

“Common Grant Application® – The Next Generation of Grantmaking”

Grants Managers Network Fifth National Conference
March 15, 2010

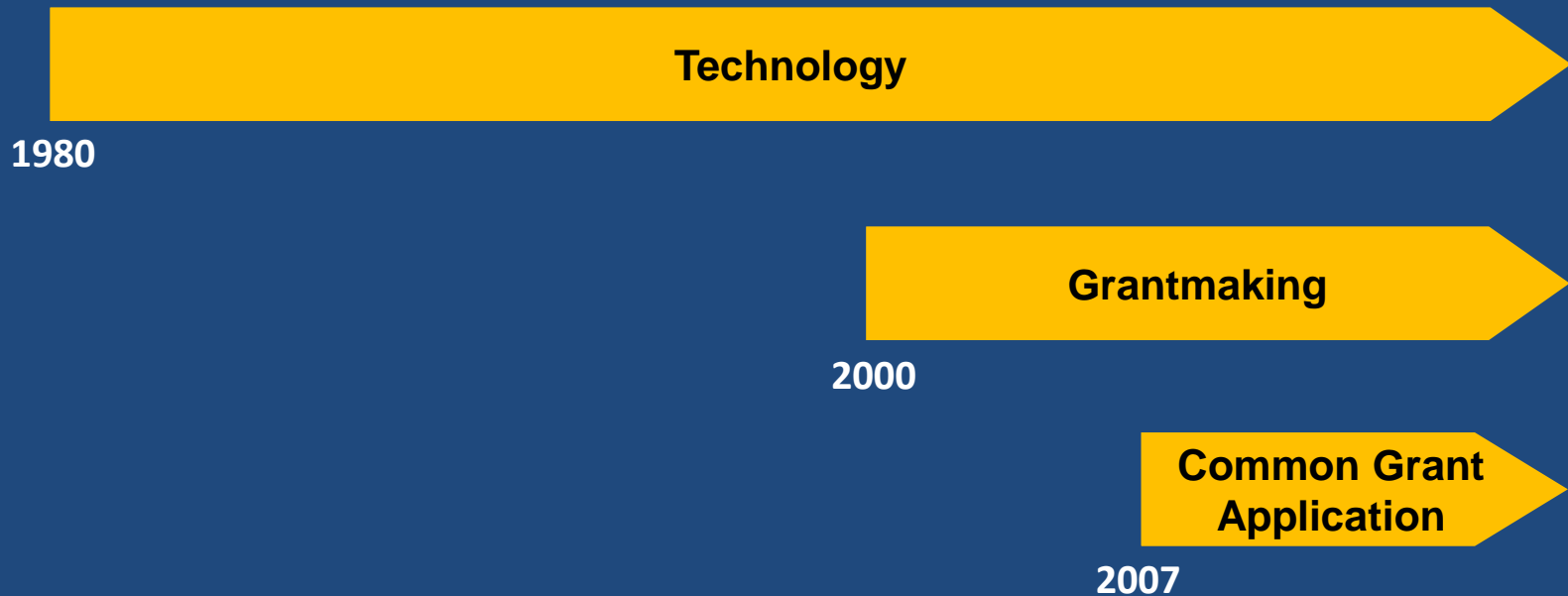
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President, Common Grant Application

www.commongrantapplication.com

Agenda

- **Past**
- **Present**
- **Demonstration**
- **Future**

Our path



“You will find as you look back on your life, that the moments that stand out are the moments when you have done things for others.” – Henry Drummond

The industry

- **Game board**



- **Game pieces**



People



**Data, information,
knowledge, experience**



Technology



Capital

- **End of game**

- Fill needs
- Fix problems
- Change views, values or beliefs

- **Rules, Constraints, Boundaries**

- Non persistent
- Context sensitive

- **Strategy**

- Competitive and/or cooperative

- **Playing time**

- Indeterminate
- Intragenerational or intergenerational

The challenges (as we see it)

Challenges

- **Asymmetric power**
- **Monopoly of sorts**
- **No customer pressure**
- **No shareholder pressure**
- **Self vs. industry interests**
- **Units of measurement**
- **Transparency**

Drivers

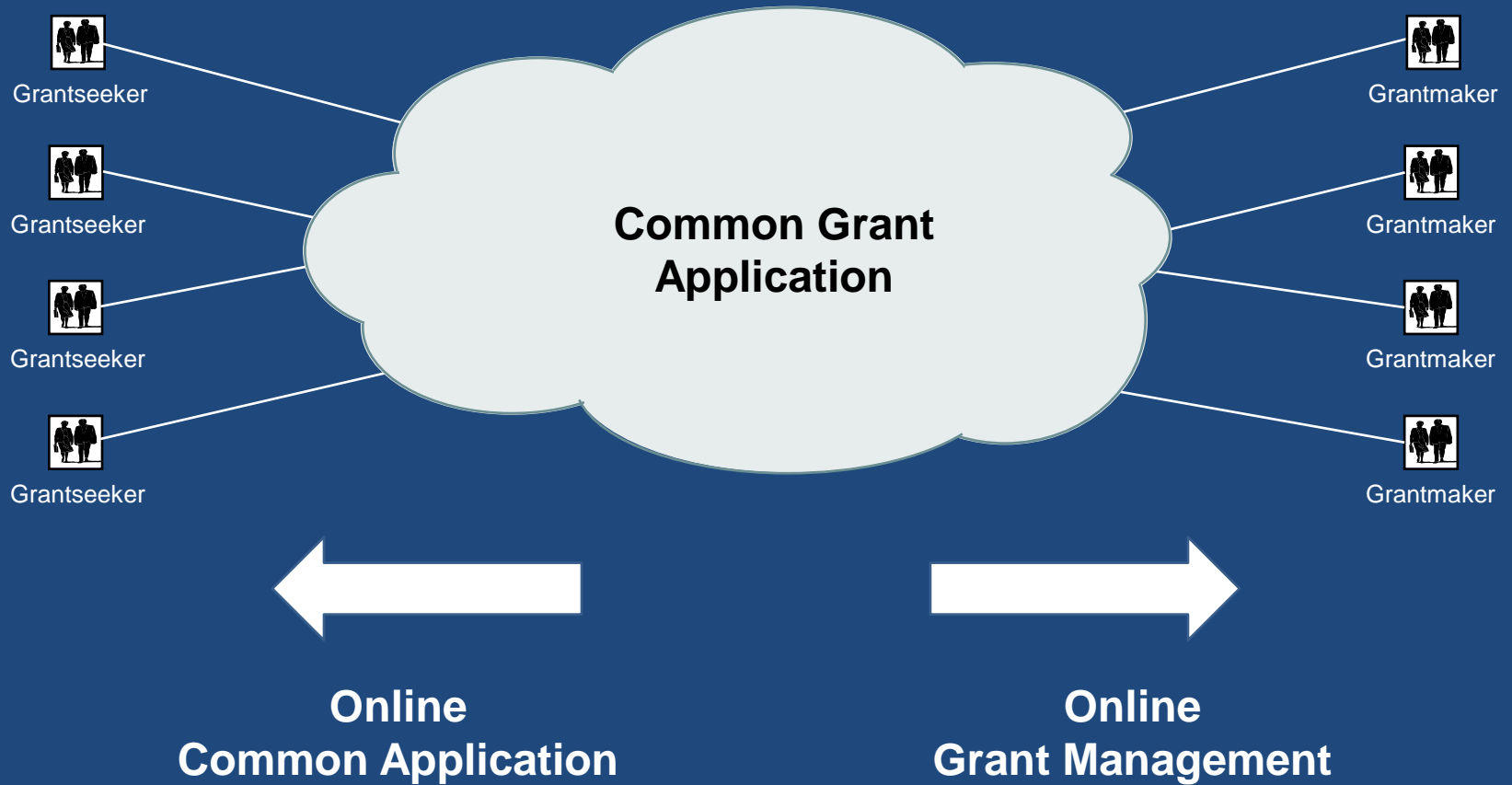
- **Motivations**
- **Fears**
- **Forces**
- **Incentives**

Our vision

“To simplify the art & science of giving”

- **Streamlined**
- **Leveraged**
- **Collaborative**
- **Open**

Our solution



Some details

Grantseeker

- Online common application
- Maintain and re-use information and documents
- Submit online LOIs, applications. Upload interim and final grant reports
- Manage messages and communications
- Generate and export or print various reports
- Review real-time status updates
- Private, secure and reliable

Grantmaker

- Online grant management
- Receive and review Web or paper-base LOIs and applications
- Manage LOIs, grant applications, grants and grant reports
- Evaluate applications
- Approve, reject and defer applications
- Schedule payments
- Receive and review grant reports
- Manage documents
- Manage messages and communications
- Generate and export or print various reports
- Provide real-time status updates
- Private, secure and reliable

Our business model

Inexpensive

- Low monthly asset based subscription fee for grantmaker
- Per application fee starts at \$15 for grantseeker
- Grantmaker may choose to pay grantseeker per application fee at a discount
- No per user, installation, training, maintenance or support fees

Simple and easy

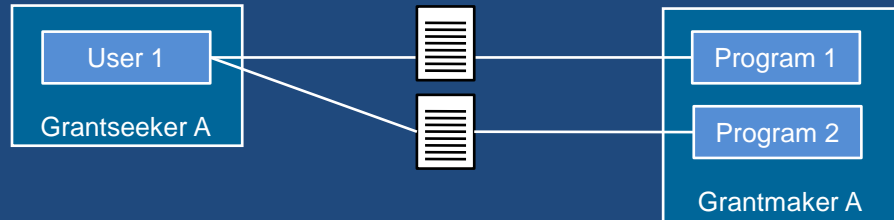
- First month free
- No annual commitment
- No training required
- Unlimited phone and email support provided to grantseekers and grantmakers

Uniquely similar

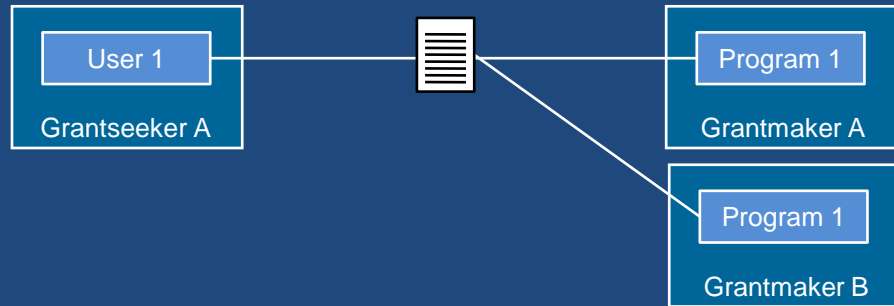
One application to one grantmaker



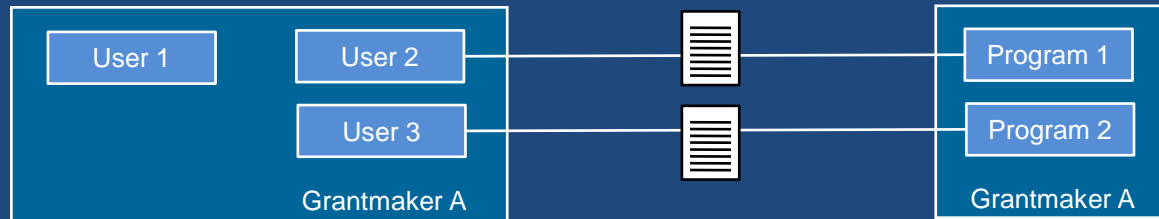
Two applications to two different programs of the same grantmaker



Same application to two different grantmakers



Owner creates two different users, and they submit two different applications to the same grantmaker



(sample of actual Common Grant Application grantseekers)

Uniquely similar redux

Type of Grantmaker	# of apps per Cycle	Focus	Geographic Scope	Use LOIs	# of programs	# of supplemental questions	# of evaluators (not groups)	Have their own Web Site?	Paying for the apps?
Private Foundation	10s	Arts, environment & health	Local, regional, state & national	Yes	3	5 organization 3 program	12	No	Yes
Private Foundation	100s	Environment, education, public benefit & science	State, national & international	No	11	2 organization 1 program	8	Yes	Yes
Private Foundation	10s	Arts & education	Local	No	1	5 program	2	No	No
Community Foundation	10s to 100s	Arts, disaster relief, health, human services, public benefit & other	Regional & local	No	2	3 organization	16	Yes	Some
Family Foundation	100s	Animals, disaster relief, education, environment & human services	Local, regional, state & national	No	1	0	2	Yes	Yes

(sample of actual Common Grant Application grantmakers)

The results

Grantseeker Interest

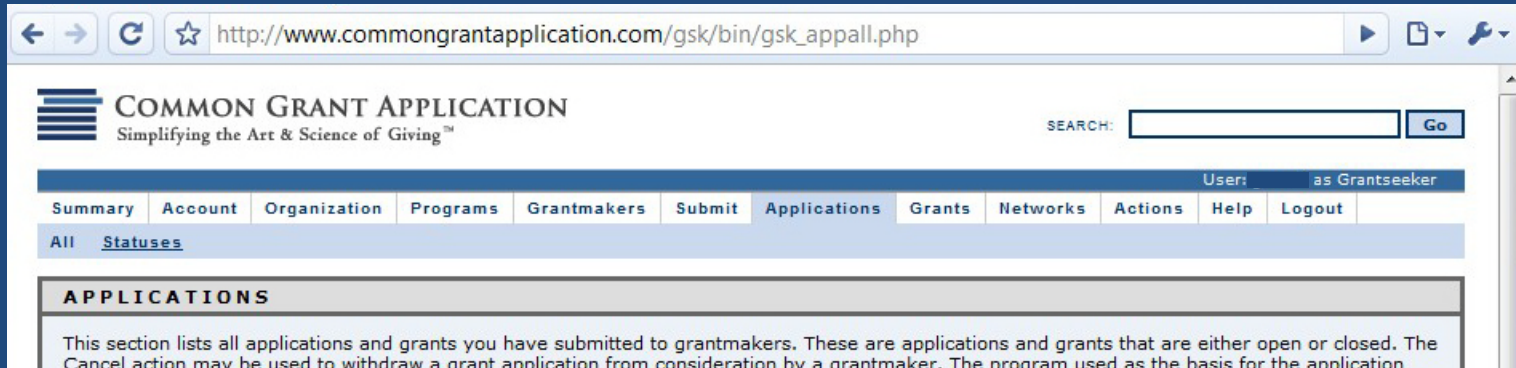
- **Unique visitors: 12,298**
- **Visits: 17,318**
- **Page views: 147,355**
- **Countries: 142**
- **Sources: 55% search engines, 33% referring sites, 12% direct traffic**

**(Google Analytics and internal
measurements for period
Jan 1 – Feb 28, 2010)**

Users

- **Grantmakers in an open cycle: 4**
- **Applications: 396**
- **Applications made within 5 days of deadline: > 50%**
- **Words of descriptive text in applications: > 425,000**
- **Documents uploaded: > 580**
- **Re-used applications: 5%**
- **Support emails or phone calls to CGA: < 2% of applications**
- **Grantmaker support emails or phone calls to grantmaker: 5 referred to CGA**

A demonstration



(portion)

"Make sure you finish speaking before your audience has finished listening."
- Dorothy Sarnoff

The future

- **Collaborative grantmaking**
- **Managed communications**
- **Integration**
- **Open API**

“I never perfected an invention that I did not think about in terms of the service it might provide others.” - Thomas Edison

Collaborative grantmaking

Standard

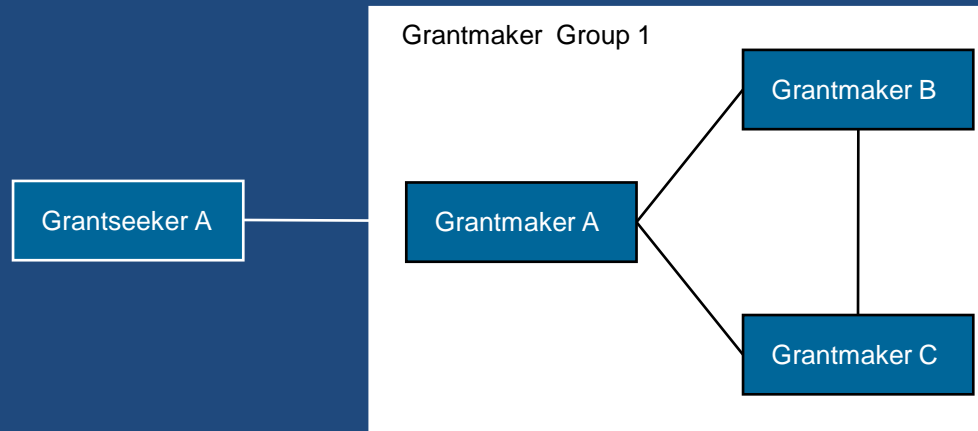
Grantseeker applies to individual grantmaker



Grantmaker performs and makes independent evaluation and funding decision

Collaborative

Grantseeker applies to individual grantmakers, and/or to group of grantmakers



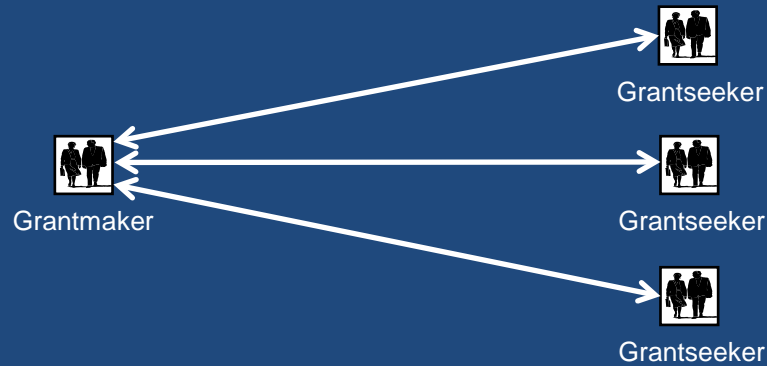
Grantmakers perform and make independent evaluations and funding decisions and then perform and make collective evaluations and funding decisions

Managed Communications

Communicate internally within your organization



Communicate with one or more outside of your organization

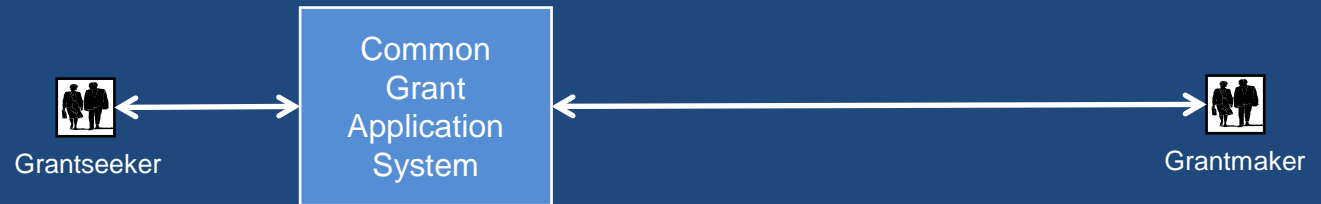


Communicate with one or more outside of your organization by application or grant

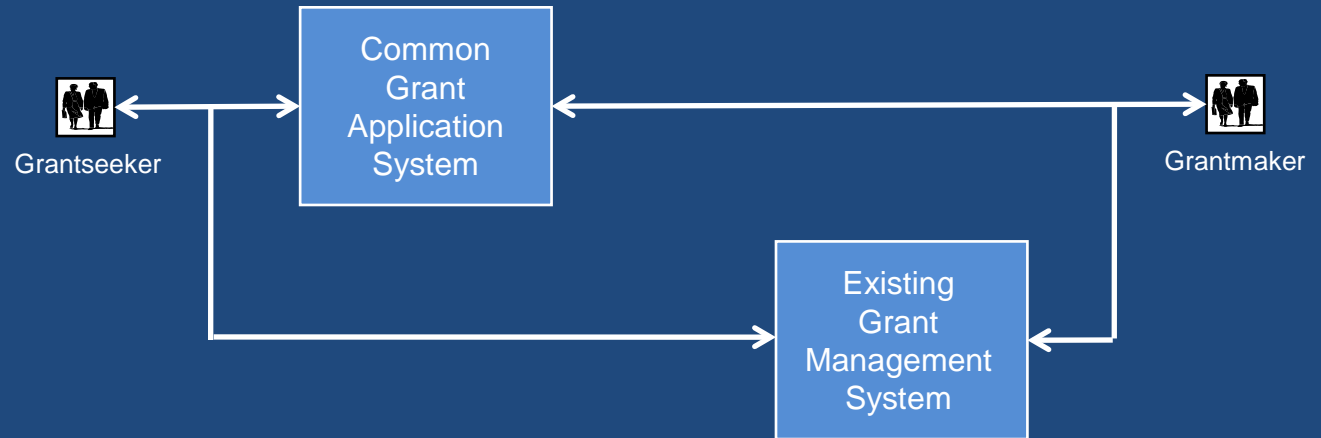


Integration

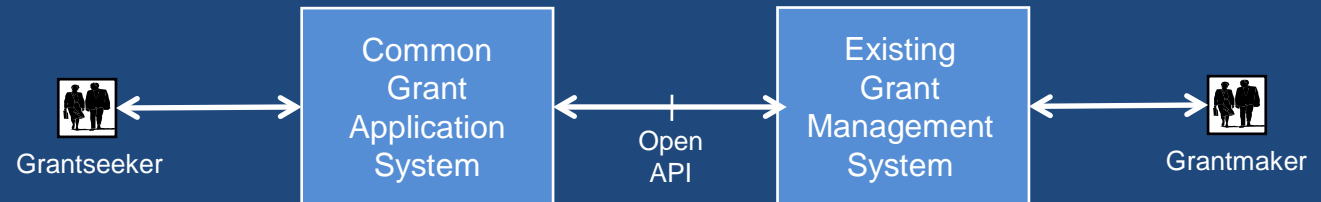
Use as replacement for an existing system or as a new system



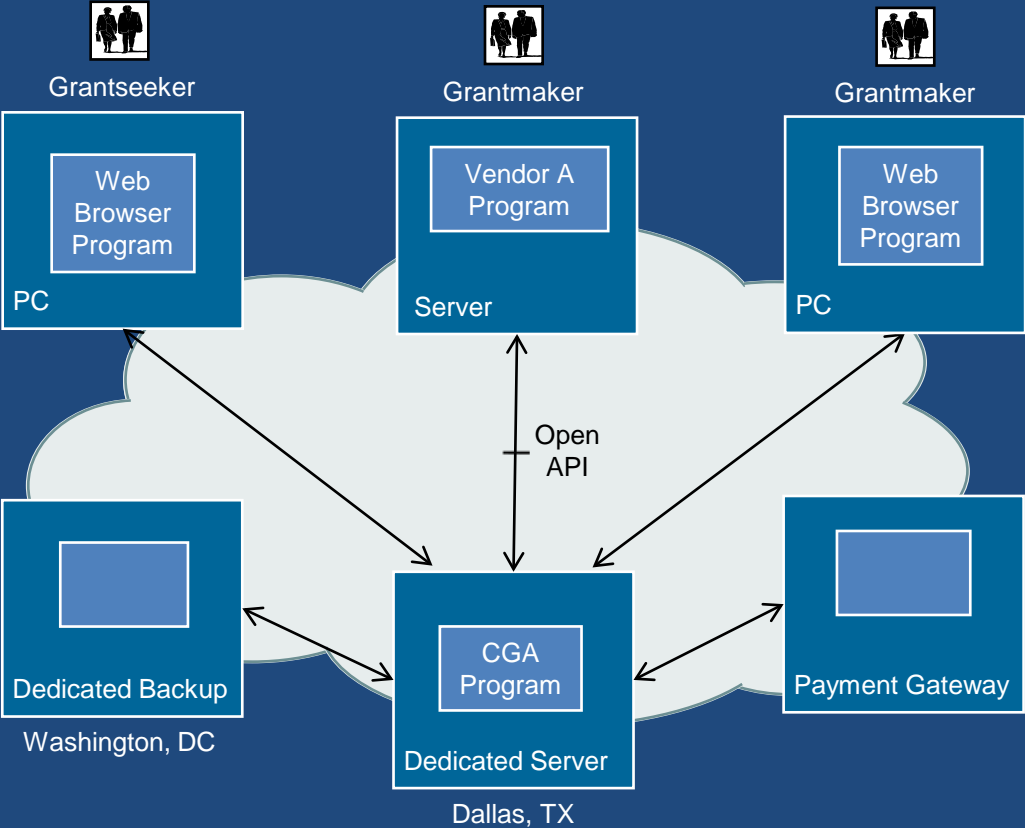
Use in parallel to an existing system



Use as front end to an existing system



Open API



An analogy

Scientific revolutions

- ◆ Relatively sudden
- ◆ Unstructured transformation
- ◆ Experience and knowledge sorts itself out differently
- ◆ Displays patterns not visible before

Structure of scientific revolutions

- ◆ Holistic
 - ◆ Live with incoherence or revise a number of interrelated generalizations together
- ◆ Meaning change
 - ◆ Change in language alters criteria by which terms attach to nature also, massively, the set of objects or situations to which those terms attach
- ◆ Model, metaphor or analogy change
 - ◆ Change in one's sense of what is similar to what and of what is different

Thank You!

“Simplifying the art & science of giving”

"Intuition is linear; our imaginations are weak. Even the brightest of us only extrapolate from what we know now; for the most part, we're afraid to really stretch."

- Rafe Needleman and Ray Kurzweil

Contact Information



COMMON GRANT APPLICATION
Simplifying the Art & Science of Giving®

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