



Keys to Obtaining a Grant for *WhisperGLIDE*® Swings

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There are many worthy causes for which to donate money. We see examples of these every day... from food shelves to United Way Campaigns to simple local event fundraisers.

In the United States, estimated charitable donations account for \$190 billion per year.

Foundations, in particular, routinely provide grants for causes that are deemed worthwhile and beneficial to local communities and society as a whole.

This guide provides principles and possibilities regarding both how and where to obtain grants. This information applies to all grant seeking – not just your search in support of funding for a *WhisperGLIDE®* Glider Swing.



OVERVIEW OF FOUNDATIONS

Generally, a private foundation is a nongovernmental, nonprofit organization, which:

- *has an endowment (fund)
- *is managed by its own trustees/directors
- *supports charitable, educational, religious, or other activities serving the public good, and
- *makes grants, primarily to other nonprofit organizations.

There are three types of foundations:

- **Independent** foundations established by a person or family of wealth (this comprises the largest group). Look for funders with geographic and program interests that match your needs.
- **Corporate** foundations created and funded by businesses or corporations. Corporate giving behavior is subject to rapid change. If you are located in or near a “company town” with many retirees and families served by your facility, you may be able to make an effective case for support.
- **Community** foundations supported by and operated for the benefit of a specific community or region. Technically, a community foundation is a public charity, sometimes called a “public foundation.” Grantmaking is one of its primary activities.

The days of needy organizations quickly receiving money from foundation grantmakers is long over. Today, funders select worthy, well managed organizations for their philanthropic investment.

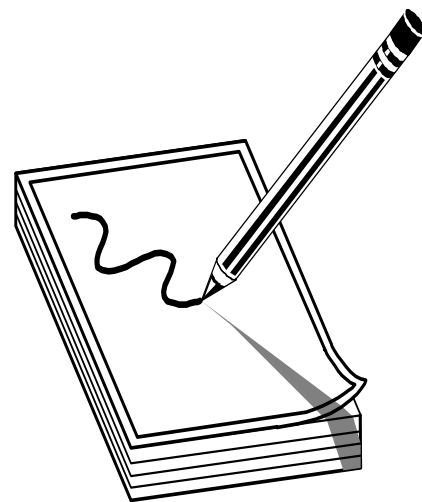
Funders will look for a match in interest, purpose and goals. The funder will consider the following:

- *Are you known in your community and addressing an existing need?
- *Do you have a history of funding by other sources, governmental or private?
- *Is your fiscal management “house” in order?
- *Do you have a strong, involved board—especially one with Members who are donors to your nonprofit organization?
- *Do you have committed volunteers, a qualified staff; and a realistic budget?

TYPES OF GRANTS

Funders determine the types of grants they wish to make. To succeed, your request must match their grantmaking. Once you have identified the grant-makers you plan to approach, call them. Briefly describe your proposal. Many grant-makers have offices and will accept your call and give you an indication of whether your project is within their current area of interest and whether they are interested in reading your material.

- **Challenge grant:** Funder sets fundraising goal for grant-seeker to reach; reward if met. If you feel you can raise part of the funds for your *WhisperGLIDE*[®] Glider Swing, a matching grant might be just the inspiration to create a sense of urgency.
- **Capital grant:** Funding for endowment purposes, construction or equipment. Capital grant makers may indeed consider your *WhisperGLIDE* proposal.
- **General Operating Support:** Generally this is funding for day-to-day expenses such as: personnel, administration, and other existing program costs. These grant makers are unlikely to consider your *WhisperGLIDE* proposal.
- **Matching grant:** Funder agrees to match amount that you raise for a specific purpose. Similar to a challenge grant, this could be a good fit to build excitement.
- **Project/Program grant:** Funding for a particular objective or new program, not general purpose. If you include your *WhisperGLIDE* as part of a larger facility improvement project such as building adapted gardens and adding accessible walkways and furnishings, this could be an excellent match.



RESEARCHING FOUNDATIONS

The Matching Process: Research available funding sources in your area to develop a “prospect list”. Choose prospective funders by examining their descriptive profiles and recent giving histories. Develop a list of foundations you feel may support your proposal by analyzing and selecting those which have already supported projects similar to yours.

Among the key criteria for your analysis should be:

- **Subject:** Look for grantmakers that have expressed an interest in funding programs in a specific subject field, such as older adult services, long term care, health care, or in the case of faith-based organizations, religiously affiliated organizations.
- **Geography:** Look for grantmakers that fund programs in your city, state, or region.
- **Type of support:** Look for grantmakers who provide specified types of support, e.g. program funding, capital funds, challenge or matching grants.
- **Grant size:** Look for grantmakers whose recent awards are similar in size to the grant you seek.

Call, write or visit the web site of each funder to obtain a copy of their specific funding guidelines, deadlines and/or annual report. Each funder will have a preferred method of initial and follow-up contact. Do not guess. Ask for clarification. Both print and on-line resources are widely available.

REFERENCE AND RESEARCH SOURCES

Accessing helpful resources will make the grantseeking process easier. If you do not regularly seek grants and are unaware of funders, try any or all of the following to help identify grantmakers in your area.

Internet Resources

- **The Grantmanship Center- TGCI** ☹ www.tgci.com

This website has ideas and articles for successful grantwriting & fundraising. Also included are links to potential funding sources in your area.

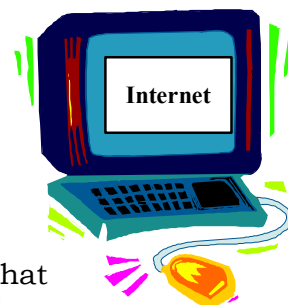
- **The Foundation Center** ☹ www.fdncenter.org

The Foundation Center is well known for gathering print resources for grant research. This site lists “**Cooperating Collections**”—free funding information centers in libraries, community foundations, and other nonprofit resource centers that provide a core collection of Foundation Center publications and variety of supplementary materials and services in areas useful to grantseekers.

Many Cooperating Collections make available for public use sets of private foundation information returns (IRS Form 990-PF) for their state and/or neighboring states. You may access a list of cooperating libraries in each state and the District of Columbia at the web site. A complete set of U.S. foundation returns can be found at the [New York](#) and [Washington, D.C.](#) offices of the Foundation Center. The [Atlanta](#), [Cleveland](#) and [San Francisco](#) offices have the IRS Form returns for the Southeastern, Midwestern, and Western states, respectively. These may be especially helpful because they list recent grants including recipient and size.

- **InnoNet Online Toolbox** ☹ www.innonet.org

A free resource to help you design proposals, the site has step-by-step instructions on program planning, evaluation, and fund-raising plus tips, examples, sample surveys, and interview guidelines. A helpful “on-line” coach!



Library & Publications

In addition to reviewing The Foundation Center’s references to available libraries with foundation/fundraising materials, ensure you check with your local library for applicable foundation publications. Some of these are:

- **The Foundation 1000**

This manual provides the most comprehensive information available on the 1,000 wealthiest foundations in the country.

- **The Foundation Directory**

Compiled by The Foundation Center, this directory lists by subject the areas of interest to which the listed foundations provide grants. Areas include “nursing homes”, “Alzheimer’s disease” and “hospices”, to name a few.

- **The Foundations Grant Index**

Also published by The Foundation Center, this index is designed for quick, effective grants-based research. Over 86,000 grants of \$10,000 or more featured can potentially help you locate funding sources.

Local Sources and Networking

Local organizations such as the VFW, Thrivent Financial Services (formerly Lutheran Brotherhood and Aid Association for Lutherans), Knights of Columbus, Walmart, etc., provide support for worthy causes. See the *Successful Fundraising for the WhisperGLIDE® Swing* guide for example sources of funds.

Networking with your friends and colleagues in the industry can be an excellent source of information.

WRITING AND SUBMITTING YOUR PROPOSAL(S)

****Writing Hints****

Be clear and concise in your writing style.

Write from the point of view of those who will benefit. Talk about resident needs—how a *WhisperGLIDE* Swing will help.

- Always try to use active rather than passive voice.
- Long term care has many specific terms and definitions. Use jargon or acronyms only if absolutely necessary, then explain.
- Use simple sentences; keep paragraphs short; use headings and subheadings.

****Refer to the sample letters in this guide****



Follow the directions

This seems obvious, but it is too often ignored. If there is a required format, FOLLOW IT! Funders accept either letter proposals or full proposals. Some, which require full proposals, prefer brief letters of inquiry about a possible match between your program and their interests *before* you submit a proposal. Funders who require full proposals often print guidelines or accept a format adopted regionally by their local grantmaker association. Skip questions ONLY if they in no way apply to your request – and in these cases, write N/A as the answer. Avoid repetition. Less is more!

Include attachments as requested

Each is likely to provide a list of requirements. If no list is provided, include at least:

- a copy of your organization's 501(c)(3) letter from the IRS
- a copy of your organization's "not a private foundation" letter from the IRS
- a list of your organization's trustees and their professional affiliations
- *WhisperGLIDE* swing product literature
- a brochure describing your agency, annual report, audit
- a copy of your state charitable registration (if needed).

****Terms You May Find On Grant Applications****

- **Budget:** Itemized to show breakdown of income and expenses. If you will be making a facility contribution, such as preparing the area or installing a concrete pad for the *WhisperGLIDE*, include this as a part of the overall budget.
- **Evaluation:** Qualitative and quantitative assessment of project. Did you meet your goals? For example, how often and by whom will your *WhisperGLIDE* be used?
- **Objectives:** Specific for project and related to evaluation. What do you estimate will be the overall use of your *WhisperGLIDE* Glider Swing?

Note: Do NOT underestimate the impact of carefully determined objectives and outcomes. Funders want to give money where it will make a difference. Tell your compelling story in terms of needs as well as outcomes.

****Other Helpful Hints For Proposal Submission***

- Respect funder deadlines! There is often a significant delay after a proposal is made.
- Submit your proposal six to nine months before your funds are needed, allowing time for you to apply elsewhere if need be.
- Do not fax or e-mail your proposal without permission.
- Do not submit identical proposals to all funders. They may have different priorities and guidelines. Prepare customized cover letters if the same core proposal is being sent to several.
- Direct your cover letter to a specific individual. Never begin with *Dear Sir/Madam* or *To Whom It May Concern*. Verify spelling of names, titles and addresses.

**SAMPLE GRANT LETTER
On Your Facility Letterhead**

**Sample Letter
Proposal Format**

KEY:

[**bold items in brackets**] offers a choice of one of two responses
(**bold items in parenthesis**) requires that you substitute the text for the appropriate reference

(Date)

(Name)

(Funder Name)

(Street Address)

(City, ST Zipcode)

Dear (Name):

NOTE: always call to get the specific name of the person receiving proposals – never write “Dear Sir/Madam”

(Name of Facility) is pleased to present this proposal for \$(0,000) for the purchase of a *WhisperGLIDE*[®] Glider Swing to the [Trustees/Board] of (Name of Funder). We present this proposal because we believe the [Trustees/Board share/s] our goal to provide high quality care for older women and men, regardless of their background or personal resources.

Older adults of limited means have restricted options when they need [assisted living/skilled nursing services.] (Name of Facility) remains dedicated to providing excellent care to (name of city/region) seniors, including those who are poor and at risk. Maintaining the lowest possible cost rates in a climate of increasing regulation and complexity helps ensure that residents of modest means can count upon us in their time of need. It also means we require the philanthropic partnership of individuals and organizations to provide amenities, such as the *WhisperGLIDE* Swing, to enhance resident dignity and quality of life.

Our goal is a physical environment that is as home-like as possible. Among our current priorities is to increase opportunities for residents, their family and friends, to enjoy the out-of-doors. We propose, as funds are available, to improve opportunities for walking, gardening and appropriate outdoor seating. We make this request specifically for a *WhisperGLIDE* Swing which [has two benches and can accommodate several individuals / can accommodate a person in a wheelchair as well as one or two persons seated on a bench*].

We currently lack any equipment such as this *WhisperGLIDE* Glider Swing that will enable [frail/wheelchair bound*] residents to participate in a favorite outdoor activity with family members and friends who are more mobile. This *WhisperGLIDE* Swing and the improved outdoor environment will enable residents and guests to enjoy a favorite outdoor activity together.

Naturally, we wish to ensure resident safety . The wheelchair-accessible swing allows for easy entry and exit because the ramp is raised and lowered with the gearbox*. The swing design, as well as its stainless steel, bronze and aluminum components assure that it is durable and has smooth action. Twin lock-ups facilitate safety during entry and exit. With simplicity in mind, the design of the lock-up receptacles provides a secure interface. The swing is stable when the lock-ups are deployed. The swing also features padlock holes – which will enable us to completely secure the swing in an immovable state, when and if desired.

** Use only if applying for a swing which accommodates a wheelchair.*

(Name of Facility) currently serves **(number of residents/clients)**. We estimate no fewer than **(00%)** of residents and their families will enjoy the *WhisperGLIDE* Glider Swing.

It is the mission of **(Name of Facility)** that each of our residents will live in a dignified setting supporting their physical, mental and spiritual well-being with a variety of comfortable spaces and activities both inside and outside the building. We hope you will become our partner in enhancing the physical environment for our residents by approving this request of **(\$0,000)** for the purchase of a *WhisperGLIDE* Glider Swing .

Should you have any questions or need additional information, please feel free to call **(name, title at (000-000-0000))**.

Sincerely,

Name,
[Activity Director/Administrator/President/CEO]

Enclosures: Program Budget
 Annual Report – Year 200X
 Audit – Year 200X
 Board of Directors List – Year 200X
 IRS Determination (501)(c)(3) Letter
 WhisperGLIDE Product Literature

Note: If you intend to place your swing(s) indoors, replace references regarding “out-of-doors” with “outdoor environment”

**Paragraph for insertion in a full-length proposal
(format typically provided by funder)**

KEY:

[bold items in brackets] offers a choice of one of two responses

(bold items in parenthesis) requires that you substitute the text for the appropriate reference

Our goal is a physical environment that is as home-like as possible. Among our current priorities is to increase opportunities for residents, their family and friends, to enjoy the out-of-doors. We propose, as funds are available, to improve opportunities for walking, gardening and appropriate outdoor seating. We make this request specifically for a *WhisperGLIDE*[®] Glider Swing which **[has two benches and can accommodate several individuals / can accommodate a person in a wheelchair as well as one or two persons seated on a bench*]**.

We currently lack any equipment such as this *WhisperGLIDE*[®] Glider Swing that will enable **[frail/wheelchair bound*]** residents to participate in a favorite outdoor activity with family members and friends who are more mobile. This *WhisperGLIDE*[®] Glider Swing and the improved outdoor environment will enable all residents and their guests to enjoy a favorite outdoor activity together.

Naturally, we wish to ensure resident safety. The wheelchair-accessible swing allows for easy entry and exit because the ramp is raised and lowered with the gearbox*. The swing design, as well as its stainless steel, bronze and aluminum components assure that it is durable and has smooth action. Twin lock-ups facilitate safety during entry and exit. With simplicity in mind, the design of the lock-up receptacles provides a secure interface. The swing is stable while the lock-ups are deployed. The swing also features padlock holes – which will enable us to completely secure the swing in an immovable state, when and if desired.

**Use only if applying for a swing that accommodates a wheelchair.*

Note: If you intend to place your swing(s) indoors, replace references regarding “out-of-doors” with “outdoor environment”

QUESTIONS AND ANSWERS

Why do people enjoy swinging on the *WhisperGLIDE*® so much?

Swinging on a *WhisperGLIDE* is an enjoyable activity because of its social nature. The gentle swinging is relaxing, interactive, and inclusive, and almost anyone can swing. Residents, friends, children, family, staff, and volunteers can now experience this together.

Why would foundations consider a grant for the *WhisperGLIDE* Swing?

First, non-profit nursing homes are often considered worthy causes to support. Second, the *WhisperGLIDE* is a product that creates smiles, can enhance quality of life, and most people identify with swinging. It is an intergenerational product that promotes socialization. Finally, it's great PR!

For any reason, should I feel hesitant about approaching a foundation regarding funding a *WhisperGLIDE*?

Not at all. Foundations exist to specifically provide funding and help to worthy causes. They expect you to ask for money.

How difficult is it to receive a grant from a foundation?

This depends on the foundation resources, interests, and your "competition" for applicable funds.

Where is *WhisperGLIDE* Swing Company located, and where are the swings made?

The *WhisperGLIDE* Swing Company is located in Hugo, Minnesota. The swings are manufactured in Forest City, Iowa, by Winnebago Industries.

How long has the *WhisperGLIDE* Swing Company been around?

The company began manufacturing swings in 1987.

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WhisperGLIDE Swing Co.
10051 Kerry Ct. N.
Hugo, MN 55038
1-651-439-0979 ♦ 1-800-944-7737
Fax: 1-651-351-9661
www.whisperglide.com
eMail: swings@whisperglide.com

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