

# Free Classes in September

## Foundation Center—San Francisco

### GRANTSEEKING BASICS

Tuesday, September 1, 9:30 am–11:00 am

\*Thursday, September 10, 9:30 am–11:00 am

Wednesday, September 16, 5:00 pm–6:30 pm

Tuesday, September 29, 9:30 am–11:00 am

■ WEBINAR: Wednesday, September 9, 10:00 am–11:00 am

- This class provides an introductory overview of the funding research process for those seeking grants from foundations, corporations, and grantmaking public charities.

\* This class will emphasize Grantseeking Basics for International Organizations.

### INTRODUCTION TO FOUNDATION DIRECTORY ONLINE

Tuesday, September 1, 11:00 am–12:00 pm

Thursday, September 10, 11:00 am–12:00 pm

Wednesday, September 16, 6:30 pm–7:30 pm

Tuesday, September 29, 11:00 am–12:00 pm

■ WEBINAR: Wednesday, September 2, 12:00 pm–1:00 pm

■ WEBINAR: Tuesday, September 22, 11:00 am–12:00 pm

- Learn how to identify prospective funders and search our electronic database. *Foundation Directory Online* has more than 98,000 grantmakers and 1 million grant descriptions.

### BEFORE YOU SEEK A GRANT—

#### A CHECKLIST FOR NEW NONPROFITS

Thursday, September 3, 3:00 pm–4:30 pm

■ WEBINAR: Tuesday, September 8, 11:00 am–12:00 pm

- This class is geared towards representatives of community groups without nonprofit status or new nonprofits. Learn what it takes to get your new nonprofit started off right. "Why 501(c)(3) Nonprofit Corporations May Not Be For Everyone" precedes this class from 1:00 pm–2:30 pm; please see reverse side for details.

### FUNDRAISING IN A CHALLENGING ECONOMY

Wednesday, September 9, 5:30 pm–6:45 pm

- This new class will give you a basic overview of what you can do to survive, thrive, and succeed in sustaining your nonprofit during the current economic crisis.

### INTRODUCTION TO FUNDRAISING PLANNING

Monday, September 14, 5:00 pm–6:30 pm

■ WEBINAR: Wednesday, September 23, 12:00 pm–1:00 pm

- This class provides an overview for strategically thinking through the components of a fundraising plan.

### YOUR BOARD AND FUNDRAISING—

#### AN INTRODUCTORY CLASS FOR SMALL NONPROFITS

Monday, September 14, 6:30 pm–8:00 pm

Tuesday, September 22, 9:30 am–11:00 am in Pittsburg

■ WEBINAR: Thursday, September 10, 12:00 pm–1:00 pm

- Learn how to actively engage your board members in the fundraising process.

**PITTSBURG:** Los Medanos College, 2700 East Leland Road, President's Conference Room CC3 409, Pittsburg

### INTRODUCTION TO CORPORATE GIVING

Thursday, September 17, 1:00 pm–2:30 pm

■ WEBINAR: Friday, September 18, 11:00 am–12:00 pm

Learn about corporate donors and how to find information on corporate giving using our library's resources. "The Power of Cause Marketing Partnerships" immediately follows this class from 2:30–4:00 pm; please see reverse side for details.

### GRANTSEEKING BASICS FOR INDIVIDUALS IN THE ARTS

Friday, September 18, 12:00 pm–1:30 pm

- Learn how to identify prospective foundation funders for a variety of artistic endeavors.

### GETTING STARTED WITH FOUNDATION GRANTS TO INDIVIDUALS ONLINE

Friday, September 18, 1:30 pm–2:15 pm

- This hands-on class will teach you how to search through detailed descriptions of more than 8,300 foundation programs in *Foundation Grants to Individuals Online*.

### HOW TO APPROACH A FOUNDATION—FROM INITIAL CONTACT TO GETTING FUNDED—WHAT DOES IT TAKE?

Tuesday, September 22, 1:00 pm–2:30 pm

■ WEBINAR: Thursday, September 17, 10:00 am–11:00 am

- Learn how to initiate contact and build partnerships with potential foundation funders.

### PROSPECT RESEARCH BASICS— RESEARCHING INDIVIDUAL DONORS

Wednesday, September 23, 1:30 pm–2:45 pm

- This session will show you how to use the Internet and other library resources to research individual donors. "Major Gifts Magic" follows this class from 3:00 pm–5:00 pm; please see reverse side for details.

### FINDING FOUNDATION SUPPORT FOR YOUR EDUCATION

Friday, September 25, 12:00 pm–1:15 pm

- Learn how to identify prospective foundation funders for your educational endeavors.

### PROPOSAL WRITING BASICS

Monday, September 21, 3:00 pm–4:30 pm in San Mateo

Tuesday, September 29, 10:30 am–12:00 pm in Oakland

Wednesday, September 30, 9:30 am–11:00 am in Santa Rosa

Wednesday, September 30, 1:00 pm–2:30 pm

■ WEBINAR: Tuesday, September 1, 10:00 am–11:00 am

■ WEBINAR: Thursday, September 24, 12:00 pm–1:00 pm

- Learn the basics of writing a grant proposal.

**SAN MATEO:** Main Branch Library, 55 West 3<sup>rd</sup> Ave., San Mateo

**OAKLAND:** Oakland Public Library, West Auditorium, 125 14<sup>th</sup> St., Oakland

**SANTA ROSA:** Volunteer Center of Sonoma County, 153 Stony Circle, Suite 100, Santa Rosa

### PROPOSAL BUDGETING BASICS

Tuesday, September 29, 12:00 pm–1:00 pm in Oakland

Wednesday, September 30, 11:00 am–12:00 pm in Santa Rosa

Wednesday, September 30, 2:30 pm–3:30 pm

■ WEBINAR: Tuesday, September 15, 12:00 pm–1:00 pm

- Learn the basics of preparing a project or proposal budget to secure foundation support.

**OAKLAND:** Oakland Public Library, West Auditorium, 125 14<sup>th</sup> St., Oakland

**SANTA ROSA:** Volunteer Center of Sonoma County, 153 Stony Circle, Suite 100, Santa Rosa

### FOUNDATIONS & THEIR ROLE IN PHILANTHROPY

■ WEBINAR: Wednesday, September 30, 12:00 pm–1:00 pm

- Find out the answers to the most frequently asked questions about a little-misunderstood vehicle of philanthropy: foundations.

■ WEBINARS are live meetings or presentations over the Internet. Participants will need to have Internet access during the event. Registrants will receive an email with log in instructions.

- To register for a Webinar, please visit:  
[foundationcenter.org/getstarted/training/webinars/calendar.html](http://foundationcenter.org/getstarted/training/webinars/calendar.html)
- Please note: Webinar times are listed in Eastern Time (ET) on our web site.

Our classes are free, but registration is required. Unless otherwise noted:

- to register call 415-397-0902,  
or online at [foundationcenter.org/sanfrancisco/](http://foundationcenter.org/sanfrancisco/)
- classes are held at the Foundation Center—San Francisco,  
312 Sutter Street, #606, in downtown San Francisco.



FOUNDATION  
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# Free Special Events in September

## Foundation Center–San Francisco

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**Thursday, September 3, 1:00 pm–2:30 pm:**

**WHY 501(c)(3) NONPROFIT CORPORATIONS MAY NOT BE FOR EVERYONE**

Davis Peinsipp, attorney, Cooley Godward Kronish LLP, will discuss the process for incorporating a 501(c)(3) nonprofit corporation, some of the issues and pitfalls facing founders, and alternatives that may be more practical to achieving the goals of the organization.

“Before You Seek a Grant—A Checklist for New Nonprofits” immediately follows this program from 3:00 pm–4:30 pm; please see reverse side for details.

**Thursday, September 10, 1:00 pm–2:30 pm:**

**FUNDING STRATEGIES FOR INTERNATIONAL ORGANIZATIONS**

Nonprofits with an international focus require their own unique strategies for financing and operating. Learn how you can attract financial and volunteer support for your global efforts. Key ideas which will be presented include 1) online giving and 2) corporate partnerships. In this presentation, Pamela Hawley, founder and CEO of Universal Giving, will share strategies on how to leverage the power of the internet for online giving, and best practices for finding and retaining corporate partnerships. Ms. Hawley speaks from her experiences with Universal Giving, which is designed for international giving via the internet, and Universal Giving Corporate, which works closely with corporations on global corporate social responsibility programs.

“Grantseeking Basics for International Organizations” (9:30 am–11:00 am) and “Introduction to *Foundation Directory Online*” (11:00 am–12:00 pm) immediately precede this program; please see reverse side for details.

**Thursday, September 17, 2:30 pm–4:00 pm:**

**THE POWER OF CAUSE MARKETING PARTNERSHIPS**

Cause marketing is a partnership between two or more nonprofit and for-profit organizations whereby each party receives benefit toward their individual marketing objectives, while striving to create a greater good for the community. This presentation provides the tools, motivation, and best practices to raise money, enhance your public awareness, and expand your service delivery. Learn why a cause marketing campaign may be the most effective form of marketing and fund development, even in tough economic times. Presented by Bruce Burtch, a nationally-recognized cause marketing expert.

“Introduction to Corporate Giving” immediately precedes this program from 1:00 pm–2:30 pm; please see reverse side for details.

**Tuesday, September 22, 10:00 am–12:00 pm:**

**UNDERSTANDING THE SUSTAINABILITY FORMULA**

The size of a nonprofit's operating budget is not necessarily the best metric for determining its sustainability. This couldn't be more apparent in the current economic climate where many nonprofits are making tough decisions about program and staff cuts or shutting their doors altogether. TCC Group conducted a statistical analysis of the factors that correlate to organizational sustainability for approximately 700 nonprofit organizations that used its Core Capacity Assessment Tool (CCAT). Join TCC Group Senior Vice President and Research Director, Peter York, as he highlights findings from the analysis that determine a nonprofit's sustainability, discusses the role of leadership, adaptability and program capacity play in an organization's success, and provides capacity-building recommendations for nonprofits to stay strong in the shifting economy.

“How to Approach a Foundation” follows this program from 1:00 pm–2:30 pm; please see reverse side for details.

**Wednesday, September 23, 3:00 pm–5:00 pm:**

**MAJOR GIFTS MAGIC (MGM): THE ASK**

*Co-sponsored with Development Executives Roundtable (DER)*

Major Gifts Magic (MGM) is a free, peer support forum for major gifts officers to share fundraising strategies and tactics, meet challenges and solve problems. Peer leaders with expertise in each session's topic will help address issues identified by the group. Guest speaker for this session will be Ken McKinney,

emerging major gifts officer, Children's Hospital & Research Center Foundation. **To register, please visit: [www.dersf.org](http://www.dersf.org).**

“Prospect Research Basics” precedes this program from 1:30 pm–2:45 pm, see reverse side for details.

**Tuesday, September 29, 3:00 pm–5:00 pm:**

**FABI—BUILDING STAFF INVOLVEMENT IN FUNDRAISING**

*Co-sponsored with Development Executives Roundtable (DER)*

FAB (Fundraisers Anxiety Busters) is a forum for intermediate and seasoned fundraisers, and nonprofit staff and volunteers with development responsibilities (3 or more years experience), to share fundraising strategies and tactics, meet challenges, and solve problems. Guests with expertise in each session's topic will help address issues identified by the group. **To register, please visit: [www.dersf.org](http://www.dersf.org).**

**Wednesday, September 30, 9:00 am–11:00 am:**

**MEET THE GRANTMAKERS: FOCUS ON SOCIAL CAPITAL & SOCIAL INNOVATION**

An emerging field that some donors, investors, and philanthropists are increasingly discussing is “social capital markets” and using these markets as a way to drive social innovation in fields that lend themselves to social enterprise, such as microfinance, clean technology, and affordable housing. This month Social Capital Markets (SOCAP), a new annual conference engaging a variety of leading investors, philanthropists and nonprofits about strategies designed to change the traditional paradigm of philanthropic giving, will convene in San Francisco. Local grantmakers who presented at SOCAP 09, will provide an overview of the items discussed at the SOCAP conference that may impact nonprofits and fundraising, such as the ways in which grantmakers are increasingly using social investing tools in addition to grantmaking, ways in which grantmakers are thinking about impact, and technology innovations that may catalyze philanthropy.

**Panelists include:** Jacob Harold, William & Flora Hewlett Foundation; Carla Javits, REDF; and Susan Phinney Silver, David & Lucile Packard Foundation.

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Unless otherwise noted, all programs are free and are held at our library/learning center. To register, log on to our web site or call us.

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