



Active Grant Matching

Why Does the Virginia Literacy Foundation (VLF) Provide Matching Grants?

The purpose of our matching grants is to increase your program's ability to double our grant funds through active solicitation, thereby increasing individual and corporate donors, and visibility in the community. These active grant matching activities should over time double your community support and donations.

For a clear explanation, click on this article, "What Are Matching Grants?" at <http://thegrantplant.blogspot.com/2008/03/matching-grants.html>

The VLF assumes that the staff and board of all partners will participate in raising matching funds of 80% of your \$5,000, \$7,500, or \$12,500 requests.

Actively raised matches appeal to the VLF, for they provide literacy programs with an opportunity to set a funding goal and use the grant award as leverage.

Matching Grants Provide Organizations with an Opportunity to Double Their Money

The VLF wants grant recipients to maximize their money.

Public service television stations are adept at using this technique, saying that "XXX Corporation promises to match the amount of money our station can raise in the next hour up to \$XXXX. Our goal is to challenge our viewers and match this donation in 60 minutes. Please call 555-5555 to make your donation. Any amount will help!"

Through an active challenge with new and existing supporters, community-based literacy organizations and their partners have an opportunity to, at the very minimum, double the VLF's grant award.

Matching Grants Offer Significant Benefits to the Program

1. A challenge (matching) grant requires that your program reaches out into the community and challenge businesses, individuals, and/or other funders to collectively match the grant. This interaction with regular and potential new donors not only increases your program's visibility, but provides community awareness about your partnership's mission.

2. Matching grants help your Board and volunteers to learn the fundamentals of setting a fund raising goal and meeting it. The promise of receiving certain money when a goal is reached provides a powerful motivation for fundraisers to make the effort. Some organizations provide a visual measurement of how far the organization has come along in reaching that goal. Also, all donations count. Look for ways to reach out to individuals and groups for challenging and funds.
3. The VLF grants committee looks for community and other corporate support as it reads your organization's grant application. Finding a **NEW** and active match to your grant will satisfy this requirement.
4. Raising funds to make a match is a great way to raise cash without burdening any one group or individual. Read: "Doubling Your Organization's Money Through Matching Grants" at <http://www.fundraisingip.com/fundraising/doubling-your-organization%E2%80%99s-money-through-matching-grants/>

In order to satisfy the VLF's matching grant policy, your organization will need to actively raise 80% of the grant funds. Twenty per cent may be passively matched. See the definitions below:

Active match – 80%

- Challenging individual donors to donate small amounts that collectively contribute towards the match
- Seeking in-kind gifts that increase your capacity and support the project, i.e. a donated projector for tutor training or interactive white board for small group classes.
- Writing grants to corporations and foundations that will match the VLF funds.

Passive Match – 20%

- In-kind contribution of office space
- Value of volunteer time
- Yearly support from regular funders, such as the United Way and Board of Supervisors

For further information on the topic, read: "Matching Funds and Grant Writing."

<http://www.thegranthelpers.com/blog/bid/53001/Matching-Funds-and-Grant-Writing>

DO's and DON'TS

In your Active Match Description DO NOT

1. Describe ongoing contributions that your programs have received before
2. Anticipated funds from grant requests that have already been approved

DO

1. Describe a plan for active solicitation for new funds
2. Describe new sources of funding you are seeking
3. Describe the increase in donors your organization has experienced in previous years.