

# Community Impact Investment: How Would You Spend \$100K?

## Information Professionals & Grant Writing For Community Improvement

### Problem & Solution

#### \$600 Million Opportunity

Every community has unfunded needs that could benefit from grants. As grantmaking public charities, Community Foundation are dedicated to improving the lives of people in their region. Since 2018, U.S. Community Foundations have awarded \$600 million in grants.

#### Problem

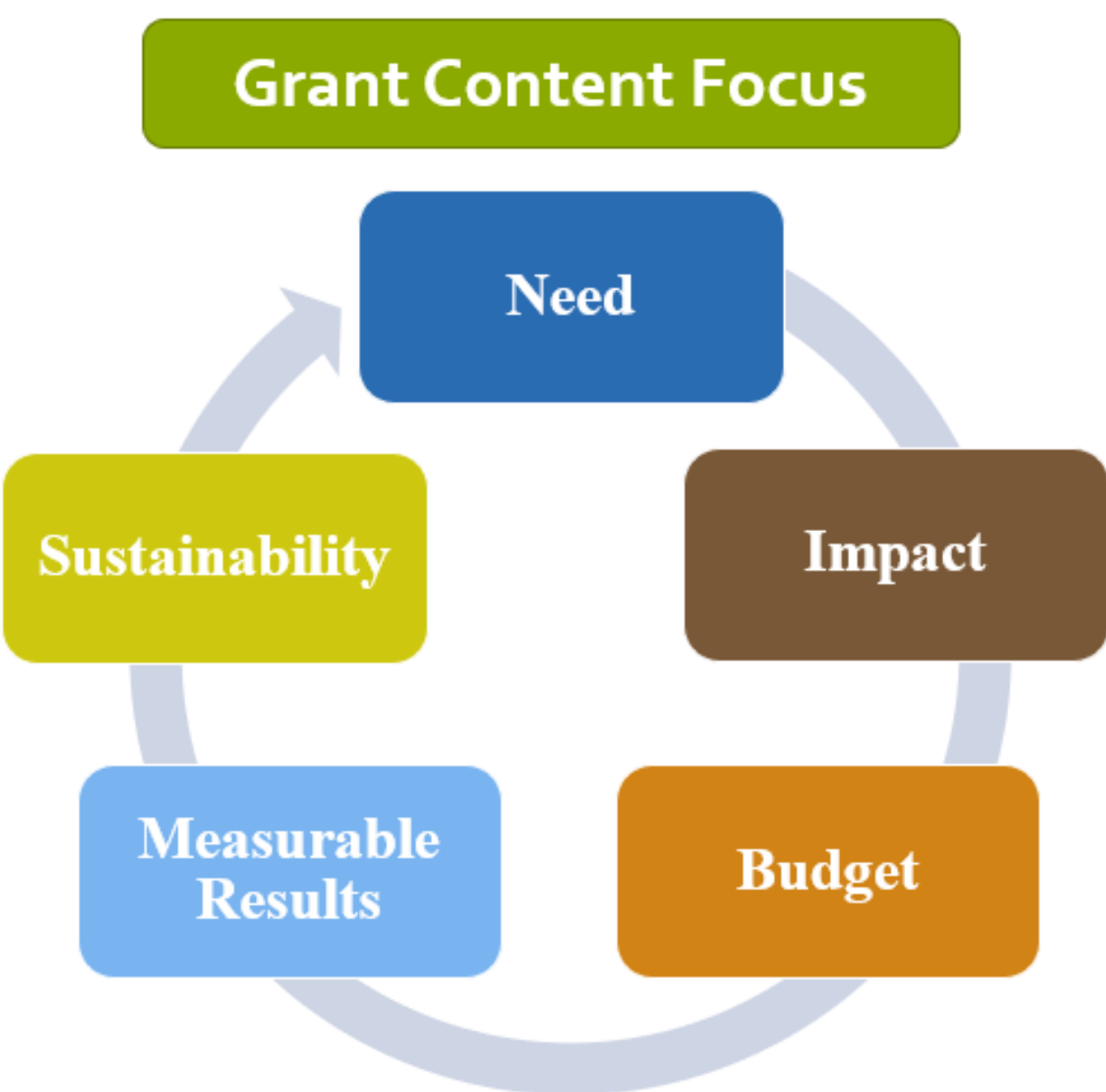
While millions in Foundation grants are available; they are awarded through a competitive grant process. Few have the skills to write a winning proposal.



#### Solution: Information Professionals Designing Winning Grant Proposals

Information Professionals offer unique skills to design winning proposals:

- Create measurable results
- Establish defined goals
- Develop partnerships
- Design cost-share analysis
- Research funder priorities
- Concisely synthesize narratives.



How would you spend \$100K on your community?

### \$100K Case Study

#### Case Study: \$100,000 In New Community Programming

##### Case Study: Summary

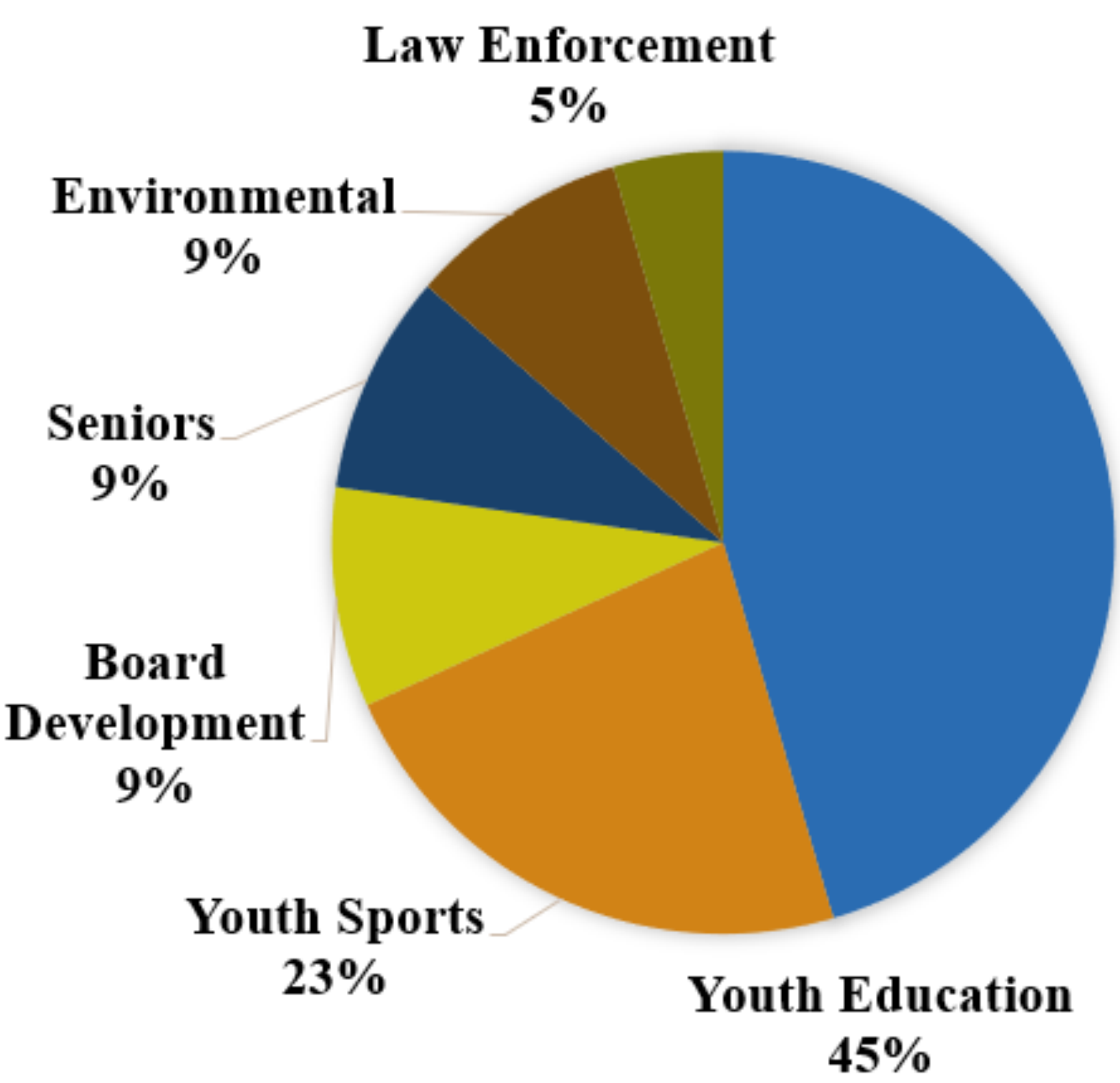
- **What:** 5-year grant discovery initiative
- **When:** 2015-2019
- **Who:** 7,500+ people impacted, mainly children
- **Where:** Tioga County, a small-rural economically disadvantaged county in upstate N.Y.
- **Why is this relevant to Information Professionals?** Every community across the country has both need and grant dollar access. Through grant writing, Information Professionals can be part of the impact investment equation.



##### Case Study Results: 22 Grants Awarded, 68% Youth Initiatives

- **Results**  
Secured 22 grants, from Community Foundations and industry groups. Very close to EOY total of \$100,000 in new programming
- **Target Area**  
68% of all grants were targeted at youth initiatives
- **Impact**  
Over 7,500 people impacted

##### Over 7,500 People Impacted!



### Funding Sources & Steps to Success

#### Sample Sources of Grant Funding

- Industry Foundations (Lowes & Wal-Mart)
- Private Foundations (Bill and Melinda Gates)
- Local Community Foundations (regional)
- Subscription Databases (GrantWatch - \$200/yr.)

#### Steps to Success

- Identify funder priorities
- Determine community needs
- Attend funder-grant workshops
- Develop relationships
- Invite funders for a site visit
- Determine end-to-end project leader
- Be prepared to grow from failure and rejection.

#### Acknowledgements: Case Study Collaborators

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**Theresa M. Pipher**  
Competitive Intelligence Analyst

[Tmpipher3@gmail.com](mailto:Tmpipher3@gmail.com)  
[www.linkedin.com/in/theresapipher](https://www.linkedin.com/in/theresapipher)