



Securing Matching Funds



Agenda

- Definitions
- “Real money” matching funds
- “In-kind” matching funds
- Action steps to take today
- Question and answers



Matching Funds vs. Matching Grants/Gifts

Matching Funds

Resources you have to support your projects from sources beyond the request from the funder

Matching Grants/Gifts

Matching grants are a fundraising tool that serves as a donation incentive

Matching Funds

Funders will give you required percentages—and what needs to be “real money” and what can be “in-kind”

With foundations, I am always looking for matching funds, regardless of what is required

With government agencies, I only match when required



I know, not these kinds of matches!



Rural Cooperative Development

Document Type: Grants Notice
Funding Opportunity Number: RBCS-RCDG-2023
Funding Opportunity Title: Rural Cooperative Development Grant
Opportunity Category: Discretionary
Opportunity Category Explanation:
Funding Instrument Type: Grant
Category of Funding Activity: Business and Commerce
Category Explanation:
Expected Number of Awards: 29
CFDA Number(s): 10.771 -- Rural Cooperative Development Grants
Cost Sharing or Matching Requirement: Yes

2. *Cost Sharing or Matching.* A match of at least 25 percent (5 percent for 1994 Institutions) of the total project cost is required for the application. 7 CFR 4284.513(f). When calculating the matching funds requirement, round up or down to whole dollars as appropriate.

An example of how to calculate matching funds is as follows:

(a) Take the amount of grant funds requested and divide it by .75. This will provide the total project cost.

Example: \$200,000 (grant amount)/0.75 (percentage for use of grant funds) = \$266,667 (total project cost)

(b) Subtract the amount of grant funds requested from the total project cost. This will provide the matching funds requirement.

Example: \$266,667 (total project cost) – \$200,000 (grant amount) = \$66,667 (matching funds requirement)

(c) A quick way to confirm the correct amount of matching funds is to take the total project cost and multiply it by .25.

Example: \$266,667 (total project cost) × .25 (maximum percentage of matching funds requirement) = \$66,667 (matching funds requirement)

RCDG Applicant Cash Match Verification Template - FY 2023	FY23_RCDG_ApplicantCash_MatchVerification_Template.docx
RCDG Applicant In-Kind Match Verification Template - FY 2023	FY23_RCDG_Applicant_In_Kind Match_Verification_Template.docx
RCDG Third Party Cash Match Verification Template - FY 2023	FY23_RCDG_Third-Party_CashMatch_Verification_Template.docx
RCDG Third Party In-Kind Match Verification Template - FY 2023	FY23_RCDG_Third-party_In-KindMatchVerification_Template.docx

Pay Attention To...

The match “baseline”
(For example, Project costs vs
Requested Costs)



“Real Money” Match

- Organizational funds
- Donations from individuals or fundraisers
- Other grants



In-Kind Match



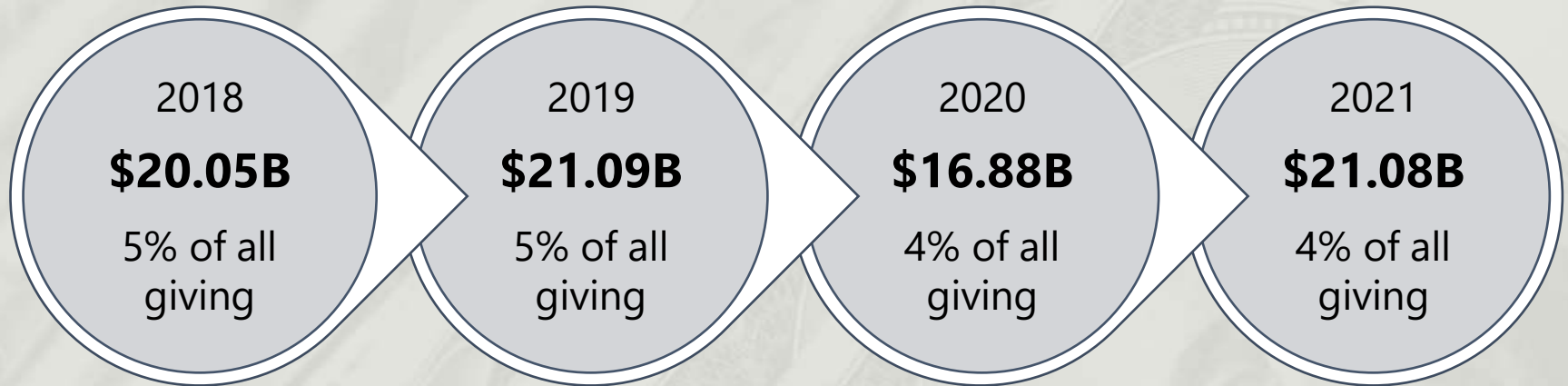
- Volunteer activity
 - \$26.67 in WV 2022
 - \$31.80 in US in 2022
 - [Independent Sector](#)
- Professional activity
 - [Occupational Employment and Wage Statistics](#)

In-Kind Match

- Discounts
- Product Donations



Corporate Giving Trends



Corporate In-Kind Support Trends



Goods:
computers,
software,
furniture, and
office
equipment



Services: meeting space,
photocopy and mail
services, and
administrative/financial
support



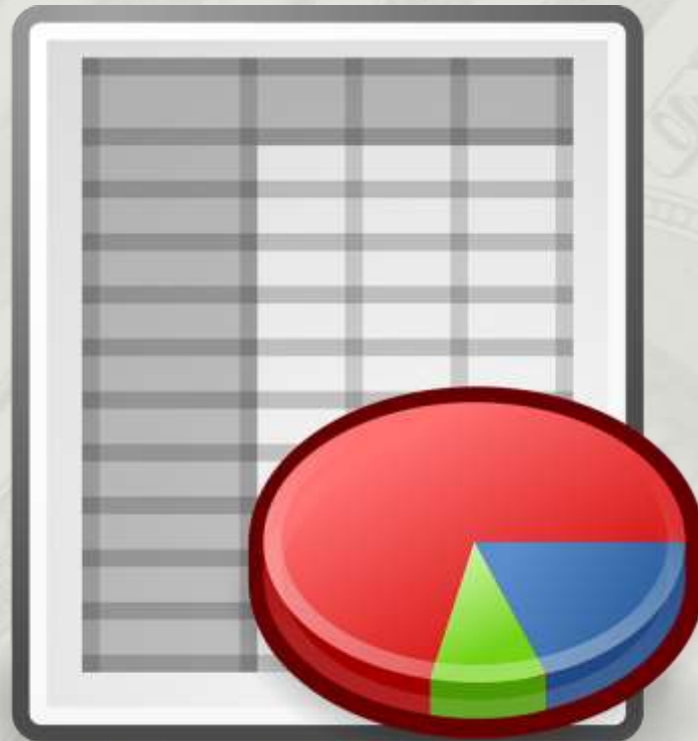
Expertise: legal,
tax, or business
advice; marketing
and web site
development;
and strategic
planning

Finding Matching Funds

- Drill down into your approach/work plan and identify a cost with every single activity/event, etc.
- Identify brand names in products you need to run the program and seek out product donations
- Identify partner contributions
- Check out these clearinghouses of product donations
 - [TechSoup](#)
 - [Good360](#)
 - [National Exchange for Industrial Resources](#)

Tracking In-Kind Donations

- Signed letters
- Timesheets
- Tracking forms
 - Who is the source?
 - What was donated?
 - How was the value determined?
 - Who verified the information?



Example Budget

Item	Request	Match	Total
Executive Director	\$12,500	\$0	\$12,500
Program Coordinator	\$20,000	\$0	\$20,000
Fringe Benefits	\$4,875	\$0	\$4,875
Outreach Materials	\$400	\$0	\$400
Learning Assessments	\$0	\$400	\$400
Tutoring Materials	\$1,000	\$1,500	\$2,500
Snacks	\$0	\$18,000	\$18,000
Tutoring and Activity Space	\$0	\$1,575	\$1,575
Tutors	\$9,000	\$9,000	\$18,000
Motivational Speakers	\$0	\$848	\$848
Tutor Assessment Training	\$0	\$160	\$160
Bookkeeping	\$5,400	\$0	\$5,400
Total	\$53,175	\$31,483	\$84,658

Example Budget Narrative

Executive Director - $\$50,000 \times 25\% \text{ FTE} = \$12,500$ (requested funds)

The Executive Director will spend 25% of his time to oversee the implementation of the project, work with project partners to recruit students and support the project, and supervise the Program Coordinator and Tutors.

Program Coordinator - $\$40,000 \times 50\% \text{ FTE} = \$20,000$ (requested funds)

The Program Coordinator will spend 50% of his time recruiting students into the program, overseeing the day-to-day operations of the program, working with and scheduling tutors and motivational speakers, securing supplies, conducting Parent Workshops, and tutoring students.

Fringe Benefits - $\$32,500 \times 15\% = \$4,875$ (requested funds)

Fringe benefits for the Executive Director and Program Coordinator are 15% of staff time working on the project. This includes the cost of FICA, unemployment insurance, and health insurance.

Example Budget Narrative

Outreach Materials - \$400/year (requested funds)

Outreach materials include the flyers, brochures, and social media sites to recruit students into the program.

Assessment Materials - \$8/participant x 50 = \$400 (secured match)

Learning assessments will be conducted on each participant by tutors to discover their preferred learning modalities. The Runfar Adult Basic Education Program will provide these assessments.

Tutoring Materials - \$50/participant x 50 = \$2,500 (requested funds and secured match)

Tutoring materials include books, online supportive material, guides, and supplemental learning supplies. Runfar Public Schools will provide all of the needed textbooks and workbooks (\$30/participant x 50 = \$1,500), in addition to supplying iPads for all students. The additional material costs are requested from the Runfar Community Foundation to cover supplemental books and individualized tutoring supportive materials (\$20/participant x 50 = \$1,000).

Example Budget Narrative

Snacks - $\$2/\text{day} \times 180 \text{ days} \times 50 \text{ participants} = \$18,000$ (secured match)

The Runfar Food Bank will provide healthy snacks, water, and juice for participants during each session. This match is secured.

Facilities - $\$700/\text{month} \times 25\% \text{ usage} \times 9 \text{ months} = \$1,575$ (secured match)

Lynn Community Center will provide the space needed for tutoring and activities. These rent and utility costs are covered by individual and corporate donations.

Tutors - $\$10/\text{hour} \times 180 \text{ days} \times 10 \text{ tutors} = \$18,000$ (requested funds and secured match)

10 tutors are required each day to provide individual and group tutoring. Runfar State University will provide 5 student teachers who will donate their time and the other 5 tutors will be secured from Runfar High School at a cost of $\$10/\text{hour} \times 180 \text{ days} \times 5 = \$9,000$.

Example Budget Narrative

Motivational Speakers - 18 speakers x 2 hours x \$23.56/hour = \$848.16 (secured match)
Every month, 2 community/business leaders will work with participants to help them connect their academic work to life after high school. The rate of \$23.56/hour was calculated using the value of a volunteer hour using the calculation from the Independent Sector. Each speaker will spend one hour preparing for the session and one hour conducting the session.

Tutor Assessment Training - \$40/hour x 4 hours = \$160 (secured match)
Adult Basic Education staff will train the tutors to conduct individualized learning assessments on each participant.

Bookkeeping - \$40/hour x 15 hours/month x 9 months = \$5,400 (requested)
The Lynn Community Center Bookkeeper will spend 15 hours per month paying bills and monitoring financial documents for the Steps to Success Program.

Matching *Grants/Gifts*

- Always research if donors have employers who provide matching donations
- Consider exploring matching grants for a “campaign”
- Search databases for Matching Grants and Product Donations



Action Steps to Take Today

- Really drill down on all your activities to make sure all costs are included
- Don't overlook partner contributions!
- Set up a system to document tracking of in-kind donations—check with your peers and [state nonprofit associations!](#)



Questions and Answers

Alice Ruhnke, President
GrantStation

www.grantstation.com

alice@grantstation.com

877.784.7268

info@grantstation.com

