OHSU Healthy Aging Alliance

Writing Retreat

February 28, 2012

Working Effectively with Foundations

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Today's Goal:

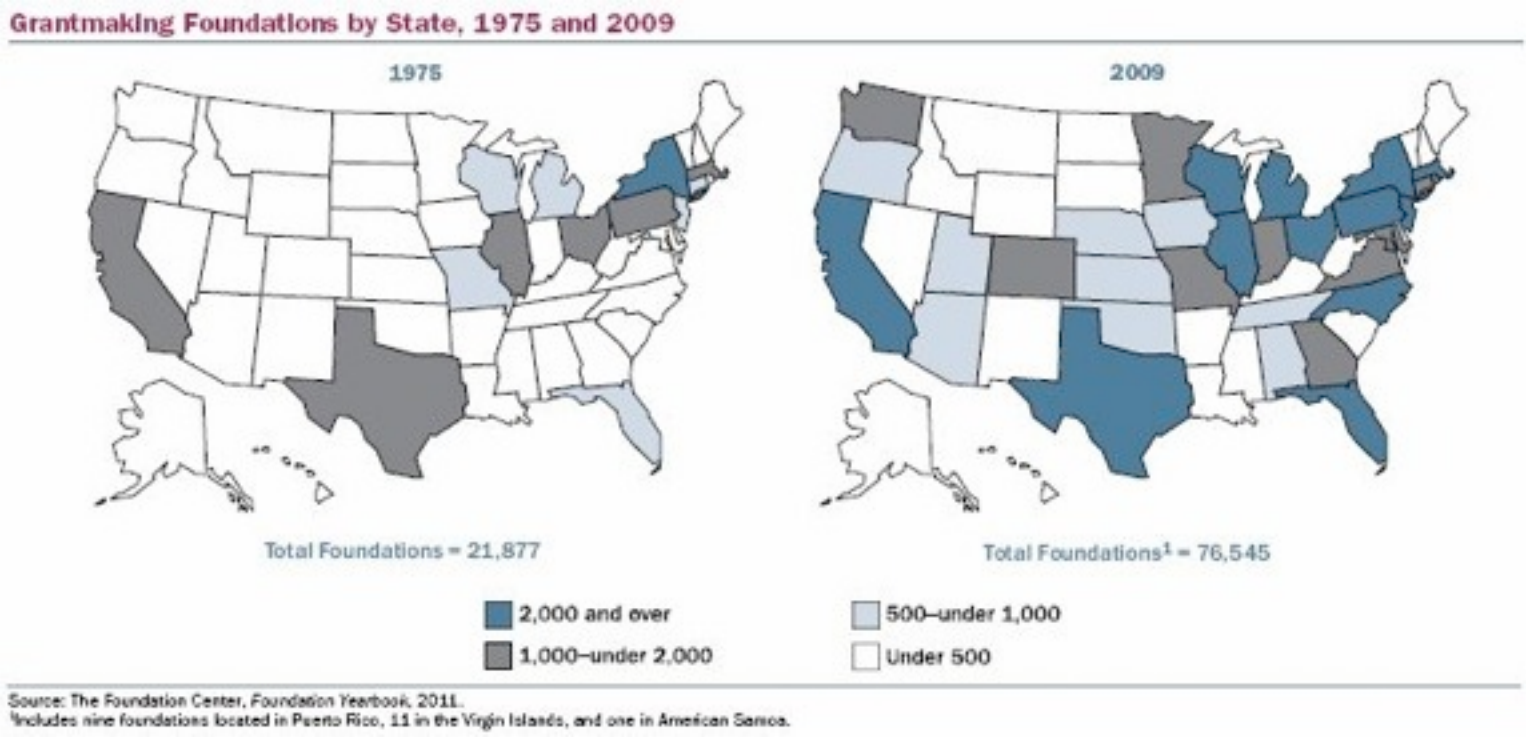
Share information on engaging funders in order to advance and sustain your work

- Trends in Foundation Sector
- Brief Background about Hartford
- Working with Foundations
- Questions and Some Answers

Foundation Giving Trends

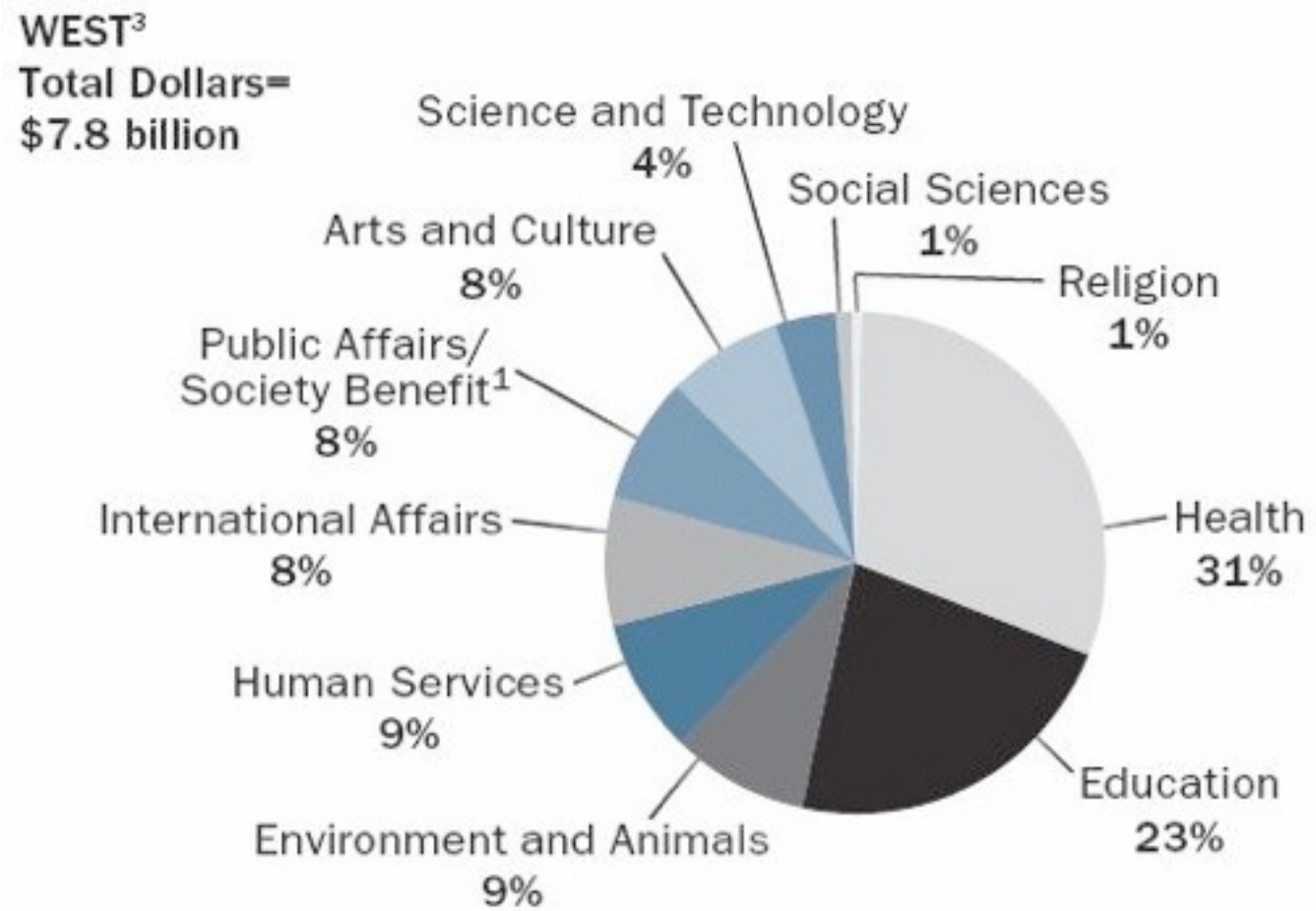
- 75,000 Grant making Foundations
- $42.9 Billion in Giving 2009
- $30.8 Billion from Independents
  vs. Corporate ($4.4B) or
  Community ($4.1B)
- Health and Education Are Top Areas

Increase in Number of Foundations

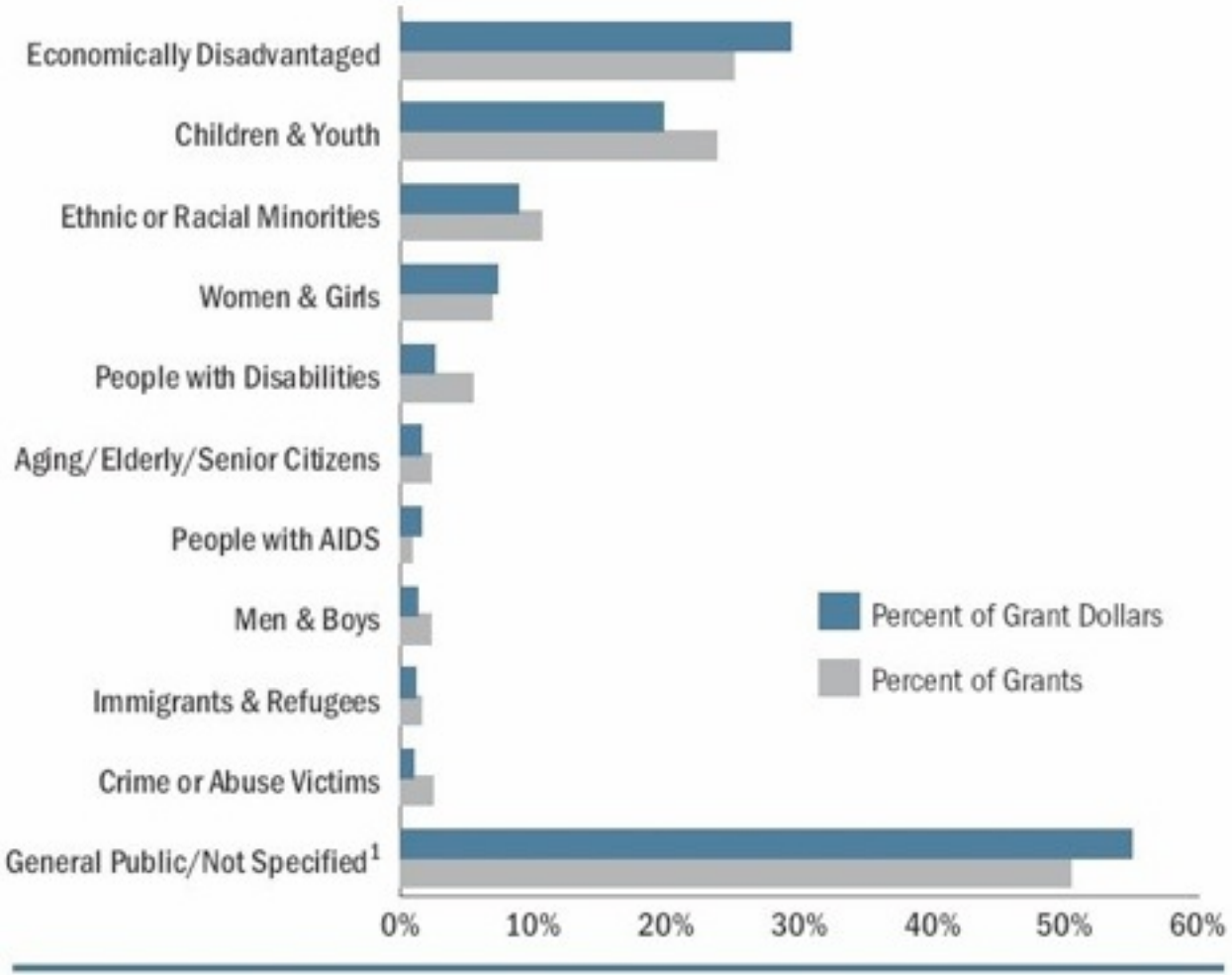


Source: The Foundation Center, *Foundation Yearbook*, 2011.
[1]Includes nine foundations located in Puerto Rico, 11 in the Virgin Islands, and one in American Samoa.

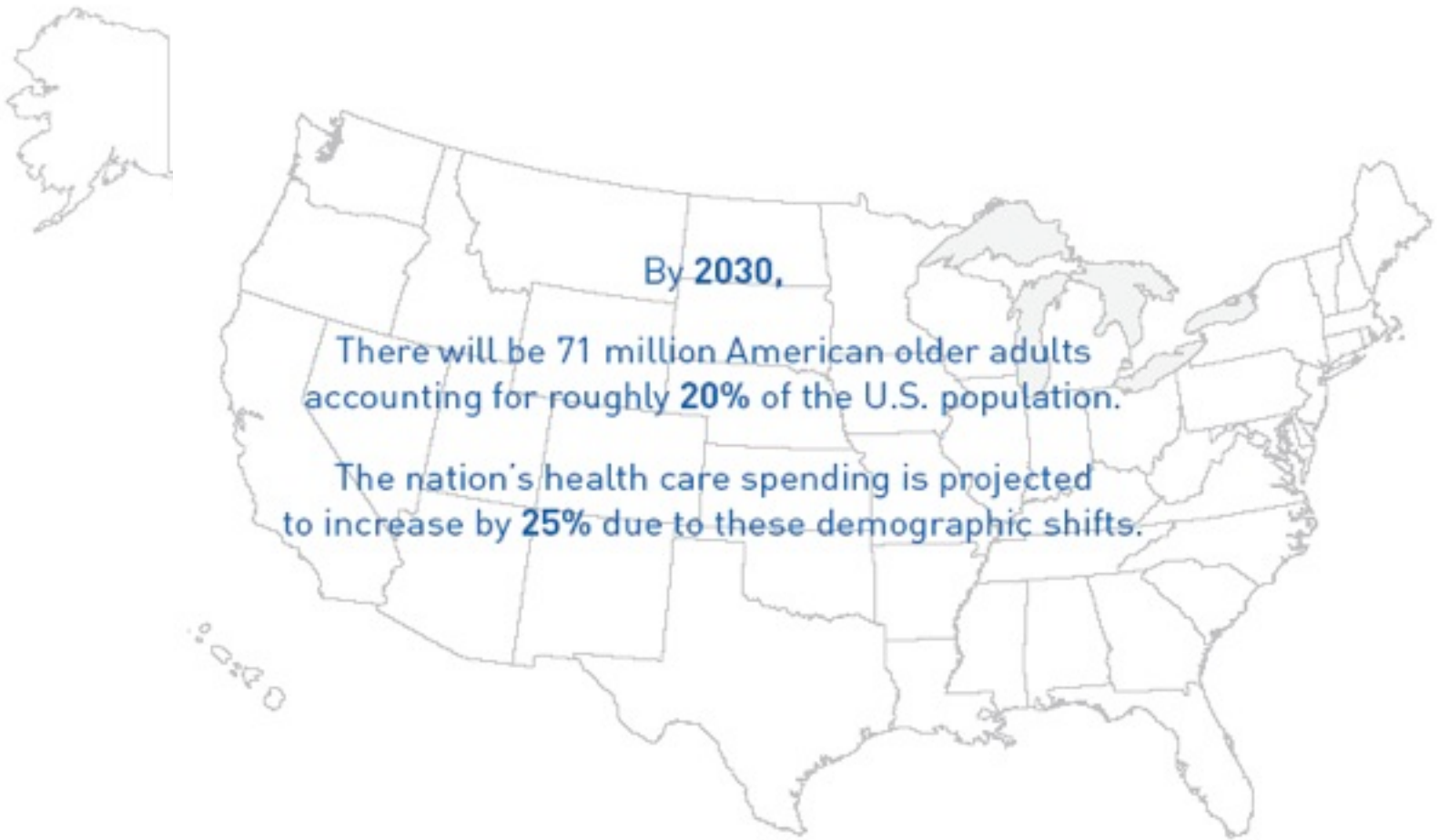
Interest Areas of Funders in the West



The economically disadvantaged benefited from the largest share of grant dollars and grants in 2009



Aging In America



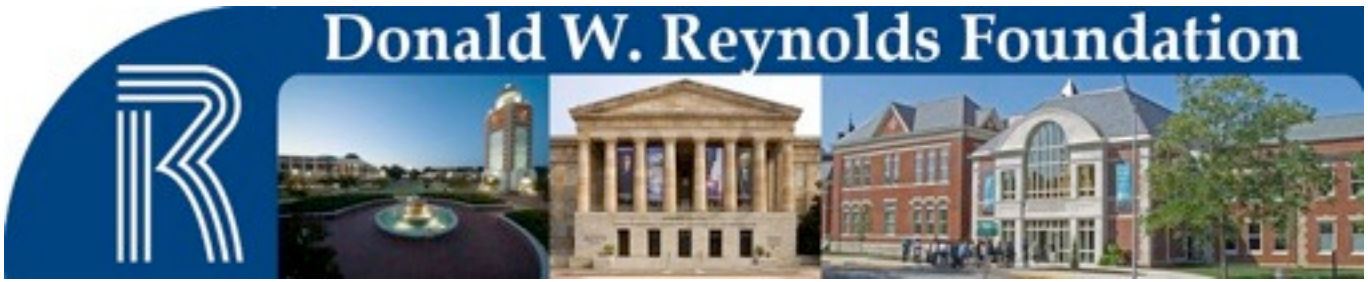
Adults over 65 represent 12% of the population, yet account for:

- 26% of all physician office visits
- 35% of all hospital stays
- 34% of prescriptions
- 38% of all EMS responses
- 70% of home health services
- 90% of nursing home use
- 80% of all deaths

Institute of Medicine: Retooling for an Aging America, 2008

Funders in Aging

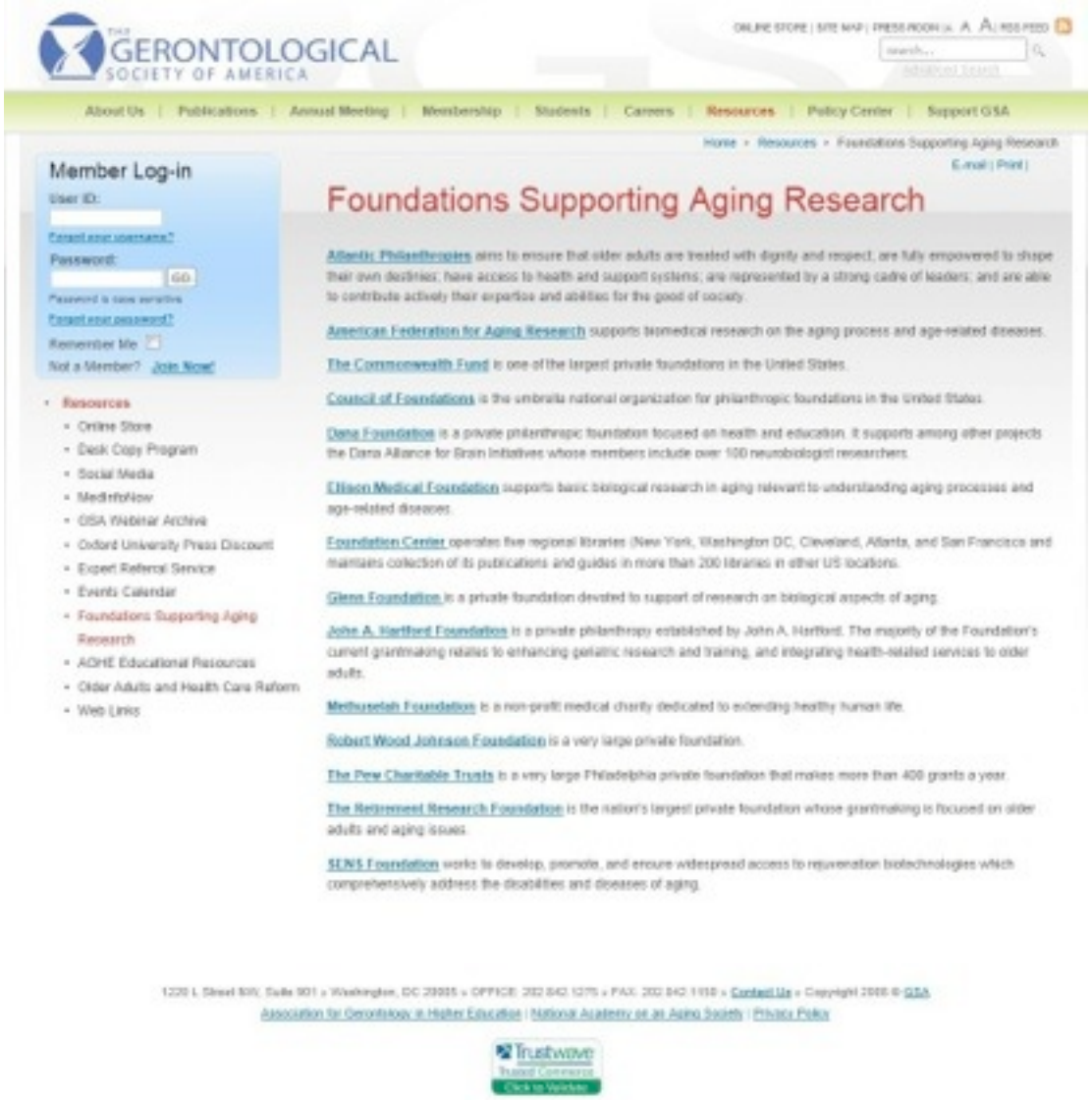
The
ATLANTIC
Philanthropies



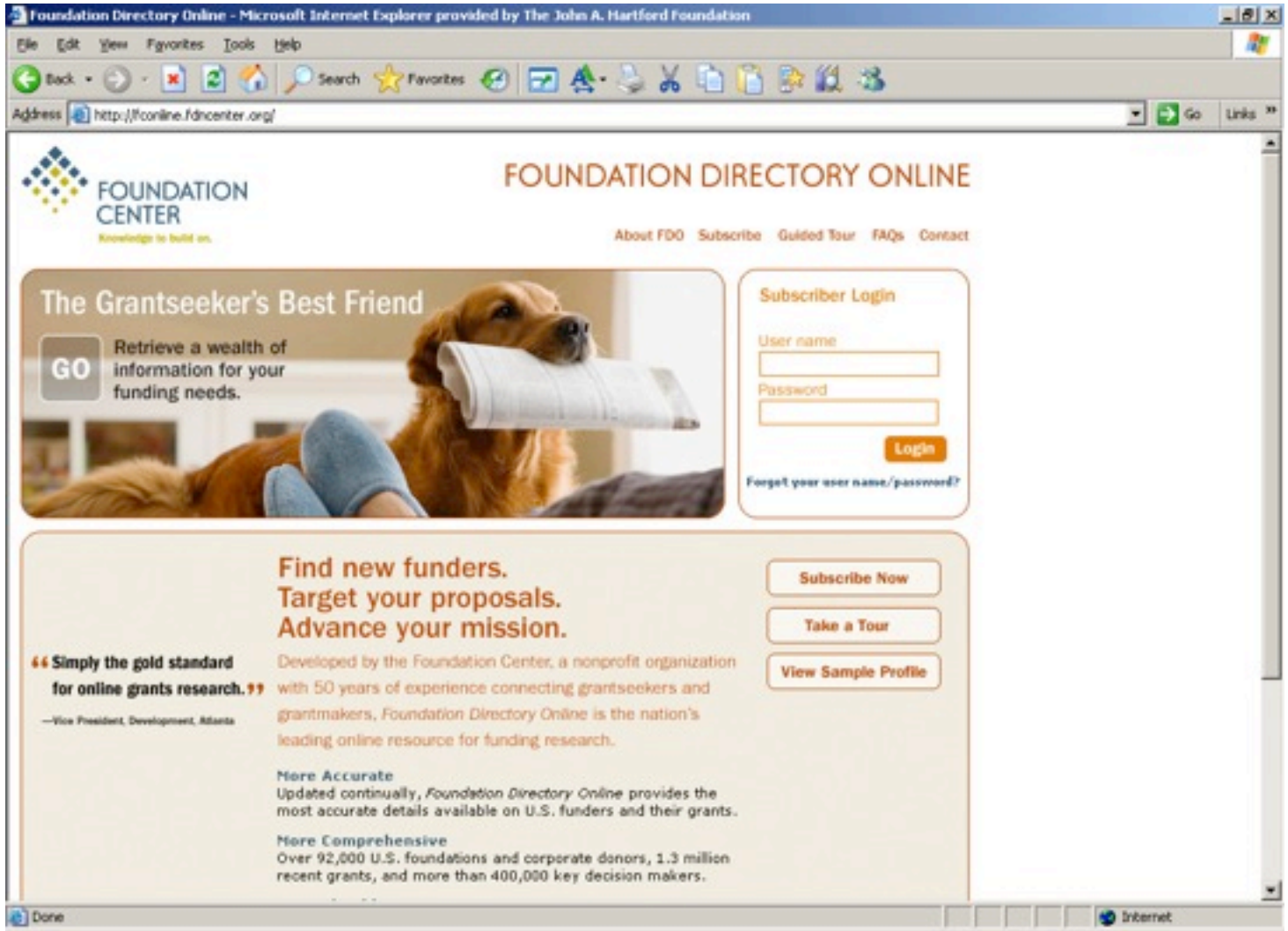
GIA Grantmakers In Aging

engAGEment

Where To Look



Where To Look



Where To Look

New Funders

M.A.C.

Margaret A. Cargill Philanthropies

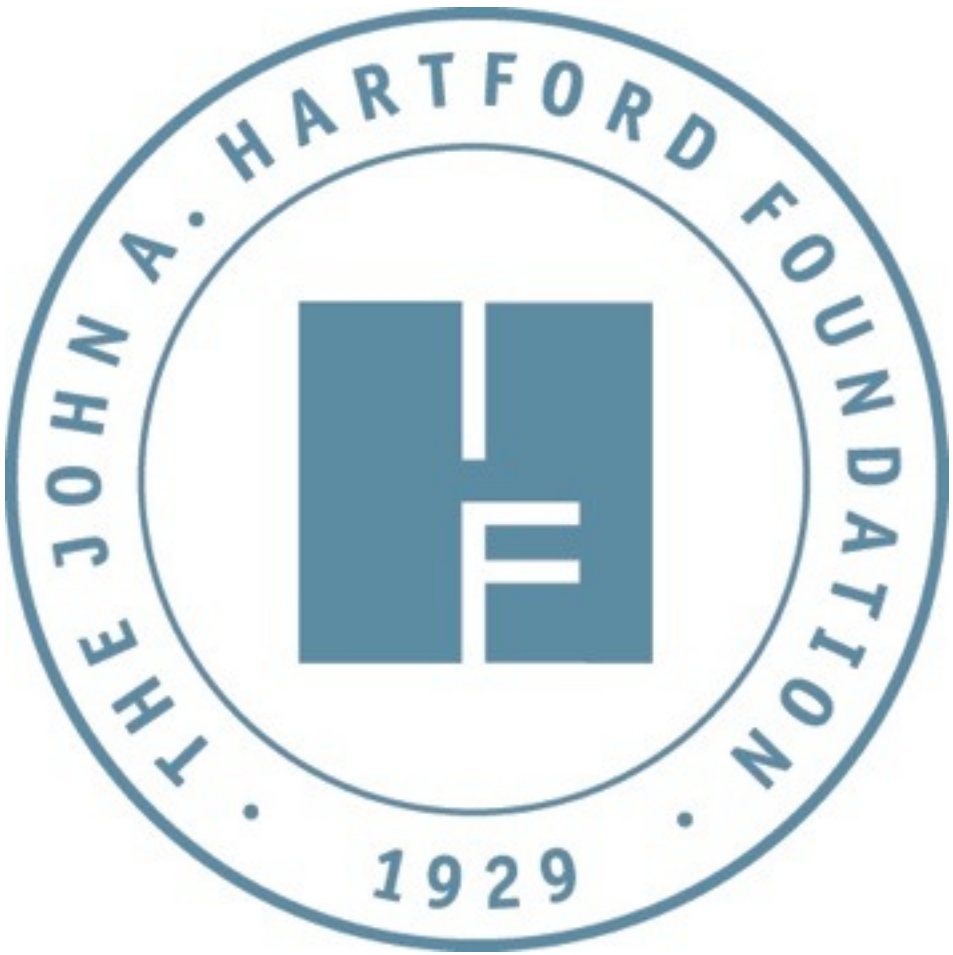
THE GREAT ATLANTIC & PACIFIC TEA CO.
THE GREAT A&P TEA CO.
10
15
29
CRACKER WEEK
CRACKER WEEK

TWENTY CENTS
NOVEMBER 13, 1950
TIME
THE WEEKLY NEWSMAGAZINE
A&P
GEORGE & JOHN HARTFORD
$6.00 A YEAR
VOL. LVI

Hartford Foundation Mission

To improve the health of older adults by creating a more skilled workforce and a better designed health care system

Recommendations



Recommendation #1

Align your efforts with the Mission of a Potential Funder

Search Our Site Go

DEDICATED TO IMPROVING HEALTH CARE FOR OLDER AMERICANS

The John A. Hartford Foundation

Home | About Us | Grant Programs | News & Events | For Grantees | Funding Guidelines

GRANTS

The John A. Hartford Foundation's overall goal is to increase the nation's capacity to provide effective and affordable care to its rapidly increasing elderly population. In order to maximize the Foundation's impact on the health and the well-being of the nation's elders, grants are made in two priority areas:

Academic Geriatrics and Training
The Foundation supports efforts, on an invitational basis, in selected academic medical centers and other appropriate institutions to strengthen the geriatric training of America's physicians, nurses, and social workers.

Integrating and Improving Health-Related Services
The Foundation supports a limited number of sustainable efforts to improve and integrate the "system" of services needed by elders and the effectiveness of selected components of care. The emphasis is on nationally replicable models and is typically by invitation.

The Foundation normally makes grants to organizations in the United States which have tax-exempt status under Section 501(c)(3) of the Internal Revenue Code (and are not private foundations within the meaning of section 107(c)(1) of the code), and to state colleges and universities. The Foundation does not make grants to individuals.

Due to its narrow funding focus, the Foundation makes grants primarily by invitation. After familiarizing yourself with the Foundation's program areas and guidelines, if you feel that your project falls within this focus, you may submit a brief letter of inquiry (1-2 pages) which summarizes the purpose and activities of the grant, the qualifications of the applicant and institution, and an estimated cost and time frame for the project. The letter will be reviewed initially by members of the Foundation's staff and possibly by outside reviewers. Those submitting proposals will be notified of the results of this review in approximately six weeks and may be asked to supply additional information.

Please do not send correspondence by fax or e-mail.

Mail may be sent to:

The John A. Hartford Foundation

Internet 100%

Recommendation #2

Do Your Homework

Recommendation #3

Think Outside of the Traditional Funder Box

Recommendation #4

Understand that Partnering Does Not Always Represent an Exchange of Money

try this: Best Practices in Nursing Care to Older Adults

from The Hartford Institute for Geriatric Nursing
New York University, College of Nursing

Recommendation #5

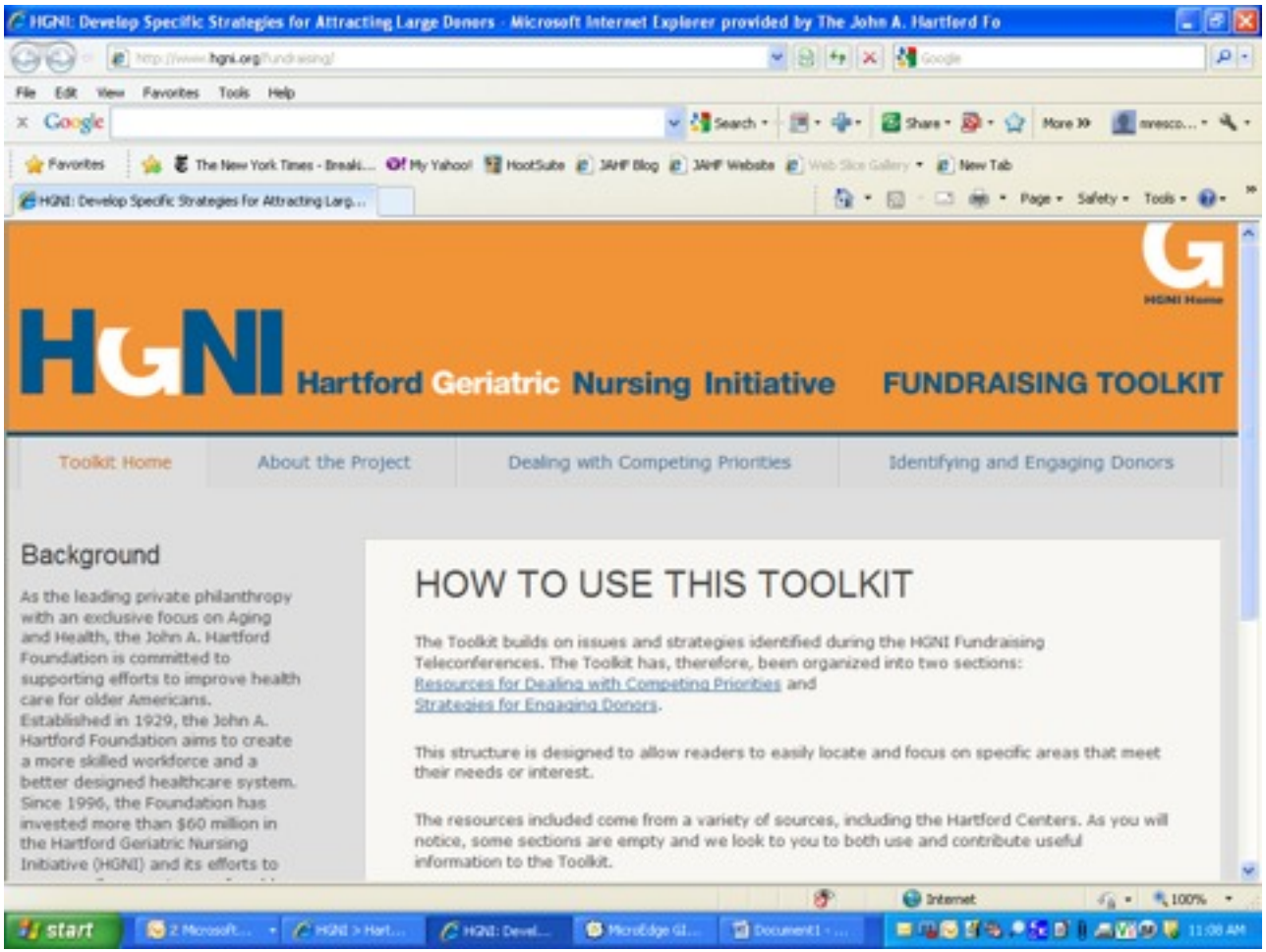
Communicate Your Message Effectively

Resources: HGNI Fundraising &

HGNI
Hartford Geriatric Nursing Initiative

Fundraising & Sustainability Work Group

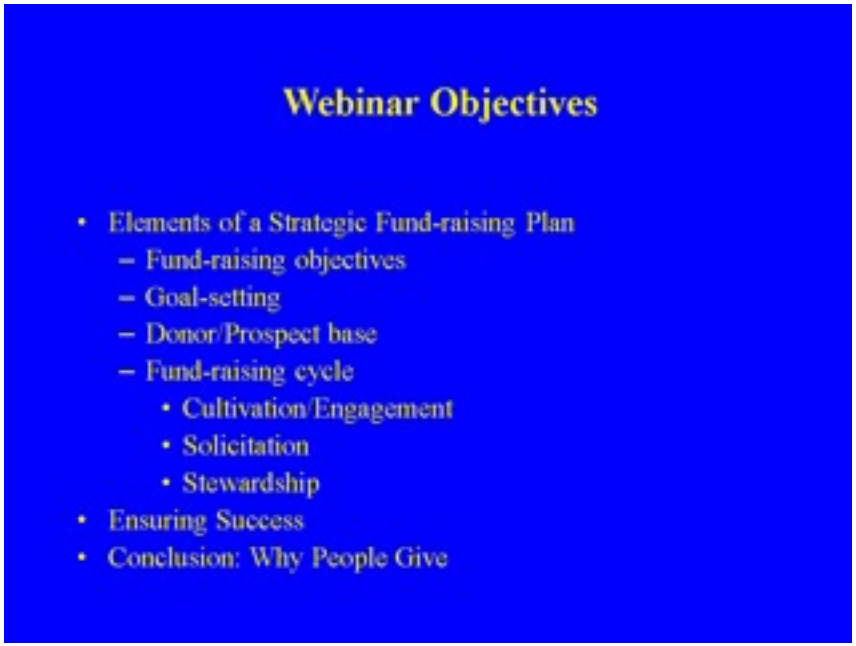
Hartford Fundraising and Sustainability Toolkit



www.hgni.org

Webinar

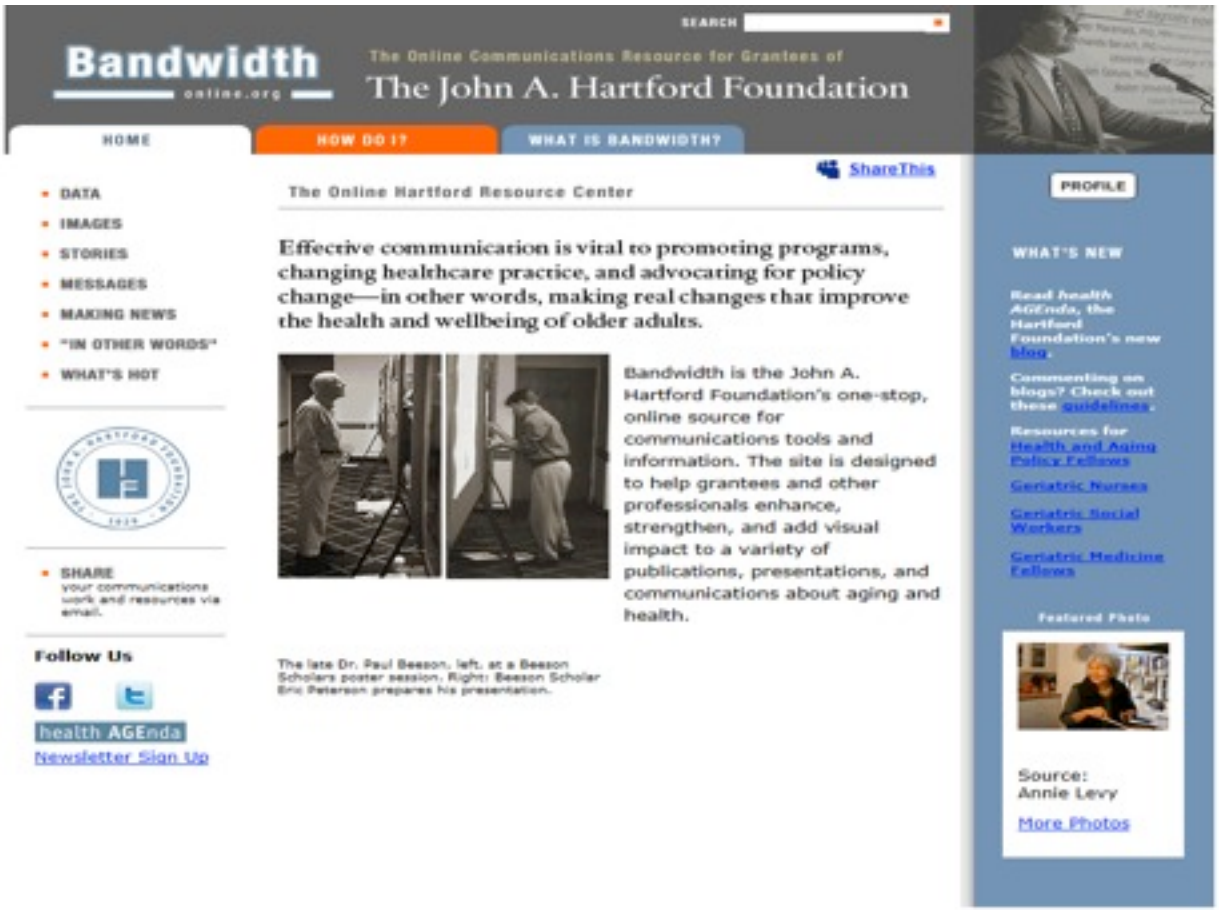
Fundraising Webinar, April 2010:
How to Create a Strategic Fundraising Plan



Webinar

Fundraising Webinar, June 2010: Donor Engagement

Bandwidth



www.bandwidthonline.org

Please Don’t

Working with Foundations

www.jhartfound.org