



The Western Slope Rural Days Steering Committee welcomes you to this training for the May RPD Event. The event promises to be an outstanding opportunity for nonprofit organizations to meet face-to-face in small groups with representatives from Colorado foundations, corporations and government agencies.

For almost twenty years, the Community Resource Center (CRC) and the Anschutz Family Foundation have worked with rural communities throughout Colorado to produce Rural Philanthropy Days events. The following are the primary goals of RPD:

- **To increase the number of grants and the total dollar amount of grants** that are made to nonprofit organizations, community groups, and public agencies in rural Colorado. The effect of the increases is to improve the delivery of services and to stimulate development in rural Colorado.
- **To improve regional collaboration** among nonprofit organizations and between the nonprofit sector, public agencies, and the business community. The effect of collaboration is to encourage the development of initiatives that benefit an entire community or region or population and to stimulate private-public partnerships that provide community development.
- **To increase the capacity of local organizations** and agencies to provide services for rural communities. The effect of capacity building efforts is that organizations run more efficiently and are better able to attract more resources for improved community services.
- **To offer grant makers** an opportunity to build effective relationships and funding opportunities throughout rural Colorado.
- **To build relationships and facilitate networking** between nonprofit professionals.

RPD events accomplish the first goal by providing private and public funding entities, which are based mostly in Front Range cities, the opportunity to travel to rural communities in order to experience and learn about these communities, their cultures, and their nonprofit organizations through interaction with community-based organizations, residents, and community leaders. The organizations and agencies, in turn, have the opportunity to meet funders and begin developing relationships with them.

Thank you!

Roundtable Session Guidelines

In order to help make this event run smoothly and be most beneficial for everyone, the Steering Committee has a few guidelines for both grant-makers and grant-seekers.

- Funders will be assigned a table and will stay at that table for all 5 roundtable sessions. The nonprofit representatives will rotate between tables.
- There will be 3 roundtable sessions before a break and 2 after the break.
- The morning of the roundtable session, June 19, after a brief welcome and a review of the guidelines we will **ring a bell** for you to begin the first roundtable discussions.
- Each funder will introduce their organization, its purposes and funding focus areas in 4-5 minutes.
- The 8-9 nonprofit representatives at each table have roughly two minutes each to present their information. Some guidance usually takes place, with the funder giving the nonprofit member a sense of whether there is enough of a fit to move forward with a proposal (red light, yellow light, or green light). Please accept no if that is the answer and do not take it personally.
- You will be provided with a carbon-copy document that will help you track which funders have given you a green light. The top copy will be for your personal use; the other page will be for RPD evaluation purposes.
- Roundtables also provide an opportunity for you to learn about other service providers in the area. Use this as an opportunity to learn about and from your peers.
- We ask that nonprofit representatives rotate to a new table only at the sound of the bell after 30 minutes with a funder. Even though you may have had your turn to speak, please stay seated at your table to hear the other participants until the bell sounds again. You may pick up some unexpected pointers!
- At the sound of the bell, participants move directly to a new table where the same process will be repeated. As you only have the opportunity to meet with five grant makers and there are only five minutes to move to your next table we strongly recommend you have a very clear strategy in place about which funders you would like to see before the RPD event.
- Do your homework ahead of time through the Grants Guide and other resources to determine the top 5 grant makers with whom you'd like to visit. The event website (westernrpd.org) has information detailing the grantmaking priorities of each funder attending. It is helpful to look at what a grant maker has funded in addition to looking at the type of applicants they will accept.
- If all of your "targeted" funder tables are full and discussions have already begun, please move away from the roundtable area so that the participants can hear one another better. There are technical assistance providers available for you to get some support with your pitch or with identifying possible fits with grant makers.
- We ask everyone to please stay a few moments following the roundtable sessions to complete an important evaluation of the RPD event and to take part in a drawing for several copies of the Community Resource Center's *Colorado Grants Guide*.

Grant Makers Attending

These grant maker profiles are available through www.westernrpd.org/fundersattending/htm. Continue checking as grantmakers are being added each week!

Anyone registered for Western RPD Rural Philanthropy Days event will have FREE access to these profiles **until the week following the event**. Grant maker profiles will also be available in your event program book or CD, depending on what option you chose at registration.



Sample Profile :

Anschutz Family Foundation

Category: Colorado Foundations and Trusts

EIN: 74-2132676

CONTACT

CGA CGA-08 CGRF

Address: Ms. Michelle Sturm
Senior Program Officer
555 17th St., Ste. 2400
Denver, CO 80202

Phone: (303) 293-1363
Fax: (303) 299-1235
Email: michelle.sturm@tac-denver.com
Web: www.anschutzfamilyfoundation.org

INTERESTS

Geographic: Colorado Statewide

Deadlines: January 15; August 1

Purpose: The Foundation supports Colorado nonprofit organizations that assist people to help themselves while nurturing and preserving their self-respect. The Foundation encourages endeavors that strengthen families and communities and advance individuals to become productive and responsible citizens. There is a special interest in self-sufficiency, community development and programs aimed at the economically disadvantaged, the young, the elderly and the disabled. The Foundation is also dedicated to funding efforts in rural Colorado.

Grant Types: General Operating Support; Project/Program Support

Primary Areas: Abuse & Neglect Prevention; Children & Youth Services; Disabled Persons; Domestic Violence Shelters, Services; Economic Development; Education; Emergency Assistance; Employment, Job Training; Housing, Homeless Shelters; Human Services; Neighborhood Development; Senior Citizens, Aging; Youth Development Activities

Secondary Areas: Animal Protection & Welfare; Community, Public Affairs; GLBT; Health; Health:Mental Health Treatment; Hospices; Legal Services; Philanthropy, Volunteerism, Grantmaking; Women

Past Grantees: Colorado Vincentian Volunteers (\$5,000); One-to-One San Miguel Mentoring Program (\$5,000); Seeds of Learning Family Center (\$5,000); Adaptive Sports Association (\$7,500); Denver Kids (\$7,500); Metro CareRing (\$7,500); Tri-County Housing & Community Development Corp. (\$7,500); Project Self-Sufficiency (\$10,000)

DETAILS

- Does not accept unsolicited proposals
- Accepts Letters of Intent
- Accepts Common Grant Application

- Accepts Common Grant Application (2008 revision)
- Has specific grant guidelines
- Accepts Common Report Format
- Has specific reporting requirements
- Always call before applying
- Issues Requests for Proposals
- Check annual report for details
- Check website for details

How to Apply: If unsure as to whether your proposal fits within the Foundation's funding cycle, call, email, or submit a Letter of Inquiry prior to submitting a full proposal.

Restrictions: The Foundation does not generally support: capital campaigns; graduate and post-graduate research; religious organizations for religious purposes; special events, promotions or conferences; candidates for political office; debt reduction; endowments; multi-year grants; grants to individuals; capital campaigns in the Front Range.

Board Chair: Sue Anschutz-Rodgers

Trustees: Sarah Anschutz Hunt; Melinda Rodgers Couzens; Melissa Rodgers Padgett; Susan Rodgers Drumm; Robert Rich

FINANCIALS (Derived from 990PF or other annual report)

Year for Financials (Date of 990):	2007
Total Number of Grants:	400
Number of Grants in CO:	399
Total Net Assets (Fair Market Value):	\$58,484,593
Total Grants Awarded in CO:	\$2,508,093
Highest Grant:	\$25,000
Lowest Grant:	\$500
Average Grant Range:	\$5,000 - \$10,000

If you know of changes or updates to this funder profile, [tell us about it!](#)

Areas of Interest

Abuse & Neglect Prevention
Animal Protection & Welfare
Arts, Culture, Humanities
Arts: Education
Arts: Historic Preservation
Arts: Media, Broadcasting
Arts: Museums
Arts: Performing Arts Organizations
Children & Youth Services
Community, Public Affairs
Disabled Persons
Domestic Violence Shelters, Services
Economic Development
Education
Education: Adult Continuing (Literacy, ESL)
Education: Early Childhood
Education: Higher
Education: K-12
Education: Libraries
Emergency Assistance
Employment, Job Training
Environment, Conservation
Food, Agriculture, Nutrition
GLBT
Group, Race Relations
Health
Health: AIDS/HIV
Health: Alcohol, Drug & Substance Abuse
Health: Diseases, Medical Disciplines
Health: Medical Disorders
Health: Medical Research
Health: Mental Health Treatment
Hospices

Housing, Homeless Shelters
Human Services
Legal Services
Minorities
Neighborhood Development
Peace Issues
Philanthropy, Volunteerism, Grantmaking
Public Policy, Society Benefit
Public Safety, Emergency Relief
Recreation, Sports
Religion, Spirituality
Reproductive Rights
Science, Technology Research
Senior Citizens, Aging
Social Justice, Advocacy, Civil Rights
Technology, Telecommunications
Women
Youth Development Activities

Types of Funding

Funding Type	Definition
Capital Improvement	Funding for long term needs usually associated with facility; includes construction, acquisition, improvements.
Challenge	Conditional grant that requires recipient to raise additional funds on a matching or formula basis usually within a specified period of time; used to help develop a diversified funding base.
Contracts for Services	Often used by government. NPO agrees to perform services for the agency and is reimbursed after services are performed.
Emergency Loans/Grants	A one-time grant or loan to help NPO meet short-term funding crisis.
Endowment	A gift that is intended for investment purposes, where the principal becomes an asset of the NPO and the interest a source of income. Donors may place restrictions such as principal must remain intact in perpetuity.
Equipment Purchase	A grant to purchase vehicle, computer, furnishings or other tangible assets.
General Operating	Also referred to as unrestricted grants; used to cover daily expenses or administrative costs.
In-Kind Gifts	A donation of goods and services as opposed to cash.
Matching	Grant with the requirement that the amount be matched dollar-for-dollar.
Project/Program Support	A grant to support a specific project or program; money is restricted for this purpose
Research	Grant to support the costs of studies, surveys, or clinical trials, including demonstration and pilot programs. Grants awarded to individuals are usually called fellowships.
Scholarships	A grant award to an individual, usually for education.
Sponsorships	A grant or donation that provides a marketing opportunity for the donor.
Technical Assistance	Grants that support operational or management assistance such as fundraising assistance, budgeting and financial planning, legal advice, technical advice.

Preparing for the Two-Minute Speech

Think like a potential donor. What would you need to know before investing in an organization? What would convince you to give your hard-earned dollars away?

- Make it compelling and interesting
- Communicate your mission and core activities
- Communicate your effectiveness and impact

Questions you should be prepared to answer:

Who benefits?

Who do you serve?

How many do you serve? How many are you unable to serve?

What would your clients do if your organization wasn't there to help them?

Are you good at what you do?

Do you provide services that make a difference?

Can you measure the benefit(s) of your program to your clients? Do you have evaluation data?

Are the services you offer those that your target population needs?

Will you use the money well?

Do you provide services efficiently and effectively? What percentage of your budget goes to programs & services?

Does your organization carefully track how money is spent?

Can donors feel confident that money invested in your organization will go toward stated goals?

What makes you special?

What unique qualities does your organization offer? What makes your mission compelling?

What's in it for the donor?

How will the success of your mission improve the community?

How well does your program strengthen the economic health of the community?

How will you recognize my contribution?

Adapted from The Enterprise Foundation, Inc.

What's Your Two-Minute Speech?

Hello!

My name is _____

I am the _____ of _____

Our mission is _____

Our programs and services....

(Outcomes / Results)

The support we seek will....

(What's the opportunity?)

Together we can....

(Impact / How can you help funder achieve their goals?)

RPD event follow-through is the crucial next step

RPD is the first step in a powerful collaboration and funding process. It will allow you to initiate contacts with funders that can develop into mutually beneficial longer term relationships. **It is important that you act on these contacts shortly after the RPD event.**

This means that you want to be ready to submit a proposal to an encouraging grant maker at the next deadline following RPD if at all possible. It will be helpful to know what the deadlines are in advance of the event. You can easily determine deadlines with a small amount of prospect research. **Be sure to double check these deadlines with each funder.** Even if you miss the most immediate deadline, shoot for the next one.

As a follow-up service to assist Western Slope RPD attendees address their grant-seeking goals, the Steering Committee will work to offer support workshops, including grant writing clinics to be held in different areas of your region.