



## New Jersey Prospecting Tools for Developers

### What Different Grantmakers Offer and Why it Matters

- **Community Foundations:** Unlock local credibility, regional partnerships, and flexible dollars rooted in community priorities.
- **Family Foundations:** Gain relationship-driven support with room for creativity, experimentation, and multi-year alignment.
- **Corporate Philanthropy:** Pair funding with visibility, volunteers, and in-kind resources that amplify your reach.
- **Government Grants:** Access large-scale, program-building capital that can expand services and stabilize operations.

Ask about Donor-Advised Funds (DAFs), which are *charitable giving accounts* that donors use to support nonprofits. A donor contributes assets (cash, stock, etc.) into a DAF and receives an immediate tax deduction. The donor can then recommend grants to nonprofits at any time now or years later.

### Process for Pursuing Grants

Build the Relationship	Understand the Opportunity	Be Clear	Demonstrate the Community Impact
Connect early so funders see you as a trusted partner, not just an applicant.	Know the RFP inside and out so you're pursuing the right fit.	Communicate your goals and funding needs using straightforward, funder-aligned language.	Show how your project delivers measurable benefits for New Jersey residents.

## Prospecting tools & tips

### 1. [Candid](#) (national)

- Create a free account and access:
  - Nonprofit profiles
  - Basic financials+ 990
  - Organization search
- You can use [Foundation Directory](#) for free in person at partner locations (libraries, nonprofit research centers)
- If your organization has a budget under \$1M and earns a gold seal, they can get 1 year of free access

### 2. New Jersey specific to explore community foundations

- [Community Foundations | The Grantsmanship Center](#)
- [NJ Philanthropy Hub | Council of New Jersey Grantmakers](#)

### 3. [Grants.gov](#)

- Federal funding opportunities (U.S. Department of Housing and Urban Development, U.S. Department of Health and Human Services)
- Filter by housing, homelessness, community development

### 4. [National Center for Charitable Statistics](#)

- Raw IRS nonprofit data
- Good for:
  - Portfolio analysis
  - Identifying peer organizations and their revenue sources

### 5. [GrantWatch](#)

- Free tiers available
- Aggregated grant listings

### 6. **Community Foundations**

- Place-based philanthropic institutions that:
  - Managed pooled charitable funds (often DAF)
  - Invest in local priorities like housing, health, economic mobility
  - Fund nonprofits but also influence broader local funding ecosystems
- Look at funding priorities, grant history, initiative funds, and DAFs

## **7. LinkedIn + Board Mapping**

- Look up:
  - Board members of supportive housing orgs
  - Their employers (banks, corporations, etc.)
- Then trace:
  - Corporate philanthropy
  - Individual giving potential

## **8. The Chronicle of Philanthropy**

- Tracks major gifts (\$1M+)
- Shows:
  - Who is giving
  - What causes they support

## **9. Google + local real estate + press releases**

- Search patterns like:
  - “affordable housing donation”
  - “supportive housing developer grant”
  - “real estate philanthropy NJ”

## **10. Political organizations/elected officials with discretionary funding**

- Control discretionary or capital funds for housing and community development
- Prioritize officials representing your service areas
- Review committee assignments, budget items, and funding history
- Useful for identifying public-sector funding champions

## **11. Downtown business associations/Business Improvement Districts**

- Represent local employers and property owners
- Often sponsor community, workforce, or neighborhood initiatives
- Review board members and corporate sponsors

## **12. Chambers of commerce**

- Business networks of corporate leaders and owners
- Highlight companies with community impact or Corporate Social Responsibility (CSR) interests
- Review board leadership and sponsor lists

### **13. Local and regional banks**

- Fund nonprofits through Community Reinvestment Act (CRA), foundations, and sponsorships
- Strong alignment with affordable housing and community development
- Review CRA plans and recent housing-related grants

### **14. Faith-based organizations**

- May fund housing, social justice, or anti-poverty efforts
- Include congregations, faith coalitions, and affiliated funds
- Review mission statements and community programs

### **15. Public wealth + giving signals**

- Real estate records
  - Identify high-value property owners
- Federal Election Commission (FEC) + state campaign finance databases
  - Political donations = strong wealth + giving indicator