



Tips for Searching

Foundation Directory Online Professional

Basic searching (Find Funding)

FOUNDATION CENTER BETA
FOUNDATION DIRECTORY ONLINE Professional

HELP HI FIN TEST CHAT

FIND FUNDING WORKSPACE PATHWAYS RESOURCES

Win more grants and make a bigger difference.
Find the right funders now.

Describe what you are trying to fund:

Examples: Ballet school in New York City; Animal shelter in Portland, OR; Food pantry in Dallas

SEARCH

Advanced Search & Filters

☒ Include U.S. Federal Funders

This is the most basic, simple-to-use search option within the Foundation Directory Online. Just type in what you're looking for in an almost conversational manner. Example: "animal shelter in Cincinnati Ohio," then click the "search" button.

Or

Use the "Advanced Search & Filters" option (recommended...don't be intimidated by the use of "advanced," we'll make it easy)

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SEARCH

Advanced Search & Filters

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Advanced searching

The screenshot shows the top of the Foundation Directory Online Professional website. The header includes the logo, navigation links (FIND FUNDING, WORKSPACE, PATHWAYS, RESOURCES), and utility links (HELP, HI FIN TEST, CHAT). A large blue banner with the text "Win more grants and make a bigger difference. Find the right funders now." is at the top. Below the banner is a search form titled "Describe what you are trying to fund:". The form has six input fields: "Subject Area" (placeholder: "What needs funding. Ex: Biodiversity, Education"), "Geographic Focus" (placeholder: "Where funding will be used"), "Population Served" (placeholder: "Who will be affected. Ex: At-risk youth, Veterans"), "Organization Name" (placeholder: "Name of specific grantmaker or recipient"), "Location" (placeholder: "Location of grantmaker or recipient"), and "Keyword" (placeholder: "Search for a specific term across all FDO"). There is also a checkbox for "Include U.S. Federal Funders" and a "SEARCH" button. A link for "Additional Filters" is also present.

Even though you'll notice lots of options, we're really only going to focus on three, for the most part. The first of which is...

Subject Area

This screenshot shows the same search interface as the previous one, but with the "Subject Area" dropdown menu open. A red arrow points to the dropdown menu. The menu lists several options: "Animal welfare" (selected), "Environment", "Biodiversity", "Wildlife biodiversity", "Invasive animal species", "Domesticated animals", "Animal training", and "Animal welfare". The "Animal welfare" option is checked, and the text "Animal welfare" is displayed in the "Subject Area" input field.

- You can either click within the box to open the dropdown menu pictured above, or simply start typing what your organization's focus is. In the example above, before I was even finished typing the word "animal," the following options appeared. Check the box for the specific area you want and it automatically populates in the "subject area" field. You can choose as many related subjects as you like.

Geographic Focus

FOUNDATION DIRECTORY ONLINE BETA

HELP ▾ HI FIN TEST ▾ CHAT

Q FIND FUNDING WORKSPACE ▾ PATHWAYS RESOURCES

Win more grants and make a bigger difference.
Find the right funders now.

Describe what you are trying to fund: [Close Advanced Search & Filters](#)

Subject Area
Animal welfare ✕

Organization Name
Name of specific grantmaker or recipient
[Additional Filters](#)

Geographic Focus
hamilton
Hamilton (Ohio, United States)
Hamilton (Ontario, Canada)
Hamilton County (Ohio, United States)
Hamilton (Montana, United States)
Hamilton (Texas, United States)

Population Served
Who will be affected. Ex: At-risk youth, Veterans

Keyword
Search for a specific term across all FDO
☒ Include U.S. Federal Funders

SEARCH

- You have to start typing before any suggested places pop up. Above, you'll see that after typing "Hamilton," many options appeared, including "Hamilton County (Ohio, United States)," which we're going to choose for this example. Like the "Subject Area" field before it, you can choose multiple places.

Additional Filters

Win more grants and make a bigger difference.
Find the right funders now.

Describe what you are trying to fund: [Close Advanced Search & Filters](#)

Subject Area
Animal welfare ✕

Geographic Focus
Hamilton County (Ohio, United States) ✕

Population Served
Who will be affected. Ex: At-risk youth, Veterans

Organization Name
Name of specific grantmaker or recipient

Location
Location of grantmaker or recipient

Keyword
Search for a specific term across all FDO
☒ Include U.S. Federal Funders

[Additional Filters](#)

Support Strategy
Type of program support given/received

Transaction Type
Type of monetary support given/received

Organization Type
Type of grantmaker or recipient

Grant Amount
\$0 \$10,000,000,000

Year(s)
2003 2017

Staff Name
Someone serving in organization

EIN / BRIDGE Number
ID Number of Organization

SEARCH

Support Strategy

Describe what you are trying to fund: Close Advanced Search & Filters

Subject Area: **Animal welfare**

Geographic Focus: **Hamilton County (Ohio, United States)**

Population Served: Who will be affected. Ex: At-risk youth, Veterans

Organization Name: Name of specific grantmaker or recipient

Location: Location of grantmaker or recipient

Keyword: Search for a specific term across all FDO

☒ Include U.S. Federal Funders

Additional Filters

Support Strategy
Type of program support given/received

- ☐ Capital campaigns
- ☐ Collections acquisitions
- ☐ Collections management and preservation
- ☒ Equipment
- ☐ Facilities maintenance
- ☐ Information technology

Transaction Type
Type of monetary support given/received

Organization Type
Type of grantmaker or recipient

Staff Name
Someone serving in organization

EIN / BRIDGE Number
ID Number of Organization

SEARCH

- Here, you can narrow the specific type of support you're seeking. In this example, the hypothetical nonprofit is interested in getting funding for their animal shelter in Hamilton County, Ohio. But by using the "Support Strategy" field, they could further limit their funding request to foundations willing to fund "Equipment" necessary to the nonprofit's mission. This would then exclude foundations who have listed "Equipment" in their limitations field, saving you some time by not looking too far into funders who aren't willing to help you in this matter.

Initiate the search

Describe what you are trying to fund: Close Advanced Search & Filters

Subject Area: **Animal welfare**

Geographic Focus: **Hamilton County (Ohio, United States)**

Population Served: Who will be affected. Ex: At-risk youth, Veterans

Organization Name: Name of specific grantmaker or recipient

Location: Location of grantmaker or recipient

Keyword: Search for a specific term across all FDO

☒ Include U.S. Federal Funders

Additional Filters

Support Strategy
Type of program support given/received

- ☐ Capital campaigns
- ☐ Collections acquisitions
- ☐ Collections management and preservation
- ☒ Equipment
- ☐ Facilities maintenance
- ☐ Information technology

Transaction Type
Type of monetary support given/received

Organization Type
Type of grantmaker or recipient

Staff Name
Someone serving in organization

EIN / BRIDGE Number
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SEARCH

Results page



- Results come in four main groups, and are color coded across the database for easier recognition of what information you're looking at. We're going to focus on "Grantmakers."

Grantmakers results

GRANTMAKERS FILTERS

☐ ★ Favorites Only ☐ Exclude grantmakers not accepting applications

☐ 🕒 Past Funders Only

Assets: \$0 to \$1,000,000,000

Total Giving: \$0 to \$1,000,000,000

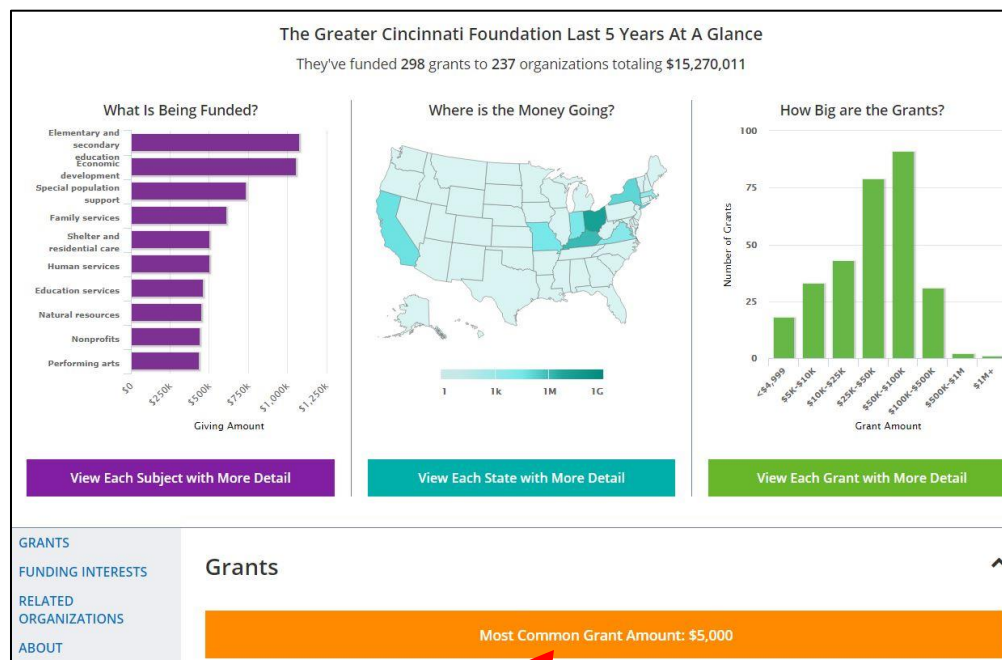
Grantmakers (67)

Grantmaker	City	State	Country	Total Assets	Total Giving	Amount Funded	Grant Count
<input type="checkbox"/> ★ GE Foundation	Fairfield	CT	United States	\$18,326,782	\$106,397,515	\$13,720	15
<input type="checkbox"/> ★ John J. and Mary R. Schiff Foundation	Cincinnati	OH	United States	\$322,943,657	\$27,190,080	\$10,461,160	14
<input type="checkbox"/> ★ Fairways Foundation	Cincinnati	OH	United States	\$3,256,904	\$517,000	\$298,000	13
<input type="checkbox"/> ★ The Greater Cincinnati Foundation	Cincinnati	OH	United States	\$547,392,849	\$101,051,919	\$230,500	12

- The screen that results from clicking "View Grantmakers Only" provides some crucial options. First, you'll probably want to scroll up a bit and click the box to "Exclude grantmakers not accepting applications." By doing so, you'll ensure you only invest time in researching funders accepting applications at this time.
- Next, click the name of the foundation you want to investigate to pull up their information. For this demonstration, we're going to pick The Greater Cincinnati Foundation. Turn to the next page of this guide to dig into the most important funder information the Foundation Directory Online provides.

Individual funder's information profiles

At a glance



- The first page you see offers some general interest info about the foundation, including the most common grant amount given. However, we're probably interested in a little more in-depth aspects of the foundation to find out if they're a proper fit, so we're going to look at aspects like...

About

GRANTS
FUNDING INTERESTS
RELATED ORGANIZATIONS
ABOUT

About

Purpose and Activities

Grants for a broad range of existing activities in general categories of arts and culture, community progress, environmental needs, education, health, and social and human services, including youth agencies. The foundation actively seeks to promote access, equity and diversity, and to end discrimination based on race, ethnicity, gender, disability and age.

Background

Established in 1963 in OH by bank resolution and declaration of trust - In 1963, a group of Greater Cincinnati area business people were intrigued by the success enjoyed by community foundations in other cities. They wanted to see a community foundation established in Cincinnati. At the same time, the board of the Fresh Air and Convalescent Aid Society, an organization which brought women and children out of the crowded tenement areas during the hottest months of the summer for two weeks of good food, comfortable living, and planned recreation in the country, realized that its mission had become outdated. The Fresh Air and Convalescent Aid Society decided to disband and needed an alternative charitable use for its \$600,000 endowment. The business leaders and the Fresh Air Board came together and The Greater Cincinnati Foundation was born. The Fresh Air and Convalescent Aid Society's endowment became GCF's first unrestricted fund. The foundation's Trustees Committee appoints five of the fourteen members of the foundation's Governing Board.

Program Areas (9)

OTHER FUNDERS TO CONSIDER
Based on similar patterns of giving

APPLICATIONS/RFPS
and Giving Limitations

FINANCIALS
for fiscal year 2015, 990s

WHO'S WHO
Officers, staff, job openings

COMMUNICATIONS
News, social media, publications

CONTACT

BACK TO TOP

- Find out more about the funder's purpose and history. This is all information that helps you decide if they're a good fit, and shows the funder you've done the proper research.

Other Funders to Consider

GRANTS

FUNDING INTERESTS

RELATED ORGANIZATIONS

ABOUT

OTHER FUNDERS TO CONSIDER
Based on similar patterns of giving

APPLICATIONS/RFPs
and Giving Limitations

FINANCIALS
for fiscal year 2015, 990s

WHO'S WHO
Officers, staff, job openings

COMMUNICATIONS
News, social media, publications

CONTACT

BACK TO TOP

Other Funders to Consider

Based on similar patterns of giving (subject area, geographic area served and grant amounts)

Carol & Ralph Haile, Jr./U.S. Bank Foundation Cincinnati, OH Arts and Culture, Community Development, Recreation, Education, Animals/Wildlife	Hatton Foundation Cincinnati, OH Community Development, Health, International/Foreign Affairs, Education, Human Services	Doris & Floyd Kimble Foundation Dover, OH Health, Education, Community Development, Arts and Culture, Animals/Wildlife
The Char and Chuck Fowler Family Foundation Mayfield Heights, OH Arts and Culture, Education, Health, Community Development, International/Foreign Affairs	Marge & Charles J. Schott Foundation Cincinnati, OH Community Development, Education, Health, Human Services, International/Foreign Affairs	The Reinberger Foundation Cleveland, OH Community Development, Arts and Culture, Education, Health, Animals/Wildlife

- This fantastic feature automatically populates funders who may be good matches for your nonprofit based on the criteria that gave you the funder you initially clicked, in this case the Greater Cincinnati Foundation.

Application info

GRANTS

FUNDING INTERESTS

RELATED ORGANIZATIONS

ABOUT

OTHER FUNDERS TO CONSIDER
Based on similar patterns of giving

APPLICATIONS/RFPs
and Giving Limitations

FINANCIALS
for fiscal year 2015, 990s

WHO'S WHO
Officers, staff, job openings

COMMUNICATIONS
News, social media, publications

CONTACT

BACK TO TOP

Applications/RFPs

Visit foundation web site for: online application and guidelines per grant type

Application form required.

Applicants should submit the following:

1. Copy of current year's organizational budget and/or project budget
2. Contact person
3. Results expected from proposed grant
4. Population served
5. How project's results will be evaluated or measured
6. Name, address and phone number of organization
7. Detailed description of project and amount of funding requested
8. Geographic area to be served
9. Brief history of organization and description of its mission
10. Timetable for implementation and evaluation of project

Initial Approach: Visit web site or telephone

Copies of proposal: 1

Board meeting date(s): Mar., June, Sept., and Dec.

Deadline(s): Varies

Final notification: Varies

REQUESTS FOR PROPOSALS (RFPs)
No "The Greater Cincinnati Foundation" RFPs exist.

- This absolutely crucial section tells you what you need to know about the application process. Each funder will have different steps and different required elements of the proposal, so careful attention must be paid to their stipulations. Also in this section, you'll find the ever important "initial approach" preference. Following each and every guideline reassures the funder that your nonprofit does its research and follows directions. Scrolling down slightly from the screen shown above will list the giving limitations of the funder. Check this carefully to make sure your nonprofit doesn't fall into any of the categories the given funder explicitly states they will not fund.

Who's Who

Who's Who
See who can introduce you to someone at The Greater Cincinnati Foundation

Positions with a have LinkedIn profiles! Click the icon next to their name to be taken to their profile.

Officers and Governing Board (22)

Dianne M. Rosenberg Chair, and Director	Christopher L. Fister Vice-Chair, and Director	Ellen M. Katz C.E.O. and Pres. and Dir.	Scott McReynolds V.P., Finance and Admin.
Wijdan Jreisat, Esq.	Ellen van der Horst	Amy L. Cheney, CPA V.P., Giving Strategies	Melissa Krabbe, CPA Cont.
Ronald C. Christian, Esq. Legal Counsel	Calvin D. Buford, Esq.	Thomas D. Croft	Delores Hargrove-Young
Molly A. Katz, MD	Mike Keating	Uma R. Kotagal, MD	Ryan M. Rybolt
Charles R. Scheper	Ann M. Schwister	Patricia Mann Smitson, Esq.	Maribeth S. Rahe
George H. Vincent	Jenny Powell V.P., Mktg. and Comms.		

HIDE

- When you reach out in the initial contact with a funder, make sure you know who you're talking to and why you're talking to them. This list gives you the important people you need to know within a foundation. Do you happen to recognize any names? If you do, use that connection to its fullest potential! Share this list of names with your key stakeholders in case they recognize any of these names.

Communications

Communications
News, social media, publications

Massachusetts, Ohio, South Carolina, Utah, and Wisconsin.... and northern Kentucky.... country....

[+ View all News items](#)

Online Communications from The Greater Cincinnati Foundation

Facebook
Flickr
Pinterest
LinkedIn
YouTube
Twitter

Publications from ISSUELAB
a service of Foundation Center

Published 2013-09-01
Community Foundation Field Guide to Impact Investing
Fundors: Columbus Foundation; Vermont Community Foundation; Greater Cincinnati Foundation; San Francisco Foundation; Cleveland Foundation; Arizona Community Foundation; Marin Community Foundation; Grand Rapids Community Foundation; Santa Fe Community Foundation

Published 2011-07-01
Greater Cincinnati Foundation 2010 Annual Report
Fundors: Greater Cincinnati Foundation

Published 2013-06-11
Champions for Change: Leading a Backbone Organization for Collective Impact - A Conversation with Workshop Faculty
Fundors: Greater Cincinnati Foundation

[+ View all Publications](#)

- News, social media, and publications. All further avenues for you to find out more about a potential funder.

Contact

The screenshot shows the website for The Greater Cincinnati Foundation. The left sidebar contains navigation links: GRANTS, FUNDING INTERESTS, RELATED ORGANIZATIONS, ABOUT, OTHER FUNDERS TO CONSIDER, APPLICATIONS/RFPS, FINANCIALS, WHO'S WHO, COMMUNICATIONS, and CONTACT. The main content area is titled 'The Greater Cincinnati Foundation' and includes sections for EIN, BRIDGE NUMBER, MEMBERSHIPS, LOCATION, ADDITIONAL CONTACT INFORMATION, and CONTACT INFORMATION. Two white arrows point to the 'ADDITIONAL CONTACT INFORMATION' and 'CONTACT INFORMATION' sections.

The Greater Cincinnati Foundation
Community foundation

EIN
310669700

BRIDGE NUMBER
6615315786

MEMBERSHIPS ▲
Regional Associations of Grantmakers
Philanthropy Ohio

Affinity Groups
Fundors' Network for Smart Growth and Livable Communities, Inc.
Fundors Together to End Homelessness

PUBLICATIONS ▲
Grants list
Application guidelines
Newsletter
Annual report (including application guidelines)
Informational brochure (including application guidelines)

LOCATION
200 W. 4th St.
Cincinnati, OH United States 45202-2775

ADDITIONAL CONTACT INFORMATION ▲
Grant application e-mail:
penningtonk@gcfdn.org

CONTACT INFORMATION
E-mail: info@gcfdn.org
URL: www.gcfdn.org

ADDITIONAL LOCATION INFORMATION ▲
County: Hamilton
Metropolitan area: Cincinnati, OH-KY-IN
Congressional district: Ohio District 01

BACK TO TOP ▲

- When reaching out to a potential funder, even if all manner of contact methods are listed, make sure you use the preferred method laid out in their “initial approach” discussed above. A funder isn’t required to list all ways and means of contact. So if their initial approach preference is a phone call, but it’s not listed in this section, head to their website to get it.

Financials

The screenshot shows the 'Financials' section of the website. The left sidebar is the same as the previous screenshot. The main content area is titled 'Financials' and includes a sub-header 'FOR FISCAL YEAR ENDED 2015-12-31'. It displays two large boxes: 'TOTAL ASSETS' with a value of \$547,392,849 and 'TOTAL GIVING' with a value of \$101,051,919. Below these are sections for 'Gifts Received', 'Expenditures', 'Qualifying Distributions', and 'Giving Activities include:'. A red arrow points to the '990 FORMS' section, which includes a dropdown menu for 'View 990:' and a 'GO' button.

Financials

FOR FISCAL YEAR ENDED 2015-12-31

\$547,392,849
TOTAL ASSETS

\$101,051,919
TOTAL GIVING

Gifts Received: \$99,556,982
Expenditures: \$108,208,325
Qualifying Distributions: N/A

Giving Activities include:
\$101,051,919 for grants

990 FORMS

View 990: 2015 2014 2013 2012 2011 2010 2009 2008 2007 2006 2005

Learn more displayed in well as proc the IRS.

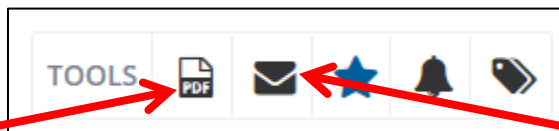
GO

- One of the main purposes stated by the Foundation Directory Online is that the information it collects makes the time consuming task of scanning a funder’s 990s obsolete. However, should you choose to do so, you’ll find everything you need in the *financials* section.

Saving your research

- The Foundation Directory Online gives you many great options to save your research. While you may print paper copies of your findings from our computers reserved for grant research, it is *strongly* recommend you archive your work digitally. By doing so, you're making it easier to add your findings to a cloud-based storage system which gives you and all your colleagues easy and quick community access to potential funders. To save your work digitally, look for the following toolbar:

To save your work to a flash drive, click the PDF icon.



Email yourself or a colleague with this mail icon. Keep in mind you're not emailing a link to the database. Database access is only available at the Main Library. You're emailing a PDF of the given profile.

Creating a potential funder spreadsheet

- If you know you're not going to visit the library to use the database in the near future, but want a list of funders to research via their websites, social media, or other publically available contact methods, the Foundation Directory Online can create a spreadsheet which provides a quick snapshot of useful information.

- o Find your full funder list

Grantmakers (116)

TOOLS

GRANTMAKERS FILTERS

☐ Favorites Only ☐ Exclude grantmakers not accepting applications

☐ Past Funders Only

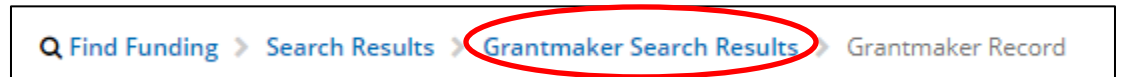
Assets

Total Giving

<input type="checkbox"/>	Grantmaker	City	State	Country	Total Assets	Total Giving	Amount Funded	Grant Count
<input type="checkbox"/>	Fidelity Charitable	Cincinnati	OH	United States	\$21,223,553,156	\$3,764,811,986	\$47,859	82
<input type="checkbox"/>	AmazonSmile Foundation	Seattle	WA	United States	\$9,434,696	\$19,865,419	\$15,904	42
<input type="checkbox"/>	GE Foundation	Boston	MA	United States	\$17,988,658	\$71,032,505	\$49,245	41
<input type="checkbox"/>	Duke Energy Foundation	Charlotte	NC	United States	\$20,314,484	\$33,635,027	\$7,265	32
<input type="checkbox"/>	John J. and Mary R. Schiff Foundation	Cincinnati	OH	United States	\$454,867,674	\$15,075,700	\$11,061,160	16
<input type="checkbox"/>	Joanie J. & H. Bernard Foundation	Cincinnati	OH	United States	\$90,934,436	\$2,392,500	\$1,932,400	16
<input type="checkbox"/>	GREATER CINCINNATI FOUNDATION	Cincinnati	OH	United States	\$580,214,934	\$76,099,328	\$481,477	15
<input type="checkbox"/>	PetSmart Charities, Inc.	Phoenix	AZ	United States	\$59,447,444	\$49,687,950	\$382,761	14

(spreadsheet instructions continued on next page)

- The funder list can also be pulled up by following the breadcrumb trail shown below



- Click the box shown below to select the first page of funder results. This will select the first 100 funders

Grantmakers (116)

TOOLS [Icons]

GRANTMAKERS FILTERS

☐ Favorites Only ☐ Exclude grantmakers not accepting applications

☐ Past Funders Only

Assets: \$0 to \$1,000,000,000 | Total Giving: \$0 to \$1,000,000,000

<input checked="" type="checkbox"/>	Grantmaker	City	State	Country	Total Assets	Total Giving	Amount Funded	Grant Count
<input checked="" type="checkbox"/>	Fidelity Charitable	Cincinnati	OH	United States	\$21,223,553,156	\$3,764,811,986	\$47,859	82
<input checked="" type="checkbox"/>	AmazonSmile Foundation	Seattle	WA	United States	\$9,434,696	\$19,865,419	\$15,904	42

- Next, click the grid icon indicated in the following image

Grantmakers (116)

TOOLS [Icons]

GRANTMAKERS FILTERS

☐ Favorites Only ☐ Exclude grantmakers not accepting applications

☐ Past Funders Only

Assets: \$0 to \$1,000,000,000 | Total Giving: \$0 to \$1,000,000,000

<input checked="" type="checkbox"/>	Grantmaker	City	State	Country	Total Assets	Total Giving	Amount Funded	Grant Count
<input checked="" type="checkbox"/>	Fidelity Charitable	Cincinnati	OH	United States	\$21,223,553,156	\$3,764,811,986	\$47,859	82
<input checked="" type="checkbox"/>	AmazonSmile Foundation	Seattle	WA	United States	\$9,434,696	\$19,865,419	\$15,904	42

(spreadsheet instructions continued on next page)

- In the menu that pops up, remember to title your file with a name that will let others know what information a given spreadsheet contains. In the example below, the title reflects a spreadsheet that contains potential funders that resulted from the following search: Subject Area: *“Domesticated animals,”* Geographic Focus: *“Hamilton County, OH”*

