

General Information:

We recorded today's Webinar. Once the video is processed, we will get it posted to our website along with any handouts and this particular summary.

To find the Recorded Webinar Library and you are in the KC-STL Webinar Production Hub's service area (KS, MO, CO, NM, WY) you can go to your local chapter workshop page and find the view recorded webinar library button. (If you are out of the Greater Seattle Production Hub (WA/ID/OR/MT/AK), they may not currently have webinar recordings available, so go to the Kansas City page.)

The Kansas City Recorded Webinar Library link is: https://www.score.org/business-education?location_filter_options=155&keywords=&f%5B0%5D=training_type%3Aonline

Host Editorial comments – applicable to both For Profit and Non-Profit (KSF): There is no “Free Money” (unless you find money on the ground). It can be hard work to find grants. You MUST pay attention to the Funding Organization's focus area and requirements for Grants. Many Grants will NOT fund General Operations, only expansion, new projects, etc. which align with the stated goals of the Funding Organization. Start small (donation buckets, mail/email campaigns, events, etc.), consider getting funding through your personal network (friends; organizations to which you belong like church, veterans groups, clubs, alumni associations, etc.; other like-minded people you find on Facebook, Meet-up Groups, workshops, seminars, etc.) local Economic Development Councils/Corporations, City/Municipality programs, State programs, etc. (See the references below on a couple of Non-profit related workshops from SCORE Kansas City on Fundraising.)

Crowdfunding can be an option but is a LOT of hard work and takes time! If you aren't willing to properly plan (6+ months in planning before launching a campaign is common) and execute your plan with regular communications, updates, etc. – don't try to crowdfund!

- Nice Overview on Different Crowdfunding Platforms from Go FundMe: <https://www.gofundme.com/c/blog/top-crowdfunding-sites>
- Crowdfunding – How to get started, some examples:
 - Go FundMe: <https://www.gofundme.com/c/how-it-works-gofundme-page>
 - KIVA: <https://www.kiva.org/businesscenter/crowdfunding-with-kiva>
 - Kickstarter: <https://www.kickstarter.com/learn>
 - Indigogo: <https://www.indiegogo.com/start-a-campaign>

On the topic of supplying potentially confidential information as part of a grant (e.g., patent-related information, trade secrets, business concepts or processes) or exploration of a partnership, you need to give this some serious thought. Does the grant require details or are

they simply asking do you have Intellectual Property (e.g., National Science Foundation asks about Patents but typically is only seeking to understand the scope of your technology and determine if it is “deep tech”)? If you are seeking to partner with another organization, you need to understand what your respective roles, responsibilities and skills/capabilities are. A teaming agreement or partnering agreement is a common legal document which should be considered; please consult your attorney for specific legal advice (even if you start with a example Teaming Agreement template available on the Internet). Unless there is a concrete requirement to disclose Intellectual Property, don’t do it. Non-Disclosure Agreements (NDA’s) are another legal tool, but legal action after the agreement is breached can be very costly; Grantors (and Investors) rarely are willing to sign NDAs.

From the Workshop and Chat (including prior workshop comments/questions/resources):

- The video clip shown was from the movie “A Beautiful Mind” (John Forbes Nash, Jr; Nash Equilibrium, a game theory concept). The moral of the story is everyone goes after the blonde (the big grant), but greater success may be garnered by going after the less popular grants.
<https://www.youtube.com/watch?v=LJS7lgvk6ZM&pp=ygUYmVhdXRpZnVsIG1pbmQgYmFyIHhjZW5l>
- VBOC – Veterans Business Outreach Center; <https://www.sba.gov/local-assistance/resource-partners/veterans-business-outreach-center-vboc-program>
- VetBiz: <https://vetbiz.com/>
- From the Recorded Webinar Library: SCORE Kansas City workshop on AI Marketing Techniques using ChatGPT on 4/28/25.
<https://www.score.org/kansascity/event/20250113-lunch-and-learn-5-ways-use-chatgpt-ai-small-business>
- From the Recorded Webinar Library: SCORE Kansas City workshop on using ChatGPT AI in your small business on 1/25/25. <https://www.score.org/kansascity/event/20250113-lunch-and-learn-5-ways-use-chatgpt-ai-small-business>
- From the Recorded Webinar Library: SCORE Kansas City workshop on Strategic Planning for Non-Profits on 3/12/25: <https://www.score.org/kansascity/event/20250312-strategic-planning-small-nonprofits>
- Coming Soon (hopefully by the time you get this; otherwise try back in a couple of days), from the Recorded Webinar Library: SCORE Kansas City workshop on Fundraising for Non-Profits on 6/11/25: <https://www.score.org/kansascity/event/20250611-fundraising-non-profits-basics>
- From the Recorded Webinar Library: SCORE Kansas City workshop on Visualizing Your Success – Strategic Planning Tools on 02/27/2025.
<https://www.score.org/kansascity/event/20250227-visualize-your-success-strategic-planning-tools>

- From the Recorded Webinar Library: SCORE Kansas City workshop on Business Credit (establishing your business credit starting out, separate from personal credit; ideas on how to improve your business credit even if your personal credit score isn't great) on 06/05/2025: <https://www.score.org/kansascity/event/20250605-business-credit>
- Candid.org is one of the tools the speaker mentioned (Note: it is NOT JUST for non-profits!). Some libraries have licenses for this somewhat expensive tool. To determine who has a license near you: <https://candid.org/find-us>
 - In Kansas City, the Kansas City Public Library is a Funding Information Network partner with Candid but you must use their onsite computers to search the database. <https://kclibrary.org/nonprofit> The page also mentions the Business Specialist with whom you may make an appointment. Also small business resources: <https://kclibrary.org/business>
 - For those in Denver (Note: a Denver participant said you can use your own computer as long as you are on the Denver Library's WiFi Network and have a login), here's some information: https://www.denverlibrary.org/topics/foundations-nonprofit?topic_id=8735&combine=
 - Free training on Candid tools: <https://learning.candid.org/> (Note: If your local library has Candid access, they probably have a business specialist who may get you started assist you.)
- Foundation Center (purchased by Candid) was also mentioned: <https://fconline.foundationcenter.org/>
 - There is a way for eligible Non-profits to get one year free of Foundation Directory Essential: <https://help.candid.org/s/article/Go-for-the-Gold>
- Guidestar (purchased by Candid) was also mentioned. <https://www.guidestar.org/> (ed. We use Guidestar to look up information on Foundations. We also use Charity Navigator <https://www.charitynavigator.org/> for rankings of efficiency, which Guidestar references in their tool)
- Propublica's Non-Profit explorer (for Tax Form 1099's from Non-profits including Foundations which fund grants): <https://projects.propublica.org/nonprofits/>
- Grants For Creators: <https://www.grantsforcreators.com/>
- Seeking a Fiscal sponsor, here's a potential source of information: <https://fiscalsponsordirectory.org/>
- Grantwatch Sample Grant Materials: <https://www.grantwatch.com/resources/sample-grants-and-business-funding-documents>
- Institute of Museum & Library Services Sample Grant Materials: <https://www.imls.gov/find-funding/how-to-apply/sample-applications>
- If you are in the Kansas City Metro, free Legal Resources may be available from the University of Missouri Kansas City Legal Clinic. Request a free session with the UMKC

Legal Clinic (books up quickly, staffed by law students overseen by professors who are attorneys.) Apply for assistance here: <https://form.jotform.com/201485042844150>

- For non-profits, one of the resources we recommend is the Center for Non-Profit Leadership Development at UMKC: <https://community.umsystem.edu/engagements/midwest-center-for-nonprofit-leadership/>
 - Here is their YouTube channel for some free classes:
<https://www.youtube.com/channel/UCST3OlizcHF2HrqXrWyWfmg>
- Google has some resources for non-profits: <https://www.google.com/nonprofits/>
- Another great resource for non-profits in Kansas City is Non-Profit Connect: <https://www.npconnect.org/>
- For non-profits who potentially want to find other non-profits to work with (or those to whom you may wish to donate personally or support), you may want to check Charity Navigator to see the ratings on non-profits: <https://www.charitynavigator.org/> This information can give you insights into the percentage of funds non-profits expend on operations. Non-profits you may want to check out your competition (e.g., National organization which has a similar mission to your non-affiliated local organization).
- Some U.S. Federal government resources:
 - <https://www.grants.gov/> (Grants across multiple agencies are listed here)
 - <https://sam.gov/> (Specific Federal Contract information)
 - <https://www.usa.gov/> (General Federal government info)
 - SBA Grant Funding information: <https://www.sba.gov/funding-programs/grants>
- Small Business Innovation Research (SBIR) Federal and State Technology (FAST) program: <https://www.sbir.gov/community/fast>.
- If you are with a university, speak to your Technology Transfer office. They often have information about SBIR and STTR (Small Business Technology Transfer; require University Research involvement/IP ownership) programs.
- SBIR and STTR are non-dilutive funding (no ownership is required by the grantor) and are part of America's Seed Fund program administered by the SBA for various government agencies (~13 agencies like NSF, NIH, DOE, FEMA, DOD, etc.) to develop your technology and chart a path towards commercialization.
- Learn about SBIR/STTR grants and generally doing contract work with the US government through your local Small Business Development Center. Training classes are often available to learn more. They often have a free overview class, and a one- or two-day in-depth class on how to apply for SBIR grants which are not free but for which you might be able to get a scholarship.) Find your local SBDC: <https://americassbdc.org/find-your-sbdc/>
- As part of your research on Funders, you'll want to understand some of the large Foundations (e.g., Ford Foundation, Gates Foundation, Kauffman Foundation, etc.) You should learn about the Form 990 which large Charitable Foundations must file which contains a ton of information: <https://www.irs.gov/forms-pubs/about-form-990-pf>
- The Kauffman Foundation in Kansas City is a large funder. Their website is an example of how they communicate with people seeking funding. <https://www.kauffman.org/Funding/>

- To meet other entrepreneurs, including non-profits in your community, see presentations and pitches, prepare for pitches, etc., consider 1 Million Cups, a program started and supported by the Kauffman Foundation. **“Every Wednesday, 1 Million Cups provides a supportive, inclusive space for entrepreneurs and their communities to gather and connect, where they can work through business challenges and identify opportunities.”** See their website to see if there is a program in your community – they have over 100 locations in the US and some show their meetings/presentations virtually.
<https://www.1millioncups.com/s/>