



## **Invitation to a Seminar: Foundation Fundraising in the United States**

In cooperation with Eelco Keij, KeyLance Consultancy LLC ([www.KeyLance.org](http://www.KeyLance.org))

<p><b>May 9, 2012</b> <b>1:00pm to 4:00pm</b> <b>Volunteer Toronto Boardroom</b> <b>344 Bloor Street West, Suite 404</b> <b>Toronto</b></p>	<p><b>May 10, 2012</b> <b>1:00pm to 4:00pm</b> <b>Nunavut Boardroom, CCIC Offices</b> <b>200-450 Rideau</b> <b>Ottawa</b></p>
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### **Description:**

This workshop is intended to provide Canadian nonprofits looking to diversify their fundraising efforts with essential knowledge about the foundation fundraising landscape in the United States. The training will provide guidelines for the development of a clear fundraising strategy, insight into the American market of US foundations, and information on existing opportunities for Canadian nonprofit organizations. Participants will be encouraged to exchange on their own experiences and ideas. *See attached program. The seminar will be held in English.*

### **Registration Fees:**

CCIC or OCIC members: \$45  
Non-Members: \$60

Fees may be paid via cheque or PayPal. Cheques should be made payable to 'CCIC' and mailed prior to event to: **CCIC, 450 Rideau Street, Suite 200, Ottawa, Ontario, K1N 5Z4**

### **Participants:**

Priority will be given to members of CCIC and OCIC (one representative per organization). Each seminar is limited to a maximum of 30 participants and will only be given if there is a minimum of 20 registrations.

Please register online before April 30<sup>th</sup>:

for the Toronto workshop at

<http://ccicusfundraisingseminar.eventbrite.ca/>

for the Ottawa workshop

at <http://ccicfundraisingottawa.eventbrite.ca/>

For more information, please contact Sylvie Perras at

CCIC: [sperras@ccic.ca](mailto:sperras@ccic.ca)



## Foundation fundraising in the United States Program

### 1. Welcome and introduction

**2. Fundraising at private foundations: basic facts & figures:** Overview of key data: what kinds of foundations exist in the US, how many are there, how much do they give, to which nonprofits (with special focus on Canadian nonprofits), how often, which ones are the largest, what is the trend of recent years and highlighting examples of Canadian nonprofits that successfully obtained US private grants.

**3. Bird's Eye View of all phases of fundraising:** Through practical examples the main stages of fundraising are highlighted: self-scan, database scan, selection and contact, relationship building, including the time frame a fundraiser should take into account.

### Break

**4. Realism check:** the actual receipt of US funding – accompanying administration, legal issues and time frame, as well as the various ways to become eligible to receive funding from US foundations

**5. Tips & Tricks, conclusions, Q&A**

### Networking