

BEYOND GOOGLE

RESEARCHING YOUR
MARKET (FOR FREE!)
AT THE LIBRARY



WE ANSWER QUESTIONS



WHAT QUESTIONS DO YOU HAVE?

THE LIBRARY TO BUSINESS TEAM CAN HELP

We answer questions

- Virtual Business Info Appointments
- L2B Team L2B@spl.org
- Jay Lyman jay.lyman@spl.org
- 206-386-4636 (leave a message)

We buy tools you can use for free

- www.spl.org/business

Free workshops and events

- Business calendar of events



[Seattle Public Library](#)
[King County Library](#)
[Sno-Isle Library](#)
[Pierce County Library](#)

[Spokane Public Library](#)



LIBRARIES ARE LOCAL

QUALIFY FOR A FREE LIBRARY CARD

- Based on where you live, work, go to school, or own property
- Reciprocal agreements between library systems
- Different libraries have different tools
- Ask library staff for help getting a card



YOUR LIBRARY CAN HELP

We buy tools you can use

- Print
- Electronic subscriptions
- E-books
- Media



Many electronic tools can be accessed outside the library with a library card



NONPROFIT AND INDIVIDUAL GRANT SEEKING

- Foundation Directory Online (FDO): is designed to help grant-seeking organizations view past donor activity, with the aim of identifying relevant giving organizations. FDO contains over 239,000 grantmaker profiles and is very coherently laid out. FDO also has a good section on Resources, to learn about grantwriting and more.
- Grants to Individuals (GTI): Very similar to FDO but the grant activity is geared toward individual recipients.
- GuideStar Pro: This is a database that aggregates information on nonprofits themselves: IRS information and more. This is often paired with FDO in researching past recipients of grants.

Important notes:

- SPL doesn't directly assist with grantwriting, we often refer folks to the Puget Sound Grantwriters Association, which connects people with professional grant writers (for hire) and also workshops to help people gain skills in this area.
- Unfortunately, FDO and GTI do not cater to for-profit grants.
- These map the universe of funding that has happened – past performance = future success!

Nonprofit appointments with librarians: SPL has a team of librarians that offer virtual appointments for businesses and nonprofits, connecting them with resources (such as those above) and also local partners.

[Make a Virtual Appointment with a librarian](#)



ACCESSING THE GRANT SEEKING DATABASES

Foundation Directory Online- Professional & Foundation Grants to Individuals Online

- In-library use at all SPL Library Locations.
- Authenticate by connecting to WIFI, or use a library computer



Redmond Library's Nonprofit & Philanthropy Resource Center (NPRC) or Marysville Library are nearby. (KCLS also has one specific computer in Federal Way – no WIFI access for that one)

- Find other Foundation Center Libraries:
<https://foundationcenter.org/find-us>



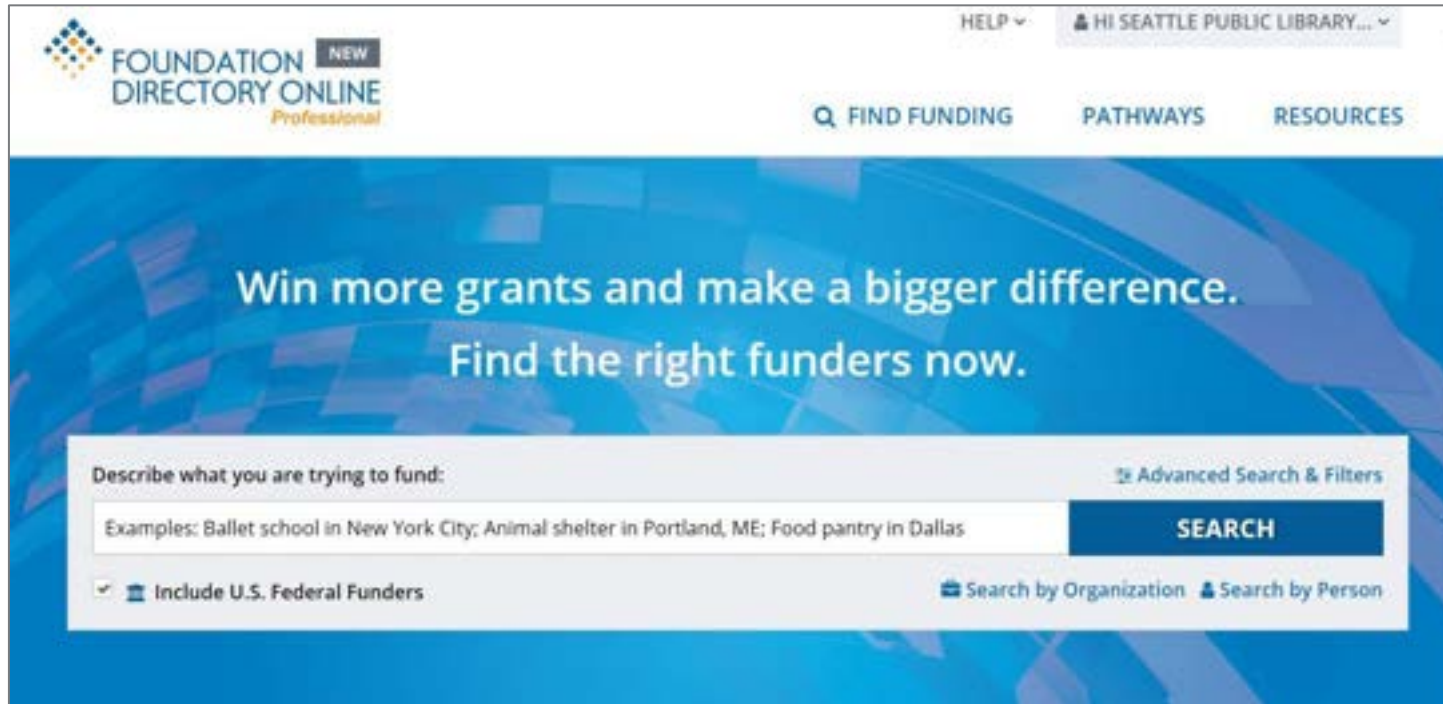
WHAT GRANT SEEKING DATABASES DO FOR US



- Universe of grantmakers that exist
- Details on grants that recipients have received
- Offer search tools save us time – refine the universe of all foundations to a list of prospects that are worth the time to explore further

Often people email themselves results to work on later

FOUNDATION DIRECTORY – FOUR DATA TYPES



The screenshot shows the homepage of the Foundation Directory Online Professional. At the top left is the logo with a colorful diamond icon and the text 'FOUNDATION DIRECTORY ONLINE Professional'. To the right of the logo is a 'NEW' badge. Further right are links for 'HELP', 'HI SEATTLE PUBLIC LIBRARY...', 'FIND FUNDING', 'PATHWAYS', and 'RESOURCES'. The main banner features the text 'Win more grants and make a bigger difference. Find the right funders now.' Below this is a search section with the prompt 'Describe what you are trying to fund:' and a text input field containing the example text 'Examples: Ballet school in New York City; Animal shelter in Portland, ME; Food pantry in Dallas'. To the right of the input field is a 'SEARCH' button. Below the input field is a checkbox labeled 'Include U.S. Federal Funders'. To the right of the checkbox are links for 'Advanced Search & Filters', 'Search by Organization', and 'Search by Person'.

Grantmakers
Grants
Recipients
990s

Search across all four types of data



FOUNDATION DIRECTORY – FOUR DATA TYPES

Find Funding

SHOWING RESULTS FOR "Ballet📍, Performing arts education📍" ✕ CLEAR ALL ⚙ EDIT

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

ballet school ✕ **SEARCH**

☒ Include U.S. Federal Funders 🏢 Search by Organization 👤 Search by Person

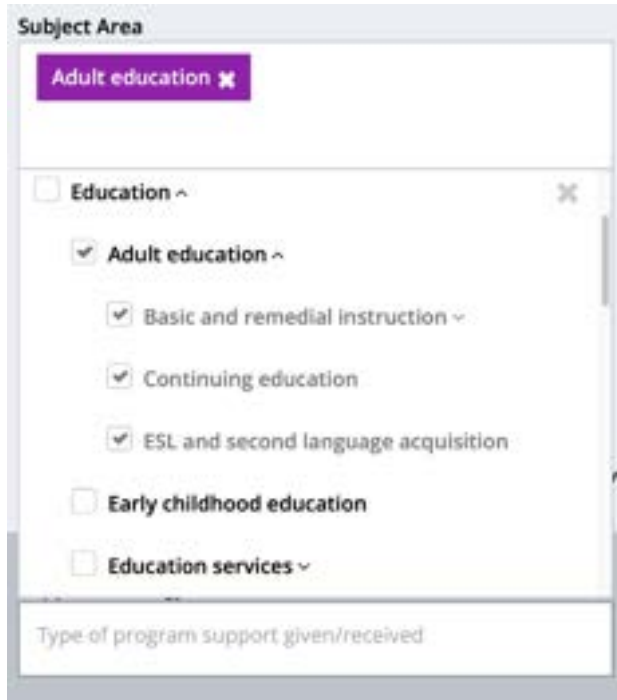
10,638 Grantmakers ▼	95,977 Grants ▼	6,353 Recipients ▼	9,914 990 Tax Forms ▼
View Grantmakers Only	View Grants Only	View Recipients Only	View 990 Tax Forms Only

Total Dollar Value of Grants: \$3,448,082,119

Grantmakers
Grants
Recipients
990s

Search across all four types of data

FOUNDATION DIRECTORY – SEARCH OR BROWSE



The screenshot shows a web interface for the Foundation Directory. At the top, there is a 'Subject Area' section with a purple button labeled 'Adult education'. Below this, there is a list of categories with checkboxes. The 'Education' category is expanded, showing sub-categories: 'Adult education' (checked), 'Basic and remedial instruction' (checked), 'Continuing education' (checked), 'ESL and second language acquisition' (checked), 'Early childhood education' (unchecked), and 'Education services' (unchecked). At the bottom of the list, there is a text input field labeled 'Type of program support given/received'.

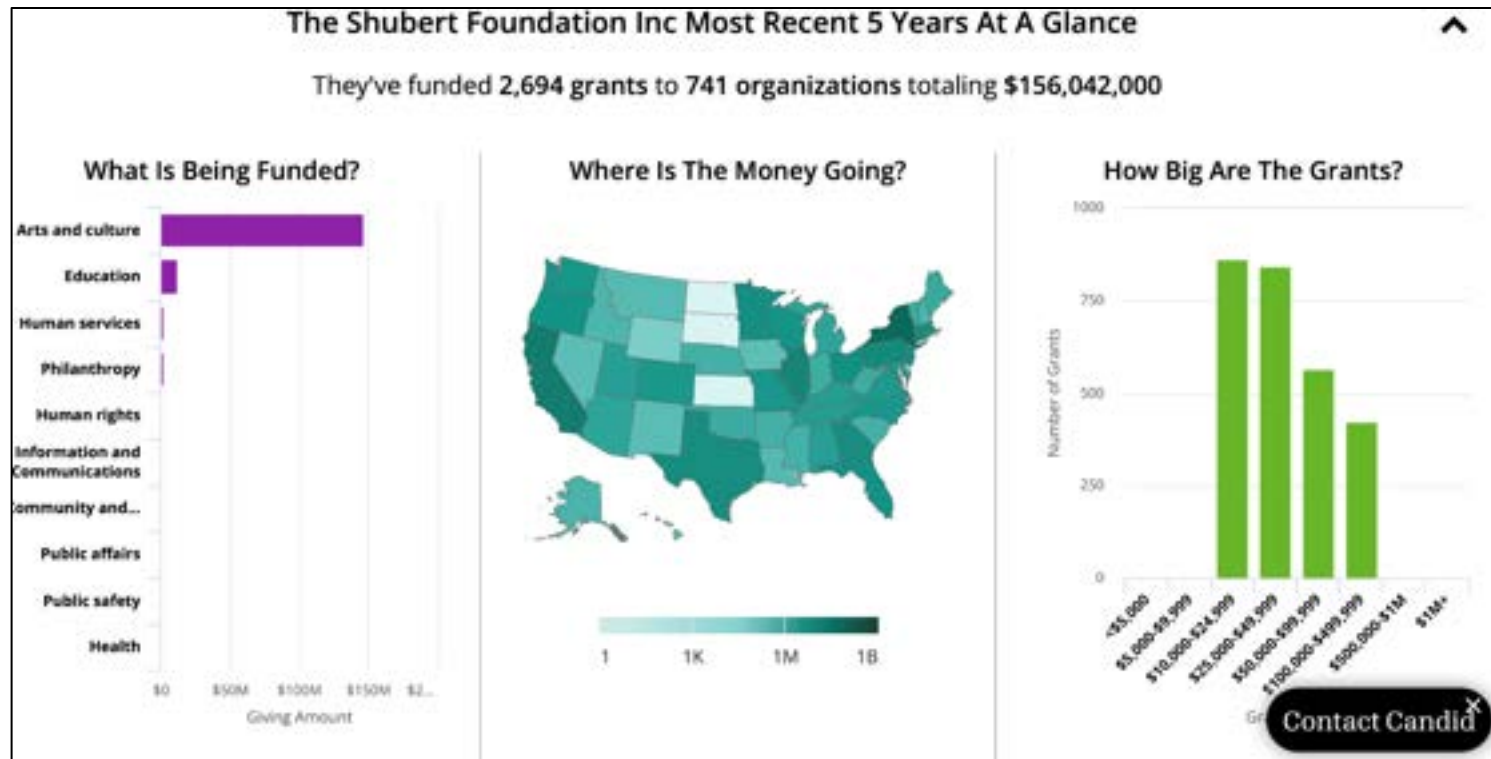
- General search translates to a controlled vocabulary.
- Can also browse those subjects.

FOUNDATION DIRECTORY – LISTS OF FOUNDATIONS

Grantmakers (7,173)								
Grantmaker	City	State	Country	Total Assets	Total Giving ⓘ	Amount Funded ⓘ	Grant Count ▾	RFPs
📌 Fidelity Investments Charitable Gift Fund	Boston	MA	United States	\$56,657,940,564	\$10,356,741,867	\$73,619,993	1,552 ▮	
📌 New York Community Trust	New York City	NY	United States	\$2,933,076,201	\$198,055,982	\$24,175,452	750 ▮	
📌 Bank of America Charitable Foundation	Charlotte	NC	United States	\$13,022,222	\$314,875,472	\$5,191,526	658 ▮	
📌 Columbus Foundation	Columbus	OH	United States	\$2,369,457,379	\$285,397,794	\$5,734,453	631 ▮	
📌 The Shubert Foundation Inc	New York City	NY	United States	\$821,323,073	\$37,900,000	\$30,770,000	553 ▮	

“Amount Funded” and “Grant Counts” relate to our search

FOUNDATION DIRECTORY – FOUNDATIONS



Individual Foundation Records

FOUNDATION DIRECTORY - FOUNDATIONS

Applications/RFPs

The foundation does not acknowledge receipt of proposals. Interviews with applicants are granted by appointment. Unaudited financial statements are not accepted. Grant requests must be submitted on the foundation's current application form. Application form is available on foundation web site. Aug.-Dec. E-mailed applications will not be accepted. Review web site for additional application requirements for each program area.

Application for **Program Areas (5) ^**

Applicants should

1. Copy of financial statements
2. Copy of organizational chart

Initial Approval

Copies of proposal

Deadline(s):

Dance, Arts-related

Arts-Related Organizations

Organizations that help support the development of theatre and dance are based principally on an assessment of their work, as demonstrated by their strength and fiscal stability are factored into each evaluation.

Dance

The foundation views dance as a critical art form related to and supported by the arts. It will be accorded consideration using the same criteria as theaters.

Education

A limited number of grants is made to graduate drama departments, principally in terms of their demonstrated ability to train and develop talent.

Theater

Not-for-profit, professional theatres in the United States are the primary focus.

- Some Foundations list details about their programs and applications
- Others might just have a website to learn more.
- Some don't have a lot of details.

FOUNDATION DIRECTORY – GRANT LISTINGS

Grants (44,942)

Grantmaker	Recipient	Recipient City	Recipient State	Recipient Country	Primary Subject	Year	Grant Amount
Lloyd K Johnson Foundation	Minnesota Ballet Inc	Duluth	MN	United States	Ballet	2024	\$15,000
The Siragusa Family Foundation	HUBBARD STREET DANCE CHICAGO Gold	Chicago	IL	United States	Sports and recreation	2024	\$10,000
The Siragusa Family Foundation	HUBBARD STREET DANCE CHICAGO Gold	Chicago	IL	United States	Sports and recreation	2024	\$10,000
COMMUNITY FOUNDATION OF ABILENE	Coleman Heritage Arts & Preservation Society	Burkett	TX	United States	Communication media	2024	\$4,280
Greater Cedar Rapids Community Foundation	Brucemore Inc Platinum	Cedar Rapids	IA	United States	Ballet	2024	\$2,500

Lists of grants that matched our criteria – remember, this maps funding that happened in the past.

FOUNDATION DIRECTORY - GRANTS

Grant Details

TOOLS

RECIPIENT

Minnesota Ballet Inc



Duluth, MN, United States

\$15,000

GRANT AMOUNT

2024

YEAR

GRANTMAKER

Lloyd K Johnson Foundation

Duluth, MN, United States

Description

General Operating Support for Minnesota Ballet

Subjects

Ballet

Population Groups

Artists and performers

Transaction Types

Cash grants

Geographic Areas Served

Saint Louis County (Minnesota, United States)

Support Strategies

General support

Individual Grant Records

FOUNDATION DIRECTORY - DOWNLOAD

SEARCH

Grantmakers (4,653)

TOOLS

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

Grantmaker	City	State	Country	Total Assets	Total Giving	Amount Funded	Grant Count
☐ Fidelity Charitable Gift Fund	Cincinnati	OH	United States	\$15,343,987,929	\$4,607,982,076	\$16,861,615	1,368
☐ The Columbus Foundation	Columbus	OH	United	\$2,013,962,657	\$205,805,280	\$4,953,726	604

Email or download your results – list of 100 or complete records of 10

FOUNDATION DIRECTORY - REFINE SEARCHES

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

Subject Area	Geographic Focus	Population Served
What needs funding. Ex: Biodiversity, Education	Where funding will be used	Who will be affected. Ex: At-risk youth, Veterans
Organization Name	Location	Who's Who
ventures	Location of grantmaker or recipient	Someone serving in organization

grantmaker			
☐ Dmss Ventures 1, Llc Morrisville, NC recipient	☐ Early Learning Ventures Englewood, CO grantmaker	☐ Economic Ventures Knoxville, TN recipient	☐ EDCO Ventures Austin, TX recipient
☐ Educational Ventures Inc Princeton, NJ grantmaker	☐ Edward Health Ventures Naperville, IL grantmaker	☐ Faith Ventures Foundation, Inc. Canton, GA grantmaker	☐ GIRL VENTURES San Francisco, CA recipient
☐ Good Ventures Foundation	☐ Gray Ghost Ventures Atlanta, GA	☐ GRO Ventures Nairobi, Kenya	☐ Guanacaste Ventures U.S., Inc.

Search for known organizations as grantmakers and/or recipients

FOUNDATION DIRECTORY - REFINE SEARCHES

Describe what you are trying to fund:

Subject Area
What needs funding. Ex: Biodiversity, Education

Geographic Focus
Where funding will be used

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

Who's Who
Someone serving in organization

☒ Include U.S. Federal Funders

[Close Advanced Search & Filters](#)

[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

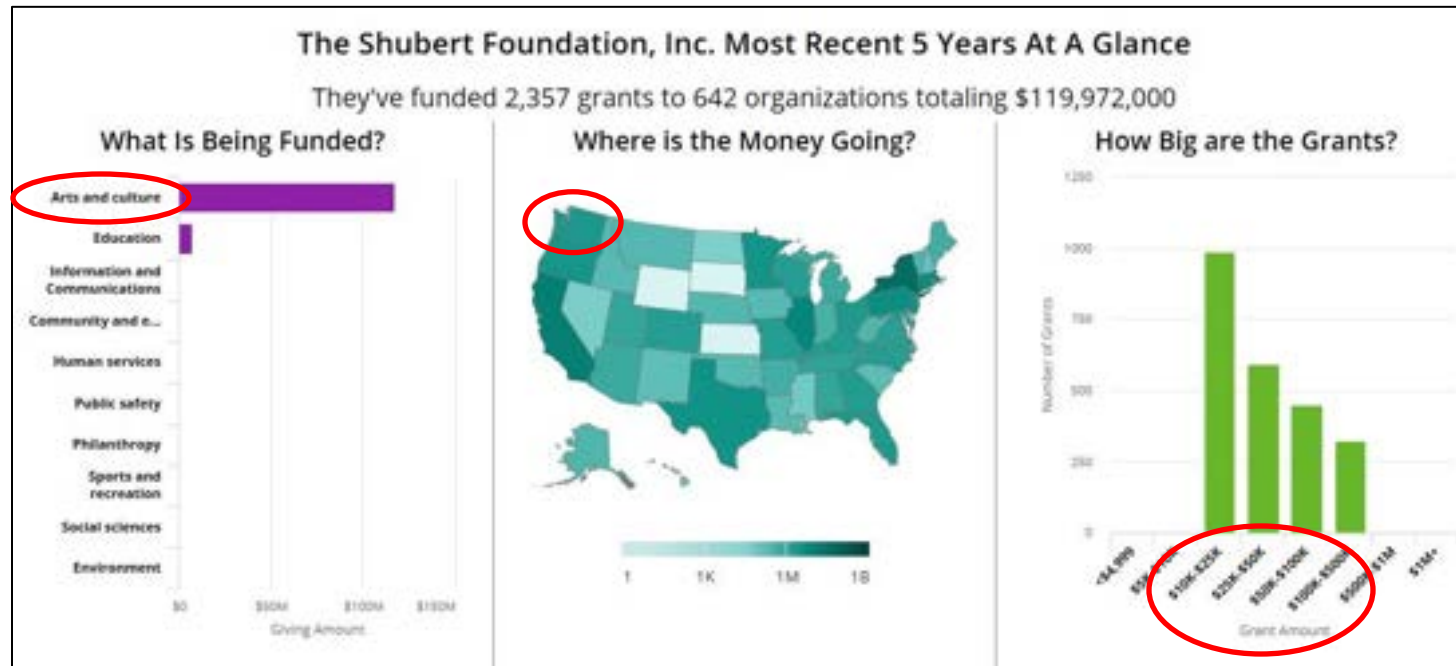
Year(s)
2003 2018

Keyword
Search for a specific term acr

EIN / BRIDGE Number
ID Number of Organization

Other advanced search options –
target and refine

FOUNDATION DIRECTORY – REFINE SEARCHES



Inform searches with details from individual org records

GRANTS TO INDIVIDUALS

The screenshot displays a grant search interface with the following sections:

- Location:** A text input field labeled "Location of grantmaker or recipient".
- Who's Who:** A text input field labeled "Someone serving in organization".
- Filters:** Two checked checkboxes: "Include U.S. Federal Funders" and "Include grants to individuals". A link for "Additional Filters" is on the right.
- Support Strategy:** A text input field labeled "Type of program support given/received".
- Organization Type:** A text input field labeled "Type of grantmaker or recipient".
- Year(s):** A range slider set from 2003 to 2024.
- EIN:** A text input field labeled "EIN" with a help icon.
- Transaction Type:** A dropdown menu with "Grants to Individuals" selected. Other options include "Employee matching gifts", "Employee volunteer services", "Employee-related scholarships", "Foundation-administered program awards", "Grants to individuals" (checked), and "In-kind gifts".

GTI is integrated in the same interface as FDO

CANDID LEARNING (FORMERLY GRANTSPACE)

KNOWLEDGE BASE

Where can I find grants for individual artists?

KNOWLEDGE BASE

What is fiscal sponsorship? How do I find a fiscal sponsor?

Grantseeking Basics for Individuals in the Arts

PODCAST

Philanthropy Chat: Juliana Steele on Fiscal Sponsorship for Artists

Candid Learning: self-paced training
and articles by fundraising experts

<https://learning.candid.org>



WHERE ELSE TO SEARCH FOR SUPPORT



Office of Arts & Culture

Randy Engstrom, Director

[Home](#) / [Programs](#) / Public Art

National Assembly of State Arts Agencies
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



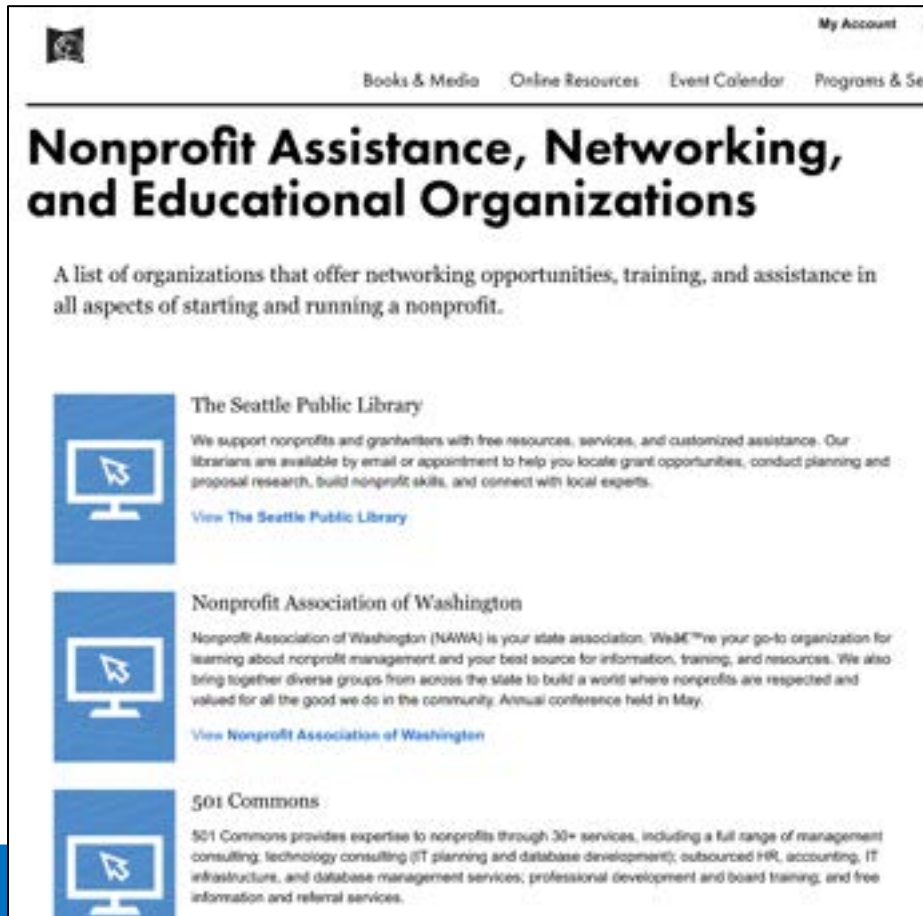
FiscalSponsorDirectory.org

A directory of fiscal sponsors nationwide

Free online directories of arts
funding opportunities



WHERE ELSE TO SEARCH FOR SUPPORT



The screenshot shows a webpage from the Seattle Public Library. At the top, there is a navigation bar with links for 'Books & Media', 'Online Resources', 'Event Calendar', and 'Programs & Services'. The main heading is 'Nonprofit Assistance, Networking, and Educational Organizations'. Below this, a subheading reads: 'A list of organizations that offer networking opportunities, training, and assistance in all aspects of starting and running a nonprofit.' The page lists three organizations, each with a blue icon of a computer monitor with a cursor arrow pointing at it:

- The Seattle Public Library**
We support nonprofits and grantwriters with free resources, services, and customized assistance. Our librarians are available by email or appointment to help you locate grant opportunities, conduct planning and proposal research, build nonprofit skills, and connect with local experts.
[View The Seattle Public Library](#)
- Nonprofit Association of Washington**
Nonprofit Association of Washington (NAWA) is your state association. We're your go-to organization for learning about nonprofit management and your best source for information, training, and resources. We also bring together diverse groups from across the state to build a world where nonprofits are respected and valued for all the good we do in the community. Annual conference held in May.
[View Nonprofit Association of Washington](#)
- 501 Commons**
501 Commons provides expertise to nonprofits through 30+ services, including a full range of management consulting, technology consulting (IT planning and database development), outsourced HR, accounting, IT infrastructure, and database management services; professional development and board training, and free information and referral services.

<https://www.spl.org/programs-and-services/business-and-nonprofit/nonprofits/nonprofit-assistance-networking-and-educational-organizations>



LOCAL LANDSCAPE?



What other local organizations exist?
Partnerships? Support?
Other local publications?

THE LIBRARY TO BUSINESS TEAM CAN HELP

We answer questions

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- L2B Team L2B@spl.org
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