

The 2021 State of Grantseeking Report



GrantStation
Your Fast Track To Funding

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We extend our appreciation to the lead underwriters for their invaluable support.



OUR UNDERWRITERS

We extend our appreciation to these underwriters for their invaluable support.



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INTRODUCTION

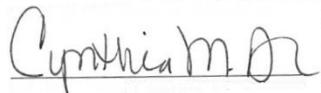
The 2021 State of Grantseeking™ Report is based on the 19th informal survey of organizations conducted by GrantStation to help illustrate the current state of grantseeking. The primary objectives of this report are to shed light on the current trends in grantseeking and generate benchmarks by which you can measure your success in the field. This year, we added a special section on grantseeking during the pandemic in order to assist you during this time of challenge and change.

As a leader in the nonprofit sector, part of your job is to apply lessons learned by others to the strategic development of your organization. We are here to help you do just that. This report looks at sources of grant funding through a variety of lenses, providing benchmarks to help you understand the grantseeking and grant awards landscape.

I would like to thank our lead survey and report underwriters: [Foundant for Grantseekers-GrantHub](#) and the [Grant Professionals Association](#). Additionally, a large thank you to [CampaignCounsel.org](#), the [Center for Social Leadership](#), the [International Economic Development Council](#), the [Society for Nonprofits](#), and [TechSoup](#), who all served as survey and report underwriters.

And of course, I must thank the 3,476 respondents who made this report possible. This is a lengthy and intensive survey that requires true commitment from the respondents, but which ultimately benefits the entire third sector. I hope that the information and benchmarks provided will assist each of you in your good work.

Finally, I would like to thank my GrantStation team that puts together this survey every year, markets it, brings in the underwriters, and then spends many days and weeks on crunching numbers and doing the analysis.



Cynthia M. Adams

Founder and CEO, GrantStation

EXECUTIVE SUMMARY

The worldwide crisis caused by the coronavirus pandemic has exacerbated the issues already faced by organizations in the third sector. This is evident in *The 2021 State of Grantseeking™ Report*. But there have been successes—agile organizations and funders, skillful organizational leadership, and continued or increased aid provided to those in need.

Our survey respondents adapted to the situation by moving from in-person to virtual work status (51%) or reducing services and programs to constrain costs (44%).

Funders were supportive, and often provided more leniency in meeting specific timelines (58%) or allowed for changing program objectives (55%). However, some respondents told us that their funders cancelled awards or enforced the return of previously awarded monies when their funded programs and projects were delayed or suspended because of the pandemic.

Most respondents applied for coronavirus-specific grant awards or coronavirus relief funding administered by the Small Business Administration (SBA). Of those organizations that received coronavirus-specific awards, the median of the largest individual grant was \$25,000. The median total amount of the coronavirus relief funding administered by the SBA was \$77,750.

Grant funding is available for those organizations that engage in active grantseeking. Ninety percent of our respondents submitted at least one grant application in 2020, and of those, 89% received at least one grant award.

Submitting a higher number of applications increased the likelihood of winning awards. Among organizations that submitted just one grant application, 78% won an award. However, 91% of respondents who submitted three to five grant applications received at least one award, and 97% of those who submitted six to ten grant applications received at least one award. So, one way to increase the chance of winning grant awards is to submit at least three applications.

Private foundations continue to be a funding source for most respondents; 82% received awards from this source. Private foundations were most frequently reported as the largest source of total funding (34%) and the source of the largest award (31%). Although government awards are still “big money,” private foundations are more frequent funders.

The median largest individual award for all respondents was \$61,000. This figure varied by grantmaker type, organizational annual budget, and mission focus. For example, the median largest individual award received from community foundations was \$22,750, compared to \$400,000 from the Federal government. Within budget ranges, the median largest individual award received by small organizations (budgets under \$100,000) was \$9,000, while extra-large organizations (budgets over \$25 million) reported a median largest award of \$1.4 million.

Even an organization's mission focus has an impact on award size. Organizations with an Animal Related mission reported a median largest award of \$20,000, while the median largest award was \$195,000 for Environmental organizations and \$981,000 for Educational Institutions.

The opportunity cost—the in-depth knowledge, staff, and time required in the grant process—should be weighed against the size of an award and the likelihood of winning that award. The grant process takes an investment of days, and in many cases weeks, to complete applications.

Respondent data continues to suggest that successful grantseeking is made more difficult by organizational staff and time limitations, increased competition for finite award monies, and researching grant opportunities that matched with specific missions, locations, or programs. These struggles relate to the most frequently reported techniques for lowering or maintaining indirect/administrative costs, which included reductions in the number of staff (42%).

While it was reported that non-government funders will generally assist with indirect/administrative costs, they limit the amount that they are willing to cover. Only 3% of respondents reported that over 25% of these costs were paid by non-government funders.

We at GrantStation hope *The 2021 State of Grantseeking™ Report* helps to alleviate some of the frustration among nonprofit organizations as they engage in grantseeking activities. Overall, this report speaks to the importance of targeting the right grantmakers. How can this report help your organization find the funding it needs?

First, compare your organization's grantseeking to this report, and note the benchmarks for funder type and award size for your organization's annual budget and mission. Are there areas where your organization excels, or where it could stand to improve? Next, using the results of this survey as one of your guides, set realistic expectations for both the projected contribution of grant awards to your total budget, and the time and staff required to engage in grantseeking.

Because these reports are meant to serve you and to help you determine where you need to focus your energy, you may consider setting aside time in your next board of directors meeting to discuss this report and how the information can be used to help you build a successful and resilient grantseeking strategy.

Finally, consider investing in tools to help organizational growth, such as Membership in GrantStation. At [GrantStation](#), we help you to keep your organization financially healthy through assistance in developing a strong grantseeking strategy. [Member Benefits](#) provide the tools for you to find new grant sources, build a strong grantseeking program, and write winning grant proposals.

Ellen C. Mowrer

President and COO, GrantStation

KEY FINDINGS

THE PANDEMIC

- Over half of respondents (51%) told us that they and their staff pivoted to virtual or work from home status.
- The cancellation or postponement of traditional, in-person fundraisers was costly. While new or additional grantseeking (48%), virtual events (47%), or social media campaigns (44%) were used to replace in-person events, 58% of respondents raised less money than in the past.
- Grantmakers, like nonprofit organizations, often had to change their operations and activities in the face of the pandemic. Funders were supportive, and often provided more leniency in meeting specific timelines (58%) or allowed for changing program objectives (55%).
- Over three-quarters of respondents (76%) applied for coronavirus-specific grant funding opportunities. Of those, 68% received a coronavirus-specific grant award.
- Among organizations that received coronavirus-specific grant awards (excluding coronavirus relief funding administered by the Small Business Administration), the median of the largest individual award was \$25,000.
- Many organizations did apply for coronavirus relief funding administered by the Small Business Administration (SBA), either in the form of the Paycheck Protection Program (PPP) (61%), the Economic Injury Disaster Loan (EIDL) (13%), or both.
- Of those that applied for SBA coronavirus relief funding, 58% received PPP monies, while 12% received EIDL funding, and 39% received no SBA funding.
- The median total dollar amount of SBA coronavirus relief funding reported by survey respondents was \$77,750.

GRANTSEEKING ACTIVITY

- Ninety percent of respondents applied for grant funding in 2020.
- Among those organizations with active grantseekers, 74% reported that one to two people were directly involved with the grant process.
- Compared to the same period in the prior year, 62% of respondents applied for more grants and 53% were awarded more grants. In addition, 46% reported the receipt of larger awards.

- Application rates varied by funder type; 93% of respondents applied for private foundation funding in 2020 while 62% applied for Federal funding.
- Applying for at least three grant awards increased the frequency of winning an award. Twenty-two percent of organizations that submitted one application won no awards. However, the percentage of organizations that won at least one award was high among organizations that submitted three to five applications (91%), six to ten applications (97%), or eleven or more applications (99%).

AWARDS

- Fifty percent of respondents reported grant funding as comprising 25% or less of their annual budget.
- Recurring grants were 10% or less of total grants for 42% of respondents, and 11% to 50% of total grants for 32% of respondents.
- The median of total grant funding was \$150,000; the median largest individual award was \$61,000.
- The median largest award from non-government funders (an aggregate of private foundations, community foundations, corporate grantmakers, and “other” funding sources) was \$40,000.
- The median largest award from government funders (an aggregate of local, state, and Federal government) was \$154,000.
- The most frequently reported type of support for the largest award was project or program support (36%); general support was the largest award type for 25% of respondents.

FEDERAL GOVERNMENT AWARDS

- Of all respondents to *The 2021 State of Grantseeking™ Survey*, 37% stated that their organizations receive Federal funding on a regular basis and 38% received Federal funding in 2020.
- The largest award median for the Federal government was \$400,000.
- Most organizations that received Federal funding in 2020 reported that their largest Federal award came in the form of grants (61%) or contracts (12%).
- Forty-four percent of the funds for the largest Federal award originated directly from the Federal government; 32% originated as pass-through Federal funding via a state government.

- Twenty-two percent of respondents reported that matching funds were required in their largest Federal award. Of those, 59% could use in-kind gifts toward the match total.
- Fifty percent of respondents reported that their largest Federal award included indirect or administrative cost funding.

DONOR-ADVISED FUND (DAF) AWARDS

- Among our respondents, 43% received DAF awards, while 44% did not receive DAF awards, and 13% were unsure if they received this type of funding.
- Donor-advised funds provided 10% or less of total grant funding for 51% of respondents. Thirty-four percent of respondents were unsure of the percentage of DAF awards to total grant funding.

LARGEST AWARD LOGISTICS

- The grant cycle length—from proposal submission to award decision—for the largest grant award was between one and six months for 58% of respondents.
- The grant process takes staff. For 65% of respondents, one to two people were directly involved in the grantseeking process for the largest individual award, while 24% of respondents reported that three to five people were directly involved.
- The grant process takes time. Grant research took three days or fewer for 70% of respondents. Developing a strategic plan took three days or fewer for 55% of respondents, while writing the grant application took between two days and two weeks for 70% of respondents. Application submission took three days or fewer for 69% of respondents, and subsequent reporting requirements took three days or fewer for 54% of respondents.
- Once an award decision had been determined, funders released the award monies quickly; 76% of respondents reported receiving the award within three months of notification.

INDIRECT/ADMINISTRATIVE COSTS

- Compared to indirect/administrative costs for the prior year, 45% of respondents reported that these costs had remained the same, while 30% reported that these costs had increased. Indirect/administrative costs decreased for 25% of respondents.
- Respondents kept their costs low; 64% reported indirect/administrative costs as 20% or less of their total budgets.

- The most frequently reported indirect/administrative cost control techniques involved reductions in services and programs (44%) or reductions in the number of staff (42%).
- Individual donations (39%) were the most frequent source of indirect/administrative funding, while foundation grants (14%) and government grants or contracts (14%) were the least frequent sources.
- Only 8% of respondents reported that non-government funders would not cover any level of indirect/administrative costs. However, 40% of respondents reported an allowance of 10% or less for these costs.

COLLABORATION

- Most respondents (68%) did not participate in collaborative grantseeking in 2020.
- Thirty-four percent of those respondents that did submit a collaborative grant application reported winning an award.
- Increases in annual budget size, with the implied increases in staff and infrastructure, influenced collaborative activities. Fifty-nine percent of organizations with budgets of \$25,000,000 or more participated in collaborative grantseeking in 2020, whereas 15% of organizations with budgets under \$100,000 engaged in collaborative grantseeking during this period.

CHALLENGES TO GRANTSEEKING

- Lack of time and/or staff (22%) continued to be the greatest challenge to grantseeking among respondents.
- Increased competition for finite monies (13%) and difficulty in finding grant opportunities that matched with specific missions, locations, or programs (13%) were also frequently cited as the greatest challenge to successful grantseeking.
- The response rates for the challenges of adherence to varying funder practices and requirements (11%) and building funder relationships (9%) spoke to the importance of grantseeker-grantmaker relationships.

ORGANIZATION ANNUAL BUDGET

- Larger organizations consistently reported larger award sizes. The median size of the largest individual award ranged from \$9,000 for small organizations to over \$1.4 million for extra-large organizations. Median total awards ranged from \$10,000 for small organizations to \$3.9 million for extra-large organizations.
- Federal and state government funding frequency generally increased with organizational budget size, whereas local government, community foundation, and “other” funding sources (including religious organizations, the United Way, donor-

advised funds, civic organizations, and tribal funds) decreased in relation to budget size. Corporate funding was least frequently reported by extra-large organizations. Private foundation funding was most frequently reported by medium and large organizations.

ORGANIZATION MISSION FOCUS

- Award sizes varied by organizational mission focus. The median size of the largest individual award ranged from \$20,000 for Animal Related organizations to over \$981,000 for Educational Institutions. Animal Related organizations reported a median award total of \$35,000, while Educational Institutions reported a median award total of \$3.25 million.
- Private foundations were the largest source of total grant funding for organizations of every mission focus except for Educational Institutions and organizations with Housing and Shelter missions, for which the Federal government was the most frequently reported source of total grant funding.



THE PANDEMIC

A year ago, during *The 2020 State of Grantseeking™ Survey*, we saw in real time the birth of COVID-19's impact on grantseeking and nonprofit organizations. One random reference to the pandemic near the end of the survey period morphed into COVID-19 comments in three-quarters of survey responses during the following two weeks.

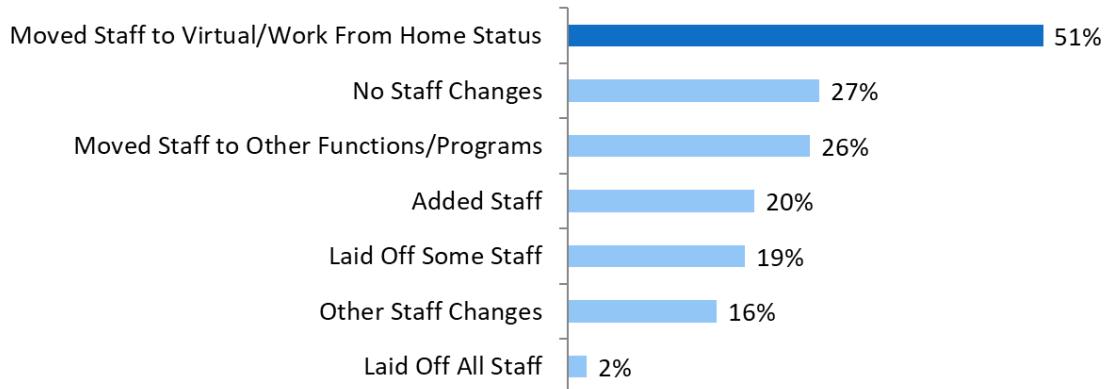
While many institutional challenges existed long before the pandemic, the stark reality is that other issues faced by grantseekers have been exacerbated by this worldwide health crisis. Yet there have been successes—agile organizations and funders, skillful organizational leadership, and aid provided to those in need.

This year, within *The 2021 State of Grantseeking™ Survey*, we were able to ask participants how they have fared during the past year, through the lens of the COVID-19 crisis.

STAFFING

We asked organizations what, if any, staffing changes they made due to COVID-19. Over half of respondents (51%) told us that they and their staff pivoted to virtual or work from home status. Many organizations were able to retain staff (27%), move staff to other functions or programs (26%), or add staff (20%). Other organizations laid off some (19%) or all (2%) staff.

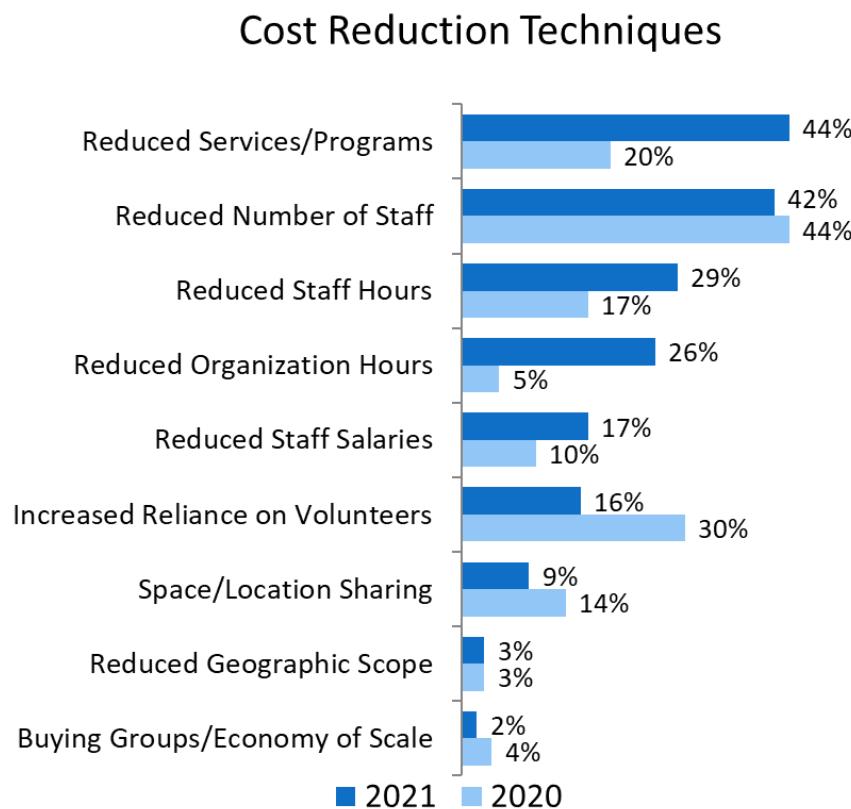
Staffing Changes



Sixteen percent of respondents added that they made other staff changes. Those changes included furloughing some or all staff, imposing hiring freezes, and reducing staff hours. We

also want to acknowledge and extend our sympathy to those respondents who told us that they lost staff to the COVID-19 virus.

We do not provide an analysis of this year's survey results as compared to last year's because there are variations in respondent organizations over time. However, while we draw no conclusions, the change in cost reduction techniques is striking.

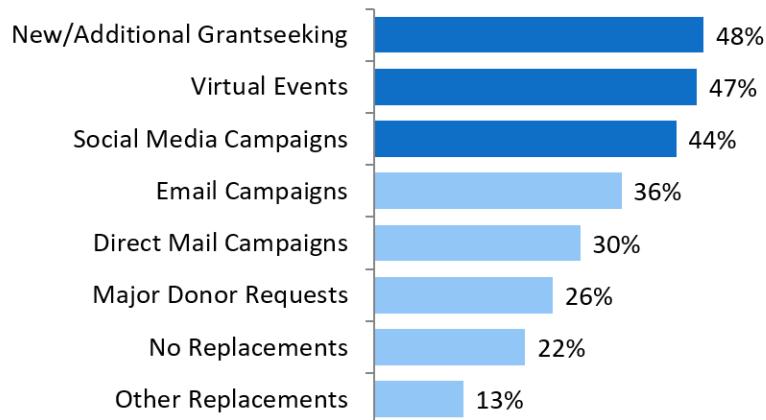


FUNDRAISING EVENTS

Nonprofit organizations often rely on in-person fundraising events to provide a portion of their budgets, increase their community profile, and highlight their good works. Due to COVID-19 restrictions, pandemic limitations, and CDC guidelines, many fundraising events were cancelled.

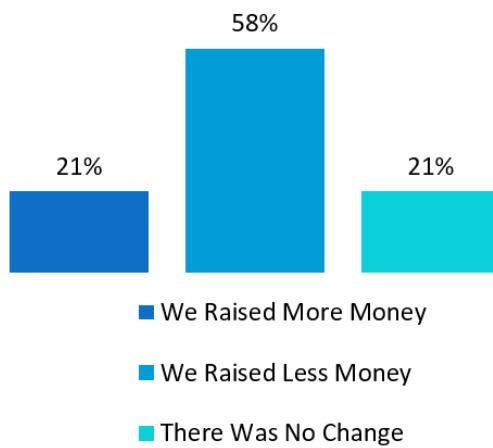
Many respondents replaced lost income via new or additional grantseeking (48%), virtual events (47%), or social media campaigns (44%). Among the “other” replacements were socially distanced events, personalized board outreach, radio advertisements, and online fundraising platforms.

Event Income Replacement Techniques



For most respondents (79%), these event replacements raised less (58%) or the same amount (21%) of money; 21% raised more money with the replacement events or activities.

Event Income Replacement Success



ORGANIZATION AND PROGRAM IMPACT

We asked respondents to tell us about any changes or innovations they made to organizational programs because of COVID-19; 1,815 of our respondents took the time to comment.

Flexibility, technological solutions, the ability to pivot, and meeting the mental and physical health requirements of staff and service recipients were key themes throughout the commentary.

Technology enabled organizations to continue with their missions, programs, fundraising, and communications. The word “virtual” appeared 713 times, while “online” appeared 292 times.

“Zoom” was referenced 155 times and “remote” appeared 116 times. Organizations were flexible and pivoted from in-person programs and activities to remote activities. These activities included meetings with clients, support groups, e-clinics for mental and physical well-being, telehealth, school programs, art and music programs, story times, law services, board meetings, conferences, fundraisers, and many, many more examples.

Organizations with programs that depended on in-person contact did so in a socially distanced manner, moved outdoors, or moved (in the case food-security programs) to a home delivery model. Many respondents referenced strict adherence to CDC guidelines.

Respondents mentioned cost savings from virtual programming, and while some organizations will resume in-person services as soon as it is feasible, others are considering hybrid models and still other organizations may not return to in-person programming.

The word “health” appeared 168 times within respondent commentary. The context ranged from telehealth programming to COVID-related counseling to the implementation of health and safety measures.

This two-word response summarized the commentary and reflected the resilience of the nonprofit community: *"we adapted"*.



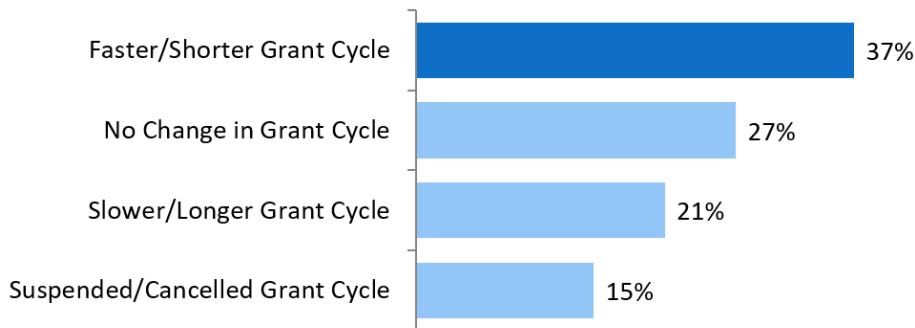
FUNDER RESPONSIVENESS

Grantmakers, like nonprofit organizations, often had to change their operations and activities in the face of the pandemic. Our respondents told us that, in general, funders had clearly communicated eligibility and other guidelines for their COVID-19 relief programs (69%). Twelve percent of respondents felt that funders were unclear in their communications and 19% of respondents were unsure about communication clarity.

Our respondents reported that many funders reacted to the pandemic by responding more quickly to grant requests and shortening their grant cycle (37%), while for other funders it was

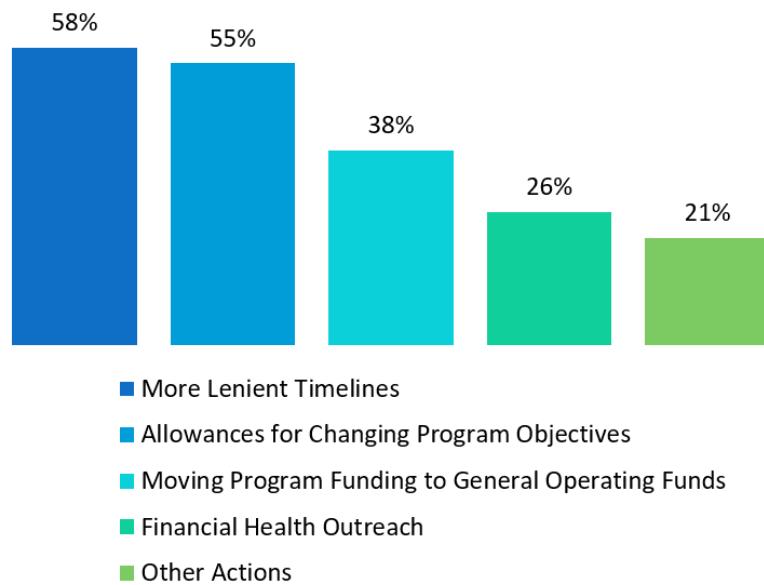
“business as usual”, with no change to the grant cycle or speed (27%). Thirty-six percent of our respondents had a less positive funder interaction; 21% reported slower responses to grant requests and longer grant cycles, while 15% reported that funders either cancelled or indefinitely suspended funding.

Funder Changes to the Grant Cycle



Respondents told us that, among funders that had already given an award, there was often immediate responsiveness to the pandemic-fueled changing needs of nonprofit organizations.

Funder Actions

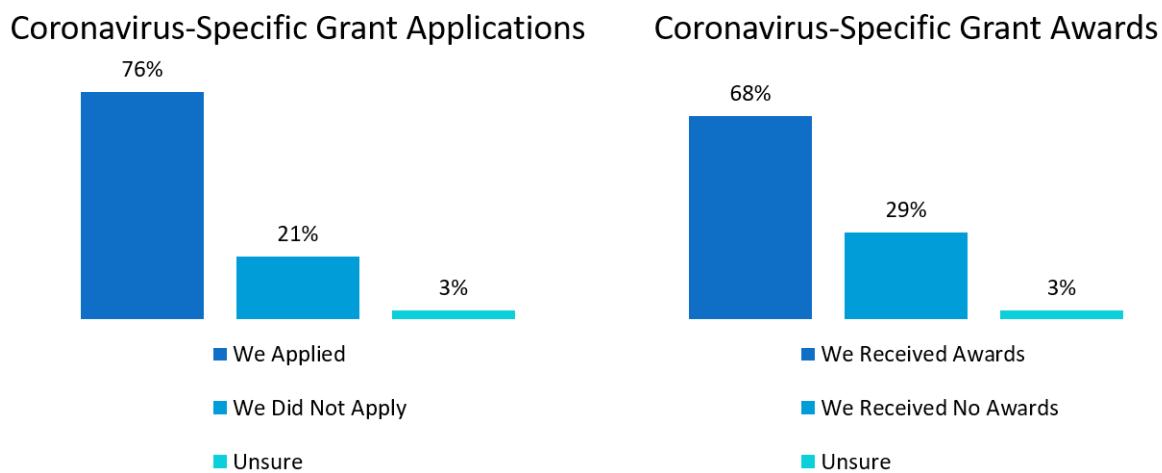


These funders often provided more leniency in meeting specific timelines (58%), authorized changes to program objectives (55%), allowed program/project funding to be converted into general operating support (38%), or reached out to determine the financial health of their grantee (26%). Respondents also reported that funders awarded grants early or notified them of additional available funding. However, other respondents told us that their funders cancelled

awards or enforced the return of previously awarded monies when the funded programs/projects were delayed or suspended by the pandemic.

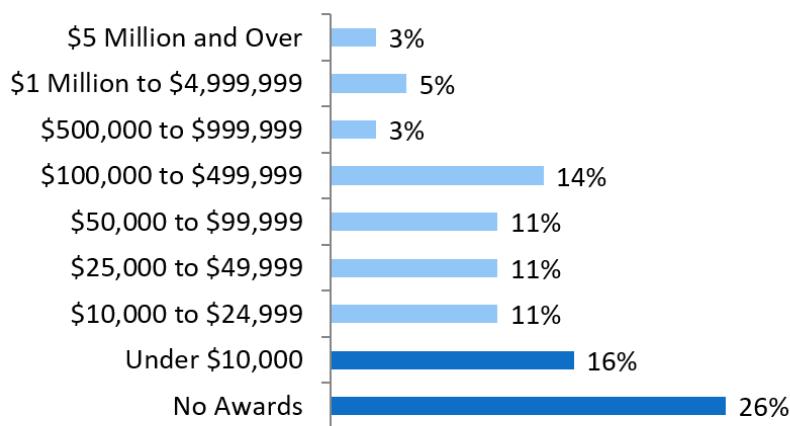
CORONAVIRUS-SPECIFIC GRANT FUNDING

Over three-quarters of respondents (76%) applied for coronavirus-specific grant funding opportunities. Of those, 68% received a coronavirus-specific grant award.



Of those organizations that received coronavirus-specific grant awards (excluding coronavirus relief funding administered by the SBA), 27% reported total funding under \$25,000. Forty-seven percent reported total coronavirus-specific grant awards of \$25,000 or more, and 26% reported that they received no coronavirus-specific grant awards.

Total Coronavirus-Specific Awards

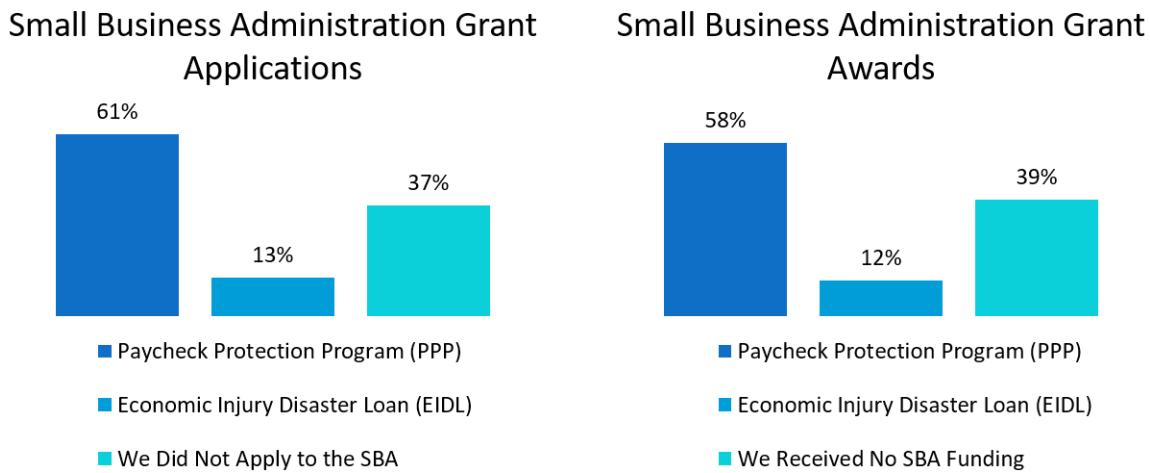


Among organizations that received coronavirus-specific grant awards (excluding coronavirus relief funding administered by the SBA), the median of the largest individual award was \$25,000.

Many organizations did apply for coronavirus relief funding administered by the SBA, either in the form of the Paycheck Protection Program (PPP), the Economic Injury Disaster Loan (EIDL), or both.

Sixty-one percent reported applying for the PPP, while 13% applied for the EIDL, and 37% did not apply for SBA coronavirus relief funding. Of those that applied for SBA coronavirus relief funding, 58% received PPP monies, while 12% received EIDL funding, and 39% received no SBA funding.

The median total dollar amount of SBA coronavirus relief funding reported by survey respondents was \$77,750.



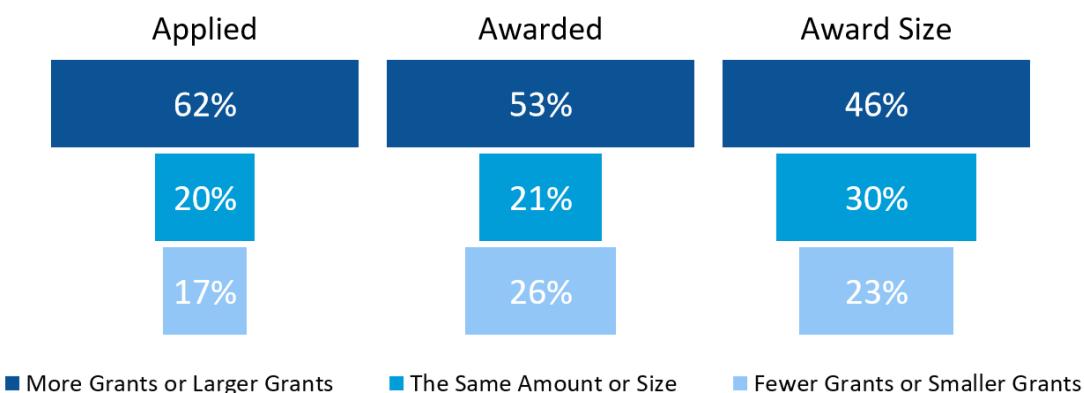


GRANTSEEKING ACTIVITY

Respondents to *The 2021 State of Grantseeking™ Survey* actively pursued grant funding for their organizations; 90% submitted at least one grant application in 2020.

RECENT ACTIVITY

In 2020, 82% of respondents applied for the same number of grants (20%) or more grants (62%) than they did in 2019. Of respondent organizations, 74% were awarded the same number of grants (21%) or more grants (53%) compared to the prior year. Moreover, 76% of respondents reported that their organizations received awards of the same size (30%) or larger (46%).

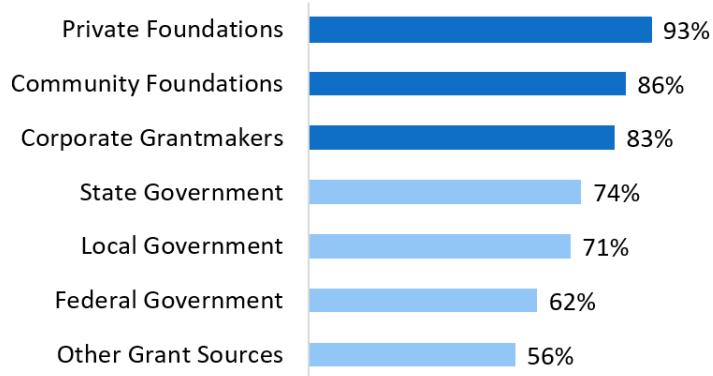


Respondents were optimistic about the future; 42% expected to be awarded more grants in the following year, and 28% expected to receive the same number of awards.

APPLICATION RATES

Application rates varied by funder type. Grantseekers most frequently applied to private foundations (93%), community foundations (86%), and corporate grantmakers (83%). Among government funding sources, state government application rates (74%) were higher than those of local government (71%) or the Federal government (62%). Fifty-six percent of respondents reported applying to “other” grant sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds).

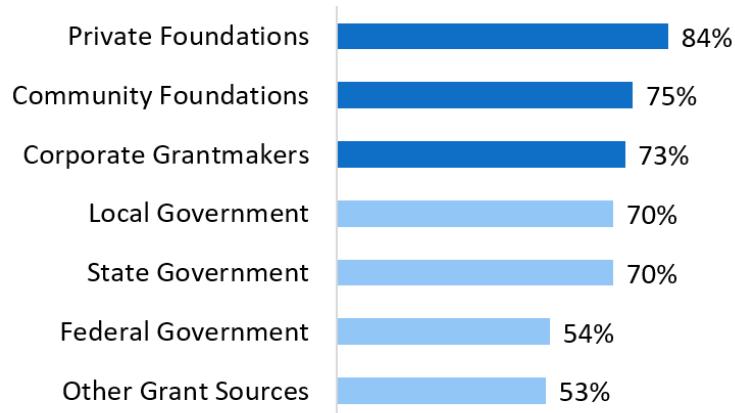
Application Rate by Funding Source



AWARD RATES

More frequent award rates were reported from private foundations (84%), community foundations (75%), and corporate grantmakers (73%). Among government funding sources, state government and local government award rates (both 70%) were higher than those of the Federal government (54%). Awards from “other” grant sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) were reported at a rate of 53%.

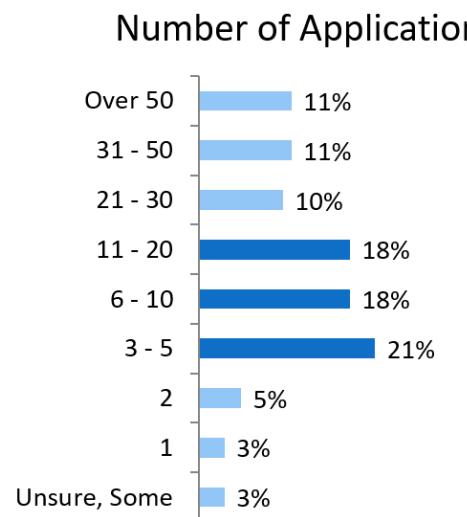
Award Rate by Funding Source



NUMBER OF GRANT APPLICATIONS

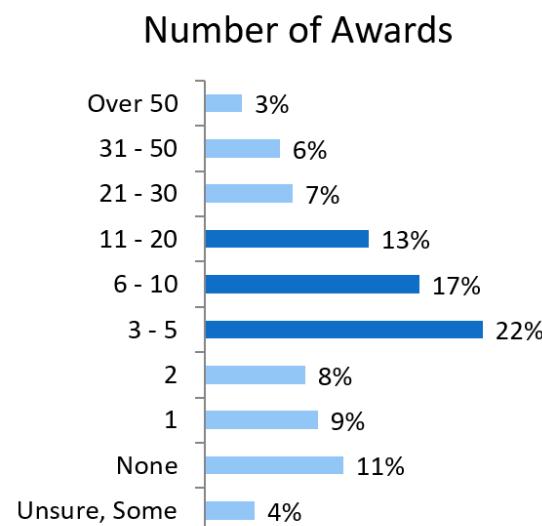
Most respondents (90%) applied for grant funding in 2020. Of those respondents that submitted a grant application during that time, most (57%) submitted between three and 20 applications. One or two grant applications were submitted by 8% of respondents. Ten percent of respondents submitted between 21 and 30 grant applications and 11% submitted between 31 and 50 applications. Fifty-one or more grant applications were submitted by 11% of

respondents. Three percent of respondents reported submitting some applications, of indeterminate quantity.



NUMBER OF GRANT AWARDS

During 2020, a total of 89% of respondents received at least one grant award. Seventeen percent of respondents received one or two grant awards and 39% received between three and ten grant awards. Eleven or more grant awards were received by 29% of respondents, while 4% reported receiving some awards, but were unsure of the exact number. In this report, 11% of respondents reported receiving no awards.



GRANT APPLICATIONS VS. GRANT AWARDS

The relationship between applications submitted and awards won can be seen in the chart below. A larger number of applications was more likely to result in a larger number of awards. Some awards received in 2020 resulted from applications submitted at an earlier time, and some applications were submitted for which awards had not yet been determined.

Number of Awards	Unsure -Some	Number of Applications									
		1	2	3 - 5	6 - 10	11 - 20	21 - 30	31 - 40	41 - 50	51 - 60	Over 60
None	4	15	25	42	14	5	2	0	1	1	0
1	2	46	41	62	13	6	1	1	0	0	0
2	4	2	41	94	30	4	2	0	0	0	0
3 - 5	4	4	10	228	183	52	12	1	1	0	4
6 - 10	3	0	1	24	149	174	29	11	4	4	4
11 - 20	1	0	0	2	9	131	95	50	18	7	6
21 - 30	0	0	0	0	1	6	43	40	36	19	17
31 - 40	0	0	0	0	0	1	1	12	29	22	20
41 - 50	0	0	0	0	0	0	1	3	11	15	27
51 - 60	1	0	0	0	0	0	0	2	1	8	13
Over 60	0	0	0	0	0	1	1	1	1	4	48
Unsure-Some	37	1	3	9	2	7	6	4	2	1	10

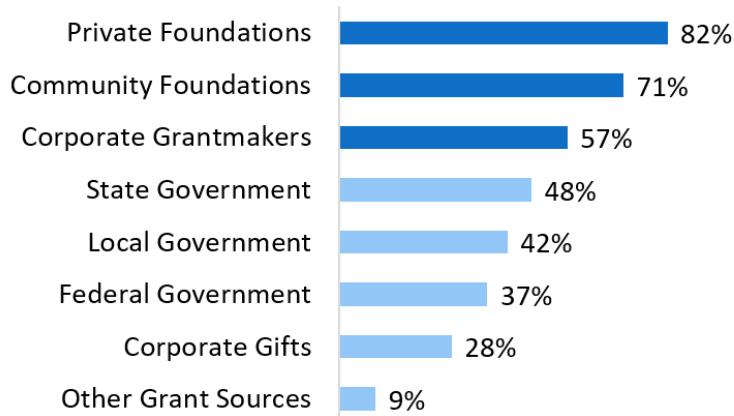
- One Application: 78% of respondents were awarded at least one grant.
- Two Applications: 79% of respondents were awarded at least one grant.
- Three to Five Applications: 91% of respondents were awarded at least one grant; 70% of respondents were awarded two to five grants.
- Six to Ten Applications: 97% of respondents were awarded at least one grant; 83% of respondents were awarded three to ten grants.
- 11 to 20 Applications: 99% of respondents were awarded at least one grant; 79% of respondents were awarded six to 20 grants.
- 21 to 30 Applications: 99% of respondents were awarded at least one grant; 72% of respondents were awarded 11 to 30 grants.
- 31 to 40 Applications: 100% of respondents were awarded at least one grant; 72% of respondents were awarded 11 to 30 grants.
- 41 to 50 Applications: 99% of respondents were awarded at least one grant; 63% of respondents were awarded 21 to 40 grants.
- 51 to 60 Applications: 99% of respondents were awarded at least one grant; 69% of respondents were awarded 21 to 50 grants.
- Over 60 Applications: 100% of respondents were awarded at least one grant; 72% of respondents were awarded over 30 grants.

Applying for at least three grant awards increases the frequency of winning an award. Applying for at least six grant awards almost ensures winning at least one award.

GRANT FUNDING SOURCES

Private foundations (82%), community foundations (71%), and corporations (57%) were the most frequently cited sources of grant awards. Corporate gifts of products or services were reported by 28% of respondents. Among government funders, state funding sources (48%) were reported more frequently than local (42%) and Federal (37%) funding sources. Other funding sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) were reported by 9% of respondents.

Sources of Funding



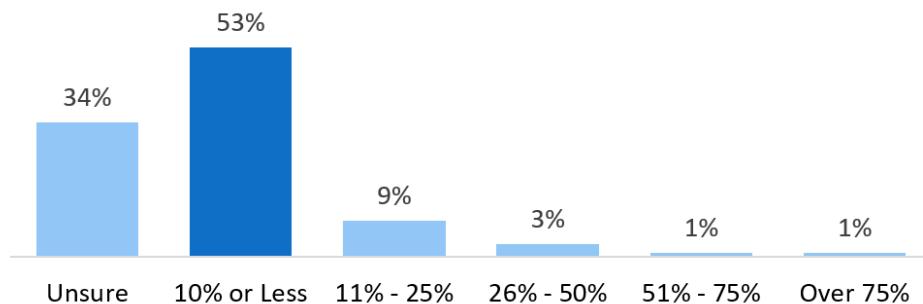
DAF AWARD FUNDING CONTRIBUTION

Donor-advised funds (DAFs) allow the donor to irrevocably donate cash, stocks, or tangible property to a managing organization (and take an immediate tax credit). Some DAFs are managed by commercial lenders and some are managed by nonprofit organizations, but all allow the donor to direct where the funds go while the entity manages the investment.

Among our respondents, 43% received DAF awards, whereas 44% did not receive DAF awards, and 13% were unsure if they received this type of funding.

Donor-advised funds provided 10% or less of total grant funding for 53% of respondents. Thirty-four percent of respondents were unsure of the percentage of DAF awards to total grant funding.

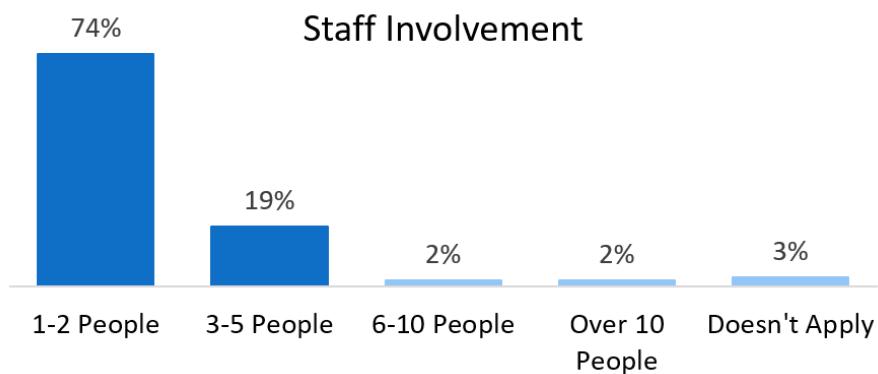
DAF Awards as a % of Grant Funding



STAFF

Organizational staff were the primary grantseekers for 72% of respondents. Board members (10%), volunteers (6%), and contract grant specialists (8%) were also cited as the primary grantseeker. Four percent of respondent organizations were not engaged with active grantseekers.

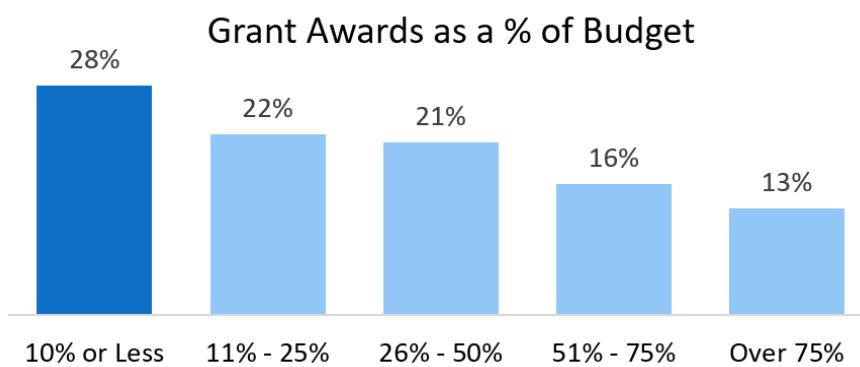
Among those organizations with active grantseekers, 74% reported that one to two people were directly involved with the grant process. Three to five grantseekers were reported by 19% of respondents. Larger grant staff sizes of six to ten people (2%) and over 10 people (2%) were also reported. Three percent of respondents said they did not have active grantseekers at their organizations.



TOTAL FUNDING

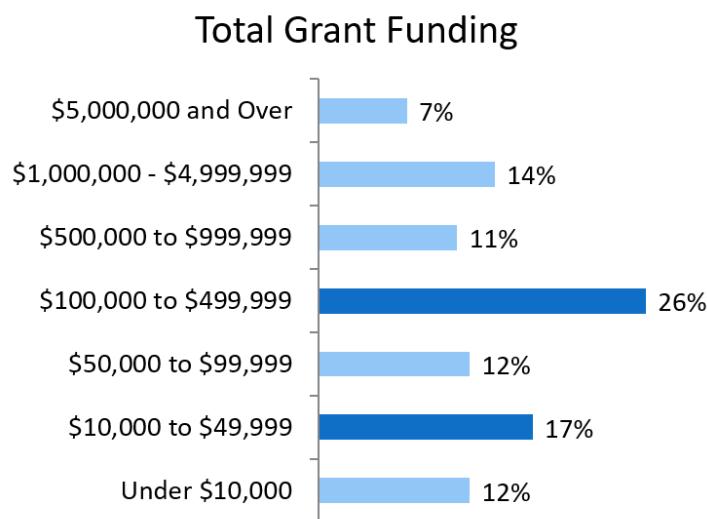
TOTAL GRANT FUNDING BUDGET CONTRIBUTION

Grant funding was 10% or less of the annual budget for 28% of respondents, and 11% to 25% of the budget for 22% of respondents. Grant funding comprised 26% to 50% of the budget for 21% of respondents, and 51% to 75% of the budget for 16% of respondents. Thirteen percent of respondents reported grant funding of 76% or more.



TOTAL GRANT FUNDING

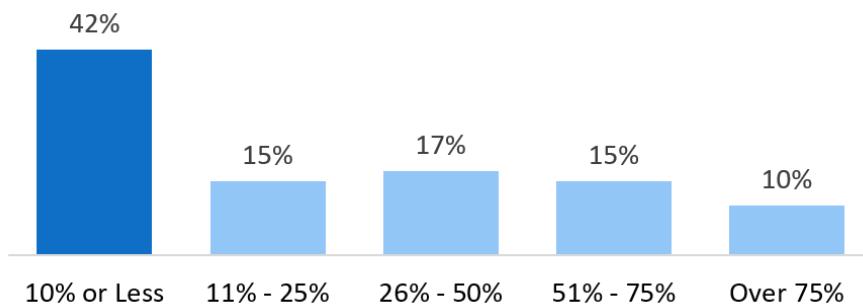
Total awards under \$10,000 were reported by 12% of respondents, while 17% reported total awards between \$10,000 and \$49,999. Twelve percent of respondents reported total grant awards between \$50,000 and \$99,999, whereas 26% of respondents reported total awards of \$100,000 to \$499,999. Total awards between \$500,000 and \$999,999 were reported by 11% of respondents, while 14% reported total awards of \$1 million to \$4,999,999. Seven percent of respondents reported total awards of \$5 million or more. The median value of total awards was \$150,000 and the average value of total awards was \$2,127,676.



RECURRING GRANTS

Recurring grants were 10% or less of total grants for 42% of respondents, and 11% to 25% of total grants for 15% of respondents. Recurring grant funding comprised 26% to 50% of total grants for 17% of respondents, and 51% to 75% of the grant budget for 15% of respondents. Ten percent of respondents reported recurring grant funding of 76% or more.

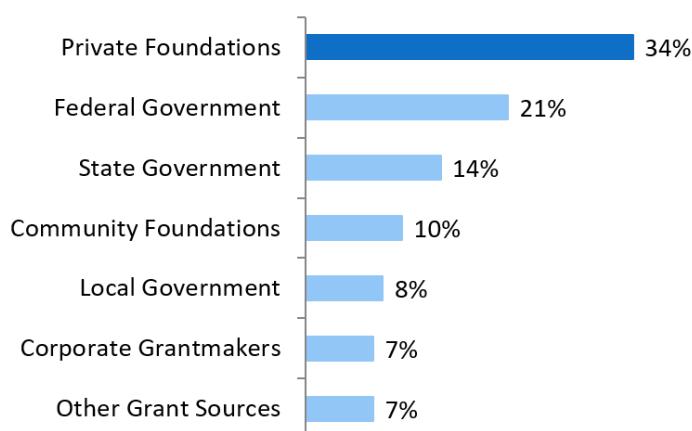
Recurring Grants as a % of Total Grants



LARGEST SOURCE OF TOTAL FUNDING

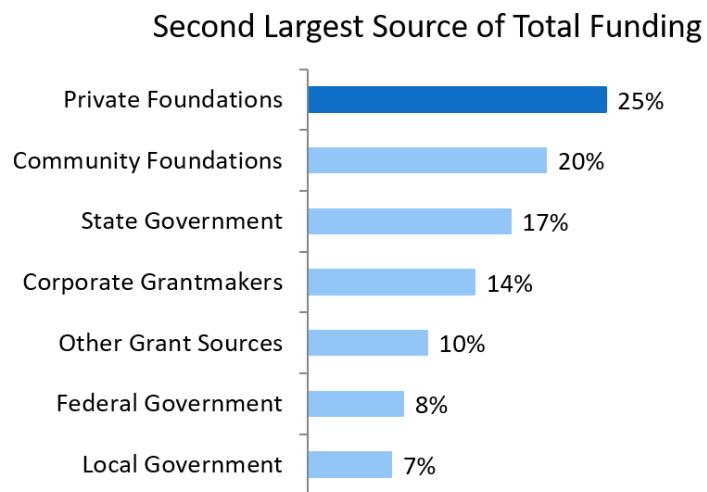
Private foundations (34%) were the most frequently reported largest source of total grant funding, followed by the Federal government (21%) and state government (14%). Community foundations were the largest source of total funding for 10% of respondents, and local government was the largest total funding source for 8% respondents. Corporate grants and “other” grant sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) were each reported as the largest source of total funding by 7% of respondents.

Largest Source of Total Funding



SECOND LARGEST SOURCE OF TOTAL FUNDING

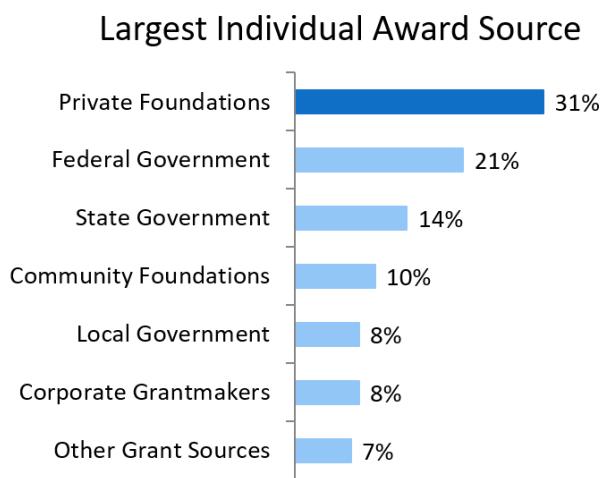
The second largest source of total funding was reported as private foundations by 25% of respondent organizations, followed by community foundations (20%), state government (17%), and corporate grants (14%). “Other” grant sources (10%), the Federal government (8%), and local government (7%) were also reported as the second largest total funding source.



LARGEST AWARDS

LARGEST INDIVIDUAL AWARD SOURCE

Private foundations (31%) were the most frequently reported source of the largest individual grant award. For 21% of respondents, the Federal government was the source of the largest individual grant award. State government was the largest individual award source for 14% of respondents, followed by community foundations (10%), local government (8%), and corporate grants (8%). Seven percent of respondents reported “other” grant sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) as their largest individual award source.

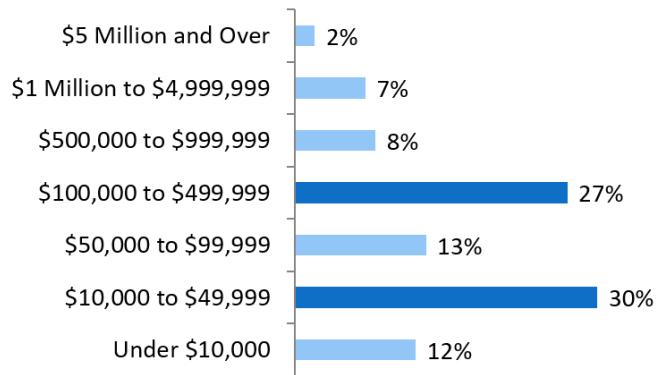


LARGEST AWARD SIZE

The median largest individual award for all respondents was \$61,000 and the average largest individual award was \$872,695.

Eighty-two percent of respondents reported a largest individual award of under \$500,000. A largest individual award of under \$10,000 was reported by 12% of respondents, while 30% reported a largest individual award of \$10,000 to \$49,999. Thirteen percent of respondents reported a largest individual award between \$50,000 and \$99,999, whereas 27% of respondents reported a largest individual award of \$100,000 to \$499,999. A largest individual award between \$500,000 and \$999,999 was reported by 8% of respondents, while 7% reported a largest individual award of \$1 million to \$4,999,999. Two percent of respondents reported a largest individual award of \$5 million or more.

Largest Individual Award Size

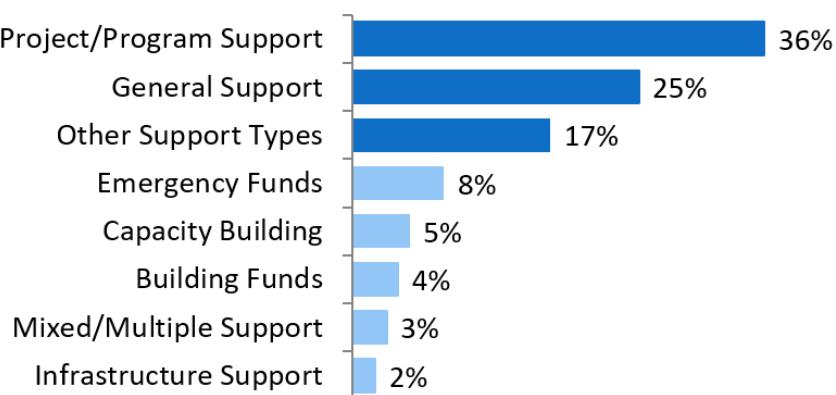


LARGEST AWARD SUPPORT TYPE

Emergency funding (8%) rose to an individually reportable level in 2020, for the first time since the State of Grantseeking Survey began in 2011.

To add context, among the 25 support type categories, “other support types” (17%), was comprised of twenty individual types of support that were reported at a rate of less than 2%, including equipment, advocacy, and training programs. The largest award received by 36% of respondents was in the form of project or program support, followed by general support at 25%. Capacity building grants (5%), building funds (4%), mixed support types (3%) and infrastructure (2%) were also reported as the largest award support type.

Largest Award Support Type

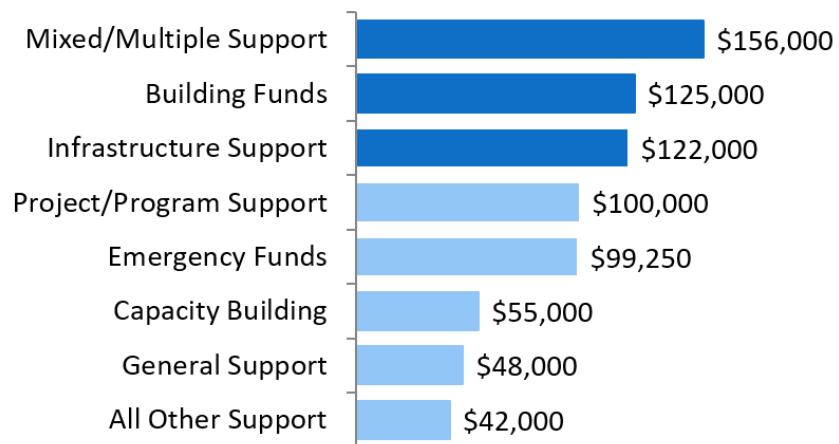


LARGEST AWARD SIZE BY SUPPORT TYPE

The amount of the median largest award varied by the type of support provided; of the most frequently reported types of support, the largest award size ranged from \$42,000 to \$156,000.

Emergency funds, specific to 2020, had a median award size of \$99,250.

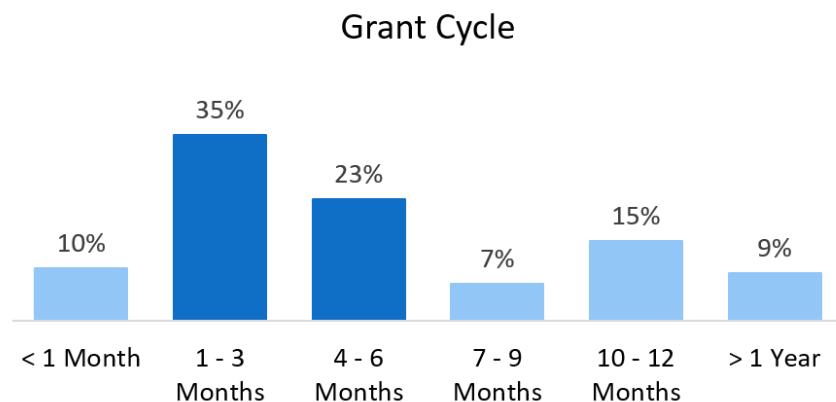
Largest Award Size by Support Type



LARGEST AWARD LOGISTICS

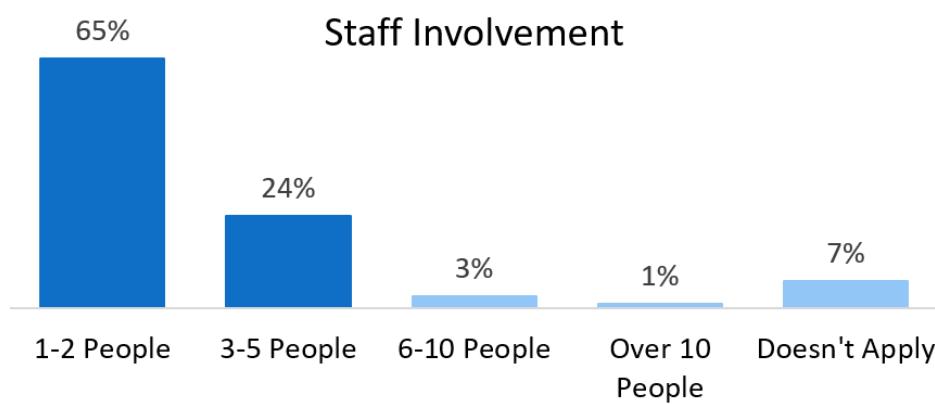
GRANT CYCLE

The grant cycle length—from proposal submission to award decision—for the largest grant award was between one and six months for 58% of respondents. A longer grant cycle of seven months or more was reported by 31% of respondents, while 10% reported a short grant cycle of less than a month.



STAFF INVOLVEMENT

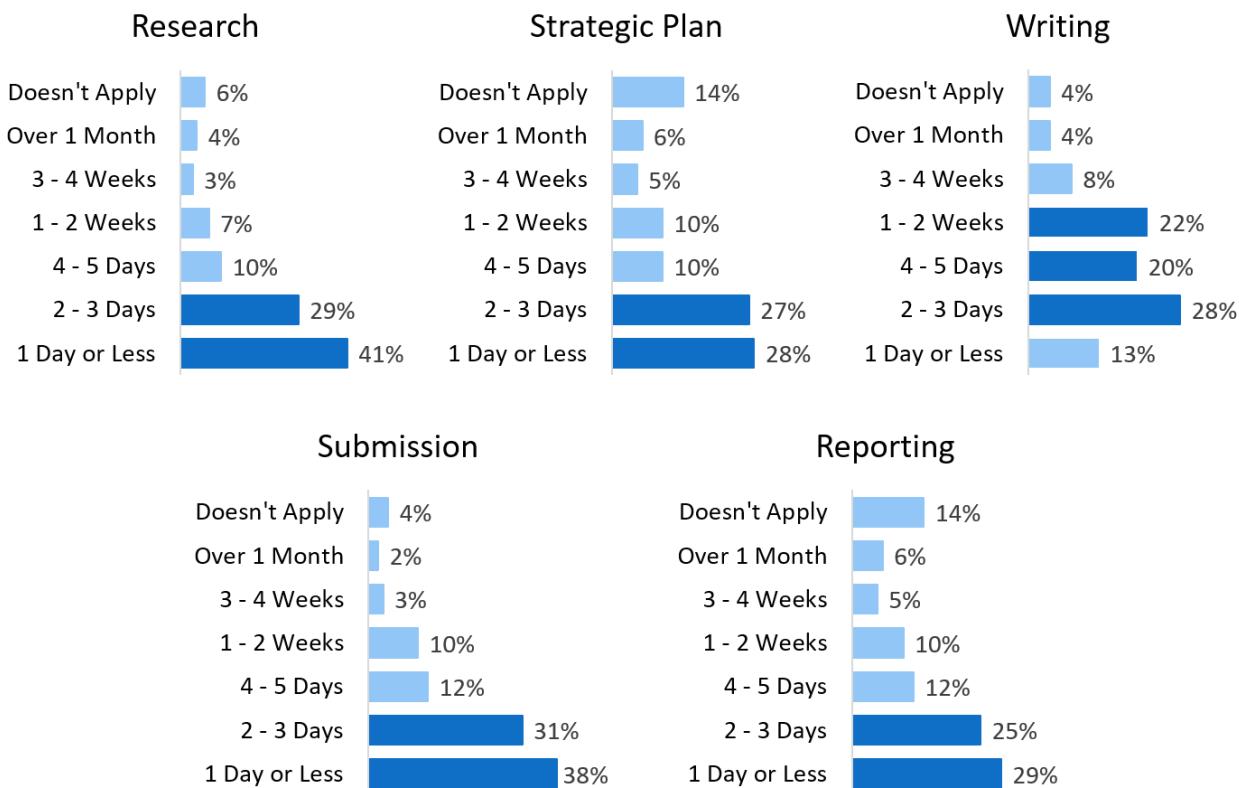
For 65% of respondents, one to two people were directly involved in the grantseeking process for the largest individual award. Twenty-four percent of respondents reported that three to five people were directly involved, and 4% reported six or more people were directly involved. Seven percent of respondents reported no direct staff involvement.



TIME ALLOCATION

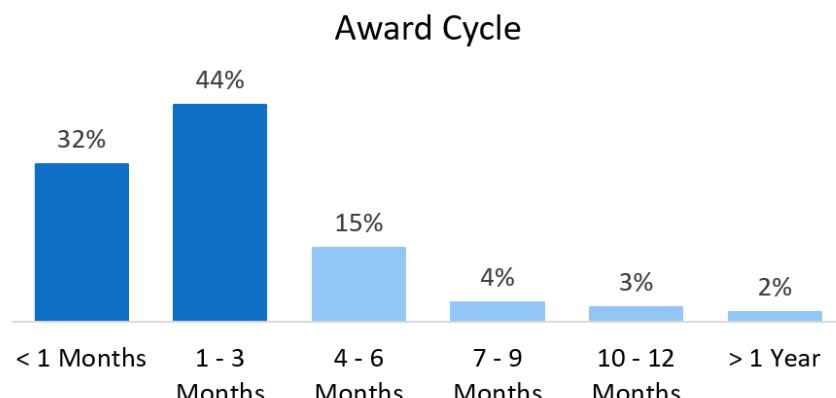
When combined, the various facets of a grant application involve days to weeks of work. For the largest individual award, we asked respondents to tell us how much time was spent on research to support the statement of need, development of the strategic plan, writing the

proposal, coordination of the attachments and submission, and post-award reporting. Research (70%) and submission (69%) each took three days or fewer for the majority of respondents. Developing a strategic plan took three days or fewer for 55% of respondents, while writing the grant application took between two days and two weeks for 70% of respondents. Subsequent reporting requirements took three days or fewer for 54% of respondents.



AWARD CYCLE

Once an award decision had been determined, funders released the award monies quickly; 76% of respondents reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported by 24% of respondents.



GOVERNMENT FUNDING

GOVERNMENT FUNDING SOURCES

Among those respondents that reported government funding sources, state government (74%) was most frequently reported as a government funding source, followed by local government (62%) and the Federal government (61%).

GOVERNMENT LARGEST SOURCE OF TOTAL FUNDING

Among government award recipients, the Federal government (44%) was most frequently reported as the largest source of total funding, followed by state government (29%), and local government (17%). Ten percent of government award recipients reported non-government funders as their largest source of total funding.

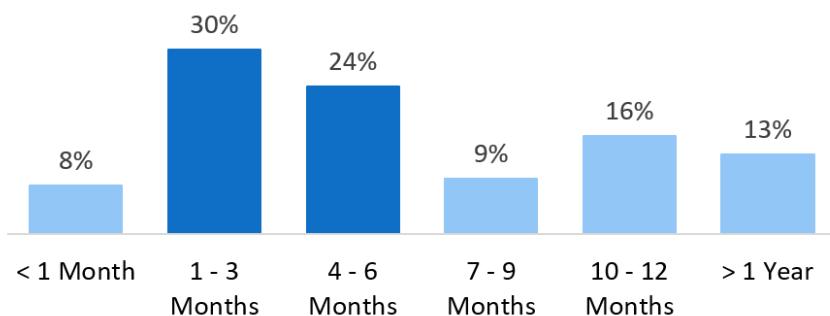
GOVERNMENT LARGEST INDIVIDUAL AWARD SOURCE

Among those respondents that reported government funding sources, the Federal government (48%) was most frequently reported as the largest individual award source, followed by state government (33%) and local government (19%).

GOVERNMENT GRANT CYCLE

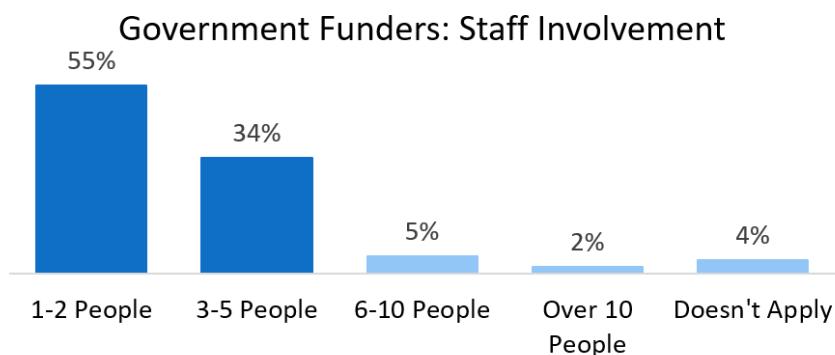
The government grant cycle length—from proposal submission to award decision—for the largest award was between one and six months for 54% of respondents, while 8% reported a short grant cycle of less than a month. A longer grant cycle of seven months or more was reported by 38% of respondents. The longer grant cycle reflects the government application process; the non-government application process took seven months or more for 26% of respondents.

Government Funders: Grant Cycle



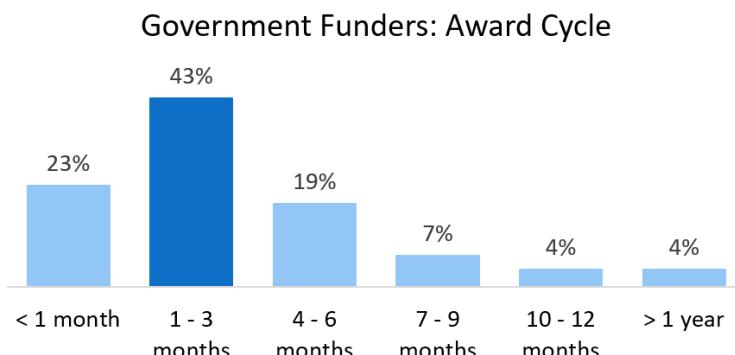
STAFF INVOLVEMENT

For 55% of respondents, one to two people were directly involved in the grantseeking process for the largest individual government award, while 34% of respondents reported that three to five people were directly involved. This represents more staff involvement than for non-government awards, where 74% of respondents reported one to two people were directly involved in the grantseeking process.



AWARD CYCLE

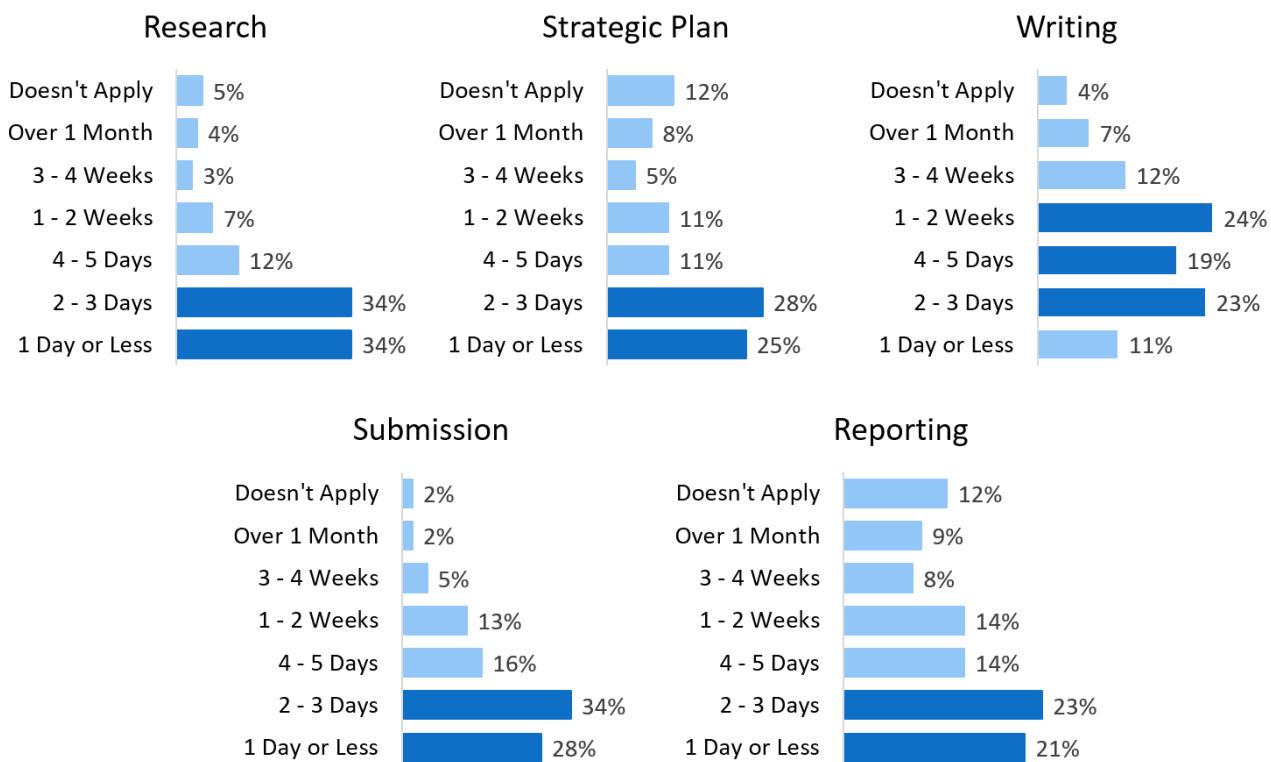
Once an award decision had been determined, funders released the award monies quickly; 66% of respondents reported receiving the award within three months of notification. Delayed receipt of award monies, taking four months or more, was reported by 34% of respondents. The longer award cycle reflects government processes; non-government release of award monies took four months or more for 16% of respondents.



TIME ALLOCATION

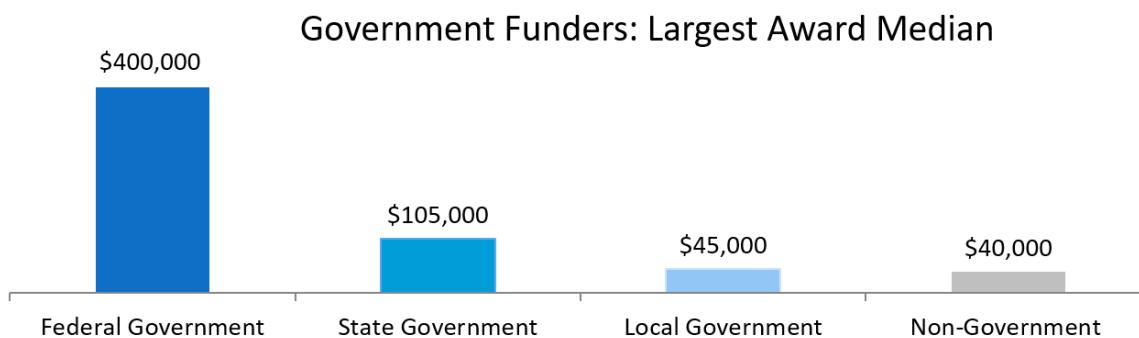
For the largest individual award from a government funder, we asked respondents to tell us how much time was spent on research to support the statement of need, development of the strategic plan, writing the proposal, coordination of the attachments and submission, and post-award reporting. For most respondents, the various areas of the government grant process

took three or fewer days. However, writing government grant applications took from two days to two weeks for 66% of respondents.



GOVERNMENT LARGEST AWARD SIZE

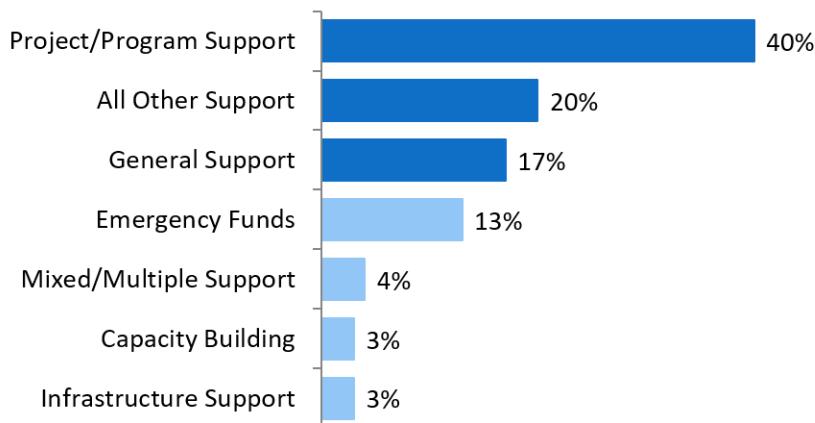
The largest individual award medians from government entities were higher than those from non-government funders. The largest individual award median was \$400,000 for the Federal government, \$105,000 for state government, and \$45,000 for local government. In comparison, the largest award median from non-government funders (private foundations, community foundations, corporate grantmakers, and “other” sources, in aggregate) was \$40,000.



GOVERNMENT LARGEST AWARD SUPPORT TYPE

The largest government award received by 40% of respondents was in the form of project or program support, followed by the “other” category (20%), comprised of eighteen support types reported at a rate of less than 2%, including advocacy, collaborations, equipment, and training programs. The largest government award received by 17% of respondents was in the form of general support, while emergency funds were reported as the largest form of support by 13% of respondents. Mixed support types were reported by 4% of respondents, and capacity building grants and infrastructure awards were each reported by 3% of respondents.

Government Funders: Largest Award Support Type



FEDERAL GOVERNMENT FUNDING

Thirty-seven percent of respondents reported that their organizations regularly receive Federal funding, and 38% stated that their organizations received Federal funding in 2020.

FEDERAL GOVERNMENT AWARD FORM

Those organizations that received Federal funding during 2020 reported that their largest Federal award came in the form of grants (61%), contracts (12%), or another form, including cooperative agreements, reimbursements, and coronavirus relief funding administered by the Small Business Administration (15%). Twelve percent were unsure of the form of funding.

FEDERAL GOVERNMENT AWARD ORIGIN

Forty-four percent of the funds for the largest Federal award originated directly from the Federal government, while 32% originated as pass-through Federal funding via a state government. Twelve percent originated in another form, primarily as pass-through funding

from non-Federal levels of government, tribal agencies, or nonprofit organizations. Twelve percent of respondents were unsure of where their Federal funding originated.

FEDERAL GOVERNMENT MATCHING FUNDS

Over half (66%) of respondents that received Federal funding reported that their largest Federal award did not require matching funds, whereas 22% reported that matching funds were a requirement of their largest Federal award. Twelve percent of respondents that received Federal funding were unsure if matching funds were included as a requirement.

Of those organizations that received awards requiring matching funds, 59% could use in-kind gifts toward the match total, including volunteer hours, facilities usage, time and travel, and donations of goods and services. Respondents most frequently reported a match of 11% to 25% (42%), or of 26% to 50% (22%).

FEDERAL GOVERNMENT INDIRECT/ADMINISTRATIVE COST FUNDING

The largest Federal award included indirect/administrative cost funding for 50% of respondents, while 32% reported that cost funding was not included, and 18% were unsure if this type of funding was included.

Of those respondents that did receive indirect/administrative cost funding, 40% reported that their largest Federal award included an allocation of 10% or less for these costs, and 14% reported that the award included 11% to 20% funding for these costs. Fourteen percent of respondents reported that their largest Federal award included funding of 21% or more for indirect/administrative costs, while 32% were unsure of the level of funding allocated to these costs.

FEDERAL GOVERNMENT REPORTING

Of the organizations that received Federal awards, 52% were required to report on outcomes or cost per unit for the largest award, while this type of reporting was not required for 25%. Twenty-three percent of Federal award recipients were unsure of reporting requirements.

Of those respondents that received Federal awards requiring outcome or cost per unit reporting, the reporting was more detailed or time-consuming than in the past for 15%, whereas it was less detailed or time-consuming for 5%. There was no change in the reporting difficulty for 43% of respondents, and 37% of respondents were unsure as to the level of reporting difficulty.

RESPONDENTS BY GOVERNMENT LARGEST AWARD SOURCE

As illustrated by *The 2021 State of Grantseeking™ Survey* results, a respondent organization's demographics can be defined by the source of the largest award. The following are typical organizations that received their largest award from each funder type. If you are new to

grantseeking, you may choose to apply to funders who have provided awards to organizations that are demographically similar to your organization.

ORGANIZATIONS FOR WHICH THE FEDERAL GOVERNMENT WAS THE LARGEST AWARD SOURCE:

Eighty-five percent of survey respondents from organizations for which the Federal government was the largest award source (FGLAS) were directly associated with their organizations as employees (40%) or at an executive level (45%). Nonprofits comprised 73% of FGLAS organizations, while educational institutions comprised 14%. (Among respondents from educational institutions, 32% represented K-12 schools and 68% represented two- or four-year colleges and universities.) Ten percent of FGLAS organizations were government or tribal agencies, and 3% were libraries or businesses. FGLAS organizations most frequently reported employing over 200 people (27%), between one and five people (15%), between 11 and 25 people (14%), and between 26 and 75 people (14%). Seventy-four percent of FGLAS organizations reported annual budgets of \$1,000,000 and over; of those, 24% reported annual budgets of \$25,000,000 and over. The median annual budget was \$2,904,093. FGLAS organizations were older than other organizations; 32% were 26 to 50 years old and 40% were over 50 years old. Forty-five percent of FGLAS organizations worked in a mix of service areas (rural, suburban, and urban) and 27% served urban areas. The most frequent geographic service reach for FGLAS organizations was multi-county (33%) or one county (20%). Human Services (27%), Education (20%), and Housing and Shelter (9%) were the most frequently reported mission focuses. Fifty-two percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATIONS FOR WHICH STATE GOVERNMENT WAS THE LARGEST AWARD SOURCE:

Eighty-seven percent of survey respondents from organizations for which state government was the largest award source (SGLAS) were directly associated with their organizations as employees (26%) or at an executive level (61%). Nonprofits comprised 91% of SGLAS organizations, while educational institutions comprised 4%. (Among respondents from educational institutions, 50% represented K-12 schools and 50% represented two- or four-year colleges and universities.) Two percent of SGLAS organizations were government or tribal agencies, and 3% were libraries or businesses. SGLAS organizations most frequently reported employing one to five people (31%) or six to 25 people (30%). Fourteen percent of SGLAS organizations reported annual budgets between \$100,000 and \$249,999. Annual budgets between \$250,000 and \$499,999 were reported by 15% of SGLAS respondents, and 24% reported annual budgets between \$1,000,000 and \$4,999,999. The median annual budget was \$630,000. Most SGLAS organizations were 11 to 25 years old (20%) or 26 to 50 years old (40%). Forty-one percent of SGLAS organizations worked in a mix of service areas (rural, suburban, and

urban), while 26% served urban areas and 24% served suburban locations. The most frequent geographic service reach for SGLAS organizations was multi-county (35%), one county (19%), or one state (15%). Human Services (27%), Art, Culture, and Humanities (17%), and Education (11%) were the most frequently reported mission focuses. Fifty-two percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATIONS FOR WHICH LOCAL GOVERNMENT WAS THE LARGEST AWARD SOURCE:

Seventy-nine percent of survey respondents from organizations for which local government was the largest award source (LGLAS) were directly associated with their organizations as employees (27%) or at an executive level (52%). Nonprofits comprised 99% of LGLAS organizations. Most LGLAS organizations reported employing one to five people (31%) or six to 25 people (26%), while 14% reported that they were staffed by volunteers. LGLAS organizations most frequently reported annual budgets under \$500,000 (49%) and between \$1,000,000 and \$4,999,999 (21%). The median annual budget was \$550,000. Most LGLAS organizations were 11 to 25 years old (27%) or 26 to 50 years old (40%). Forty-two percent served urban areas, while 34% worked in a mix of service areas (rural, suburban, and urban), and 20% served suburban locations. The most frequent geographic service reach for LGLAS organizations was one county (31%) or multi-county (30%). Art, Culture, and Humanities (29%), Human Services (27%), and Youth Development (7%) were the most frequently reported mission focuses. Fifty-four percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

NON-GOVERNMENT FUNDING

NON-GOVERNMENT FUNDING SOURCES

Among those respondents that reported non-government funding sources, private foundations (85%) were most frequently reported as a non-government funding source, followed by community foundations (72%) and corporate grantmakers (59%). Respondents also reported the receipt of corporate gifts (27%) and funding from “other” sources (12%).

NON-GOVERNMENT LARGEST SOURCE OF TOTAL FUNDING

Among respondents that reported non-government funding sources, private foundations (56%) were most frequently reported as the largest total source of this type of funding, followed by community foundations (17%), corporate grantmakers (12%), and “other” grant sources (10%). Five percent of these respondents reported government funders as their largest source of total funding.

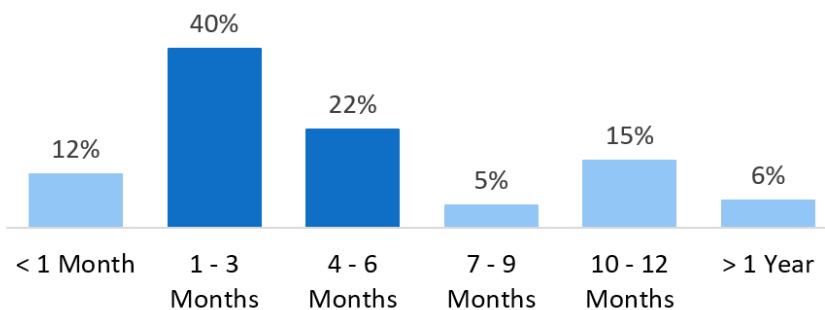
NON-GOVERNMENT LARGEST INDIVIDUAL AWARD SOURCE

Among those respondents that reported non-government funding sources, private foundations (55%) were most frequently reported as the largest individual award source, followed by community foundations (19%), corporate grantmakers (14%), and “other” grant sources (12%).

NON-GOVERNMENT GRANT CYCLE

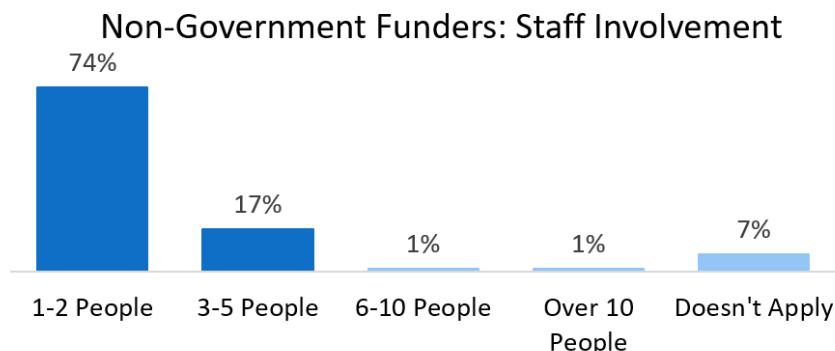
The non-government grant cycle length—from proposal submission to award decision—for the largest award was between one and six months for 62% of respondents, while 12% reported a short grant cycle of less than a month. A longer grant cycle of seven months or more was reported by 26% of respondents. The shorter grant cycle for non-government funders reflects an application process that is often simpler than that of government applications; the government application process took seven months or more for 38% of respondents.

Non-Government Funders: Grant Cycle



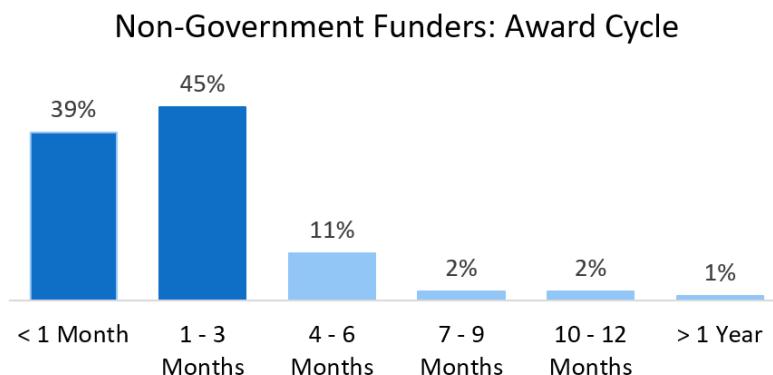
STAFF INVOLVEMENT

For 74% of respondents, one to two people were directly involved in the grantseeking process for the largest individual award, while 17% of respondents reported that three to five people were directly involved. This required fewer staff members than for government awards, where 55% of respondents reported that one to two people were directly involved in the grantseeking process.



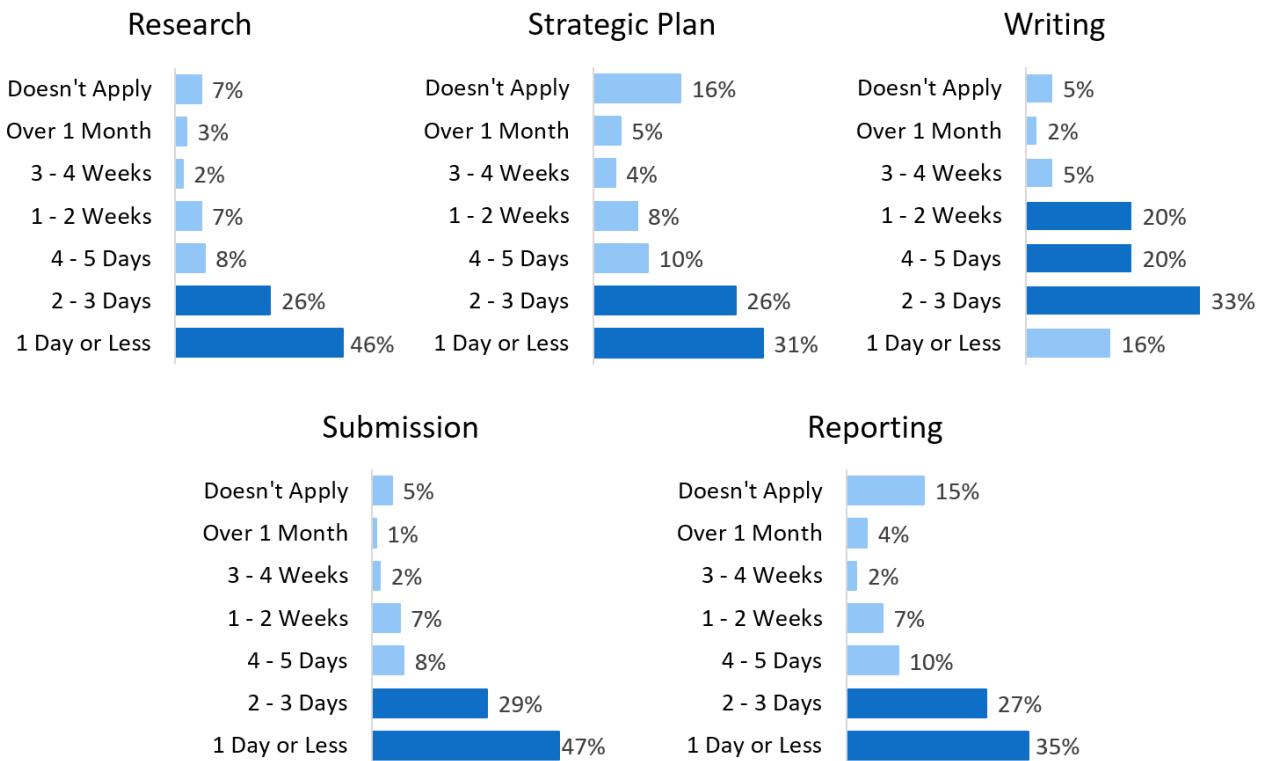
NON-GOVERNMENT AWARD CYCLE

Once an award decision had been determined, non-government funders generally released the award monies within three months of notification (84%). Delayed receipt of award monies, taking four months or more, was reported by 16% of respondents. This timing is significant, as delayed release of funds from government sources was reported by 34% of respondents.



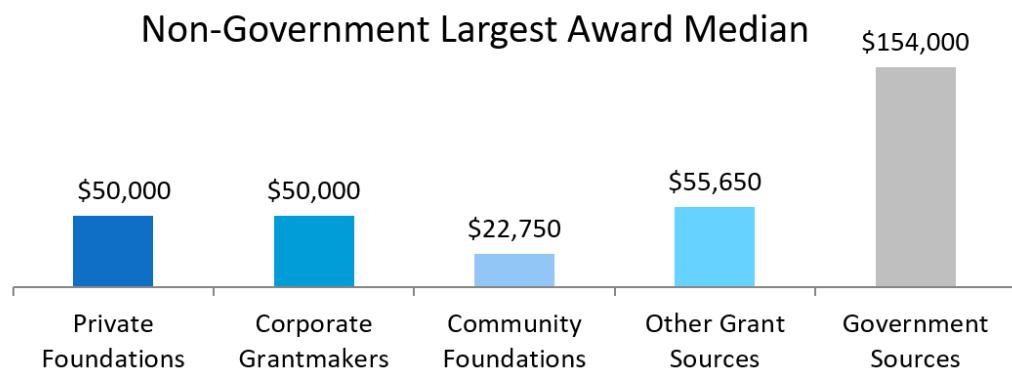
TIME ALLOCATION

For the largest individual award from a non-government funder, we asked respondents to tell us how much time was spent on research to support the statement of need, development of the strategic plan, writing the proposal, coordination of the attachments and submission, and post-award reporting. For most respondents, the various areas of the non-government grant process took three or fewer days. However, writing grant applications took from two days to two weeks for 73% of respondents.



NON-GOVERNMENT LARGEST INDIVIDUAL AWARD SIZE

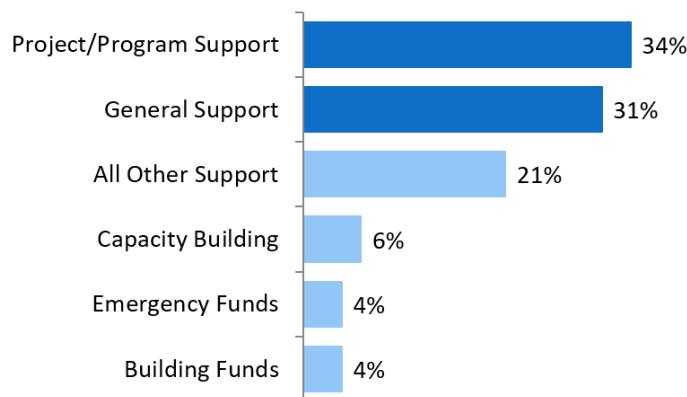
The largest individual award median from non-government entities was lower than that from government funders (an aggregate of Federal, state, and local government). The largest award median from private foundations and from corporate grantmakers was \$50,000. The largest award median from community foundations was \$22,750, while that from “other” funding sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) was \$55,650. In comparison, the largest individual award median from government funders was \$154,000.



NON-GOVERNMENT LARGEST AWARD SUPPORT TYPE

The largest non-government award received by 34% of respondents was in the form of project or program support, followed by general support at 31%. Respondents also reported the largest non-government award type as capacity building (6%), emergency funds (4%), and building funds (4%). The “other” category (21%) is comprised of twenty support types reported at a rate of less than 2%, including advocacy, collaborations, equipment, and training programs.

Non-Government Funders: Largest Award Support Type



RESPONDENTS BY LARGEST AWARD SOURCE

As illustrated by *The 2021 State of Grantseeking™ Survey* results, a respondent organization's demographics can be defined by the source of the largest award. The following are typical organizations that received their largest award from each funder type. If you are new to grantseeking, you may choose to apply to funders who have provided awards to organizations that are demographically similar to your organization.

ORGANIZATIONS FOR WHICH PRIVATE FOUNDATIONS WERE THE LARGEST AWARD SOURCE:

Eighty-five percent of survey respondents from organizations for which private foundations were the largest award source (PFLAS) were directly associated with their organizations as employees (26%) or at an executive level (59%). Nonprofits comprised 95% of PFLAS organizations. Among respondents from educational institutions (3%), 41% represented K-12 schools and 59% represented two- or four-year colleges and universities. PFLAS organizations most frequently reported employing one to five people (39%), six to ten people (14%), or 11 to 25 people (16%). Fifteen percent of PFLAS organizations reported annual budgets between \$100,000 and \$249,999, while annual budgets between \$250,000 and \$499,999 and between \$500,000 and \$999,999 were each reported by 17% of respondents. Twenty-seven percent of respondents reported annual budgets between \$1,000,000 and \$4,999,999. The median annual

budget was \$723,000. PFLAS organizations were 11 to 25 years old (29%) or 26 to 50 years old (30%). Forty-nine percent worked in a mix of service areas (rural, suburban, and urban), while 27% were in urban areas. The most frequent geographic service reach for PFLAS organizations was multi-county (21%) or one county (12%). Human Services (25%), Art, Culture, and Humanities (12%), and Education (11%) were the most frequently reported mission focuses. Forty-eight percent of PFLAS organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATIONS FOR WHICH CORPORATIONS WERE THE LARGEST AWARD SOURCE:

Eighty-one percent of survey respondents from organizations for which corporations were the largest award source (CLAS) were directly associated with their organizations as employees (26%) or at an executive level (55%). Nonprofits comprised 98% of CLAS organizations. CLAS organizations most frequently reported employing one to five people (29%), six to ten people (13%), or 11 to 25 people (12%). Fifteen percent of CLAS organizations reported that they were staffed by volunteers. Fourteen percent of CLAS organizations reported annual budgets between \$100,000 and \$249,999, while 16% reported annual budgets between \$250,000 and \$499,999, and 15% reported annual budgets between \$500,000 and \$999,999. Annual budgets between \$1,000,000 and \$4,999,999 were reported by 22% of respondents. The median annual budget was \$600,000. Most CLAS organizations were 11 to 25 years old (27%) or 26 to 50 years old (34%). Fifty-eight percent worked in a mix of service areas (rural, suburban, and urban), while 20% were in urban areas and 17% were in suburban areas. The most frequent geographic service reach for CLAS organizations was multi-county (24%) or multi-city/town (17%). Human Services (22%), Youth Development (11%), Education (10%), and Housing and Shelter (10%) were the most frequently reported mission focuses. Fifty-seven percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATIONS FOR WHICH COMMUNITY FOUNDATIONS WERE THE LARGEST AWARD SOURCE:

Eighty-six percent of survey respondents from organizations for which community foundations were the largest award source (CFLAS) were directly associated with their organizations as employees (22%) or at an executive level (64%). Nonprofits comprised 98% of CFLAS organizations. CFLAS organizations most frequently reported employing one to five people (40%), employing less than a full-time equivalent person (14%), or being staffed by volunteers (14%). Twenty-four percent of CFLAS organizations reported annual budgets under \$100,000, while 23% reported budgets between \$100,000 and \$249,999 and 18% reported annual budgets between \$250,000 and \$499,999. The median annual budget was \$337,000. Most CFLAS organizations were 11 to 25 years old (30%) or 26 to 50 years old (30%). Forty-two percent worked in a mix of service areas (rural, suburban, and urban), while 29% were in an

urban service area and 24% were in a suburban service area. The most frequent geographic service reach for CFLAS organizations was multi-county (30%), one county (15%), or one state (13%). Human Services (29%), Art, Culture, and Humanities (13%), and Youth Development (10%) were the most frequently reported mission focuses. Forty-nine percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

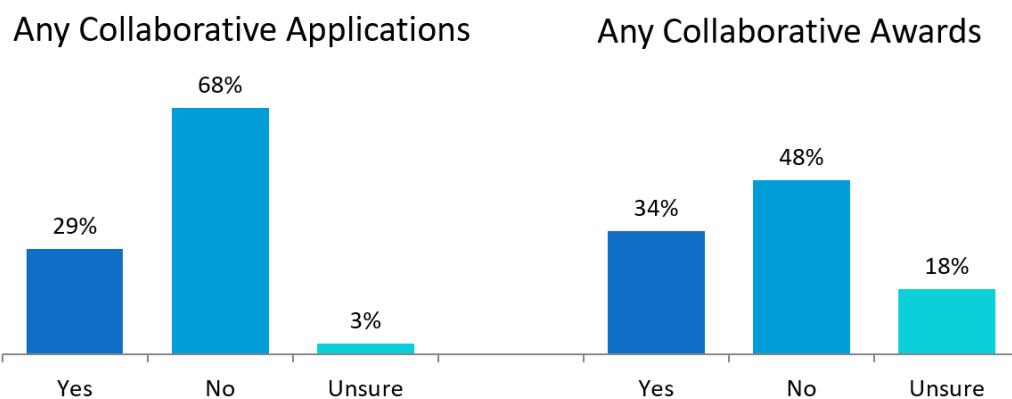
ORGANIZATIONS FOR WHICH “OTHER” SOURCES WERE THE LARGEST AWARD SOURCE:

Eighty-one percent of survey respondents from organizations for which “other” sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal funds) were the largest award source (OLAS) were directly associated with their organizations as employees (15%) or at an executive level (66%). Nonprofits comprised 91% of OLAS organizations. OLAS organizations most frequently reported employing one to five people (28%), six to twenty-five people (17%), or being staffed by volunteers (24%). Thirty-eight percent of OLAS organizations reported annual budgets under \$100,000, and 25% reported annual budgets between \$250,000 and \$999,999. Annual budgets between \$1,000,000 and \$4,999,999 were reported by 22% of respondents. The median annual budget was \$300,000. Most OLAS organizations were ten years or younger (28%), 11 to 25 years old (24%), or 26 to 50 years old (25%). Fifty-nine percent worked in a mix of service areas (rural, suburban, and urban), while 17% were in urban service areas and 17% were in suburban ones. The most frequent geographic service reach for OLAS organizations was multi-county (27%), international (15%), or state-level (13%). Human Services (24%), Education (14%), and Art, Culture, and Humanities (12%) were the most frequently reported mission focuses. Fifty-three percent of these organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

COLLABORATIVE GRANTSEEKING

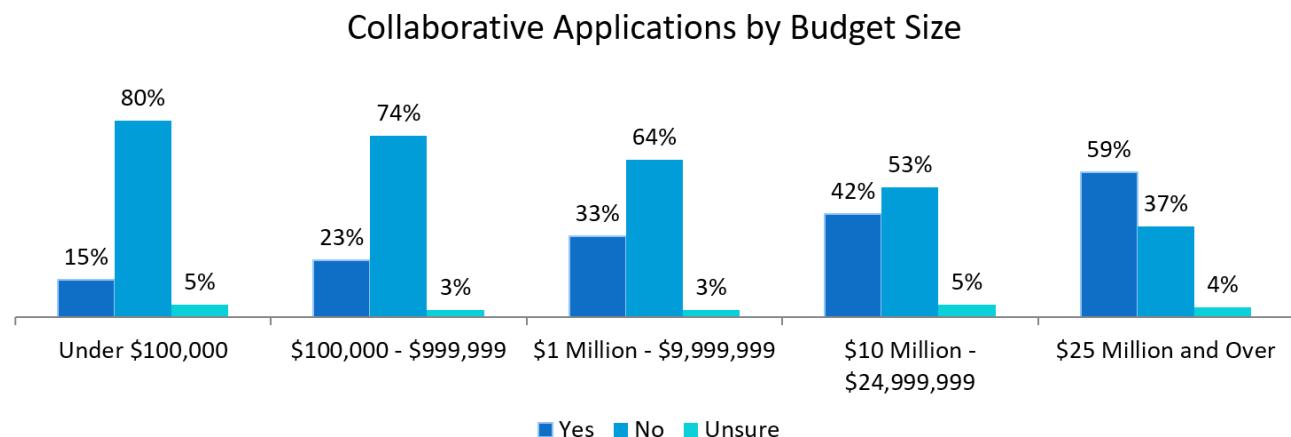
PARTICIPATION AND AWARDS

Collaborative grantseeking—several organizations joining together to submit grant applications for joint activities or programs—is a trending topic. Many funders feel collaboration among nonprofits increases the effectiveness of awards. Most respondents (68%) did not participate in collaborative grantseeking in 2020. Thirty-four percent of those respondents that did submit a collaborative grant application reported winning an award.



COLLABORATION BY ANNUAL BUDGET

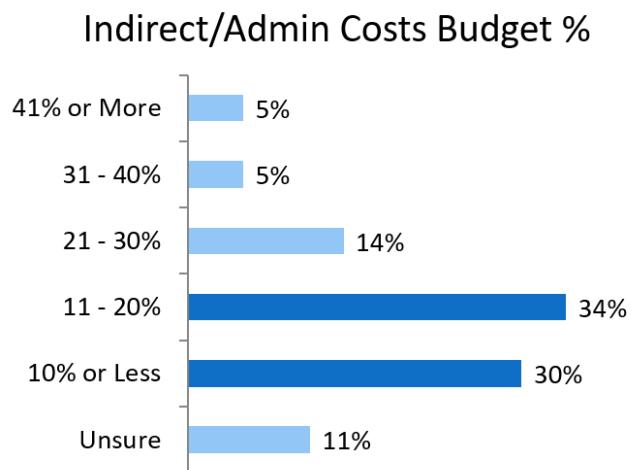
Increases in annual budget size, with the implied increases in staff and infrastructure, influenced collaborative activities. Fifty-nine percent of organizations with budgets of \$25,000,000 or more participated in collaborative grantseeking in 2020, whereas only 15% of organizations with budgets under \$100,000 participated in collaborative grantseeking during this period.



INDIRECT/ADMINISTRATIVE COST FUNDING

INDIRECT/ADMINISTRATIVE COSTS AS A PERCENTAGE OF BUDGET

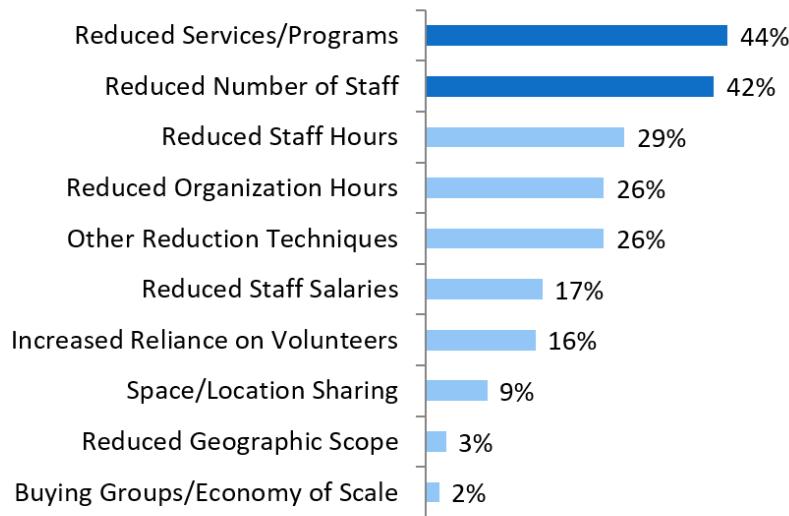
Our respondents generally kept their costs low; 64% reported indirect/administrative costs as 20% or less of their total budgets. Only 24% of survey respondents reported these costs as over 20% of their budgets, while 11% were unsure of the budget percentage of their organization's indirect/administrative costs.



INDIRECT/ADMINISTRATIVE COST CONTROLS

Respondents were asked, "How did you reduce your indirect/administrative costs?" and were able to report multiple techniques. Reductions in services and programs (44%) were the most frequently reported indirect/administrative cost control techniques. Managing costs through reductions in the number of staff (42%), staff hours (29%), organization hours (26%), and staff salaries (17%), or through increased reliance on volunteer labor (16%) were frequently reported methods. In addition, respondents controlled and lowered these costs by participating in space or location sharing (9%), reducing their organization's geographic scope (3%), and participating in buying groups (2%). Among the "other" reported reduction techniques, cost savings through virtual work, cancellation of fundraisers and events, and lower mileage reimbursement were frequently cited.

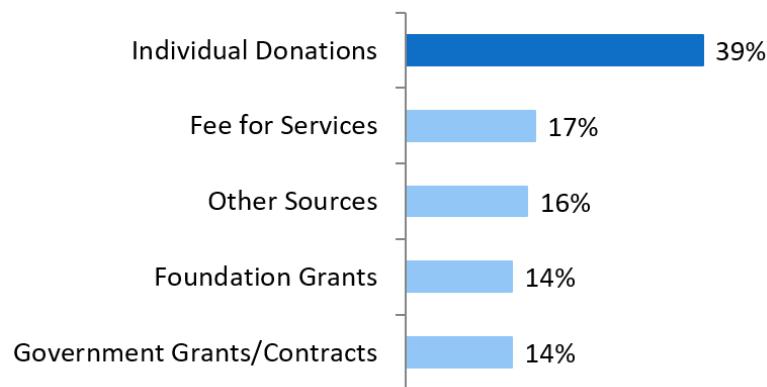
Cost Reduction Techniques



INDIRECT/ADMINISTRATIVE COST FUNDING SOURCES

Individual donations (39%) were the most frequent source of indirect/administrative funding, while government grants and contracts (14%) and foundation grants (14%) were the least frequent source. Fees for services supported these costs for 17% of respondents. Within the “other” sources category (16%), fundraisers, tax revenue, major donors, and general funds were cited as some of the sources of indirect/administrative funding.

Indirect/Admin. Costs Funding Source

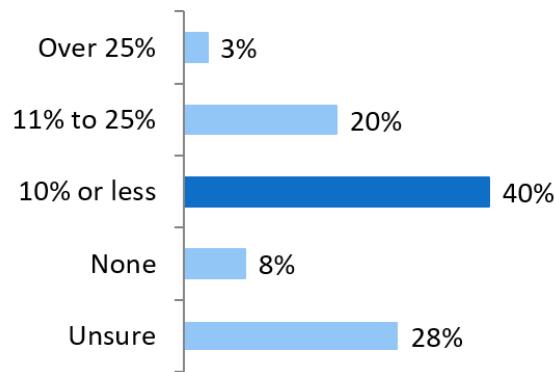


INDIRECT/ADMINISTRATIVE COST FUNDING LIMITATIONS

Respondents reported that non-government funders will generally assist with indirect/administrative costs, although they limit the amount that they are willing to cover. Forty percent of respondents reported an allowance of 10% or less for these costs, and 20% reported an allowance of 11% to 25% for these costs. Eight percent of respondents reported

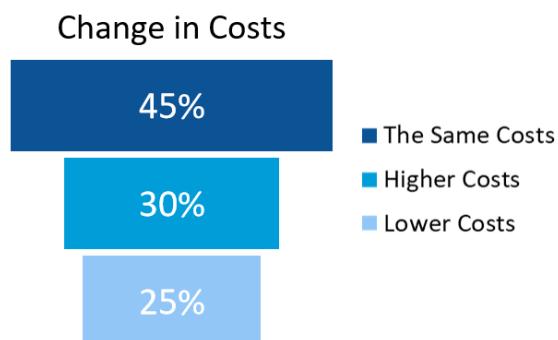
that non-government funders would not cover indirect/administrative costs, while 28% were unsure of the coverage level. Only 3% of respondents reported that non-government funders allocated over 25% of the budget for these costs.

Non-government Indirect/Admin. Cost Allowance %



INDIRECT/ADMINISTRATIVE COST TRENDS

Compared to indirect/administrative costs for the prior year, 45% of respondents reported that these costs had remained the same, while 30% reported that these costs had increased. Indirect/administrative costs decreased for 25% of respondents.



CHALLENGES TO GRANTSEEKING

We asked, “What, in your opinion, is the greatest challenge to successful grantseeking?” Respondents continued to report that grantseeking’s greatest challenges stem from the lack of time and staff for grantseeking activities (22%).

Difficulty in finding grant opportunities that matched with specific missions, locations, or programs (13%) and increased competition for finite monies (13%) were also frequently cited as the greatest challenge to successful grantseeking.

The response rates for the challenges of adherence to varying funder practices and requirements (11%) and building funder relationships (9%) spoke to the importance of grantseeker-grantmaker relationships.

The remaining challenges were each reported by 6% or fewer of respondents. Of those respondents who reported “other” challenges, changing funder priorities (including pandemic-funding pivots), reduced budgets, small organizational size, and specific or rare mission focus were frequently reported as the greatest challenge to successful grantseeking.

Grantseeking’s Greatest Challenge



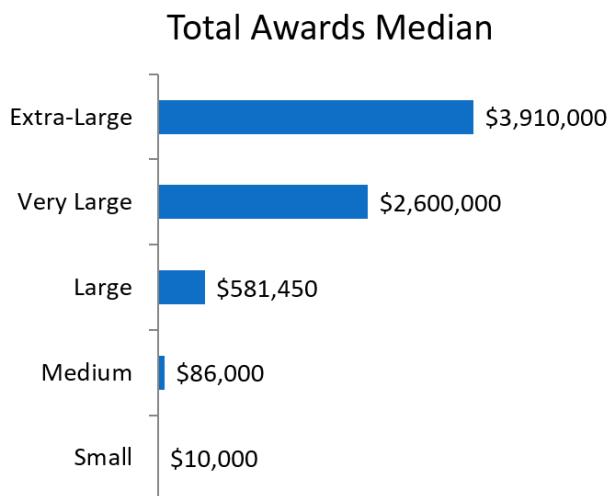
ORGANIZATION ANNUAL BUDGET

Organizational size determined by annual budget appears to be a key factor influencing the grantseeking experience. The variations in funding by budget size emphasize the importance of comparing your organization to those with similar annual budget ranges. For this report, organizational budget ranges are defined as:

BUDGET RANGE	RANGE NAME	MEDIAN BUDGET	% OF RESPONDENTS
Under \$100,000	Small	\$45,000	16%
\$100,000 - \$999,999	Medium	\$350,000	37%
\$1 Million - \$9,999,999	Large	\$2,252,450	29%
\$10 Million - \$24,999,999	Very Large	\$16,000,000	8%
\$25 Million and Over	Extra-Large	\$60,000,000	10%

TOTAL FUNDING

Larger organizations consistently reported higher total awards. The median value of total awards was \$150,000. However, there were substantial differences by budget range. Median total awards ranged from \$10,000 for small organizations to \$3.9 million for extra-large organizations.



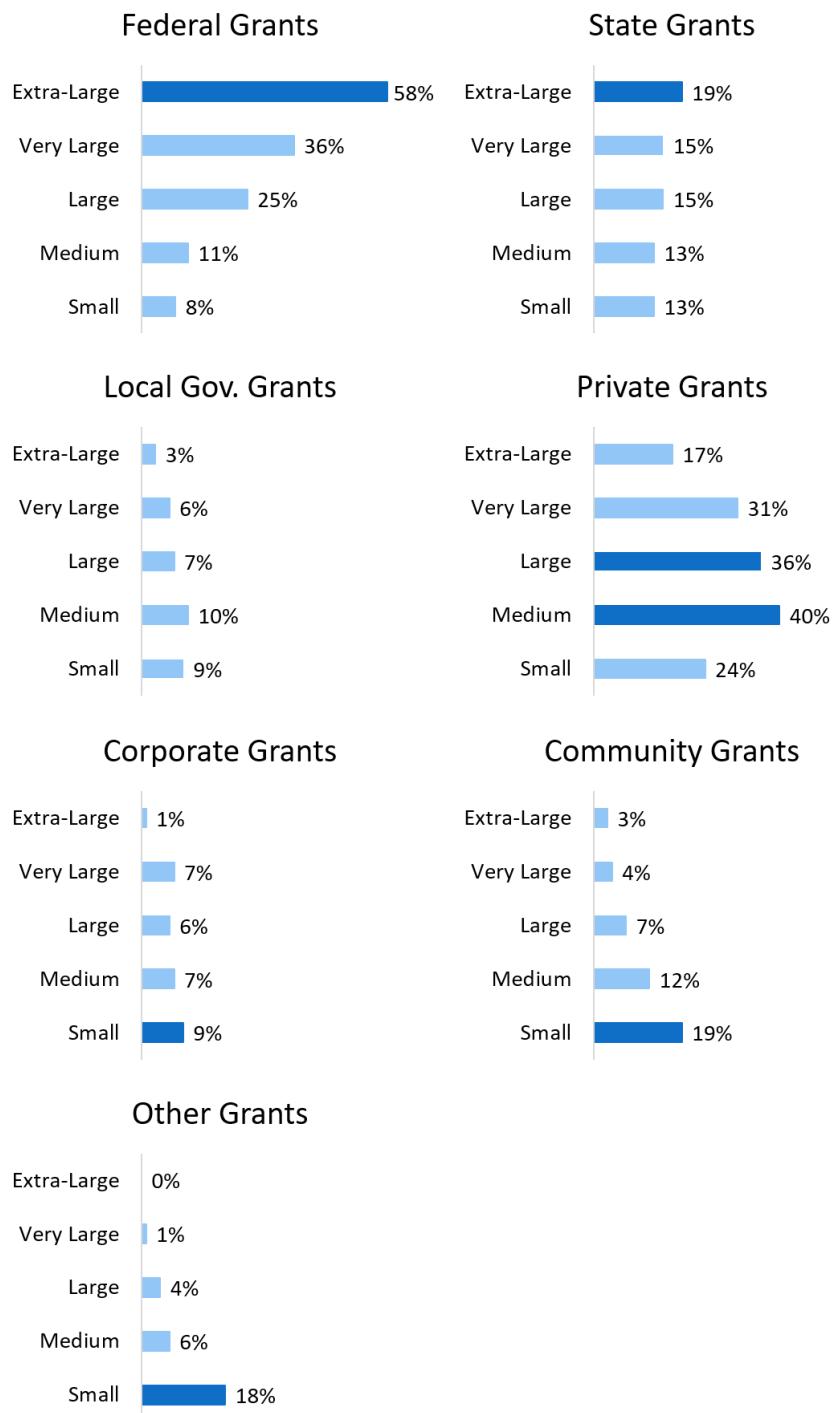
LARGEST SOURCE OF TOTAL FUNDING

The largest source of total funding varied by organizational size. Federal and state government funding frequency increased with organizational budget size, whereas funding from local government, corporations, community foundations, and “other” funding sources (including religious organizations, the United Way, donor-advised funds, civic organizations, and tribal

funds) generally decreased in relation to budget size. Private foundations were the most frequently cited source of grant awards for medium and large organizations.

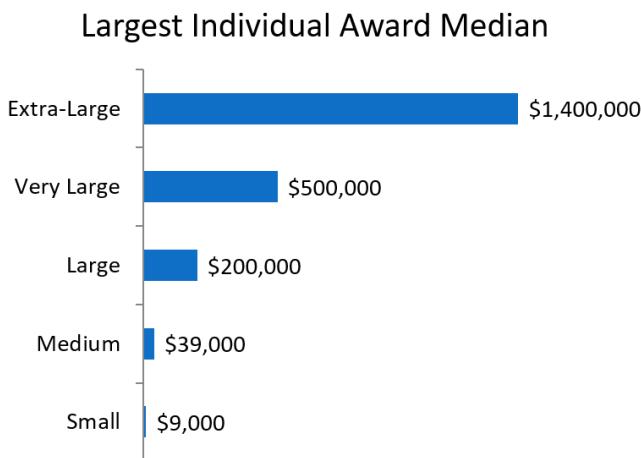
The response rate for each source of funding, by organizational budget size, is listed in the following chart.

Largest Source of Total Funding



LARGEST INDIVIDUAL AWARD

Just as with total award sizes, larger organizations consistently reported larger individual award sizes. The median largest individual award was \$61,000 for all survey respondents. When broken out by budget size, the median largest individual award ranged from \$9,000 for small organizations to over \$1,400,000 for extra-large organizations.



LARGEST INDIVIDUAL AWARD SOURCE

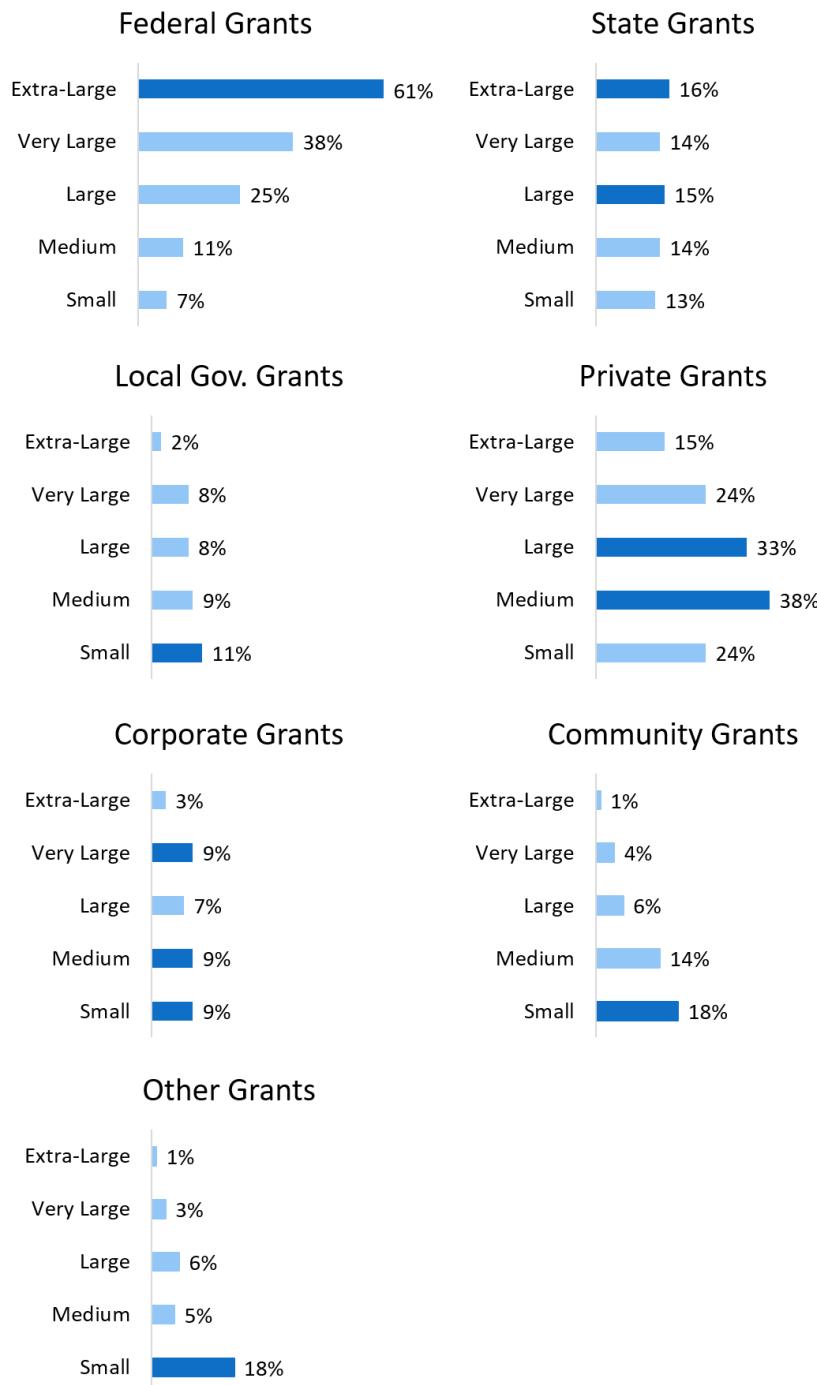
Organizations reported variations in the largest individual award source based on organizational budget size.

Extra-large organizations reported a much greater frequency of Federal government grants. Organizations should note the median largest award size is substantially higher for government sources and consider these trends when setting realistic grantseeking expectations based on organizational size. For example, the median largest award for Federal grants was \$400,000, while the median largest award from community foundations was \$22,750.

Medium and large organizations most frequently reported private foundation grants as the largest award source. The median largest award for private foundation grants was \$50,000.

The response rate for each source of funding, by organizational budget size, is listed in the following chart.

Largest Individual Award Source



RESPONDENTS BY ANNUAL BUDGET SIZE

As illustrated by *The 2021 State of Grantseeking™ Survey* results, a respondent organization's demographics and grantseeking experience can be further defined by their annual budget size.

Annual budget impacts grantseeking because it speaks to organizational age and experience and to the size of staff and programs. The following are typical organizations that received their largest award from each funder type. If you are new to grantseeking, you may choose to apply to funders who have provided awards to organizations that are demographically similar to your organization.

ORGANIZATIONS WITH SMALL ANNUAL BUDGETS UNDER \$100,000:

Sixty-seven percent of survey respondents from organizations with small budgets under \$100,000 were directly associated with their organizations as employees (5%) or at an executive level (62%); 20% were board members. Nonprofits comprised 92% of small organizations. Small organizations most frequently reported all-volunteer staffing (50%), employing less than a full-time equivalent (23%), or employing one to five people (24%). The median annual budget was \$45,000. Small organizations were frequently one to five years old (27%), six to ten years old (19%), or 11 to 25 years old (26%). Forty percent worked in a mix of service areas (rural, suburban, and urban), while 24% were in urban areas and 24% were in suburban areas. The most frequent geographic service reach for small organizations was multi-county (24%), while international, one state, one county, or multi-city/town were each reported by 12% of respondents. Art, Culture, and Humanities (19%), Human Services (17%), and Education (10%) were the most frequently reported mission focuses. Forty-four percent of small organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATIONS WITH MEDIUM ANNUAL BUDGETS BETWEEN \$100,000 AND \$999,999:

Eighty-three percent of survey respondents from organizations with medium budgets between \$100,000 and \$999,999 were directly associated with their organizations as employees (15%) or at an executive level (68%). Nonprofits comprised 94% of medium organizations. Among respondents from educational institutions (1%), 60% represented K-12 schools and 40% represented two- or four-year colleges and universities. Medium organizations most frequently reported employing one to five people (59%) or six to ten people (17%). The median annual budget was \$350,000. Medium organizations were often 11 to 25 years old (33%) or 26 to 50 years old (32%). Forty-two percent worked in a mix of service areas (rural, suburban, and urban), while 25% were in urban areas and 24% were in suburban areas. The most frequent geographic service reach for medium organizations was multi-county (30%), one county (16%), or multi-city/town (13%). Human Services (22%), Art, Culture, and Humanities (17%), and Education (10%) were the most frequently reported mission focuses. Forty-six percent of medium organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATIONS WITH LARGE ANNUAL BUDGETS BETWEEN \$1 MILLION AND \$9,999,999:

Eighty-eight percent of survey respondents from organizations with large budgets between \$1 million and \$9,999,999 were directly associated with their organizations as employees (42%) or at an executive level (46%). Nonprofits comprised 90% of large organizations. Among respondents from educational institutions (5%), 56% represented K-12 schools and 44% represented two- or four-year colleges and universities. Large organizations most frequently reported employing six to ten people (16%), 11 to 25 people (34%), or 26 to 75 people (27%). The median annual budget was \$2,252,450. Large organizations were usually 11 to 25 years old (18%), 26 to 50 years old (44%), or 51 to 100 years old (21%). Forty-eight percent worked in a mix of service areas (rural, suburban, and urban), while 31% were in urban areas and 16% were in suburban areas. The most frequent geographic service reach for large organizations was multi-county (32%), one county (17%), or one state (11%). Human Services (27%), Education (11%), and Art, Culture, and Humanities (10%) were the most frequently reported mission focuses. Fifty-eight percent of large organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATIONS WITH VERY LARGE ANNUAL BUDGETS BETWEEN \$10 MILLION AND \$24,999,999:

Eighty-six percent of survey respondents from organizations with very large budgets between \$10 Million and \$24,999,999 were directly associated with their organizations as employees (63%) or at an executive level (23%). Nonprofits comprised 84% of very large organizations. Among respondents from educational institutions (10%), 25% represented K-12 schools and 75% represented two- or four-year colleges and universities. Very large organizations most frequently reported employing 76 to 125 people (24%), 126 to 200 people (32%), or over 200 people (28%). The median annual budget was \$16,000,000. Very large organizations were usually 26 to 50 years old (28%), 51 to 100 years old (34%), or over 100 years old (26%). Forty-eight percent worked in a mix of service areas (rural, suburban, and urban), while 36% were in urban areas. The most frequent geographic service reach for very large organizations was multi-county (38%), one county (13%), or one state (12%). Human Services (36%), Education (15%), and Health (12%) were the most frequently reported mission focuses. Sixty-three percent of very large organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATIONS WITH EXTRA-LARGE ANNUAL BUDGETS \$25 MILLION AND OVER:

Eighty-seven percent of survey respondents from organizations with extra-large budgets between \$100,000 and \$999,999 were directly associated with their organizations as

employees (66%) or at an executive level (21%). Nonprofits comprised 52% of extra-large organizations; 13% were government entities. Among respondents from educational institutions (32%), 18% represented K-12 schools and 82% represented two- or four-year colleges and universities. Extra-large organizations most frequently reported employing over 200 people (82%). The median annual budget was \$60,000,000. Extra-large organizations were usually 26 to 50 years old (24%), 51 to 100 years old (33%), or over 100 years old (37%). Fifty-two percent worked in a mix of service areas (rural, suburban, and urban), while 26% were in urban areas and 14% were in suburban areas. The most frequent geographic service reach for extra-large organizations was multi-county (27%), one county (15%), one state (14%), or international (13%). Education (36%), Human Services (25%), and Health (14%) were the most frequently reported mission focuses. Forty-five percent of extra-large organizations reported a service population comprised of over 50% individuals/families at or below the poverty level.

ORGANIZATION MISSION FOCUS

Organizational grantseeking activities are impacted by the mission focus of the organization. Just as with annual budget, variations in grant funding and sources become pronounced when viewed through the lens of mission focus.

Of the 25 mission focus choices in *The 2021 State of Grantseeking™ Survey*, which are based on the National Taxonomy of Exempt Entities Classification System, 13 comprised 90% of respondent organizations. We combined the remaining mission focuses (each of which had under 2% of our respondents) into the Other Missions category. For this report, mission focus classifications are defined as:

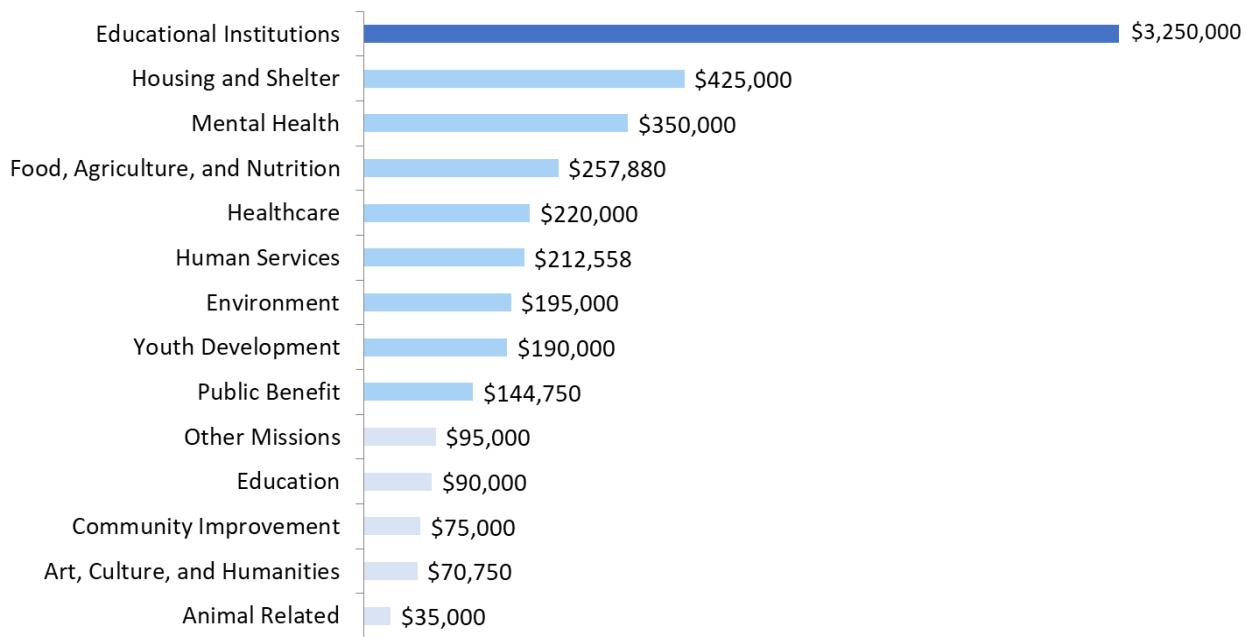
Mission Focus	% of Respondents	Median Budget Amount
Human Services	24%	\$1,275,000
Art, Culture, and Humanities	13%	\$332,949
Other Missions	10%	\$536,700
Education	8%	\$569,908
Healthcare	8%	\$1,493,831
Youth Development	7%	\$753,207
Educational Institutions	6%	\$41,000,000
Housing and Shelter	6%	\$1,484,700
Community Improvement	4%	\$299,500
Animal Related	4%	\$270,000
Environment	3%	\$800,000
Food, Agriculture, and Nutrition	3%	\$776,000
Mental Health	3%	\$2,533,612
Public Benefit	2%	\$1,038,385

TOTAL FUNDING

There were substantial differences in the median value of total awards by organizational mission focus. Educational Institutions reported a median award total of \$3.25 million, an outlier in total funding. Organizations with all other mission focuses studied in this report noted smaller total funding amounts. Housing and Shelter organizations had a median award total of \$425,000, while Animal Related organizations reported the lowest median award total of \$35,000. The median value of total awards for all respondents was \$150,000.

The following chart shows the median size of total grant awards reported by mission focus.

Median Total Awards by Mission Focus

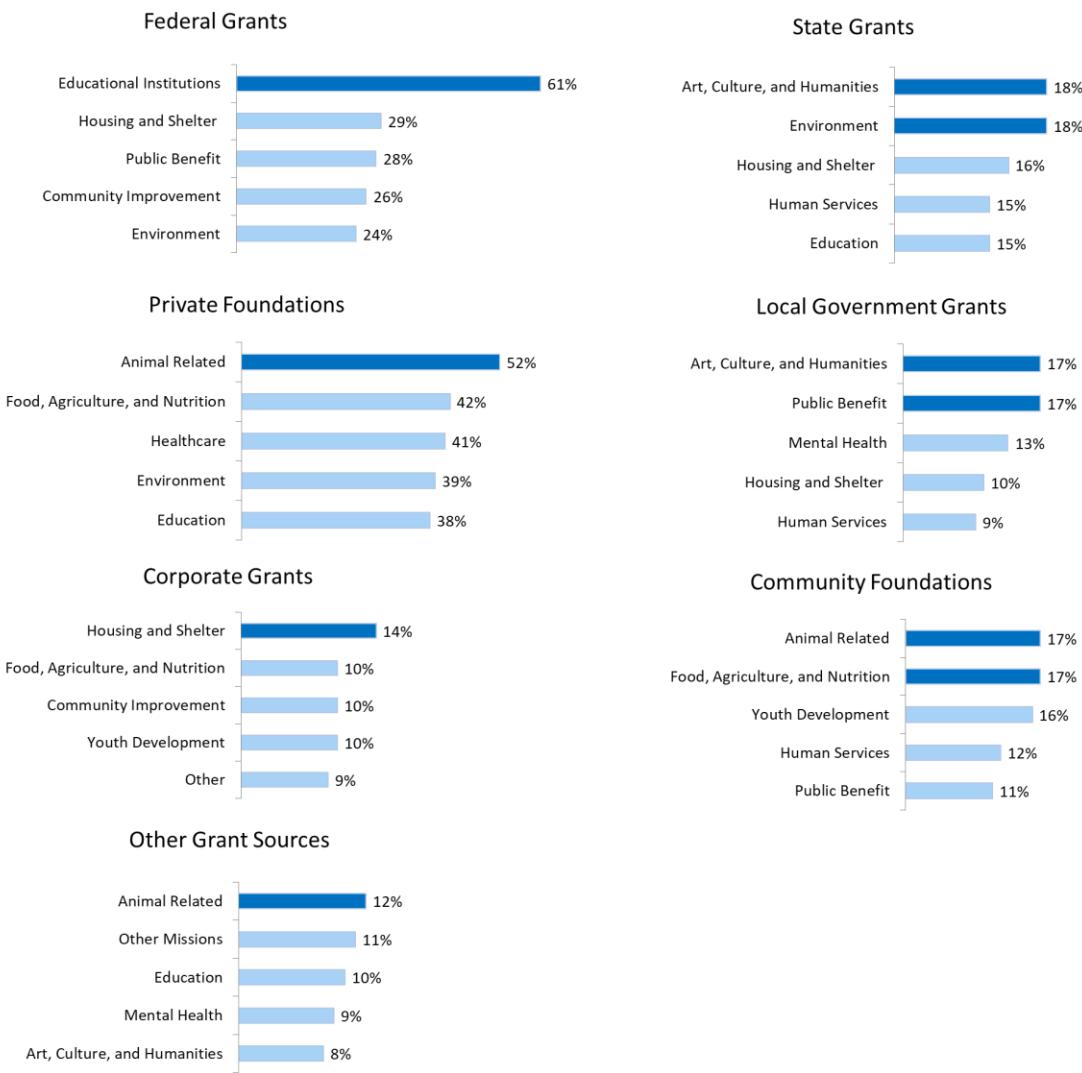


LARGEST SOURCE OF TOTAL FUNDING

The largest source of total grant funding varied by mission focus. Private foundations were most frequently the largest source of total grant funding for organizations of each mission focus except for Educational Institutions and Housing and Shelter, for which the Federal government was the most frequently reported source of total grant funding.

The missions with the highest rate of response for each source of funding are listed in the following chart.

Largest Source of Total Funding by Mission Focus

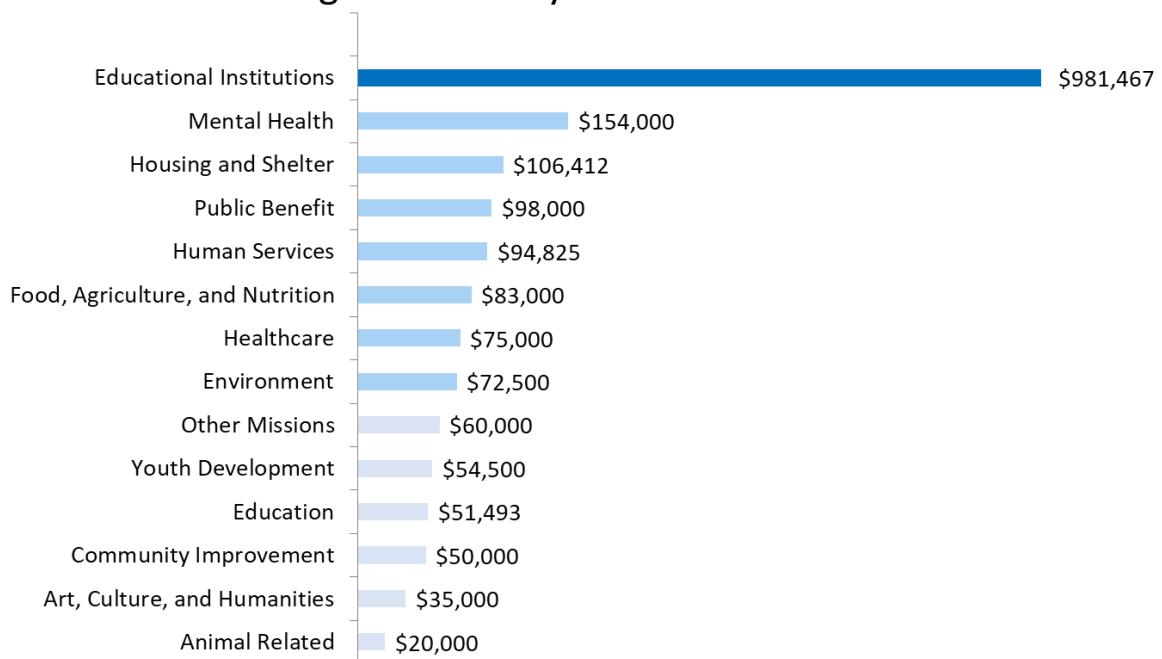


LARGEST INDIVIDUAL AWARD

The median largest award size is strongly impacted by mission focus, ranging from \$20,000 for Animal Related organizations to \$981,467 for Educational Institutions. The median largest individual award for all respondents was \$61,000.

The following chart shows, by mission focus, the median award size for the largest individual grant award.

Median Largest Award by Mission Focus

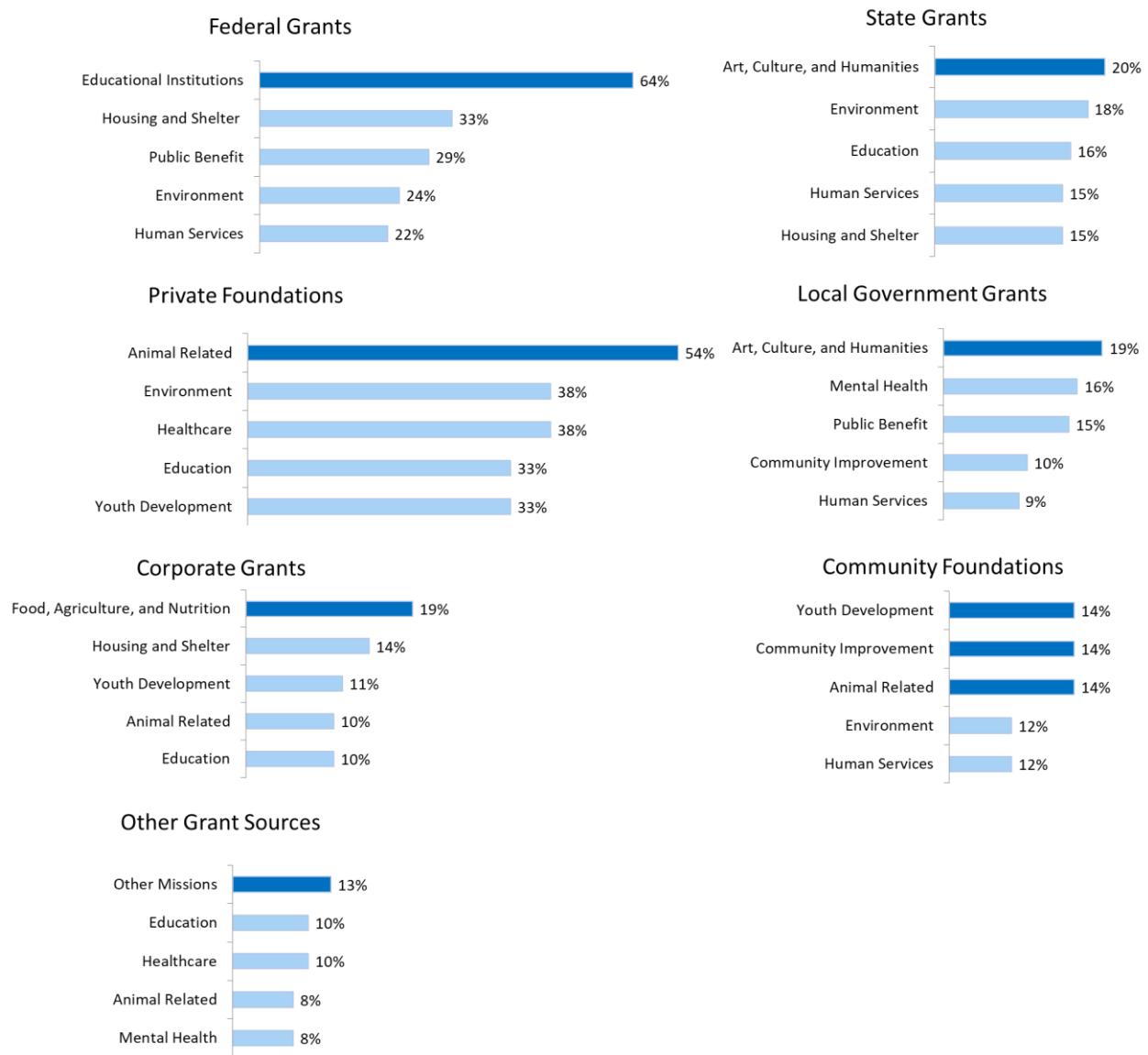


LARGEST INDIVIDUAL AWARD SOURCE

As with the largest source of total grant funding, private foundations were the most frequent source of the largest individual award for organizations of most mission focuses. Educational Institutions and Housing and Shelter missions are the exception, where the Federal government was the largest award source. Again, remember the median largest award size is substantially higher for government sources and factor in these trends when setting realistic grantseeking expectations.

The missions with the highest rate of response for each source of funding are listed in the following chart.

Largest Individual Award Source by Mission Focus



RESPONDENT DEMOGRAPHICS



ORGANIZATIONAL AFFILIATION

Of the respondents to *The 2021 State of Grantseeking™ Survey*, 90% were directly associated with the organizations they represented as executives (50%), employees (31%), board members (6%), or volunteers (3%). Consultants (7%) and government employees (3%) comprised the remaining 10% of respondents.

TYPE OF ORGANIZATION

Most respondents represented nonprofit organizations (86%). Other respondents included educational institutions (6%), businesses and consultants (4%), government entities and tribal organizations (3%), and libraries (1%). Among respondents from educational institutions, 32% represented K-12 schools, 25% represented two-year colleges, and 43% represented four-year colleges and universities.

ORGANIZATIONAL AGE

Organizations ten years of age or under comprised 20% of respondents. Organizational ages of 11 to 25 years were reported by 23% of respondents, while 31% reported organizational ages of 26 to 50 years. Organizations of 51 to 100 years of age comprised 17% of respondents, and 9% of respondents were from organizations over 100 years of age.

ANNUAL BUDGET

Respondent organizations reported the following annual budgets: less than \$100,000 (17%), between \$100,000 and \$499,999 (25%), between \$500,000 and \$999,999 (12%), between \$1 million and \$4,999,999 (23%), between \$5 million and \$9,999,999 (6%), between \$10 million and \$24,999,999 (7%), and \$25 million and over (10%).

The median annual budget of respondent organizations was \$800,000.

STAFF SIZE

All-volunteer organizations comprised 10% of respondents. Less than one full-time equivalent employee was reported by 7% of respondents. One to five people were employed by 28% of respondent organizations. Twenty-four percent of respondent organizations employed six to 25 people, while 10% employed 26 to 75 people. Nine percent of respondent organizations employed 76 to 200 people, and 12% employed over 200 people.

PRIMARY GRANTSEEKER

Most respondent organizations relied on staff members (72%) to fill the role of primary grantseeker. Board members (10%), volunteers (6%), and contract grant specialists (8%) were also cited as the primary grantseeker. Four percent of respondent organizations were not engaged with active grantseekers.

GRANTSEEKING STAFF SIZE

Most respondent organizations relied on one or two staff members (74%) as grantseeking resources. Three to five people were tasked as grantseekers by 19% of respondent organizations. Two percent of respondent organizations identified six to ten grantseeking staff members, and 2% employed over ten grant professionals. This question was not applicable for 3% of respondents.

STAFF ETHNICITY

Respondents were asked, “What percentage of your organization (staff, management, and board) self-identify as persons of color?” For 40% of respondents, less than 10% of their organization was comprised of persons of color. Organizations reporting 11% to 50% persons of color comprised 34% of respondents, and 17% of respondents were from organizations with 51% or more persons of color on their staff, management, or board. This question was not applicable for 9% of respondents.

LOCATION

Within the United States, respondents came from all 50 states, the District of Columbia, and two territories. In addition, respondents from seven Canadian provinces participated, and 29 respondents were from countries outside of the United States and Canada.

SERVICE AREA

The 2021 State of Grantseeking™ Report utilizes the Census Bureau’s population-based area classification. Rural service areas containing fewer than 2,500 people were reported by 8% of respondents. Twenty percent of respondents reported cluster/suburban service areas containing between 2,500 and 50,000 people. Urban service areas containing over 50,000

people were reported by 27% of respondents. In addition, 45% of respondents reported a service area comprised of a combination of these population-defined areas.

GEOGRAPHIC REACH

Organizations with an international, continental, or global geographic reach comprised 9% of respondents, while organizations with a national geographic reach comprised 7%. A multi-state organizational reach was reported by 10% of respondents, and 11% reported an individual-state reach. A multi-county reach was reported by 30% of respondents, while a one-county reach was reported by 15%. Ten percent of respondents reported a multi-city or town organizational reach, while 5% reported a geographic reach within an individual city or town. In addition, 3% of respondents reported a reach comprised of other geographic or municipal divisions.

POVERTY LEVEL

Respondents were asked, "What percentage of your service recipients/clients/program participants are comprised of individuals/families at or below the poverty level?" Service to individuals or families in poverty was reported at a rate of 76% or more by 34% of respondents, while 16% reported serving those in poverty at a rate of 51% to 75%. Service to individuals or families in poverty at a rate of 26% to 50% was reported by 17% of respondents. Service to those in poverty at a rate of 11% to 25% was reported by 15% of respondents, while 9% reported a service rate of 10% or less to those in poverty. This question was not applicable for 9% of respondents.

MISSION FOCUS

The 25 major codes (A to Y) from the NTEE Classification System, developed by the National Center for Charitable Statistics, were utilized as mission focus answer choices. Each mission focus choice had some respondents.

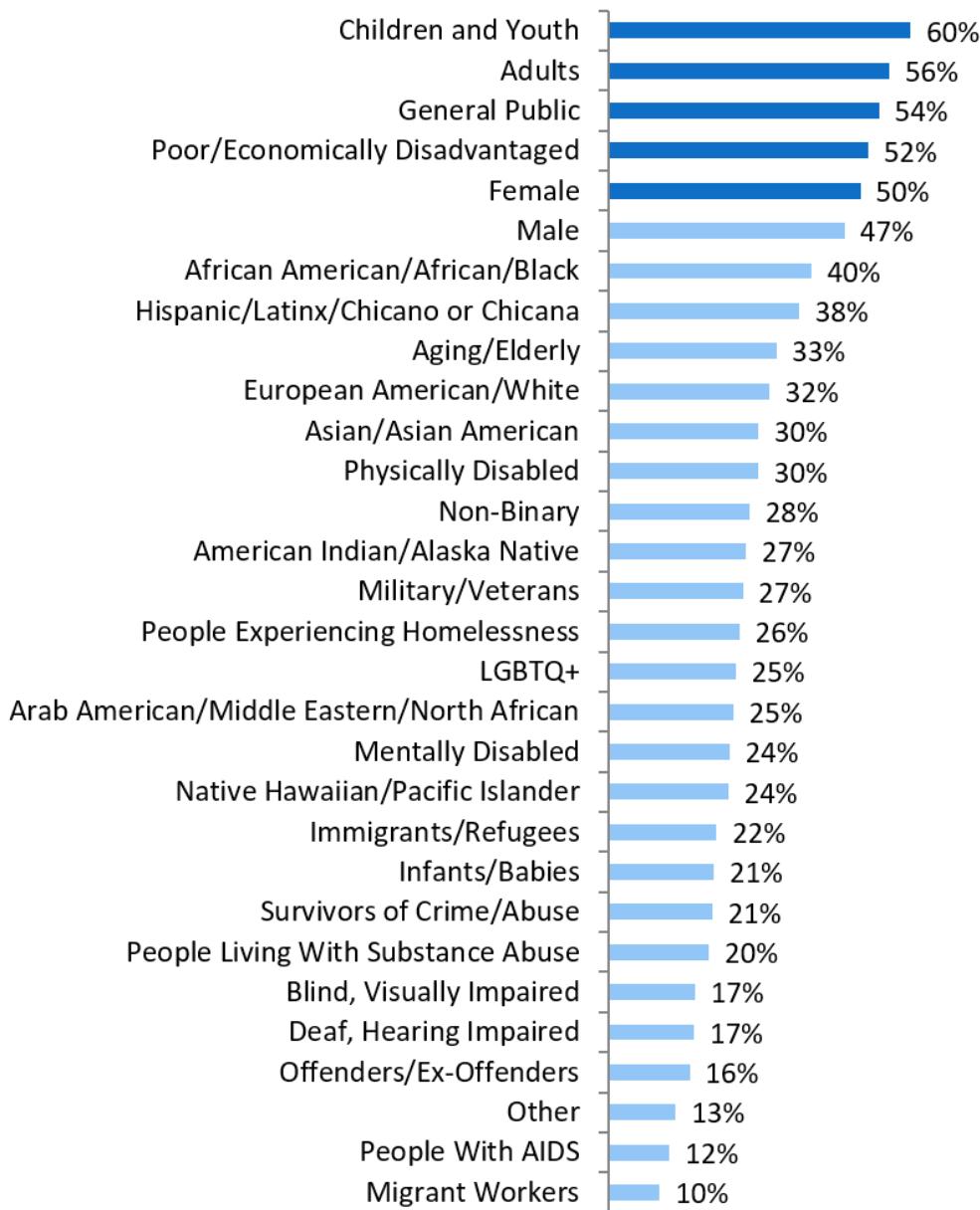
Over half (51%) of the respondent organizations reported one of three mission focuses: Human Services (24%), Education (14%), and Art, Culture, and Humanities (13%). The next most frequent mission focus responses were Health (8%), Youth Development (7%), Housing and Shelter (6%), Community Improvement (4%), and Animal Related (4%). Environment, Mental Health, and Food, Agriculture, and Nutrition missions were each reported by 3% of respondents. The Public Benefit mission was reported by 2% of respondents. The remaining mission focuses, reported at a rate of under 2%, were aggregated into the category of Other (10%).

TARGET BENEFICIARIES

We asked respondents to identify the intended beneficiaries of their organization's mission and programs. The beneficiary definitions were provided by [GrantAdvisor.org](https://www.grantadvisor.org) and encompassed

gender, age, ethnicity, disability, health, citizenship status, military service, and income-related definitions.

Target Beneficiaries



METHODOLOGY

The 2021 State of Grantseeking™ Report presents a ground-level look at the grantseeking experience and focuses on funding from non-government grant sources and government grants and contracts. The information in this report, unless otherwise specified, reflects recent grantseeking activity during the year 2020. For the purpose of visual brevity, response rates are rounded to the nearest whole number; totals will range from 98% to 102%.

The 2021 State of Grantseeking™ Survey was open from February 12, 2021, through March 31, 2021, and received 3,476 responses. The survey was conducted online using Survey Monkey and was not scientifically conducted. Survey respondents are a nonrandom sample of organizations that self-selected to take the survey based on their affiliation with GrantStation and GrantStation partners. Due to the variation in respondent organizations over time, this report does not include trends. *The 2021 State of Grantseeking™ Report* uses focused survey results, including data by mission focus or budget size, to provide a resource more closely matched to your specific organization.

This report was produced by [GrantStation](#). The lead underwriters were [Foundant-GrantHub](#) and the [Grant Professionals Association](#). Additional underwriters included [TechSoup](#), [The Society for Nonprofits](#), [The International Economic Development Council \(IEDC\)](#), [CampaignCounsel.org](#), and [The Center for Social Leadership](#). The survey was also promoted by many generous partner organizations via emails, e-newsletters, websites, and various social media outlets. Ellen C. Mowrer, Diana Holder, and Juliet Vile wrote, edited, and contributed to the report. For media inquiries or permission to use the information contained in *The 2021 State of Grantseeking™ Report* in oral or written format, presentations, texts, online, or other contexts, please contact Ellen Mowrer at ellen.mowrer@grantstation.com.

Statistical Definitions

- Descriptive statistics: The branch of statistics devoted to the exploration, summary, and presentation of data. The State of Grantseeking Reports use descriptive statistics to report survey findings. Because this survey was not scientifically conducted, inference—the process of deducing properties of the underlying population—is not used.
- Mean: The sum of a set of numbers, divided by the number of entries in a set. The mean is sometimes called the average.
- Median: The middle value in a set of numbers.
- Frequency: How often a number is present in a set.
- Percentage: A rate per hundred. For a variable with n observations, of which the frequency of a certain characteristic is r, the percentage is $100 * r/n$.
- Population: A collection of units being studied.

ABOUT GRANTSTATION



Serving both individuals and partners that represent hundreds of thousands of grantseekers, [GrantStation](#) is a premier suite of online resources for nonprofits, municipalities, tribal groups, and educational institutions. We write detailed and comprehensive profiles of grantmakers, both private and governmental, and organize them into searchable databases (U.S., Canadian, and International).



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and grant opportunities



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grant deadlines



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creation of new
proposals



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repository of important
grant documents



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communicating grant
fundraising reports

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The Power of Knowledge and Leadership

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