

***Accessing Foundation Funding:***  
***The Cameron Foundation***

***June 21, 2023***



# The Cameron Foundation

Cameron funds are directed into 3 main areas:

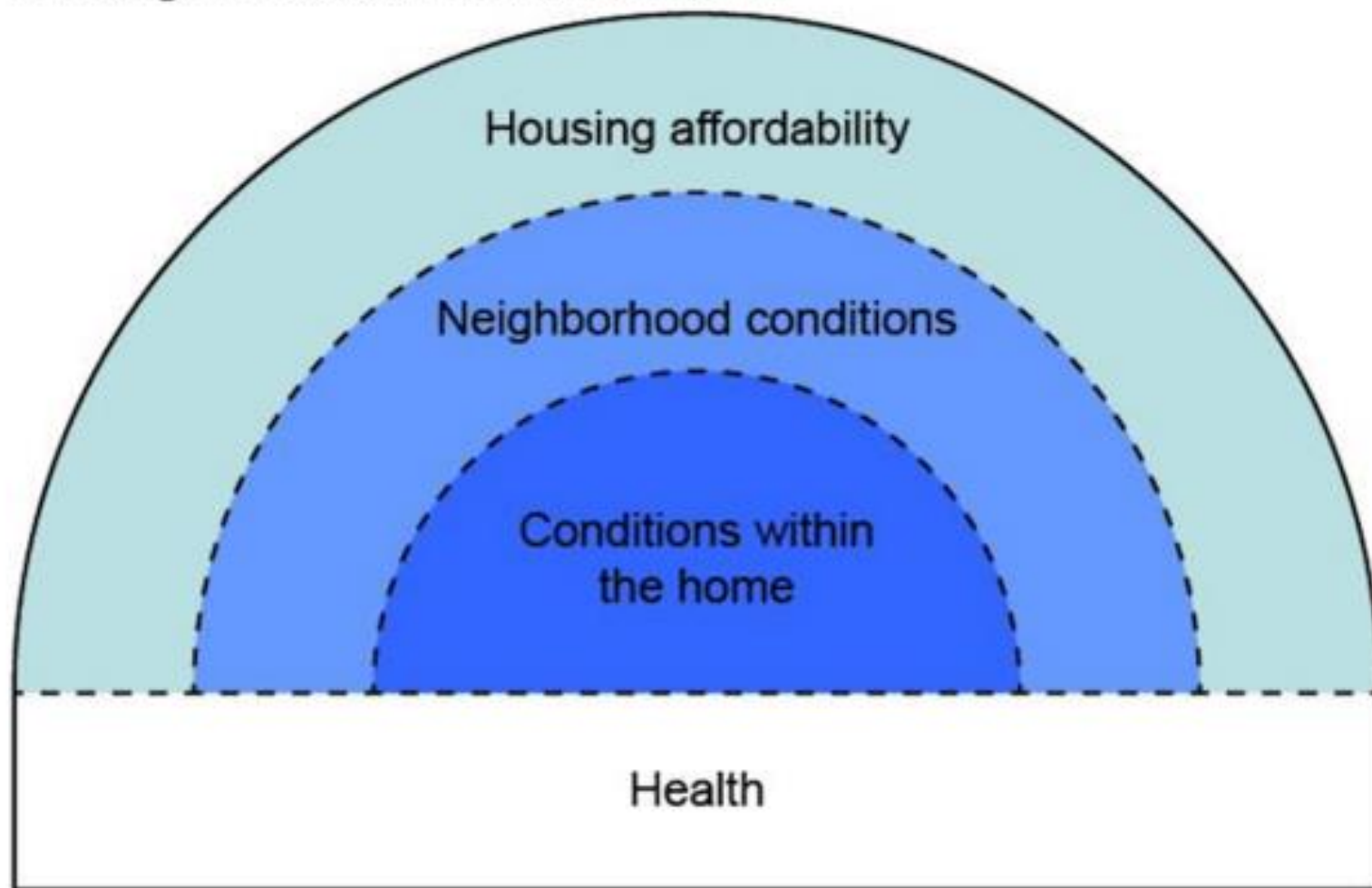
- Responsive grantmaking
- Proactive grantmaking
- Capacity building



# Social Determinates of Health

The social determinants of health (SDOH) are the social, economic and environmental conditions in which people live, learn, work, play and worship that impact a wide range of health conditions, daily functioning, and quality of life.

## Housing Factors that Influence Health



Source: Braverman et al. (2011): Copyright 2011. Robert Wood Johnson Foundation.

# What We Fund: Funding Interests

- Health Care
- Human Services
- **Community & Economic Development**
- Education
- Historic Preservation & Conservation
- Arts & Culture

# Funding Interests: CED

## Revitalization of Distressed Neighborhoods

In communities of greatest need, the Foundation supports the implementation of neighborhood-specific plans that include development of quality affordable housing which is architecturally appropriate, and improvements to green spaces, trails and landscaping essential to neighborhood renewal and healthy communities.

# Who is Eligible?



We serve:

The cities of **Petersburg**, **Colonial Heights** and **Hopewell**, the counties of **Dinwiddie**, **Prince George** and **Sussex**, and the southern portion of **Chesterfield** County.

# Who is Eligible?

- Types of Organizations:
  - 501(c)(3) organizations that are public charities
  - Religious organizations (*for secular, nonreligious purposes*)
  - Government agencies (*with special stipulations*)
- *At least 51% of those served by your organization or proposed work must reside within the Foundation's service region.*



# What We Don't Fund

- Organizations that discriminate on the basis of race, creed, gender, sexual orientation or disability
- Private foundations
- Supporting organizations
- Endowments
- For-profit organizations
- Individuals
- Fiscal sponsors
- Expenses incurred prior to grant approval

# Responsive Grantmaking

- *Estimated responsive grantmaking (FY 2023)*  
*= approx. \$2.1 million*
- *Types of grants:*
  - Project or Program
  - General Operating Support (*with special stipulations on location & operating budget*)
  - Capital

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***Note: Only one grant per year, per organization  
and only one proposal per organization, per cycle***



# Capital Grants

- Intended to facilitate the purchase of land, construction of and/or repairs to physical facilities, and acquisition of equipment.
- Capital grant requests for construction projects may also include the costs of related technical services such as legal, architectural, and engineering activities

# Example: Claiborne Square



## Claiborne Square

INDEPENDENT SENIOR LIVING 55+  
Restoration of Petersburg Community Development Corporation  
Better Housing Coalition  
804-957-6712  
[www.BetterHousingCoalition.org](http://www.BetterHousingCoalition.org)



518 Halifax Street



# 2023 Grant Cycle Deadlines



# Cameron's Proactive Strategy

Priority given to visible, high impact projects that transform the community and/or address social determinants of health, with special interest in:

- collaborative projects not accommodated through responsive grants process
- innovative cross-sector approach to address a specific need
- initiatives of significant scale and impact on the community requiring multi-year funding
- special opportunities/urgent needs with funding timeline outside of Cameron's responsive grant cycles
- projects with the potential to leverage significant funding from other sources



# Cameron's Proactive Strategy

- Proactive grants are made *by invitation only*
- Grantees involved in proactive work remain eligible to apply for responsive grants
- Example Proactive Investments:
  - Partners for Neighborhood Renewal
  - Appomattox River Trail Master Plan
  - Workforce Development Initiative
  - Broadband Initiative



# Capacity-Building Program

- **Center for Nonprofit Excellence (CNE)** – Strategic partner providing supports for nonprofits to build organizational capacity
- **Duke University Nonprofit Management Classes**
- **Catchafire (*coming soon*)** – Unique opportunity for nonprofits to partner with volunteer industry experts for technical assistance
- **Cleveland A. Wright Lecture Series** – Brings community together to learn from national experts in areas of nonprofit practice
- **Evaluation** – The Foundation engages expertise from independent evaluators for some of its larger grant investments





# Information Sessions

- Organizations are encouraged to have a representative attend an information session to find out more about the Foundation's priorities and the application process
- Virtual (currently)
- Free to attend
- **Next Session:** November 16, 10:00 – 11:30 a.m.

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## Find grants to fund nonprofits with Foundation Directory

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Candid's Foundation Directory gives you access to the information you need to be smart and strategic with your funding requests. The tools available on Foundation Directory allow you to tap funding opportunities beyond open Requests for Proposals (RFPS) **that make up less than 1% of total foundation funding**. Digging deeper is critical to your fundraising success.

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# Questions??

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