

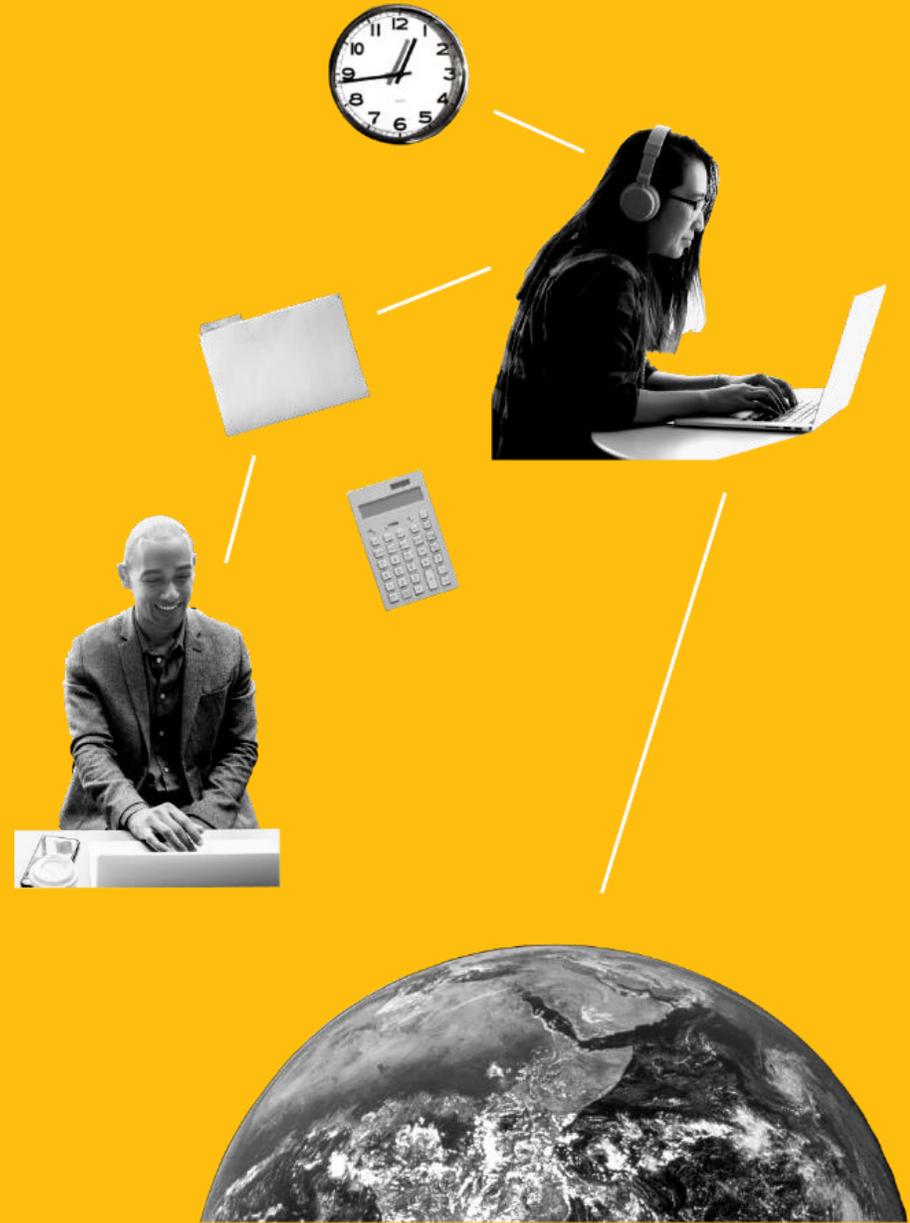
# Foundation Directory

# Curso *Avanzado*

Abril 20, 2023

# Candid.

Cada año, millones de organizaciones sin ánimo de lucro, gastan billones de dólares alrededor del mundo. Candid encuentra de dónde viene ese dinero, a dónde va, y por qué es importante. A través de colaboración, investigación, y capacitación Candid consigue la información que necesitas para hacer del mundo un mejor lugar.



# ¿Quiénes somos?

- 200+ empleados, incluyendo uno de los equipos más grandes de tecnólogos e ingenieros de sistemas en el sector social.
- Las herramientas de Candid para organizaciones sin ánimo de lucro, y fundaciones son las más completas del mundo.
- Los recursos de Candid incluyen Candid profiles, GuideStar Pro, Foundation Directory, APIs y Candid Learning.
- Puedes acceder a estos recursos gratuitamente en más de 400 bibliotecas, fundaciones comunitarias, y centros de recursos para organizaciones sin ánimo de lucro.
- Proveemos data a más de 400 aliados.

# Un gusto conocerlos



**Catalina Spinel**

Directora de alianzas

[catalina.spinel@candid.org](mailto:catalina.spinel@candid.org)



**Dave Holmes**

Administrador de redes

[david.holmes@candid.org](mailto:david.holmes@candid.org)

# En nuestra última clase

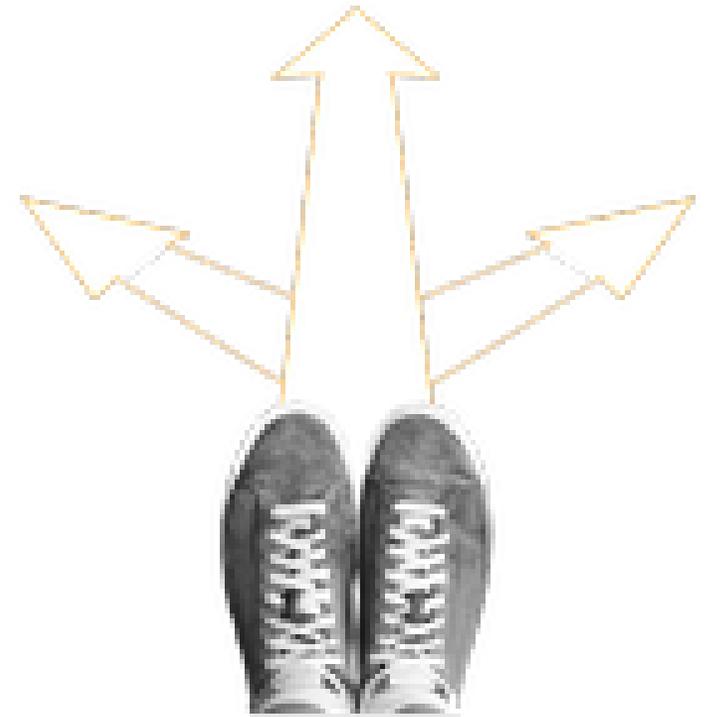
## *Introducción a FD* compartimos:

- ¿ Qué es FD y cómo usarlo?
- ¿ Cómo identificar sus necesidades antes de comenzar la búsqueda FD?
- ¿ Cómo evaluar financiadores que se ajusten a sus necesidades?
- ¿ Si su organización califica para recibir subvenciones?



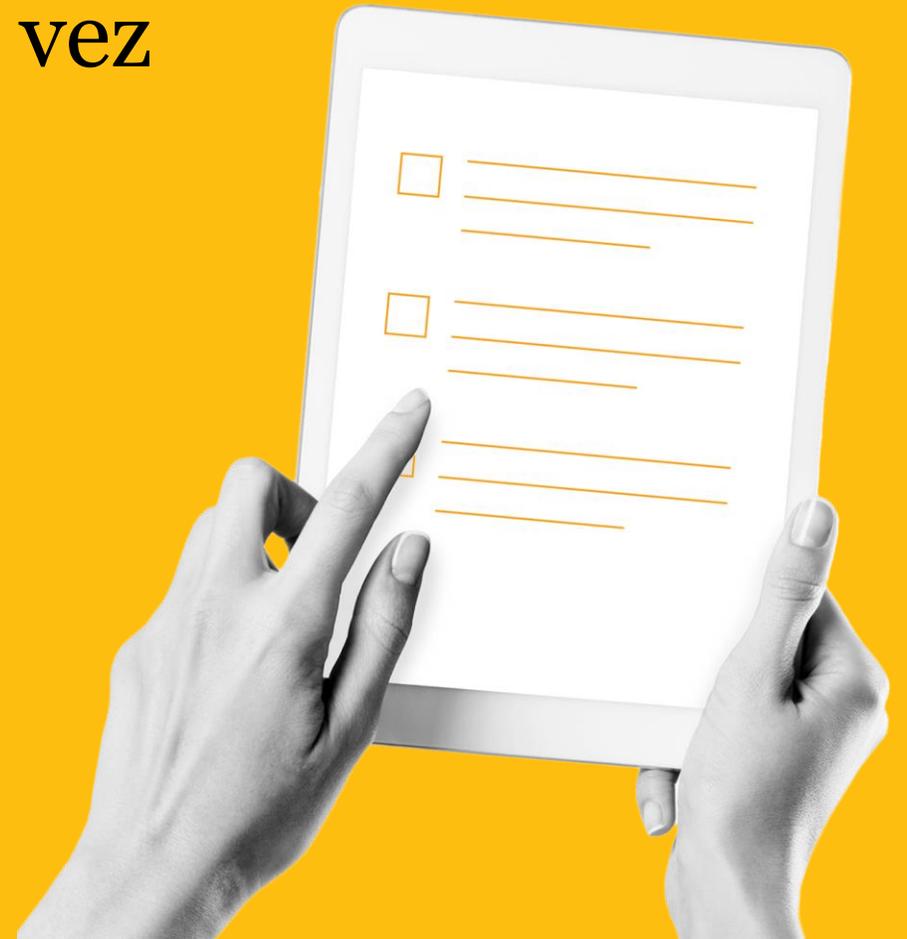
# Hoy vamos a compartir:

- Términos de búsqueda
- Filtros avanzados
- Entender perfiles de beneficiarios
- Registros de subvenciones



# ¿Han usado FD antes?

- A. Sí, lo he usado a menudo
- B. Sí, lo he usado al menos una vez
- C. No, nunca lo he usado



# Primer paso

Haz tres preguntas importantes:

1. ¿Qué haces?  
(Subject Area/área temática)
2. ¿Dónde estás teniendo un impact?  
(Geographical focus/enfoque geográfico)
3. ¿A quién estás sirviendo?  
(Population served/Población atendida)



# Términos de búsqueda

## Hierarchy

Click on the "+" expand the hierarchy. Click on a term see details, including usage notes and relationships.

- ⊕ Agriculture, fishing and forestry
- ⊕ Arts and culture
- ⊕ Community and economic development
- ⊕ Education
  - ⊕ Adult education
  - └ Early childhood education
  - ⊕ Education services
  - └ Educational management
  - ⊕ Elementary and secondary education
    - └ Bilingual education
    - └ Charter school education
    - └ Child educational development
    - └ Elementary education
    - └ Gifted education
    - └ Middle school education
    - └ Multicultural education
    - └ Secondary education
    - └ Special needs education
    - └ STEM education
  - └ Equal opportunity in education
  - ⊕ Graduate and professional education
  - ⊕ Higher education
  - ⊕ Student services
    - └ Alumni relations
    - └ Sororities and fraternities
  - ⊕ Vocational education
- ⊕ Environment
- ⊕ Health
- ⊕ Human rights
- ⊕ Human services
- ⊕ Information and communications
- ⊕ International relations

# Filtros avanzados

Candid.

The screenshot shows the top navigation bar of the Candid website. On the left, it says 'Foundation Directory' and 'Professional'. On the right, there are links for 'Help', 'Chat', and a user profile icon. Below the navigation bar, there are links for 'Find funding', 'My FDO', and 'Resources'. The main content area has a blue background with the text 'Win more grants and make a bigger difference. Find the right funders now.' Below this is a search bar with a placeholder text: 'Examples: Ballet school in New York City; Animal shelter in Portland, ME; Food pantry in Dallas'. To the right of the search bar is a 'SEARCH' button. Above the search bar, there is a 'SAVED SEARCHES' link and a button for 'Advanced Search & Filters' which is highlighted with a yellow box. Below the search bar, there is a checkbox for 'Include U.S. Federal Funders' and two search options: 'Search by Organization' and 'Search by Person'.

Candid.

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# Usando filtros de búsqueda avanzada

Candid.

Find Funding > Search Results

## Find Funding

SHOWING RESULTS FOR "Education, Mexico (Country), Students" CLEAR ALL SAVE

[Close Advanced Search & Filters](#)

<b>Subject Area</b> Education	<b>Geographic Focus</b> Mexico (Country)	<b>Population Served</b> Students
<b>Organization Name</b> Name of specific grantmaker or recipient	<b>Location</b> Location of grantmaker or recipient	<b>Who's Who</b> Someone serving in organization
<input checked="" type="checkbox"/> <b>Include U.S. Federal Funders</b>	<a href="#">Additional Filters</a>	
<b>Support Strategy</b> Type of program support given/received	<b>Transaction Type</b> Type of monetary support given/received	<b>Organization Type</b> Type of grantmaker or recipient
<b>Grant Amount</b> \$0 - \$10,000,000,000	<b>Year(s)</b> 2003 - 2023	<b>Keyword</b> Search for a specific term across all FDO
		<b>EIN</b> ID Number of Organization
<b>SEARCH</b>		

**599**  
Grantmakers  
View Grantmakers Only

**2,735**  
Grants  
View Grants Only

**669**  
Recipients  
View Recipients Only

**2,227**  
990 Tax Forms  
View 990 Tax Forms Only

# Usando filtros de búsqueda avanzada para filtrar resultados

Candid.

The screenshot displays the Candid Foundation Directory search results page. The top navigation bar includes 'Foundation Directory', 'Professional', 'Help', 'Chat', and a user profile icon. The main content area shows search results for 'Education, Mexico (Country), Students'. The advanced search filters are highlighted with a yellow border and include:

- Subject Area: Education
- Geographic Focus: Mexico (Country)
- Population Served: Students
- Organization Name: Name of specific grantmaker or recipient
- Location: Location of grantmaker or recipient
- Who's Who: Someone serving in organization
- Support Strategy: Type of program support given/received
- Transaction Type: Type of monetary support given/received
- Organization Type: Type of grantmaker or recipient
- Grant Amount: Range from \$0 to \$10,000,000,000
- Year(s): Range from 2003 to 2023
- Keyword: Search for a specific term across all FDO
- EIN: ID Number of Organization

At the bottom, four summary statistics are displayed in colored boxes:

- 599 Grantmakers (View Grantmakers Only)
- 2,735 Grants (View Grants Only)
- 669 Recipients (View Recipients Only)
- 2,227 990 Tax Forms (View 990 Tax Forms Only)

# Usando filtros de búsqueda avanzada

Support Strategy  
Type of program support given/received

Transaction Type  
Type of monetary support given/received

Organization Type  
Type of grantmaker or recipient

Grant Amount  
\$0 \$10,000,000,000

Year(s)  
2003 2021

Keyword  
Search for a specific term across...

EIN ?  
ID Number of Organization

**SEARCH**

# Buscar por palabra clave: usar con precaución

The image shows a search interface with several input fields and filters. The fields are arranged in two rows. The top row contains three dropdown menus: 'Support Strategy' (with the placeholder text 'Type of program support given/received'), 'Transaction Type' (with 'Type of monetary support given/received'), and 'Organization Type' (with 'Type of grantmaker or recipient'). The bottom row contains a 'Grant Amount' slider (ranging from '\$0' to '\$10,000,000,000'), a 'Year(s)' slider (ranging from '2003' to '2021'), a 'Keyword' field (with the placeholder text 'Search for a specific term across...'), and an 'EIN' field (with a question mark icon and the placeholder text 'ID Number of Organization'). A blue 'SEARCH' button is located at the bottom right. A black oval highlights the 'Keyword' field.

# Búsqueda basada en restricciones

[Close Advanced Search & Filters](#)

**Subject Area**  
Education

**Geographic Focus**  
Mexico (Country)

**Population Served**  
Students

**Organization Name**  
Name of specific grantmaker or recipient

**Location**  
Location of grantmaker or recipient

**Who's Who**  
Someone serving in organization

Include U.S. Federal Funders [Additional Filters](#)

**Support Strategy**  
Program support

**Transaction Type**  
Type of monetary support given/received

**Organization Type**  
Charitable gift funds (grantmaker)  
Corporate giving programs (grantmaker)  
Non-governmental organizations (grantmaker)  
Religious institutions (grantmaker)

**Grant Amount**  
\$10,000 - \$10,000,000,000

**Year(s)**  
2010 - 2021

**Keyword**  
Search for a specific term across all FDO

**EIN**  
ID Number of Organization

**SEARCH**

93  
Grantmakers  
▼

358  
Grants  
▼

162  
Recipients  
▼

958  
990 Tax Forms  
▼

# ¿Cuál la principal fuente de ingresos de su organización?

- A. Recursos del gobierno
- B. Recursos de cooperación internacional
- C. Ingresos de servicios y productos
- D. Recursos de fundaciones
- E. Donaciones de individuos
- F. Recursos de empresas
- G. Otro (mencionar en el chat)



# Subvenciones, beneficiarios y 990

SHOWING RESULTS FOR "Education, Program support, Mexico (Country), Students, Charitable gift funds (grantmaker), Corporate giving programs (gra... [✕ CLEAR ALL](#) [≡ EDIT](#)

Recipient	Recipient City	Recipient State	Recipient Country	Primary Subject	Year	Grant Amount
<a href="#">Oxfam México</a>	Mexico City		Mexico	Sustainable development	2020	\$15,000
<a href="#">College of the Southern Border</a>	San Cristobal de las Casas		Mexico	Economic development	2019	\$573,868
<a href="#">Fondo de Conservacion El Triunfo</a>	Tuxtla Gutiérrez		Mexico	Community food systems	2019	\$573,667
<a href="#">Ecology Project International</a> <b>Platinum</b>	Missoula	Montana	United States	Natural resources	2019	\$171,000
<a href="#">Ecology Project International</a> <b>Platinum</b>	Missoula	Montana	United States	Natural resources	2019	\$103,915

« 1 2 3 4 5 6 7 8 9 10 » Showing 1-5 of 358 Results

[VIEW ALL](#)

[View All to Print](#) · [Export](#) · [Email](#)

## Recipients (162)

Recipient	City	State	Country	Grant Amount Received	Grant Count
<a href="#">Ecology Project International</a> <b>Platinum</b>	Missoula	MT	United States	\$2,944,160	30 <a href="#">≡</a>
<a href="#">Femap</a>	El Paso	TX	United States	\$1,122,129	12 <a href="#">≡</a>
<a href="#">Responsibility Inc.</a>	San Ysidro	CA	United States	\$492,250	9 <a href="#">≡</a>
<a href="#">Academy for Creating Enterprise</a>	Provo	UT	United States	\$147,000	7 <a href="#">≡</a>
<a href="#">Union de Empresarios para la Tecnologia en la Educacion</a>	Mexico City	Mexico City	Mexico	\$3,345,000	6 <a href="#">≡</a>

« 1 2 3 4 5 6 7 8 9 10 » Showing 1-5 of 162 Results

[VIEW ALL](#)

[View All to Print](#) · [Export](#) · [Email](#)

## 990 Tax Forms (958)

Organization	City	State	Country	Doc Type	Year
<a href="#">Abell-Hanger Foundation</a>	Midland	TX	United States	990pf	2018
<a href="#">Adams Cowan Foundation</a>	Los Angeles	CA	United States	990pf	2018
<a href="#">Akron Community Foundation</a>	Akron	OH	United States	990	2018
<a href="#">American Honda Foundation</a>	Torrance	CA	United States	990pf	2018
<a href="#">The Blossom Fund</a>	Boston	MA	United States	990pf	2018

« 1 2 3 4 5 6 7 8 9 10 » Showing 1-5 of 958 Results

[VIEW ALL](#)

# Revisar los registros de subvenciones

SHOWING GRANT RESULTS FOR "Mexico (Country) , Ford Foundation , Years from 2018 to 2023" ✕ CLEAR ALL ≡ EDIT

<input type="checkbox"/>	Grantmaker	Recipient	Recipient City	Recipient State	Recipient Country	Primary Subject	Year	Grant Amount
<input type="checkbox"/>	Ford Foundation	Centro De Investigación De Crimenes Atroces, a.C.	Ciudad de México		Mexico	Human rights	2023	\$90,000
<input type="checkbox"/>	Ford Foundation	Project on Organizing, Development, Education, and Research, Ltd.	New York City	NY	United States	Business and industry	2023	\$50,000
<input type="checkbox"/>	Ford Foundation	Global Exchange	San Francisco	CA	United States	Civic participation	2023	\$35,000

### Grant Details

RECIPIENT

**Centro De Investigación De Crimenes Atroces, a.C.**

Ciudad de México, Mexico

**\$90,000**

GRANT AMOUNT

**2023**

YEAR

GRANTMAKER

**Ford Foundation**

New York City, NY, United States

**Description**

To contribute to breaking the cycle of impunity of grave crimes and atrocities in Mexico through innovative mechanisms and approaches focused on high-level perpetrators.

**Subjects**

Human rights

**Population Groups**

Victims and oppressed people

**Transaction Types**

Cash grants

**Geographic Areas Served**

Guatemala; Honduras; Mexico

**Support Strategies**

Program support

<input type="checkbox"/>	Ford Foundation	NATIONAL ASSOCIATION OF LATINO ARTS & CULTURE <span>Gold</span>	San Antonio	TX	United States	Freedom of association and expression	2022	\$1,400,000
<input type="checkbox"/>	Ford Foundation	Seattle International Foundation	Seattle	WA	United States	Civic participation	2022	\$1,310,000
<input type="checkbox"/>	Ford Foundation	Equis Justicia para las Mujeres, A.C.	Mexico City		Mexico	Civic participation	2022	\$1,200,000

# Revisar los registros de beneficiarios

SHOWING RECIPIENT RESULTS FOR "Mexico (Country), Ford Foundation, Years from 2018 to 2023 "

CLEAR ALL EDIT

Recipient

Creatura

El Colegio de Mexico

Documental Ambulante

Comisión Mexicana de Defensa y Promoción de los Derechos Humanos, A.C.

Red de Defensa de los Derechos Digitales

EDD Asociados, A.C.

Derechos Digitales

Ps By Peninsula S.A De C.V.

Fund for Global Human Rights Platinum

Metropolitan Group, LLC

Oxfam-America Inc. Platinum

Instituto de Liderazgo Simone de Beauvoir

World Resources Institute Platinum

Recipient

## Comisión Mexicana de Defensa y Promoción de los Derechos Humanos, A.C.

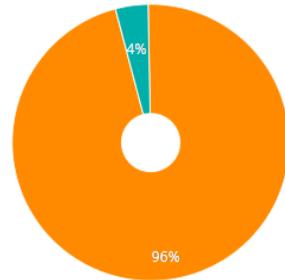
Roma Sur, Mexico [www.cmdpdh.org](http://www.cmdpdh.org) | [+ Contact Info](#)

### Comisión Mexicana de Defensa y Promoción de los Derechos Humanos, A.C. At A Glance

They've received 14 grants from 3 grantmakers totaling \$2,636,250

#### What Type Of Organizations Are Giving?

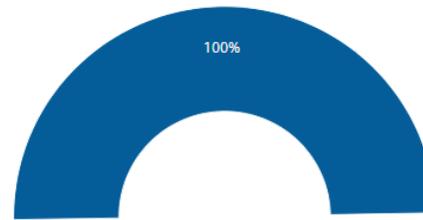
Viewing by: **Grant Amounts** Number of Grants



- Community Foundations
- Governmental Organizations
- Public Charities
- Corporate Funders
- Independent Foundations
- Other

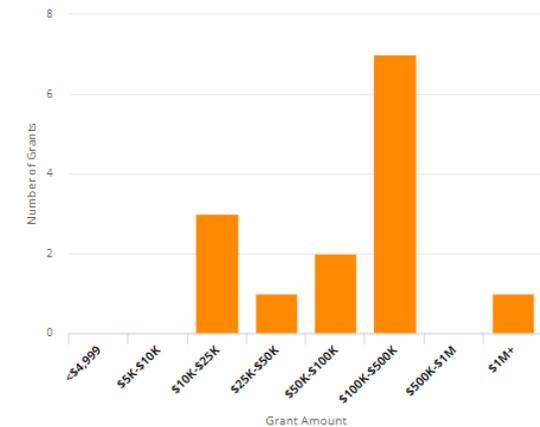
#### Where Are The Funders Located?

Viewing by: **Grant Amounts** Number of Grants



- Local
- Same State
- Same Region
- Same Country
- International
- Unknown

#### How Big Are The Grants?



# Busca una organización específica

Describe what you are trying to fund:

Examples: Ballet school in New York City; Animal shelter in Portland, ME; Food pantry in Dallas

Include U.S. Federal Funders

[Advanced Search & Filters](#)

**SEARCH**

[Search by Organization](#) [Search by Person](#)

Organization Name: Ford Foundation

Location: Location of grantmaker or recipient

Who's Who: Someone serving in organization

View: **Both** | Grantmakers Only | Recipients Only

Filter by location: Location of grantmaker or recipient

<input type="checkbox"/> Alice & Eugene Ford Foundation Inc. Bethesda, MD Grantmaker	<input type="checkbox"/> Anne Ford Foundation Detroit, MI Grantmaker	<input type="checkbox"/> Barger-Ford Foundation Inc. Brownsburg, IN Grantmaker	<input type="checkbox"/> Bobbie Ford Foundation Minneapolis, MN Recipient
<input type="checkbox"/> C. Richard Ford Foundation Oklahoma City, OK Grantmaker	<input type="checkbox"/> Carudo/Ford Foundation Oklahoma City, OK Grantmaker	<input type="checkbox"/> Colt Ford Foundation Atlanta, GA Grantmaker	<input type="checkbox"/> Colt Ford Foundation Atlanta, GA Recipient
<input type="checkbox"/> Dan Ford Foundation Incorporated Dracut, MA Grantmaker	<input type="checkbox"/> Ford Foundation New York City, NY Grantmaker	<input type="checkbox"/> Ford Foundation New York City, NY Recipient	<input type="checkbox"/> Ford Foundation Matching Gift Program Princeton, NJ Recipient
<input type="checkbox"/> Ford Foundation Veba Trust	<input type="checkbox"/> Franklin Ford Foundation	<input type="checkbox"/> Geraldine & Roland Ford Foundation	<input type="checkbox"/> Geraldine C. and Emory M. Ford

# Busca una persona específica

Describe what you are trying to fund: [Advanced Search & Filters](#)

Examples: Ballet school in New York City; Animal shelter in Portland, ME; Food pantry in Dallas

 Include U.S. Federal Funders

**SEARCH**

 Search by Organization  **Search by Person**

Organization Name:

Location:

 Include U.S. Federal Funders

Who's Who 

- Bill Gates** 
- William H. "Bill" Gates, III
- Bill Gates** Foundation

# Registros de beneficiarios

- Identificar organizaciones que hacen el trabajo como el suyo – sus compañeros
- Descubre a sus financiadores, que también podrían financiarte
- Ayudarle a desarrollar su estrategia de recaudación de fondos

# ¿Dónde puede obtener ayuda con FD?

## Recursos de autoservicio

- Guía rápida de FDO
- Artículos de ayuda
- Videos de YouTube



# Folleto



## Busca como un profesional en Foundation Directory Online (FDO)

Este document busca ayudarte a entender los principales términos a la hora de usar Foundation Directory Online. Ten en cuenta que FDO está disponible sólo en inglés.

### Filtros:

**Subject area/Área temática:** ¿Qué está intentando financiar? [el campo de la misión, programas, o servicios]

**Geographic focus/Enfoque geográfico:** Ubicación(es) dónde se realizará el trabajo y/o dónde se utilizará el dinero de los fondos [ciudad, estado, país]

**Population served/Población atendida:** A quién servirá el trabajo, describirá la población [edad, sexo, raza y otros rasgos]

### Filtros avanzados

**Support strategy/Estrategia de apoyo:** Cómo se implementan los objetivos de un programa o subvención o apoyado [apoyo general, equipamiento, fondos para investigación]

**Transaction type/Tipo de transacción:** Hace referencia a cómo una organización proporciona soporte técnico [efectivo, bonos, contratos]

**Organization type/El tipo de organización:** Qué tipo de organización está proporcionando apoyo [una fundación privada, una fundación corporativa, empresas, programas de donación corporativa, etc.]

**Grant amount/Monto de la subvención:** La cantidad de la subvención o donación dada [en dólares estadounidenses]

**Year(s)/Deslizador de años:** Utilice si prefiere ver solo los resultados en los que las organizaciones han dado a su causa particular durante años específicos

# ¿Qué sigue?

*Fundraising during uncertain times*

Junio 7, 2023

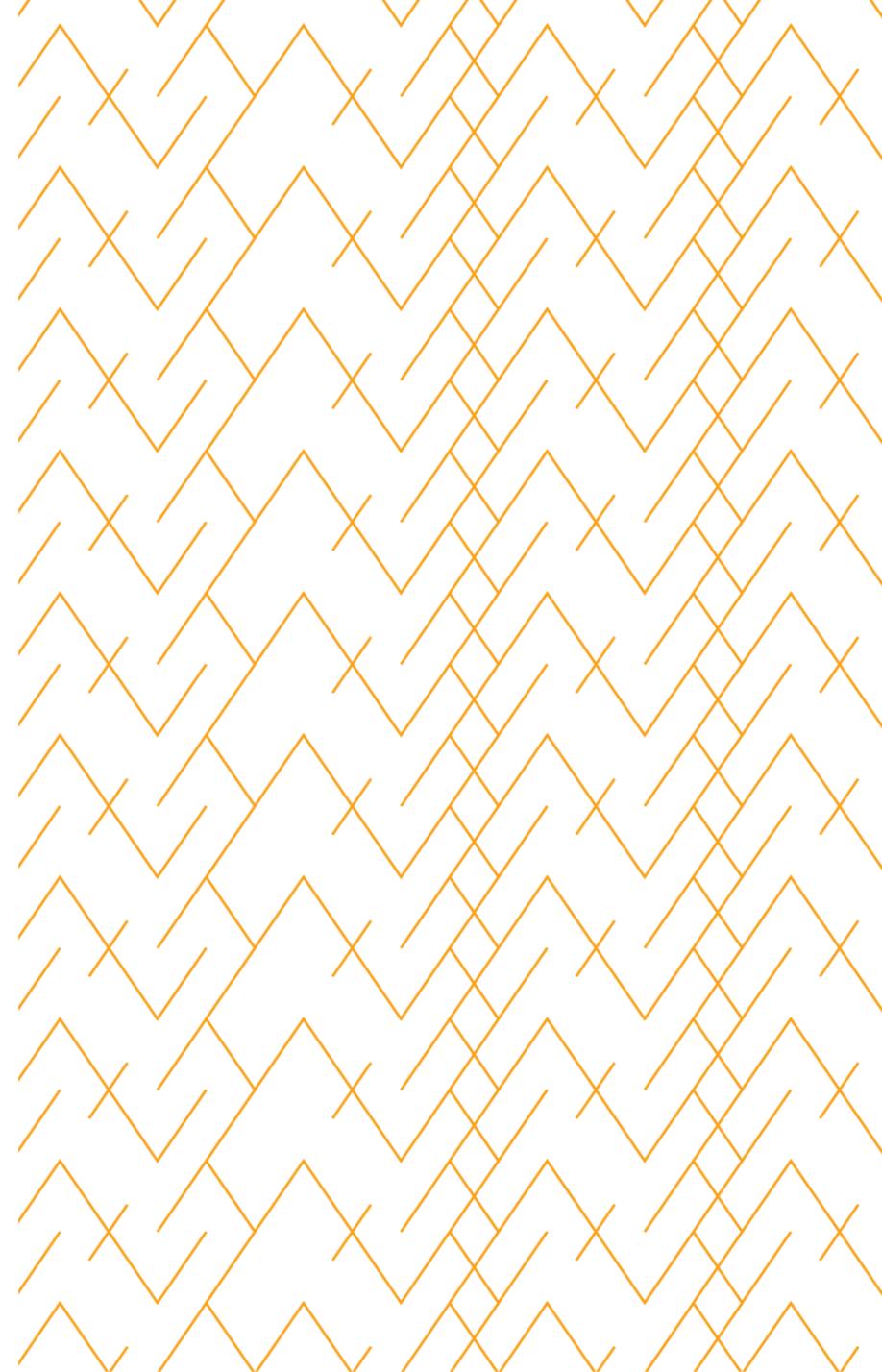
9:00am – 10:30am PT

*Proposal writing and budgeting*

Julio 6, 2023

9:00am – 12:00pm

# ¿Preguntas?



# Gracias

@CandidDotOrg  
candid.org

