



## Client Success Story

In 2002, Integrity Writing started working with a faith-based, youth-serving organization located in the Midwest. At the time, their annual budget was around \$1 million. They had two people raising money—the Executive Director on a part-time basis and Director of Development on a full-time basis. Even though they had a small fund-raising shop, they determined they wanted to be in the business of seeking grants day in and day out to meet their capital and program needs. They entered into a Retainer Agreement with Integrity Writing at a modest level, which continues to this day.

My first task was to identify prospective foundations. I conducted a thorough search that yielded a sizeable number of prospects, most of which had never been solicited by the organization. I prioritized the prospects into three categories—those that were most likely to give, those that were somewhat likely to give, and those that did not accept applications. We began systematically working our way through the prospect list. The Director of Development took the lead in cultivating relationships with prospective funders, while Integrity Writing was responsible for soliciting foundations through written proposals.

In 2002, we raised \$65,000 from foundations with a 22 percent success rate. Day after day, year after year, we kept working with foundations—stewarding existing relationships, cultivating new prospects, and submitting grant proposals. In 2019, we raised \$936,100 with a 56 percent success rate. Naturally there have been some ups and downs, yet we have raised an average of \$203,737 a year during the course of our partnership. Some years have been higher and some years have been lower. However, in 13 out of 18 years, our grant productivity has been in the six-figure range, which is respectable for a small, faith-based organization.

By staying the course for the long haul, this organization has been blessed with \$3.6 million in grant support that helps fulfill its youth outreach mission. If you are ready to take your grant-seeking to the next level—just like this organization—please call Integrity Writing today.



**INTEGRITY WRITING**  
P.O. Box 15583  
Fernandina Beach, FL 32035



**PHONE:** (402) 658-1904



**WEBSITE:** [www.integritywriting.org](http://www.integritywriting.org)  
**EMAIL:** [kathy@integritywriting.org](mailto:kathy@integritywriting.org)