

## ***Private Funding: Using the Foundation Directory***

*Shared by Kandee Haertel, Executive Director  
Equestrian Land Conservation Resource*

*Deciding which foundation is best to receive your proposal is a creative process. Before you even begin your foundation search, it is important that you understand what your request will actually encompass.*

*That may seem obvious, but as you go through the application process you will see that very specific information regarding budgets, personnel, time lines and the like are vital information to developing a successful grant. While this is important whether the funding you are seeking is from a public or private source, it is particularly vital with a private foundation. Many times a potential funder will pick up the telephone and request that type of information – NOW. If you do not thoroughly understand the project, your inability to answer the funder's questions may signal an automatic rejection. On the other hand, foundations generally have a much larger degree of flexibility over public funders.*

## ***The Foundation Directory*** ON

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### **Prince Charitable Trusts**

10 S. Wacker Dr., Ste. 2575  
Chicago, IL 60606

Telephone: (312) 454-9130

Contact: Benna Wilde, Managing Dir.

FAX: (312) 454-9320

Additional address: Prince Charitable Trusts, 816 Connecticut Ave., N.W., Washington, DC 20006, tel: (202) 728-0646

FAX: (312) 454-9320

E-mail: [bwilde@prince-trusts.org](mailto:bwilde@prince-trusts.org) (Chicago office), [Kpauly@princetrusts.org](mailto:Kpauly@princetrusts.org) (DC office)

URL: <http://www.fdncenter.org/grantmaker/prince/>

*It is worth a call to find out if the contact is a man or a woman instead of guessing. A general search on the internet might give you additional information about the Trust and what types of groups it funds. A considered review of the foundation's website will provide much of the information you need to know regarding whether or not its programs are a "good fit" with the funding you are seeking.*

**Donor(s):** Frederick Henry Prince +.

*Is it possible that someone in your group knows the donor? An inside*

*connection never hurts.*

**Type of grantmaker:** Independent foundation.

**Background:** Frederick Henry Prince Trust dated July 9, 1947 established in 1947 in IL. Frederick Henry Prince Testamentary Trust established in 1947 in RI. Abbie Norman Prince Trust established in 1949 in IL.

**Purpose and activities:** Support for cultural programs, public school programming, youth organizations, social services, hospitals, hospital morale, rehabilitation, and environment.

*This section should be read very carefully, but with an open mind. In this particular case, "environment" may be a good find, but it can also mean that they are interested only in global warming and similar issues. If that's the case, it's unlikely they are a good source for your greenways and trails funding search.*

**Program area(s):** The grantmaker has identified the following area(s) of interest: Hospital Morale Grant Program.

*You will probably have learned that this foundation has a very narrow field of interest if you have already had a chance to review their website. Because "environment" was listed last in the Purposes and Activities section, only a bit more research may be necessary. Don't waste a lot of time on a foundation that does not suit your needs.*

**Fields of interest:** Arts; Children/youth, services; Economically disadvantaged; Education; Education, early childhood education; Elementary school/education; Environment; Environment, natural resources; Family services; Health care; Homeless; Hospitals (general); Human services; Medical care, rehabilitation; Minorities; Reproductive health, family planning; Secondary school/education; Youth, pregnancy prevention.

*Here, environment has been narrowed further to natural resources, which is a positive for your funding search. It would be negative if the funder was only concerned with preserving the Redwoods. On the other hand, this can sometimes mean funding groups that promote people working towards a better living environment, which might include recreation projects such as trails.*

**Geographic focus:** District of Columbia; Illinois; Rhode Island

*Make sure your group is in the area. Sometimes it is worth a little more research to find out if the funder gives outside it's stated focus. This can be done by looking at its PDF. Refer to the further explanation of the PDF below.*

**Types of support:** Capital campaigns, Continuing support, General/operating support, Program development, Program-related investments/loans, Seed money, Technical assistance.

*You need to identify what type of funding you need and for how long you will need it. Seed money is generally not given more than one to three years. All of*

*the other types of support can apply to trails and greenway projects. How you present them to the funder is dependent on your particular project.*

**Limitations:** Giving limited to local groups in Washington, DC, Chicago, IL, and RI, with emphasis on Aquidneck Island. No support for national organizations. No grants to individuals.

*If your group is not located in Chicago, chances are slim that you would be funded. If the project was located in part of Chicago, but served a constituency beyond the city limits, it probably would not receive funds. Most foundations are very specific in their limitations. Finding your project's niche is the key.*

**Publications:** Application guidelines.

*It's always a good idea to get as much information about the funder as you can before you apply. Publications and online searches offer means to do this. These guidelines must be followed to the letter. Deviations from them will probably lead to an "automatic kickout" of your application because most foundations receive more requests for funding than they can possibly supply.*

**Application information:** The DC office has its own application guidelines. Application form not required.

Initial approach: Letter and proposal (3 to 5 pages for proposal)  
Copies of proposal: 1

*It is important not to go beyond the proposal limits. In this case, shooting for three to four pages would probably be most effective. If it states that applications are not accepted, there is no need to waste more time on this funder. The guidelines may also provide you with additional information to make your initial proposal stronger. Read them very carefully.*

Board meeting date(s): Chicago: spring and fall; Rhode Island: summer; Washington, DC: late spring and late fall

*If you apply for a Chicago grant in October, it could be a long time before you learn anything further about your project. All funding is decided at a Board meeting.*

Deadline(s): Chicago: Jan. 13 for Health, Educ. and Soc. Svcs., June 30 for Envir., Arts and Capital; Rhode Island: June 1; Washington, DC: Feb. 1 for Envir., Arts and Capital, Sept. 1 for Health, Soc. Svcs. and Educ.

*Be sure to know when the deadlines are! There is generally NO flexibility in these dates and postmarks. It is also generally not a good idea to use anything other than regular mail, unless the guidelines tell you something different. If you use a "more expensive" method of getting your proposal in on time, it is likely to be seen as frivolous and disorganized.*

Final notification: Within 5 months of proposal deadline

*This is when and how you will be notified if you are accepted. Rejections are generally received more quickly if the foundation has staff to review proposals prior to the Board meeting.*

**Trustees:** Frederick Henry Prince IV; William Norman Wood Prince.

*Do any members of your group know a trustee? As with the original donor, an "inside" never hurts.*

**Number of staff:** 3 full-time professional; 2 part-time professional; 1 full-time support; 1 part-time support.

*This is a relatively large foundation staff. If your proposal makes it through staff review, it has a better chance of being funded. However, staff does not generally have the flexibility to forward proposals that do not meet the foundation's criteria, limitations and mission.*

**Financial data:** (yr. ended 12/31/99 ): Assets, \$197,188,349 (M); expenditures, \$7,775,460; total giving, \$6,909,684; qualifying distributions, \$7,354,935; giving activities include \$6,909,684 for 383 grants (high: \$550,000; low: \$100; average: \$5,000-\$50,000).

*This is important information to look at. If the funder only gives to two or three groups a year, chances are slim that your group would be one of them as they tend to be quite specific. In this case, the high number of grants makes the PDF worth looking at.*

*You want to see that the low grant is a reasonable number that is close to or below what you are asking. The same consideration holds true for the high grant amount. Averages can tell you at a glance if your group's magic number is somewhere in the realm of reality.*

*Every foundation files a Form 990 to be in compliance with the Internal Revenue Service, just like individuals pay their taxes on a 1040. In the case of a foundation, this information becomes public record.*

*The pertinent items are the names of the trustees (again, you are looking for people you know will be likely to look favorably upon your request) and the list of grants made.*

*The grants list will show you exactly "who got what for what" and provide you with a feeling for the flexibility in the foundation's funding rules. You may find that your project is not as far out of scope as you originally thought when you read the purposes section.*