

# Jump-Starting Redevelopment with Foundation Funding



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**Jump-Starting  
Brownfields  
Redevelopment  
with  
Foundation  
Funding**

**Identifying Project Needs**

**Finding a Foundation**

**Engaging the Foundation**

**Making the Fit**

**Applying for Support**

**Maximizing Success**



- Know Your Story
- Clarify your needs

### Identifying Project Needs



## FACTS:

1. Having your project story prepared is key to soliciting funding.
2. You never know when you may run into a potential funder.

# Minute to Win It Activity

## SCENARIO:

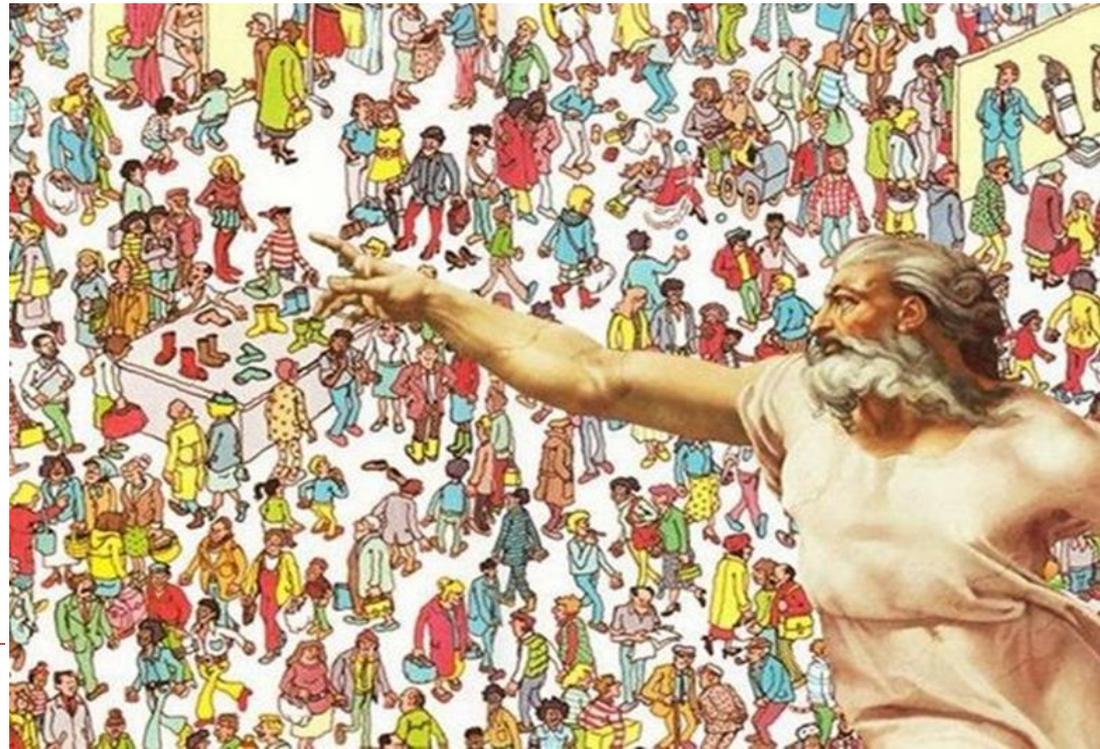
- ▶ You are in the world's slowest elevator in the world's tallest building, shoulder to shoulder with Bill Gates!
- ▶ You have exactly one minute before Bill reaches his floor and leaves.



## Finding a Foundation

- Look Everywhere
- Don't Assume

<http://foundationcenter.org/findfunders/>



- Build Relationships
- Know their values

### Engaging the Foundation

- ▶ What is your relationship to the Foundation?
- ▶ How does your Project Fit into the values of the Foundation?
- ▶ Look at what the Foundation has funded previously



# Guess Who Wants to Fund You?

- ▶ Who is interested in your project issue?
- ▶ Who are the stakeholders in your community?
- ▶ Who has funding/resources available right now?
- ▶ Who has funding/resources available for a different phase?



Creating your  
Stakeholder Matrix



## Making the Fit

- Use Foundation Expertise
- Be Flexible

- ▶ What does the Foundation Fund?
  - ▶ Capacity Building
  - ▶ Community Development
  - ▶ Economic Development
  - ▶ Environment
  - ▶ Education
  - ▶ Recreation
  - ▶ Health



- Find the right entity
- Know their process and timeline

**Applying for Support**

Who is eligible?

Find out their timeline!

Use their format!

Proofread /Check your MATH

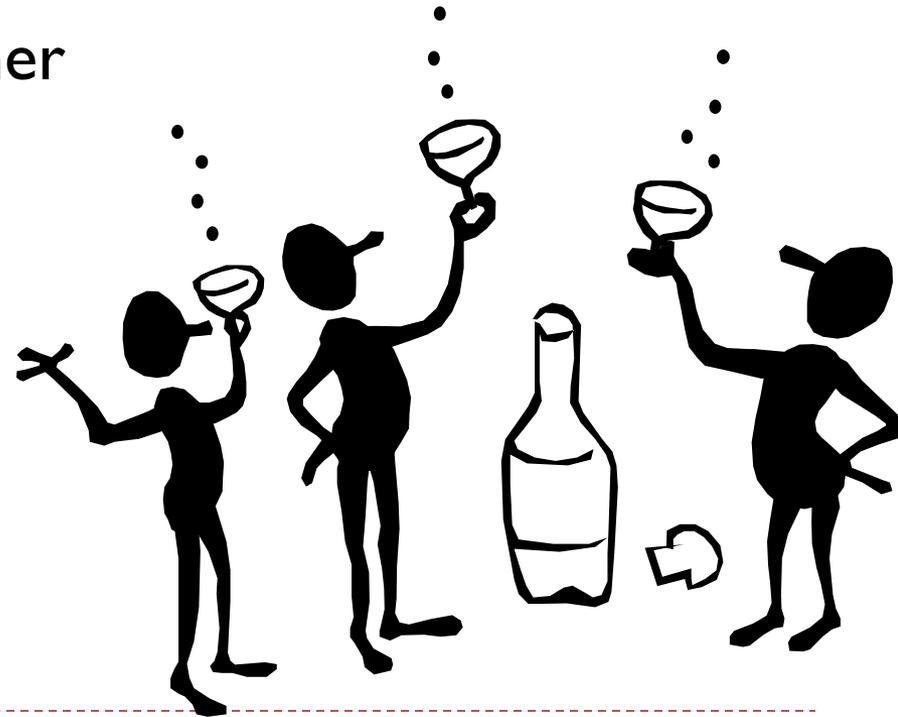
Don't "hope" or "plan"



## Maximizing Success

- ▶ Use grants/engagement to build momentum and local political support
- ▶ Use momentum to access other project funding
- ▶ Celebrate milestones with Project Partners and Funders

- Recognize Milestones
- Leverage



# How to Share Your Success

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## Building Your Project Resume

Why should anyone get involved in your project as a:

- ♦ Funder, Board Member, Volunteer, etc

Create a “1 pager” for your project

Step 1: What is the project purpose/goal (30 words or less)

Step 2: List milestones and any project awards

Step 3: Identify project partners or “References”

Step 4: Make it compelling but concise (and PROOFREAD)

Step 5: Share, Share, Share

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# Free Resources for Foundation Information

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The Foundation Center: [www.foundationcenter.org](http://www.foundationcenter.org)

Chronicle of Philanthropy: [www.philanthropy.com](http://www.philanthropy.com)

Community Foundation Locator:  
<http://www.cof.org/whoweserve/community/resources>

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