

Grant Feasibility Testing™ & Grant Market Analysis™ Report

SAMPLE INTERNATIONAL MINISTRY

ADDRESS
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Prepared By:

Here-4-You Consulting Grant Writing 
For Churches & Ministries

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Summary Analysis

Overall, the Grant Feasibility Testing and the Grant Market Analysis showed an excellent potential for funding for SAMPLE INTERNATIONAL MINISTRY.

About SAMPLE INTERNATIONAL MINISTRY

Information about the organization will be researched and put here.

Grant Feasibility Testing (GFT)[™]

Grant Search: Our GFT showed a large number of foundations have given grants to organizations with missions and programs similar to SAMPLE INTERNATIONAL MINISTRY. U.S. Foundations awarded 84 grants totaling over \$2.6 Million to Christian International Giving programs, and 3,306 grants totaling over \$364 Million have been awarded specifically to Disaster Relief programs.

Foundation Search: Similarly, we were able to identify large numbers of foundations that express an interest in funding programs in the same funding categories as SAMPLE INTERNATIONAL MINISTRY. In the United States, 2,712 foundations were identified who support organizations involved in Christian Health programs, with total assets exceeding \$250 Billion. Moreover, there are 374 U.S. foundations with assets totaling \$15 Billion that have supported Evangelism programs.

Grant Market Analysis[™]

The Grant Market Analysis[™] revealed strong potential to secure the amount of funding SAMPLE INTERNATIONAL MINISTRY has estimated it needs to reach its goals. The top 5 organizations used for the Grant Market Analysis secured a combined \$143 Million in grant funding through 2,629 grants from 732 different foundations, showing that they were able to secure a broad base of support through multiple funding sources—not just through one or two related family foundations. Overall these organizations secured an average of 525 grants per organization with an average size of \$54,522 for total average funding per organization of \$28,667,759.

Results Expected

Grant writing is a long-term development strategy. Although the results of our Grant Feasibility Testing and Grant Market Analysis indicate a high likelihood of success, SAMPLE INTERNATIONAL MINISTRY still needs to be cognizant of the grant development process.

Our goal in the first year is to position SAMPLE INTERNATIONAL MINISTRY for long-term grant development success by building initial relationships with funding sources, establishing the organization's presence in the foundation community, and beginning to secure grant funds for the organization. Because many funders do *not* fund first time applicants, we will expect many more rejections than grant awards in the *first* year.

In the following year, we will resubmit to “positive rejections” from the first year. A “positive rejection” is a funding request that is denied but that has left an opening for future funding. Since many foundations

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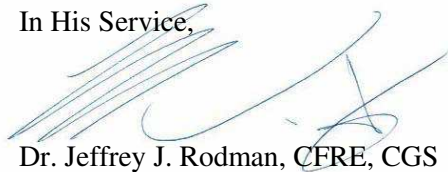
pass on first year applicants, we can expect much better results from our “positive rejections” as we have now established our presence and initiated a relationship. We will also continue to apply to additional funding sources identified in the Funding Source Report™, and research for new funding sources.

The length of time it will take to secure all of the funding needed to complete the project will depend upon the contract level SAMPLE INTERNATIONAL MINISTRY decides to utilize (see attached proposal). The Optimized Full Service Contract option outlined in the attached proposal of services is designed to take advantage of all of the funding opportunities available to SAMPLE INTERNATIONAL MINISTRY and maximize the funding potential identified in the Grant Feasibility Testing and the Grant Market Analysis.

Of course, we cannot guarantee any result due to the many variables that make any guarantee impractical. Some of these variables include the funding climate, responsiveness of staff/Council members, performance of staff/Council members, variables in response to appeals, events, and grantors, etc. What we *can* guarantee is: as a long-term development strategy grant writing always produces fruit in the long-term. We have never seen grant writing not pay off for an organization when they took a persistent, consistent, organized, and professional approach to grant development.

We look forward to the opportunity to serve you, help you reach your grant development goals, and help you further develop and refine your ministry for grant development success. If you have any questions, please call me on my direct line at 540-533-0715.

In His Service,



Dr. Jeffrey J. Rodman, CFRE, CGS
President & CEO
Here-4-You Consulting

Grant Feasibility Testing™

We conduct a Grant Feasibility Test (GFT) on every potential client to ensure that they have a fundable program. The GFT will look at similar organizations, who funds those organizations, how many funders focus on your geographic location of services, and what funding exists for the type of program proposed. The GFT ensures that our energies are likely to be successful and are not wasting your time, energy and money. This process has enabled us to have 80% of our proposals funded!

Foundation Funding – Grant Search

“Grant Search” will look for grants that have been awarded for a specific type of project, agency, or geographic region. The “search category” shows the terms we used to perform this search. The “grants awarded” show the number of grants that foundations have awarded for programs with similar areas of interest.

Local Search

Search Category	Geographic Region	Grants Awarded	Value of Awards
Disaster Relief	All U.S.	3,306	\$364,400,762
Health & Christian	All U.S.	628	\$30,439,760
International Giving & Christian	All U.S.	84	\$2,671,543
International Giving & Health	All U.S.	334	\$46,304,907
International Giving & Ministries	All U.S.	43	\$59,661,903
Evangelism	All U.S.	1,925	\$93,661,730

International Search

Geographic Region	Search Category	Grants Awarded	Value of Awards
Canada	Christian	5,681	\$119,563,081
Canada	Social & Human Services	76,367	\$2,754,887,324
United Kingdom	Christian	445	\$10,068,163 USD
United Kingdom	Religion	3,510	\$249,612,038 USD
United Kingdom	Social & Human Services	4,253	\$57,381,941 USD
Australia	Religion	30	\$306,319 USD
Australia	Social & Human Services	239	\$3,992,209 USD

Foundation Funding – Foundation Search

A “Foundation Search” will look for foundations who state a desire to fund a specific type of project, agency, or geographic region. The “search category” shows the terms we used to perform this search. The “Geographic Region” indicates the number of foundations that have listed that region of the world as a region they are interested in funding.

Local Search

Search Category	Geographic Region	Foundations	Total Assets
Disaster Relief	All U.S.	656	\$50,872,341,285
Christian & Health	All U.S.	2,712	\$252,497,606,923
Christian & Medical	All U.S.	2,530	\$242,476,541,630
International Giving & Christian	All U.S.	3,970	\$254,238,407,150
International Giving & Health	All U.S.	13,856	\$576,296,417,150
Evangelism	All U.S.	374	\$15,874,112,169

International Search

Geographic Region	Search Category	Foundations	Total Assets
Canada	Christian	923	\$7,989,478,468
Canada	Social & Human Services	5,586	\$24,435,118,329
United Kingdom	Religion	4,363	Unspecified
United Kingdom	Social & Human Services	5,242	Unspecified
Australia	Religion	20	Unspecified
Australia	Social & Human Services	65	Unspecified

Grant Market Analysis™

Organization/Grantee Search

This type of search uses specific criteria to identify organization and/or agency with a similar mission, project, or geographic focus as your organization.

The results listed below look at ONLY the top five agencies matching the search criteria.

In the Results table, the “number of grants” lists the total number of grants made to organizations/agencies that fit the search criteria. The “number of foundations” lists the total number of foundations that awarded the grants listed. Note that many foundations have given multiple grants to multiple organizations. The “highest award” lists the largest grant awarded to any one organization through a single grant and the “total funds awarded” lists the total amount of funds awarded to these five organizations. The “average award” lists the average dollar amount of each grant awarded, “average number of grants per organization” lists how many grants, on average, these five organizations received and “average funding per organization” lists the total amount of funding each of these five organizations received on average.

Results Table	
Highest Award:	\$6,710,920
Number of Grants:	2,629
Number of Foundations:	732
Average Award:	\$54,522.00
Average funding per organization:	\$28,667,759
Average number of grants per organization:	525.8
Total Funds Awarded:	\$143,338,793

Organizations Searched

CATHOLIC RELIEF SERVICES in Baltimore, Maryland

Catholic Relief Services (CRS) carries out the commitment of the Bishops of the U.S. to assist the poor and vulnerable overseas by alleviating suffering and providing assistance to people in need in more than 100 countries. CRS is motivated by the Gospel of Jesus Christ to cherish, preserve, and uphold the sacredness and dignity of all human life, foster charity and justice, and embody Catholic social and moral teaching.

CHRISTIAN AID MISSION in Charlottesville, Virginia

Christian Aid Mission is generally considered to be the first missionary agency to support and promote indigenous mission groups. Christian Aid has provided more than \$100 million to over 800 evangelistic ministries based in 122 “mission field” countries overseas. Indigenous missions operate schools, medical clinics, orphanages, leprosariums, and ministries to the deaf, maimed, and blind.

CHRISTIAN MEDICAL AND DENTAL ASSOCIATION in Bristol, Tennessee

The Christian Medical and Dental Association (CMDA) provides resources, networking opportunities, education, and a public voice for Christian healthcare professionals and students. Founded in 1931, CMDA promotes positions that address policies on healthcare issues; conducts overseas medical evangelism projects through its mission arm; coordinates a network of Christian doctors for fellowship and professional growth; sponsors student ministries in medical and dental schools; and provides Third World missionary doctors with continuing education resources.

COMPASSION INTERNATIONAL in Colorado Springs, Colorado

Compassion International exists as a Christian child advocacy ministry that releases children from spiritual, economic, social, and physical poverty and enables them to become responsible fulfilled Christian adults. Founded by the Rev. Everett Swanson in 1952, Compassion began providing Korean War orphans with food, shelter, education, and healthcare as well as Christian training.

SAMARITAN'S PURSE in Boone, North Carolina

For over 35 years, Samaritan's Purse (SP) has done its utmost to follow Christ's command by going to the aid of the world's poor, sick, and suffering. SP is an effective means of reaching hurting people in countries around the world with food, medicine, and other assistance in the Name of Jesus Christ. SP provides first-class medical treatment in the Name of the Great Physician through medical projects, as well as supplying mission hospitals with much-needed equipment and supplies.

Proposal of Services

July 17, 2012

NAME
SAMPLE INTERNATIONAL MINISTRY
ADDRESS
CITY, STATE ZIP

Dear SAMPLE INTERNATIONAL MINISTRY,

I am pleased to have the opportunity to work with you and evaluate the services we can offer to your ministry. I am excited about the ways in which we can support your organization through our grant writing services.

Our Grant Feasibility Testing™ has shown an interest from a variety of funding sources and a history of funding similar organizations and churches. In addition, our Grant Market Analysis™ indicates a good funding potential with similar organizations securing grants with an average size of over \$54,000 and with a cumulative total of over \$28 Million per organization. All of these organizations have a similar focus and would be considered within the same “market” for funding which give us a good idea of the potential that exists for funding for you.

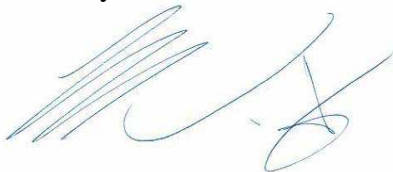
Attached to this letter is a brief description of each of our packages and the associated fees for your review. Please know that the fees you have already paid will be applied to the fees for an upgraded package with similar products.

I have also included information about our **Full Service Grant Writing Packages** in this proposal. Full service grant writing packages essentially outsource your grant writing office to us. We provide all of the organizational development, funding preparedness, research, writing, contacting, submission, follow-up, etc. to ensure that the best funding inquiries are submitted on your behalf.

The OPTIMIZED package in the Package Options Table is considered to be the optimal level of service.

I look forward to working with you and your organization. Please contact me or have a member of your board contact me at 540-635-3518 with any questions.

Sincerely,



Dr. Jeffrey J. Rodman, CFRE, CGS
President & CEO
Here-4-You Consulting

2010 Packages and Pricing

We provide services based on a flat-fee, per-service basis, or based on an established contract for services. In keeping with [accepted ethical standards](#), we do not work on a commission, percentage, or contingency basis.

Jump-Start Package

\$249

- Analysis of Funding Preparedness Self-Audit
- The Here-4-You Consulting Step-by Step Guides to developing a Master Grant Application, a Master Budget, and a Master Letter of Inquiry
- A one year subscription to the Christian Funding Directory (CFD)
- Access to E-Training on Capacity Building and Strategic Planning, Corporation and Foundation Giving, Board Development and Individual Giving, Government Grant Applications and Grant Management, and Program Evaluation

Grant Ready Package

\$5,000

Includes everything in the Jump Start Package **PLUS**:

- 2 one-on-one sessions about your program and ministry and finding the best matching funding sources for your ministry.
- Master template documents developed by our professional staff grant writers, yours to use throughout the life of your ministry.
- 10 collaboratively developed funding inquiries tailored to the interests and requirements of the funders you have identified.
- PLUS: a 1 year subscription to our Jump Start To Successful Grant Writing Package

Consultation/Coaching

Designed for organizations needing periodic consultation on individual proposals or issues, this service can also be added to our other packages. Fees are \$50 - \$100 per hour depending on the number of hours for which services are contracted.

Government Grant Development

This involves the development of an individual grant for a specific funding opportunity. We only offer this service a few times per year for specific pre-selected grant programs like the Compassion Capital Fund, the Institute for Youth Development, and other opportunities.

- Full Application Development: Starts at \$2,999
- Outline, Consultation, & Scoring Review: Starts at \$1,499
- Outline & Scoring Review: Starts at \$999

Christian Funding Directory

\$89—The Christian Funding Directory is an online database of over 9,500 Christian Funding Sources updated continuously. The cost covers a year subscription to the directory.

Full Service Grant Writing Packages

Includes:

- Analysis of Funding Preparedness conducted by our staff
- Master Letter of Inquiry, Master Grant Application, and Master Budget fully developed by our staff
- A one year subscription to the Christian Funding Directory (CFD)
- Funding Source Report identifying the 25 BEST funding sources matches to your organization
- Grant Proposal Writing, Research, Contacts, Submission, Follow-Up and other efforts included for all funding inquiries based on the contract level
- Access to E-Training on Capacity Building and Strategic Planning, Corporation and Foundation Giving, Board Development and Individual Giving, Government Grant Applications and Grant Management, and Program Evaluation
- Ongoing Consultation provided throughout the contract term

Package Options

Clients who opt for a **Full Service Grant Writing Package** can choose a from our **Minimum (Base) Contract**, a **Mid-Level Contract** that is customized to the specific needs of the client, or an **Optimized Contract** which will allow the client to take advantage of the full range of actual funding opportunities identified during the Feasibility Testing and Market Analysis. We can also design a **Custom Package based on any budget level**.

The **Minimum (Base)**, **Mid-Level**, and **Optimized Contract Packages** are described in the chart below:

Service	Minimum (Base) Full Service Contract		Mid-Level Full Service Contract		Optimized Full Service Contract	
	Year 1	Year 2+	Year 1	Year 2+	Year 1	Year 2+
Grant Ready Package	1	Update	1	Update	1	Update
Number of Foundation Funding Inquiries submitted through Grant Writing	5	10	10	15	15	20
Annual Contract Fee:	\$12,999	\$11,500	\$16,499	\$14,999	\$19,999	\$17,999

Organizations opting for a MULTI-YEAR contract term will receive a 5% reduction in the subsequent year contract fees.

TERMS: Here-4-You Consulting does not charge any interest, service charges, or administrative fees. 25% of the contract amount is due at contract initiation. The remainder is paid in 10 equal monthly payments over the remainder of the contract year.

ADDITIONAL EXPENSES: Here-4-You Consulting, LLC shall be entitled to reimbursement for the following “out-of-pocket” expenses: travel expenses, mileage, and meals during travel for training required/encouraged by individual funding sources or for visits to the program site, unusual postage such as overnight, parcels, or bulk mailings, and bulk copying. Reimbursement to Here-4-You Consulting will be for the actual costs of these expenses.