewing. The **Go Back** button returns you to the Foundation List (the screen you saw before you clicked on a foundation). The **Help** button brings up a separate window containing information about that section. **Go Back** takes you back to the previous section you were using. **Exit** takes you back to the **Main Screen**

IX. Foundation Search

A. Function

Choose **Foundation Search** when you are interested in finding information on the foundation, rather than the grants given by the foundation.

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B. Queries

You can query the database against nine different search criteria and a choice of three Boolean operators. Fields that can be searched in Foundation Search are:

1. **Foundation Name** - Use this index to find a specific foundation. Names are listed in the database by the last name of the foundation, e.g., Carter (Beirne) Foundation.

2. **Foundation City** - Use this index to find the city where the foundation is located. For those foundations that are trust accounts in banks, e.g., the Appleby Foundation, the foundation address will be the city where the bank has its major headquarters.

3. **Deadlines** - Search the database to find upcoming grants deadlines. To search, put the number of the starting month followed by a hyphen and then the number of the ending month. For example, to find all deadlines that fall between January and March, type 1-3 (1 hyphen 3). To find deadline dates for January only, simply type 1. *Note:* Do not type extra spaces. For example, type 6-12, not 6 - 12. There should be no spaces in this phrase at all.

To find deadline dates **for all foundations**, type 1-12 (1 hyphen 12). A complete list of all foundations with deadline dates will appear on the right. Please allow some time for this search to be completed.

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AND \$	Type of Support	•	
AND \$	Text Search	•	
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4. Total Assets - Find foundations with assets equal to or greater than an amount you specify.

5. **Total Giving** - Find foundations whose total grant awards in one fiscal year equal or exceed the amount you specify.

As in the previous section... the maroon-colored buttons at the bottom (Beginning, Trustees, Financial, Support, Grants, and Application) navigate within the same section. The **Print** button brings up a *printer-friendly version* of the entry you are viewing. The **Go Back** button returns you to the Foundation List (the screen you saw before you clicked on a foundation). The **Help** button will bring up a separate window containing information about that section. **Go Back** takes you back to the previous section you were using. **Exit** takes you back to the **Main Screen**.

X. Database Elements

The Directory of Virginia Foundations provides accurate and detailed information on private foundations in Virginia. Information provided in the entries is based on IRS Forms 990-PF, contribution guidelines, annual reports, and telephone inquiries. *Entries are as detailed as permitted by the information available.*

What's Contained in a Foundation Entry?

Foundation name, address and telephone number: The full legal name of the foundation and the former name (if applicable), the street address or box number, city, and zip code of the foundation's principal office. Additional address information such as fax numbers, e-mail addresses and Internet URLs will be found in the Notes.

Contact: The name of the initial person to contact is given here. Please note: the name is obtained from the IRS form and is often the name of the individual who keeps the foundation's records. It is not always the president of the foundation.

Type of Foundation: Independent, family, community or corporate foundation

Established Date: Date the foundation incorporated in the Commonwealth of Virginia (as available)

Number of full-time staff is noted for those foundations large enough of employ staff.

Publications: Available materials such as annual reports, application guidelines/forms or website

Financial Data: The information is the year-end date of the foundation's accounting period and includes the following information:

Total Assets: The total of the foundation's assets at the end of the accounting period. **Revenue Received:** The total revenue received by the foundation through contributions and gifts, savings interest, dividends and securities interest and net gain/loss from sale of assets. **Total Amount of Grants:** The total amount of grants awarded in the stated fiscal year. **Average Grant:** The average amount of an award obtained by dividing the total amount of grants.

Range of Grants: The amount for the smallest and largest grant awarded during the stated fiscal year.

Fields of Grant Activity: The chart reflects the foundation's giving program in fourteen broad categories: Arts & Culture, Advocacy/Human Rights, Civic/Community, Capital Campaigns, Capital/Equipment, Education, Environment, Endowment, Health & Hospitals, Operating Funds/Expenses, Other, Religion, Sports & Leisure, and Human Welfare. *See Appendix I for a complete list.*

List of Grants by Organization and Name: The directory lists up to 100 grants given by a foundation. Each entry includes the name of the recipient and the recipient's city if supplied on the IRS form. If a specific purpose for the grant is listed on the IRS form, it is included.

Application Guidelines: If a foundation publishes written guidelines, the guidelines are included in this entry. This section includes information on the preferred method of initial contact and the format for requests to the Foundation. This information reflects the level of detail contained in the IRS form PF-990 and may vary greatly from organization to organization. If the foundation contributes only to preselected organizations, it is noted here.

Deadline is the date applications must be received by the foundation. Please note that some foundations have multiple deadlines within the year, or different deadlines for specific programs. If "none" is given, the foundation accepts applications year round.

Submit proposals to is the name and address to which proposal should be sent. If it differs from the principal address of the foundation, *submit proposals to the address noted here.*

Restrictions outline any special qualifications an applicant must possess as well as any geographic or areas of support restrictions.

Officers and Trustees: Foundations use different terms to describe their governing boards, e.g., trustees, directors, managers, members. In each case, the terminology used is that supplied by the foundation. Each entry also notes the officers of the foundation and their city/town of residence as reported on the IRS form. Note: some foundations report the city in which the tax preparer or foundation manager is located.

Giving History: Many entries contain a giving history. It is an excellent indicator of a foundation's growth.

Notes reflect supplemental information obtained through contact with the Foundation, from additional information provided in the PF-990, or from Foundation websites.

XI. How to Search

A. Get Familiar with the Search Screen

Spend about 15 minutes testing sample searches. If anything on your screen appears to have "frozen" or crashed, you have probably just initiated a complex search. If there are no matches for a search, a notation will appear in the righthand pane.

B. How to Use the Directory of Virginia Foundations

Foundations differ dramatically from each other in their giving interests. The crucial first step thorough *research* to identify foundations to approach. It is more efficient and in the end more effective to send appropriate requests to fewer organizations than to send a shower of appeals.

While you may not receive an approval or even a hearing on the first attempt, if the appeal has been well thought out and is indeed within the guidelines of the foundation, the impression left is a positive one and the next time you try, you may be more successful.

Choose prospective funders by examining their descriptive profiles and recent giving histories. Foundations that have funded projects similar to yours, those that award the type of support you seek, and those in your geographic area should be considered for your prospect list.

Step One: Generate a Broad List of Foundations

The most effective results come from using two basic research approaches. The Directory of Virginia Foundations contain indexes organized to facilitate your search using these approaches:

1. The Geographic Approach

Because many grantmakers limit their giving to their own geographic area, it is prudent to learn the names and giving preferences of all foundations in your geographical area.

Select the Foundation Search option from the pull-down menu on the opening screen. Enter a city in the Foundation City box. To search multiple cities, use multiple boxes with the OR operator. Become familiar with all the private foundations in your immediate area.

2. The Types of Support Approach

The most common method of researching funding sources is to go first to the Types of Support option. To focus your thought process, write a brief description of the program for which you are seeking funding. Your Synopsis should include a description of the project, the audience served, and the amount and type of support needed. For example:

XYZ Organization requests a grant of \$52,000 to establish a peer-tutoring program for at-risk middle school students in the Richmond area. Funds will be used to pay staff costs, purchase materials, and pay transportation expenses.

Using this brief description, generate a list of keywords that describe your project. Keywords relevant to the above description might include: education (public and other), at-risk, disadvantaged, literacy, and social services.

Select the Foundation Search option from the pull-down menu on the opening screen. Use the pull-down boxes to select specific categories. You may search for multiple categories by changing data fields to Types of Support (see sample searches). Appendix I, lists the Types of Support.

Step Two: Refine this Broad List of Foundations

Look at each foundation identified through your searches. To determine whether it is appropriate to approach a particular foundation with a grant request, keep in mind the following questions:

1. Has the foundation demonstrated a real commitment to funding in your support area? Examine the chart on *Type of Support* to see what types of organizations receive the largest percentage of support.

2. Does the amount of money you are requesting fit within the foundation's grant range? Look at the listing for *Largest, Smallest and Average* grant.

3. Does it seem likely that the foundation will make a grant in your geographic area? Examine the *List of Grants by Organization and Amount* to find the location of most grant recipients.

4. Does the foundation have specific application deadlines and procedures? Check under *Application Guidelines*.

5. Does the foundation accept unsolicited proposals or must you have an "invitation" from the foundation? Look under *Application Guidelines*. If you find the statement, Foundation contributes only to preselected organizations, then you cannot approach this foundation without an invitation.

Step Three: Look for Relationships with Your Organization

Once you have determined that the foundation may be a strong fit for your program or project, review the list of Trustees to determine any connections with your organization. You might also circulate this list to your board or staff to inquire if individuals close to your organization have connections with local foundation board members.

Step Four: Obtain the Most Current Information Possible

The Directory of Virginia Foundations indicates those foundations that issue annual reports. If the foundation issues an annual report, application guidelines, or other printed materials, obtain copies of these and study them carefully before preparing your proposal.

Step Five: Contact the Funder

After determining that the foundation may be a likely fit for your program or project, prepare a one page letter of inquiry and mail it to the foundation contact noting that you will call within the next week to inquire of the foundation's interest in receiving a formal grant application.

XII. Sample Searches

This chapter contains a series of sample searches that can be performed using *The Directory of Virginia Foundations*, along with the steps involved in entering the search criteria and performing the actual search. The first five examples demonstrate the search capability of the Foundation Search; the last three searches demonstrate the capability of the Grants Search.

A Searching the Foundation File

Scenario 1 A nonprofit in Norfolk wants the names of all foundations in that city and other major cities in Hampton Roads.

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OR ¢	Foundation City	¢ Hampton
OR ¢	Foundation City	Newport News
AND \$	Text Search	*
Exclud	e Foundations Giving	; Only to Pre-Selected Organizations

Search Steps: Select **Foundation Search** in the Main Screen. Change four of the **data fields** to **Foundation City** and change the Boolean search buttons from AND to **OR**. (Remember OR expands the number of foundation "hits" you will receive, while AND limits the number of foundations). Click on **Search**.

Scenario 2 A private university has just launched a major capital campaign and needs to identify funders who might award large capital grants for higher education.

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Search Steps: Select **Foundation Search** in the Main Screen. Change three of the **data fields** to **Types of Support** -- one for colleges and universities in general; another for private higher education; and the third for capital campaigns.. Look for foundations with assets above a certain threshold (this search uses \$10 million and greater). Click on **Search**.

Note: When entering dollar amounts, dollar signs, commas, and cents are not necessary, but may be used. "10000000" and "\$10,000,000.00" will produce the same results.

Scenario 3 A nonprofit in Roanoke wants a list of the names of all trustees for foundations in that area as well as the name of the specific foundation on which they serve.

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Search Steps: Select **Foundation Search** in the Main Screen. Change four of the **data fields** to **Trustee City** and change the Boolean search buttons from AND to **OR**. (Remember, you want to know the names of **all** trustees in these cities). Click on **Search**.

Scenario 4 List the foundations located in Richmond with assets greater than \$5 million which have deadlines between June and December AND have given to arts and culture organizations?

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	Foundation City	El Richmond	
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Search Steps: Select **Foundation Search** in the Main Screen. Change the **data fields** to **Foundation City** (the foundation is located in that city), **Total Assets** (type in the numbers that stand for \$5 million), **Types of Support use the** (use the pull-down box to select Arts/Cultural Programs and **Deadline Months** (type in the numbers that represent the beginning and ending months). Maintain the Boolean search buttons on AND. Click on **Search**.

Scenario 5 List all foundations that have deadline dates during the calendar year.

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ND ‡	Type of Support	\$	
ND \$	Text Search	\$	

Search Steps: Select **Foundation Search** in the Main Screen. Change the **data field** to **Deadline Months**. Type in 1-12 (1 hyphen 12). Click on **Search**.

Scenario 6 A large social service agency in Fairfax wants to know which Virginia foundations have given a grant to any nonprofit in Fairfax during the last fiscal year.

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Search Steps: Select **Grants Search** in the Main Screen. Change the **data field** to **Recipient City**. Type in **Fairfax**. Click on **Search**.

Scenario 7 Identify all foundations which have given a grant larger than \$50,000 to any organization during the last fiscal year.

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Search Steps: Click on **Grants Search** in the Main Screen. Change the **data field** to **Grant Value**. Type in **50,000**. Click on **Search**.

Scenario 8 An arts organization would like to know which foundations have supported the Virginia Museum of Fine Arts last year.

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Search Steps: Click on **Grants Search** on the opening screen. Type in **Virginia Museum**. Click on **Search**

Remember: For a Text Search, the database will only find instances of the name as you spelled it. *However,* in this example, the database will find all instances of "Virginia Museum" and "Virginia Museum of Fine Arts" -- because both contain the search phrase.

Appendix 1

Arts/Culture Arts/Culture Programs Arts/Humanities Councils Botanical Gardens/Garden Clubs Dance Historic Preservation **Historical Societies** Museums Music Public Radio/TV Science Museums Theater Zoos/Aquariums Advocacy/Human Rights Advocacy Human Rights/Civil Liberties **Capital Campaigns** Capital Campaigns Capital/Equipment **Civic/Community Civic Affairs Community Service Organizations** Crime & Law Enforcement Economic Development/Education Fire Departments Libraries Municipal Government & Agencies Education After School/Summer programs College Funds **Colleges & Universities** Education, Community Colleges Education, Elem. & Sec. (Private) Education, Elem. & Sec. (Public) Education, Higher Ed. (Private) Education, Higher Ed. (Public) Education, Medical Education, Nursing Education. Other Education, Professional Education. Scholarships Education. Student Loans Leadership Development Literacy Programs Research Endowment Endowment Health & Hospitals AIDS Programs Health Associations Health Care Hospice Hospitals/Hospitality Houses Mental Health Rescue Squads/Ambulance Service Environment Animal Welfare **Conservation Programs Environmental Issues** Human Welfare Abuse (Child & Sexual) Aged At-risk Youth Boys/Girls Clubs, Big Brothers/Big Sisters **Boy/Girl Scouts** Child Welfare Children's Homes Day Care Disadvantaged Drug Abuse Family Planning Food Banks Handicapped Homeless Housing Nursing Homes Red Cross Salvation Army Social Services United Wavs Womens Center/Woman's Center YMCAs/YWCAs **Operating Expenses Operating Expenses** Other Conference/Meeting/Seminar Other Private or Community Foundation Sponsorship/Underwriting/Benefits Religion Church/Synagogue Support Jewish Welfare Religion Research Medical Research Policy Institute Research Sports & Leisure Parks/Recreation Centers/Camps Sports & Athletics