



COMMON GRANT APPLICATION
Simplifying the Art & Science of Giving®

“The Next Generation of Grantmaking”

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www.commongrantapplication.com

Philanthropy

- **Game board**



- **Game pieces**



People



**Data, information,
knowledge, experience**



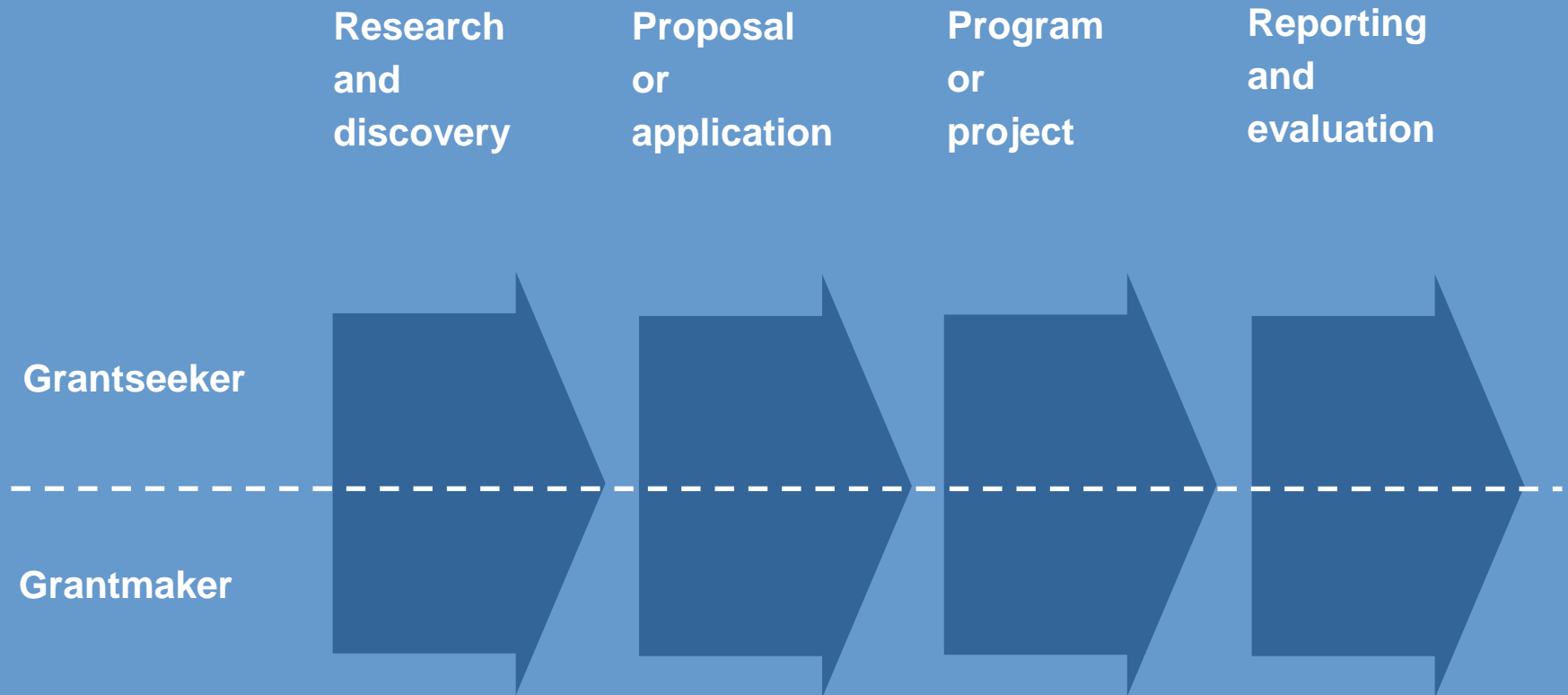
Technology



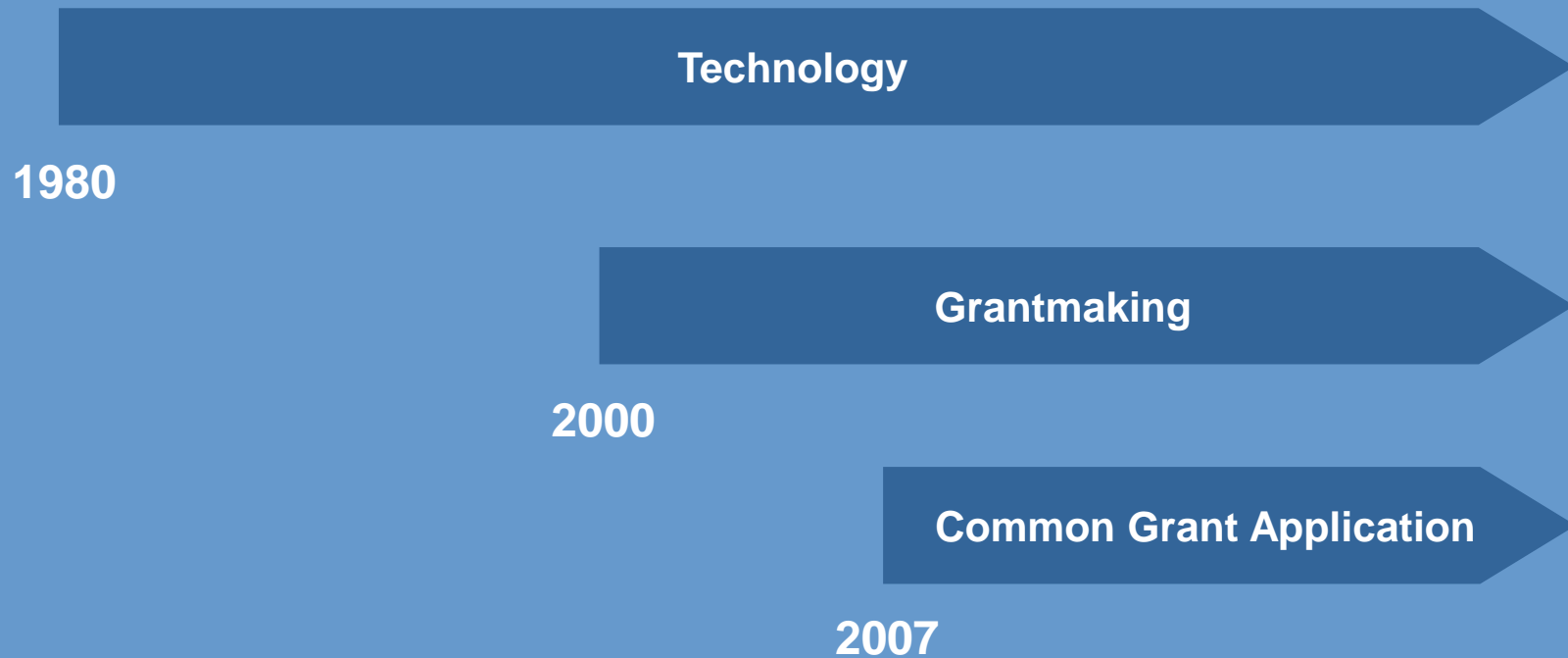
Capital

- **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

Grantmaking process



Our Path



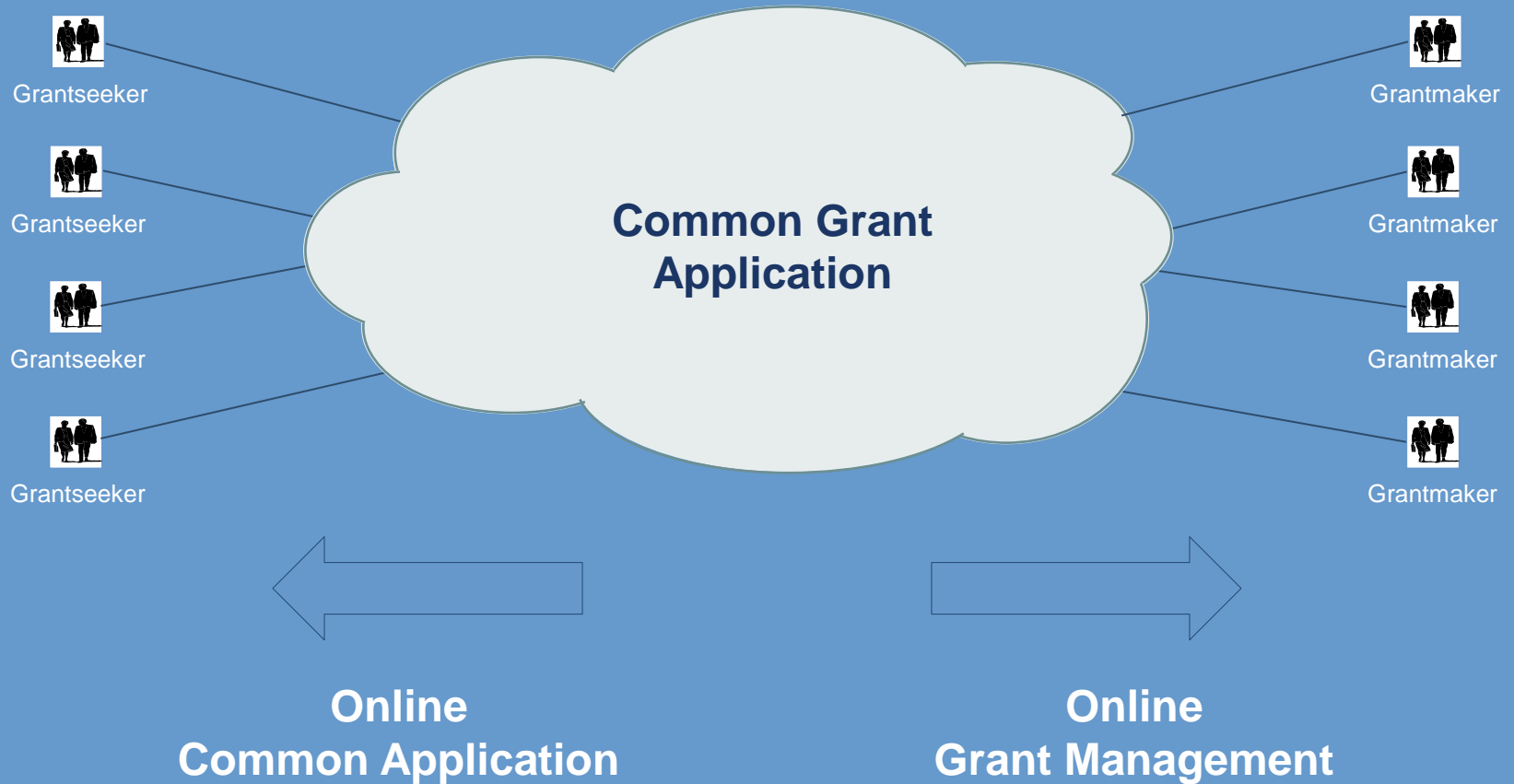
You will find as you look back on your life, that the moments that stand out are the moments when you have done things for others.” - Henry Drummond

Our Vision

“To simplify the art & science of giving”

- Simple
- Flexible
- Scalable
- Collaborative
- Open
- Affordable

Our Solution



Administrators

- Online grant management system
- Select and customize application questions
- Receive and manage online LOIs, applications, grant agreements and grant reports
- Review, evaluate, reject or approve applications and documents
- Manage documents
- Manage communications
- Manage and track evaluators
- Generate online or printed board books and custom reports
- Provide real-time status
- Private, secure and reliable
- Easy to learn and use
- Convenient access
- Quick to implement
- No paper to collate or manage
- Easy to manage and monitor evaluator progress
- Simple and customizable reports and board books
- No IT burden
- Reduced grantseeker inquiry calls
- Inexpensive and low risk

Evaluators

- Review and evaluate applications and documents online
- Private, secure and reliable
- Easy to learn and use
- Convenient access
- Review and evaluate only what is assigned
- Simple, quick and easy to review and evaluate
- No paper to manage

Board Members

- Online grant management system
- Online review, evaluation and approval process
- Grantseeker pays nothing
- Grantmaker pays low monthly asset-based subscription fee and per application fee
- Free setup training and assistance
- Unlimited grantseeker and grantmaker support
- Private, secure and reliable
- Less burden on your administrator and evaluators
- Less burden on your grantseekers
- Save time and money
- Greater transparency
- Greater responsiveness
- Inexpensive and low risk

Grantseekers

- Online common application
- Submit LOIs, applications and documents online
- Manage grant agreements and grant reports online
- Maintain and re-use information and documents
- Manage communications
- Review real-time status updates
- Private, secure and reliable
- Easy to learn and use
- Convenient access
- Less burden
- Easier to find and research grantmakers
- Improves responsiveness
- Improves transparency

Results

Grantseeker Interest

- Unique visitors: 43,440
- Visits: 63,447
- Page views: 499,217
- Countries: 179
- Sources: 35% search engines, 50% referring sites, 15% direct traffic

Users

- Applications: 1044
- Applications made within 5 days of deadline: > 50%
- Words of descriptive text in applications: > 1 million
- Documents uploaded: > 2100
- Re-used applications: > 5%
- Peak day – page views: 15,918, average session time: 22 minutes

(Google Analytics and internal Measurements for period
Feb 1, 2010 – Jan 31, 2011)

Demonstration

COMMON GRANT APPLICATION
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PROFILE | SETTINGS | MESSAGES | HELP

Logged in as: Administrator (LOGOUT)

DASHBOARD | LOIS | APPLICATIONS | GRANTS | REPORTS | GRANTSEEKERS

LOIs	Applications	Grants
Review: 0	Review: 3	Add Payment: 1
Evaluate: 0	Evaluate: 0	Review Agreements: 0
		Review Reports:

Quick Actions

System Summary

- Billing: Disabled
- Settings: Okay
- Profile: Not Published
- Organization: Okay
- Programs: Grant Cycle Closed

Recent Messages (0 Unread) [All Messages](#)

Date	Sender	Subject
All Messages (0)		

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COMMON GRANT APPLICATION
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“Make sure you finish speaking before your audience has finished listening.”
- Dorothy Sarnoff

The Future

- New user interface
- 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

Thank you!

“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

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Additional material

Grantmaker Samples

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 grantseekers)

Use Cases

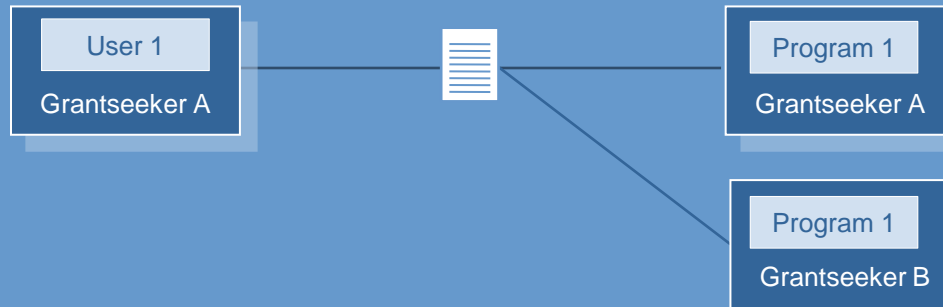
One application to one grantmaker



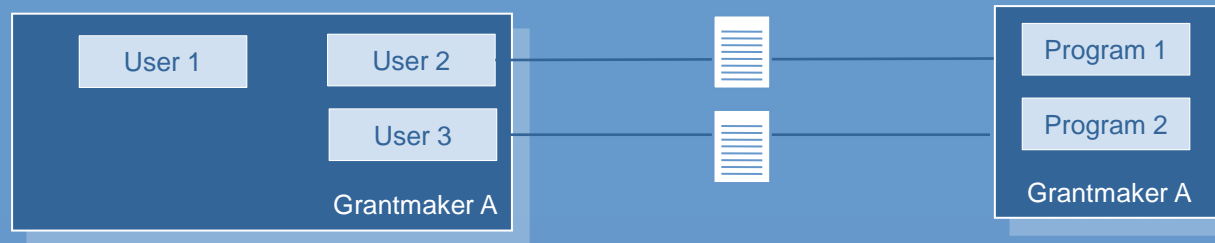
Two applications to two different programs of the same grantmaker



Same application to two different grantmakers



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



Collaborative Grantmaking

Standard

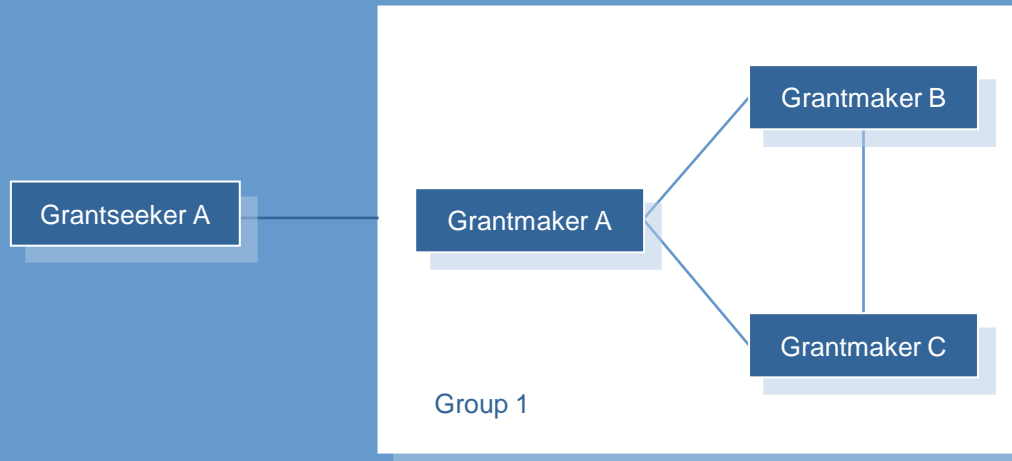
Grantseeker applies to individual grantmaker



Grantmaker performs and makes independent evaluation and funding decision

Collaborative

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



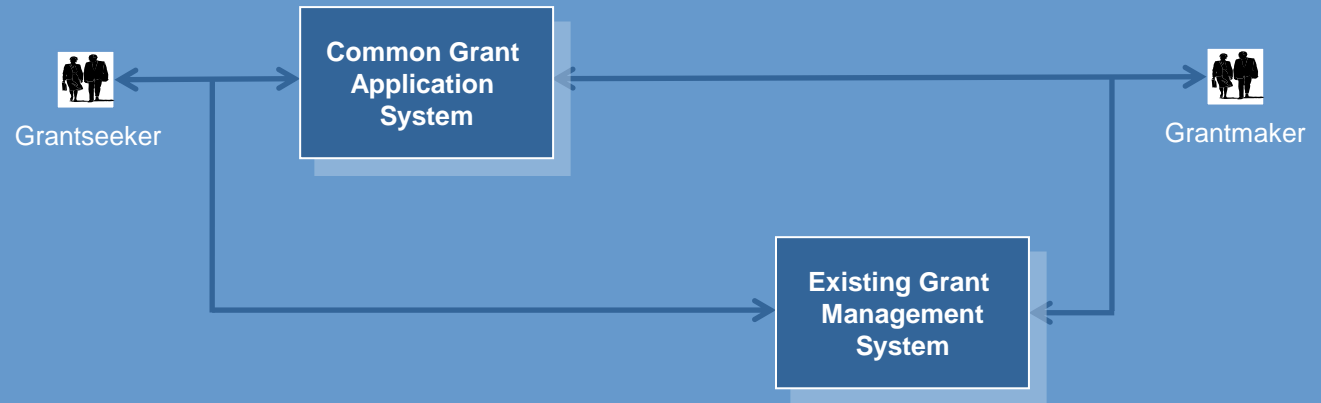
Grantmakers perform and make independent evaluations and funding decisions and then perform and make collective evaluations and funding decisions

Integration

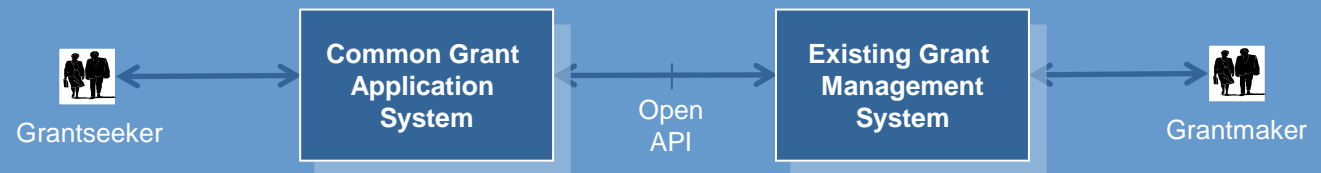
Use as replacement for an existing system or as a new system



Use in parallel to an existing system



Use as front end to an existing system



Open API

Software as a Service (SaaS)

