

# Funding Strategy

---

**To:**  
Ellen Jackson

**From:**  
Christopher  
Cox

**Organization:**  
Spirit of Hope

**Organization:**  
Cox Consulting  
LLC

**Project Name:**

**Date:**  
08-26-24

---

**Reference:** *Funding Strategy for general operating and miscellaneous expenses*

## Summary

Enclosed is a funding strategy for Spirit of Hope. The purpose of this document is to provide a roadmap for the best grants to pursue that have the highest likelihood of success and return on investment.

A funding strategy is a living document that will adapt with new opportunities and the wins and losses we incur along the way. We have found grants reasonably worth a sum in the low six figures. Below, we'll share the research process, next steps to implement the strategy and a list of the top pursuits we recommend.

## Funding Research Process

This process began as an inquiry into what support may exist for the purchase of a building which could house large numbers of people in a central location, cutting down on overhead expenses and wasted hours of commute time for the staff of Spirit of Hope. As dedicated funding for such a purpose did not appear forthcoming, and as our goals evolved, research shifted instead to the possibility of general operating funds and the purchase of an extra vehicle.

We filtered grant opportunities by programmatic alignment, funding history, and average award size. That process whittled over 200 grants down to the top six.

In this process, it was determined that general operating funds for which Spirit of Hope is eligible are most often based in California. It was further determined that, while most foundation funding is geographically based, making such funding more difficult to secure, some California foundations have a strong tendency to view and treat northwestern Nevada, including Carson City, as a part of eastern California.

This is demonstrated by the fact that Nevada nonprofits sometimes receive an outsized amount of funding given the state's small population. It was further discovered that there is one grant that could potentially pay for a building, or at least a down payment for one.

### **What Next**

The most important factor to Spirit of Hope's grant success will be to narrow its focus. It appears possible, but not likely, to fund at least a down payment on a building. General operating funds technically exist, but the cost and time necessary to acquire them may not, in all cases, be worthwhile. One good project to consider, as previously discussed, is the funding of a new vehicle. At least one grant we have discovered has already given money toward this sort of project in the past.

Kind regards,

Christopher Cox

# Draft Funding Strategy

Last Updated: August 26, 2024

## Funding Sources to Consider

Funding Agency	Program	Eligible Projects	Funding Available	Deadline	Website
<b>American Fundraising Foundation, Inc</b>	Golden Pear Grant Program	Any	About \$10K	July 16, 2025	<a href="#">Link</a>
<p>The Golden Pear Grant Program has awarded over \$1.6 million since its inception in 2020, and its total giving has increased in lock step with the number of individual awards. Though based in Florida, this grant focuses heavily on human services and has twice been awarded to Nevada nonprofits, thus its inclusion here.</p> <p>The average award is just over \$10,000, which is lower than we normally recommend, but was among the only sources of completely unrestricted funding that was available. Though small, this grant is the least-restricted source of money that a Nevada-based nonprofit could reasonably apply for (and win).</p> <p>Contact Information:  <a href="mailto:info@amfund.org">info@amfund.org</a>            407-895-8000</p>					
<b>Marin Community Fund</b>	Community Power Initiative	General operating	\$25K median, \$235K average	Apr. 5, 2025	<a href="#">Link</a>
<p>The billion-dollar, California-based Marin Community Foundation usually offers the Community Power Initiative grant to California nonprofits, but Nevada gets more out-of-state awards than some other states with larger populations. All but two of them have been awarded in northwestern Nevada, demonstrating that, like many California foundations, Marin Community Foundation generally treats northwestern Nevada as though it were a small county in eastern California.</p> <p>Marin Community Foundation treats homelessness as one of its specialties. Though most awards go to past grantees, in common with other foundations with extremely large budgets, the organization has increased its giving along with its budget since 2016.</p> <p>This grant provides a large number of awards for general operating support.</p> <p>Contact Information:  <a href="http://marincf.org">MCF Staff   Marin Community Foundation (marincf.org)</a>            415-464-2500</p>					

<b>Del E. Webb Foundation</b>	Del E. Webb Foundation Grant	Various	Median \$50K	LOI: Rolling Proposal: Quarterly	<a href="#">Link</a>
<p>Del Webb was a notable real estate developer, and the communities which he founded for seniors can be found across the southwest. The foundation named for him is focused on nonprofits in California, Nevada and Arizona (where Webb first found success as a contractor).</p> <p>While its website claims that the foundation caters primarily to “children and health initiatives,” examination of its records reveals broadly-based giving, including to organizations providing services to the homeless.</p> <p>This foundation gave \$25,000 toward the purchase of a 12-seat van for Bakersfield Rescue Mission in 2021. Its application instructions are straightforward, and Spirit of Hope is an almost ideal candidate for an award.</p> <p>As the grantor states its preference for organizations with easily-navigable websites, an LOI should be submitted after the rebrand with MCB Creative is complete.</p> <p>Contact Information:  <a href="mailto:Grants@DEWF.org">Grants@DEWF.org</a>  928-445-9699</p>					
<b>Tahoe Truckee Community Foundation</b>	Queen of Hearts Women’s Fund	Program Funding	\$15K median	Sept. 14, 2024/5	<a href="#">Link</a>
<p>The Queen of Hearts Women’s Fund was founded in 2006, based on the goal that 1,000 women donors would each contribute \$1,000 toward charitable work. Queen of Hearts instead attracted 1,300 women donors, building an endowment that is expected to serve in perpetuity.</p> <p>One of the four areas to which Queen of Hearts awards grants is “health and human services.” It can be expected to look with favor on a nonprofit with all-female staff on one hand, but also usually awards grants to previous grantees on the other.</p> <p>Queen of Hearts claims to serve “the geographic areas of the west and north shores of Lake Tahoe to Donner Summit, including Incline Village and the Town of Truckee.”</p> <p>This has not stopped the foundation from giving to organizations based in Reno and Stateline.</p> <p>Contact information:  <a href="mailto:info@ttcf.net">info@ttcf.net</a>  530-587-1776</p>					

<b>Unless Project</b>	A little Better Company Project	General operating	\$150K plus practical support	Oct. 15, 2024	<a href="#">Link</a>
-----------------------	---------------------------------	-------------------	-------------------------------	---------------	----------------------

According to its website, “The Unless Project (UP) is our grant-meets-accelerator program designed to identify organizations with transformational solutions and limited resources, then to repackage, reposition, and amplify them to be as successful as possible.”

UP awards four grants per year. One always goes to an “health and wellness” nonprofit. This funder defines that as “personalized healthcare, proactive healthcare, and mental health destigmatization and support.” That’s not a perfect fit for Spirit of Hope, but some clients have these needs, and providing housing is one way of preventing those needs from becoming far more dire. That makes this grant a live option.

Unless Project values its package, which includes scaling assistance, at \$500,000. The deadline for this grant is rather close, making it a good first grant to pursue. Here’s why. If Spirit of Hope *applies* for this grant before being *awarded* any of the others, our chances of winning this grant will increase. It is tailored to small nonprofits.

Likewise, if it is awarded, UP resources would increase our chances of winning the rest of the grant, which prefer bigger organizations. We could play both sides of the fence.

Contact information:  
[hello@alittlebetter.co](mailto:hello@alittlebetter.co)

<b>U.S. Department of Housing and Urban Development</b>	Continuum of Care (CoC) Builds	Discretionary funding	\$1 million - \$10 million	Nov. 21, 2024	<a href="#">Link</a>
---	--------------------------------	-----------------------	----------------------------	---------------	----------------------

This is the only grant that seems willing or able to help with the purchase of an actual building. According to its description, this grant opportunity, “targets efforts within Continuum of Care (CoC) geographic areas to address and reduce homelessness by adding new units of permanent supportive housing... under the CoC program.”

In other words, this grant is the closest it is possible to get to the original goal of buying a motel (or something to that effect) and housing clients there. Government grants of this size tend to prefer granting to larger organizations, making this a tougher sell. If we are awarded, a lower figure is more likely than a higher figure. That said, if the grantor is skeptical, it might be possible to ask for a down payment instead of the cost of building.

Contact Information:  
 Sherri L. Boyd  
 CoCBuilds@hud.gov

## Some notes

You requested that we examine two potential grant opportunities that you were made aware of: An NDOT grant and AB 310.

After examining the NDOT grant, it was clear that it does not apply specifically to Spirit of Hope. According to its description, "This program... is allocated for rural Nevada transportation providers... to meet the special transportation needs of seniors and individuals with disabilities in rural areas." Upon further examination, a "transportation provider" was defined, among other things, as a provider with 50-99 employees. The NDOT grant, in other words, is geared toward a bus or streetcar system, rather than a housing provider that also happens to help people with travel.

Further, AB 310 isn't a grant precisely: it's an Assembly Bill (AB) which was [passed](#) into law last year, giving over \$32 million to various grants, apparently including [these](#). Some are not open, while others do not apply to Spirit of Hope's mission.

## Timeline overview

July 2024	August 2024	September 2024
		14 <sup>th</sup> : Queen of Hearts Women's Fund deadline 17 <sup>th</sup> : Del Webb proposal deadline
October 2024	November 2024	December 2024
Oct. 15: Unless Project deadline	21 <sup>st</sup> : HUD deadline	10 <sup>th</sup> : Del Web proposal deadline

**January 2025**

**February 2025**

**March 2025**

12<sup>th</sup>: ADSD deadline  
18<sup>th</sup>: Del Webb proposal  
deadline

**April 2025**

**May 2025**

**June 2025**

5<sup>th</sup>: Marin Community  
Foundation deadline

18<sup>th</sup>: Del Webb proposal  
deadline

**July 2025**

**August 2025**

**September 2025**

16<sup>th</sup>: Golden Pear deadline

14<sup>th</sup>: Queen of Hearts  
Women's Fund deadline

**October 2025**

**November 2025**

**December 2025**

Oct. 15: Unless Project  
deadline

21<sup>st</sup>: Projected HUD  
deadline

