

August 10, 2006

Ms. Alex Armenta
Grants Assistant
S. H. Cowell Foundation
120 Montgomery Street, Suite 2570
San Francisco, CA 94104

Dear Alex:

We are grateful to you and the S.H. Cowell Foundation for your pledge of funding for activities of the Foundation Center – San Francisco for 2006 and 2007. Your general program support ensures the continuation of our free information services to the nonprofit and grantseeking community in the Bay Area and beyond. Thank you as well for taking the time to learn more about our plans for expanding the geographic scope of our services and for the opportunity you have given us to submit a letter of inquiry to support this effort. I am writing to follow up on our recent conversations about the Foundation Center's plans to expand the territory covered by our education and outreach services and expand our network of partner libraries (Cooperating Collections), and to ask for your support of that effort. Ensuring that nonprofits throughout the U.S. have convenient access to essential grantseeking tools and expertise is the aim of this important expansion initiative.

California has a burgeoning number of nonprofit organizations struggling to make ends meet as they work for the good of our communities. According to the University of San Francisco's Institute for Nonprofit Organization Management, California is home to more than 10% of all nonprofits in the United States, and more charities than New Jersey, North Carolina, Massachusetts, Virginia, and Hawaii combined. These nonprofits need a variety of capacity-building services to enable them to successfully pursue their missions. The Foundation Center provides them with vital information resources at our San Francisco office, our Cooperating Collections, and our Web site, but we are poised to do more. To help us build the capacity of Northern California nonprofits, and to lay the groundwork for continuing this effort throughout other parts of California, we hope you will make an additional, one-time gift of \$20,000 at this time so that we may deliver free training opportunities in under-served parts of California as well as expand the Cooperating Collection network in California, so that nonprofits can take advantage of our information resources, training, and assistance in communities across the state.

Grantseeking Education and Outreach

The Foundation Center – San Francisco presents a regular rotation of sixteen free classes (please see the enclosed list), which are especially important to under-resourced organizations that are attempting to diversify their revenue bases, to representatives of groups that are seeking

foundation support for the first time, and to new staff members of established organizations. Our audiences tell us that our classes are increasing their knowledge and skills relating to successful grantseeking. Our audiences outside of San Francisco have requested that we hold our programs in other locations throughout Northern California to make it easier for them to attend. By taking our programs “on the road” to regions where similar training is scarce or nonexistent, we can assist more agencies and lessen the travel time needed for them to take advantage of our free curriculum.

Based on the S.H. Cowell Foundation’s place-based grantmaking approach, and your knowledge of regions with high concentrations of nonprofit organizations and few technical assistance resources, over the next nine months, we propose delivering training sessions in Ukiah, Watsonville, and Kings Beach. Each of these are regions with new or potential Foundation Center Cooperating Collection status, so delivering the training will serve to strengthen our own relationship with these emerging technical assistance providers, thus strengthening the library and information services that will eventually be in place each location. A complete list of the variety of training programs we can deliver is enclosed, but the topics include grantseeking basics, researching and approaching foundations, proposal writing, individual prospect research, fundraising planning, and engaging board members in fundraising.

Each course, or combination of courses, will be a full-day in length and will include training materials for attendees, including handouts summarizing the main points of each session, copies of books related to the course material such as *The Foundation Center’s Guide to Winning Proposals*, or *The Board Member’s Book*, or access to our *Foundation Directory Online Professional* database. Rather than prescribe a specific course in each location initially, we would like to remain flexible as far as the agenda is concerned so that we can take stock of the existing offerings in each region, talk to our emerging partners in each community, and assess which course or combination of courses will best serve the community’s specific needs. To maximize impact and avoid having to turn people away, we will also aim to secure training facilities that will accommodate 50-75 people at each location. In regions where there is a critical mass of emerging grantmaking activity we would also aim to offer a “Meet the Grantmaker” session in conjunction with our own training programs so that nonprofits would have an opportunity to hear about the philanthropic process and grantmaking trends directly from those who make the grantmaking decisions in their communities.

Spanish-Language Training

One of the great challenges of offering educational programs in California is the language barrier that can prevent those who most need our resources from benefiting from them. Last year, we offered a highly successful full day of Spanish-language programming in San Francisco, with the help of our Spanish-speaking training coordinator, who is based in our New York office. To build on the momentum we started last year, we would like to work with partners to bring Spanish language training to regions that have a high density of Spanish speakers, including areas served by this series of training programs, particularly Watsonville. With your support, we

would present a full-day program in Spanish that would cover Grantseeking Basics and Proposal Writing Basics and that would also provide an opportunity for participants to network with Spanish-speaking grantmakers. Participants would receive complimentary copies of our *Guía para escribir propuestas*, our Spanish language proposal writing guide.

The Cooperating Collections Network

The Foundation Center's Cooperating Collections (CCs), at public libraries and community agencies throughout our region and across the nation, provide free access to the Center's print and online directories of grantmakers and grants and other core Center resources. Currently there are 22 Cooperating Collections in California, and more than 270 nationwide (a complete list is enclosed). As part of our current strategic plan, our goal is to increase the number of access points to the Foundation Center's funding information resources by doubling the number of Collections in California by the end of 2007, so that there is at least one Cooperating Collection in every county in the state. To achieve this ambitious goal, we will reach out to our current Collections, umbrella organizations, nonprofit resource centers, public libraries, and foundations to help us identify sites for additional funding information centers. To ensure that appropriate sites in Watsonville and Kings Beach are able to establish funding information centers, we propose using special funding to subsidize the \$995 membership fee for one year for up to two new Cooperating Collections in these regions (or for payment of the first two years of the membership fee for one CC). We recently designated two new Cooperating Collections: Catalyst in Ukiah and Community Foundation of Santa Cruz in Soquel.

To maximize the benefit of our Collections to the communities where they are located, we will build the knowledge and skills of their supervisors in using Center resources, so that they can effectively assist their patrons. We will provide training and assistance to supervisors of the new and existing Collections through site visits by Foundation Center staff, and through regional meetings for Collection supervisors. Through a Web site designed specifically for our network of library partners, Cooperating Collections also have access to Foundation Center training scripts, power point slides, and training handouts so that they can replicate our free training in the future. We serve as mentors to new Collection supervisors and offer "train the trainer" opportunities so that staff of the new Collections can develop the skills necessary to deliver our curriculum of free classes.

Outcomes

We expect an average attendance of 30 to 40 participants to take part in the full-day programming we present in each region. A summary of total outcome measures is as follows:

1. In all, we estimate that at least a total of 120 people will be served by the various programs we will offer in the three regions.
2. All attendees will be asked to complete an evaluation form immediately after the program. We expect that at least 80 percent of participants will report that

- their knowledge and skills increased as a result of attending the particular program,
3. In a follow-up survey taken three months after each program, we anticipate that at least 80 percent of respondents will say that the training positively affected their fundraising.
 4. Within six months of the program, all three regions will have fully operational Cooperating Collection libraries within the county for the communities to use.

We would be pleased to acknowledge the S.H. Cowell Foundation's support of the educational programs by including your logo and a link to your Web site on our library homepage and in our e-newsletter, which is sent to more than 16,000 subscribers throughout our region.

The Foundation Center – San Francisco is committed to delivering the best possible services and resources for grantseekers and grantmakers throughout California. The S.H. Cowell Foundation's additional, one-time gift this year would enable us to take our regional services to the next level, and it will help jump-start our efforts to expand the network of libraries and learning centers on which grantseekers can rely for their knowledge building needs. Because each of these regions has an emerging or potential Cooperating Collection partner, the impact of your contribution would be much longer lasting than the training itself. Through these new Cooperating Collection partners we can continue to deliver information resources for years to come. We are confident that once attendees learn about the variety of tools designed to help them with their work that participants would continue to take advantage of the resources at the Cooperating Collections and encourage colleagues to do so as well. As always, should you have questions or require additional information, please do feel free to contact me.

Sincerely,

Janet Camarena
Director, Foundation Center – San Francisco
(415) 397-0902 x100

**The Foundation Center – San Francisco Office
Budget for Programming in Northern California
2006**

Personnel costs (for prep time, delivery and facilitation of three full-day programs, and one additional full-day Spanish-language training)	\$8,000
Travel (includes costs of local staff to travel to each region as well as travel costs for Spanish speaking Training Coordinator to travel from NY office)	1,615
150 copies of related book, such as the <i>Foundation Center's Guide to Winning Proposals</i> (with 40% donor discount)	3,146
150 one-week subscriptions to the <i>Foundation Directory Online Professional</i> database (with 40% donor discount)	4,049
Refreshments for 4 programs	700
Facility rentals for classroom space or computer labs	500
Cooperating Collection annual fee (\$995 for two potential CCs, or two-years for one CC)	<u>1990</u>
Total	\$20,000