

## **Desk Study & Research Process**

LAPA Fundraising is expert in fundraising services (campaigns, annual funds, planning services, and grants). We conduct desk studies to identify new funders and donors. These research exercises have proven to be an excellent first step and a tremendous benefit to our clients because they lay a proper foundation from which to build.

In our desk study with the Global Alliance for Improved Nutrition (GAIN), LAPA identified 67 new foundation opportunities, 29 family foundation opportunities and developed funding pitches for nine of GAIN's key program areas.

In our desk study with the Children's Defense Fund we identified 44 new funders.

The desk study is an assessment of your potential foundation and new individual donors giving. The study and our recommendations are delivered in 60-90 days.

This is a terrific time to prepare for the future when service demand will be even higher because of the economic conditions. A desk study is that right preparation step.

We deliver these key services in our work together:

1. We build a pipeline of foundation, corporate, Donor Advised Fund, and family foundation support for you by:
  - ✓ Assessing the history of your private foundation funding
  - ✓ Looking at similar organizations to see which foundations, corporations, Donor Advised Funds, and family foundations are supporting your competitors.
  - ✓ Identifying the right funding partners who are operating in your mission space.

2. We research individuals of high net worth: donors who are value-aligned with your mission, to determine their capacity to support you with proper cultivation.
3. We vet and triage the prospects by reviewing their giving histories, and their capacity to give.
4. Where possible, we contact the donors and foundation program officers and learn more about their interest and desire to support your work.
5. We deliver a comprehensive report, a written assessment that includes detailed contact information, ask amounts, notes of calls with individuals and foundation officers, and next steps for each of the prospects on the list. We present this report, offering ways for your team to implement, or our team to implement, answering any questions you may have.

To learn more [please contact us here](#) to set a time to talk.



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