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JAE Enterprises, Inc. News and Funding Opportunities

June 2010

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Funding Opportunities:

[Wachovia Regional Foundation - Neighborhood Planning Grants](#) awards \$25,000 to \$75,000 to nonprofits to support costs of resident driven neighborhood revitalization plans, including activities such as hiring a consultant, community organizing, outreach, and developing advisory committees.
DUE September 3rd!

[William Penn Foundation - Children, Youth, and Families Program Grants](#) supports programs throughout Greater Philadelphia in three priority areas: School Readiness, Public Education, and Youth

Pennsylvania - Getting People Back to Work

The commonwealth has recently rolled out an initiative to provide a step towards employment for the thousands of Pennsylvanians who are seeking jobs. Thanks to money from the American Recovery and Reinvestment Act of 2009 (also known as the Stimulus Act), most private, public and nonprofit employers can receive 100% of gross wages up to \$13/hour for employees hired through the initiative. The process is easy and flexible, as the commonwealth will be taking care of the identification and recruitment of eligible applicants.



Interested? The program's funding ends in **September 2010** so act now and sign up! Visit the [Pennsylvania Department of Workforce Development](#) for more info and applications.

Located in Philadelphia? Check out the [Philadelphia Way to Work Program](#).

Taking Advantage of Social Media to Raise Funds



Given the pervasive nature of social networking in our society today, it is within the best interests of nonprofits organizations to capitalize on its potential as a vehicle for fundraising. It has been well established that social media tools are a powerful way for nonprofit organizations to create interest in their causes and gain exposure for their charitable endeavors. However, many nonprofit organizations are not utilizing this technology directly with respect to fundraising efforts.

One of the most popular social networking tools being utilized for nonprofit fundraising is Facebook Causes. Facebook Causes is one of the many applications available on Facebook. It allows users

Development. The last deadline for Letters of Inquiry in 2010 is **July 14th.**

[Women Helping Others Foundation](#) supports grassroots organizations serving the underserved needs of women, children, and families. For funding of up to \$40,000 proposals are **DUE September 7th!**

[Captain Planet Foundation](#) provides funding for hands-on environmental projects for youth. Apply for \$250 - \$2500 for your project by **June 30th or Sept. 30th.**

[Best Buy @15 Community Grants](#) awards up to \$10,000 for organizations that serve teenage youth in areas of learning, life skills, leadership or relationship development. Must be within 50 miles of a Best Buy retail store or distribution center. Applications are accepted between **June 1st and July 1st.**

[Administration of Children and Families - Job Opportunities for Low-income Individuals \(JOLI\)](#) is federal funding for up to \$317,857 for nonprofits to assist low-income individuals in achieving economic self-sufficiency. Programs should focus on one of three strategies (1) new business ventures (2) business expansions (3) self-employment/micro enterprise projects. **DUE June 23rd!**

to create a profile outlining a particular organization and encourage people to support it by "joining" the cause. Qualified 501(c)3 nonprofit organizations are also able to accept donations, though Facebook Causes takes a 4.75% fee. The Causes platform also works on MySpace. **[Firstgiving.com](#)** operates in a similar manner to Facebook Causes. It allows organizations to create profiles on its website and collect donations with easy links to Facebook and Twitter, though Firstgiving.com takes a 7.5% fee. eBay has a special nonprofit program called Giving Works, which is administered by MissionFish. This program allows eBay users to donate a portion or all of their sales to registered nonprofit organizations and enables nonprofit organizations to sell their own products for low fees based on listing type and method of payment.

In spite of the proliferation of social media geared toward nonprofit fundraising, there are not many organizations that are fully taking advantage of the available opportunities. An article in the May/June 2010 issue of *Nonprofit World* reported that only 180,000 organizations were using Facebook Causes, and only a small fraction of those organizations raised more than \$1,000 in the process. Nonetheless, social media is headed to revolutionize the ways in which nonprofit organizations collect donations in their fundraising efforts just as years ago, the advent of ecommerce forever changed the way that merchants interacted with their customers.

Upcoming Grant Writing Seminars!



Introduction to Grant Writing **July 8th 9:30 - 3:30**

This workshop, designed for new grant writers, is an overview of the process of writing a grant proposal, including preliminary work needed, common elements of a grant proposal, universal rules to follow and tips and strategies from JAE Enterprises, Inc.'s grant writing professionals. **To register click [here.](#)**

Intermediate Grant Writing **July 15th 9:30 - 3:30**

A more in depth, advanced training on grant writing, this workshop is an ideal follow-up to the introductory workshop also offered in this 3-part series. This workshop is recommended for grant writers with some experience and offers advanced instruction on writing a grant proposal to secure more grants from private and public sources. **To register click [here.](#)**

How to Write a Project Description for Funding **July 29th 9:30 - 3:30**

The project description is a key part of the grant proposal. Through a hands-on group process, you will learn the components of writing an effective project description for funding and use your new knowledge to compose a project description and project budget during the workshop. **To register click [here.](#)**

For a 20% discount enter the coupon code: NEWSLETTER.
All sessions will be held at the **[Cherry Hill Holiday Inn.](#)**

[Department of Health and Human Services - Adolescent Family Demonstration Projects](#)

is federal funding to develop, implement, and evaluate intervention programs for pregnant youth and their families. Funding ranges between \$400,000 and \$600,000.

Due June 22nd.

[Open Meadows Foundation](#) funds women designed and implemented programs that promote gender, racial, social, economic, and/or environmental justice. Open Meadows funds small, grassroots organizations that have less than a \$150,000 operating budget. Applications are due **August 14th.**

Other Resources

[Charity Finders will host a FREE Webinar on "e-Strategy for your Nonprofit."](#)

The webinar will cover strategies to improve your organizations usage of the internet for outreach, marketing, and fundraising. Three sessions are available **June 28th 9:00 - 9:30 am, July 27th 10:00 - 10:30 am, and August 5th 11:00 - 11:30 am.** All times are Pacific.

[American Express NGen Leadership Award:](#)

honors under-40 nonprofit leaders that have made significant impacts on society. To nominate an emerging leader fill out an application by **June 14.**

From the President's Desk

A recent video from the *Chronicles of Philanthropy* about the New Generation of Nonprofit Leaders, reminded me of how important young professionals are to the nonprofit world, especially as we are in the midst of college graduation season.

Investing in the professional development of younger employees is critical to creating stronger and more sustainable organizations, as well as an organizational culture that is encouraging and motivating. Recent graduates bring new talents to the field as well as abilities to navigate emerging networks such as the social media realm. So as we move into the summer season remember to keep the needs of the next generation of nonprofit leaders in mind.

Sincerely,

Jolene Ewing, President
JAE Enterprises, Inc.

To view the video which documents interviews from the Washington Chapter of Young Nonprofit Professionals Network, click [here.](#)



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If you would like to learn more about us visit our website www.jaeenterprises.com

If you would like to learn more about our federal capacity building program visit our [Camden Capacity Building Initiative Blog](#)

Check us out on Facebook and Twitter!



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