New Leaf Collective

Finding Your Funders

Strategies for Co-ops Navigating the Grant Landscape

Dr. Brie Winnega Reamer
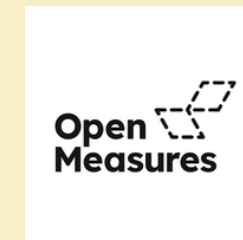
Hi, I'm Brie

- Founder & Director, New Leaf Collective
  - Fundraising
  - Grant Writing
  - Project Management

- Holder of too many English degrees
  - Ph.D., UT Austin
  - M.A., UT Austin
  - B.A., U of Michigan (Go Blue!)

- Co-op enthusiast & wannabe

- Michigan native
- Living in Austin, TX

What's Your Level of Comfort with Grants?

A: Not comfortable at all – Grants feel confusing/ intimidating

B: Somewhat comfortable – I understand the basics but haven't applied much.

C: Comfortable – I've applied for grants and understand the process.

D: Very comfortable – I regularly write or manage grants.

New Leaf Collective

One word that comes to mind when you think about grants?

New Leaf
Collective

Agenda

1. Grant Readiness

   a. What does readiness look like?

   b. What do funders look for?

   c. Self-assessment activity.

2. Grant Landscape Overview

   a. Who's funding co-ops?

   b. Signs a funder is co-op aligned.

   c. Research tools & resources

3. Open Discussion

4. Reflections & Action Planning

Goals

I understand my strengths and areas of opportunity when it comes to grant readiness.

I know what resources are available to me as I think about grant funding.

I have ideas for next steps I can take based on today's discussion.

I learned something new about fundraising in the co-op space!

New Leaf Collective

How Do I Know if I'm "Grant Ready"?

How Do I Know if I'm "Grant Ready"?

Financial Stability

- I can reasonably state that my organization is financially stable.
- I have financial data that demonstrates evidence of stability and sound accounting practices.
- My organization has a robust accounting system and qualified financial officers that can allocate and track expenses.
- My organization has experience managing grants of similar size.

Capacity

- My staff has the time and resources to carry out the proposed project.
- My organization has an experienced staff member who can develop our grant application, or has capacity to outsource this role.
- My organization has personnel and policies to steward a grant award and build a sustainable relationship with the funder.
- My organization has a well-functioning leadership team/governing body.

Experience & Qualifications

- My organization's expertise is well-aligned with the intent of the grant.
- My organization has a history of successful performance and positive program outcomes that can serve as evidence of our qualifications.

Nuts & Bolts

- My organization has a Unique Entity Identifier (UEI).
- I am prepared with materials such as proof of 501(c)(3) status, fiscal sponsor agreement (if applicable), current and prior year operating budgets, most recent Form 990, program-specific budget.

Measurement & Evaluation

- My staff has the time and resources to report on progress and important milestones as the project progresses.
- I have a clear understanding of the funder's reporting requirements.
- My organization has programmatic leaders with the time and expertise to evaluate project outcomes and impacts effectively.
- My organization is equipped with adequate software and systems for tracking project outputs, outcomes, and impacts.
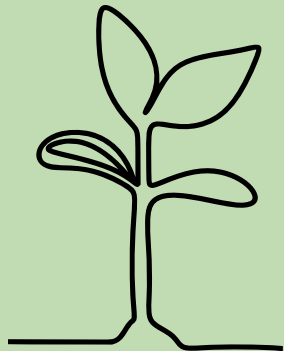
New Leaf Collective

Activity: Grant Readiness Self-Assessment

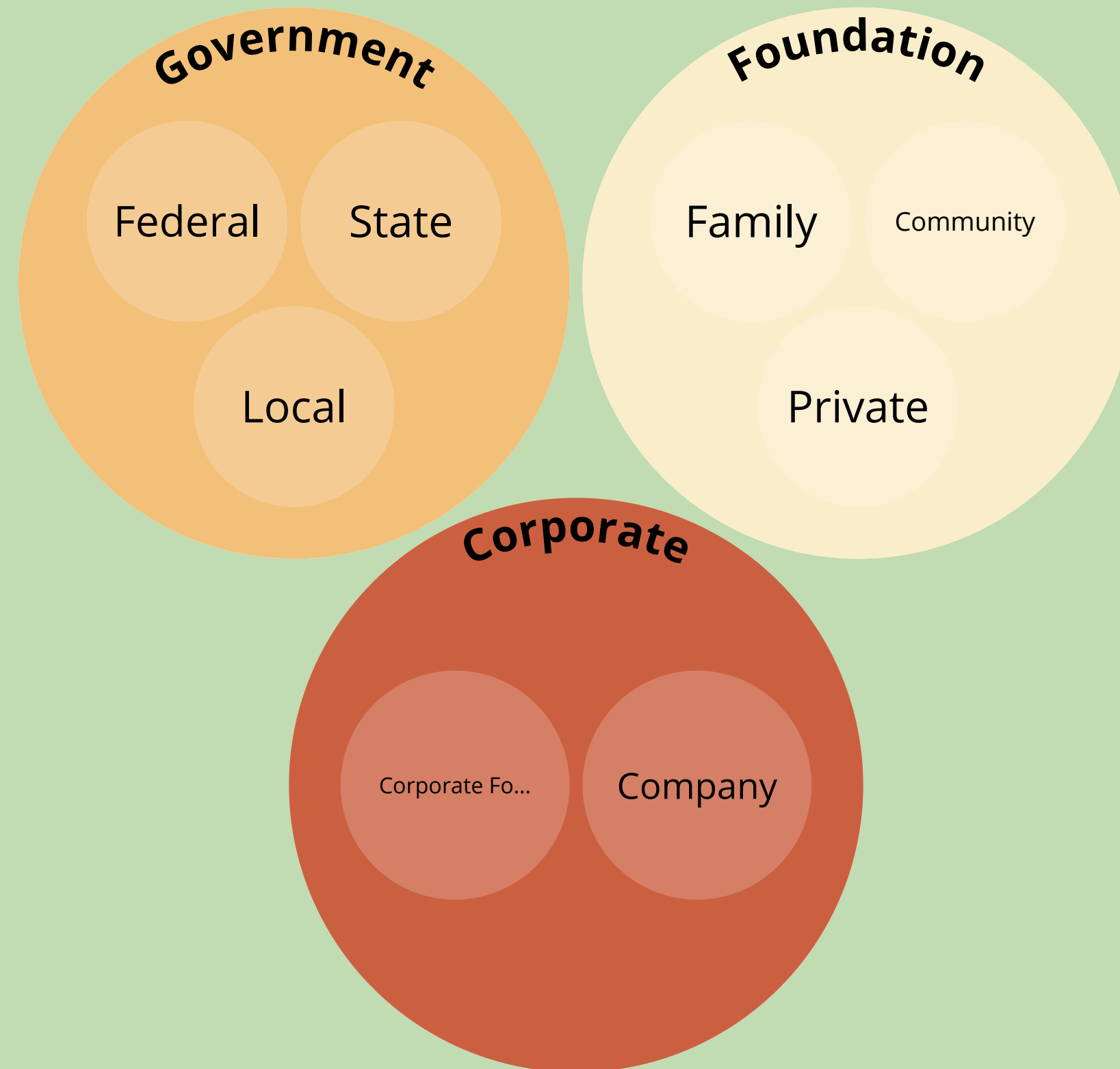**Think:** Self-assess your co-op/org **(5 min)**
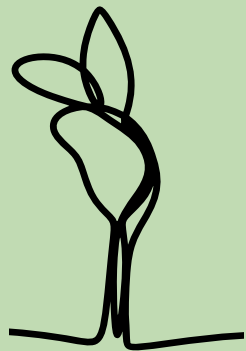
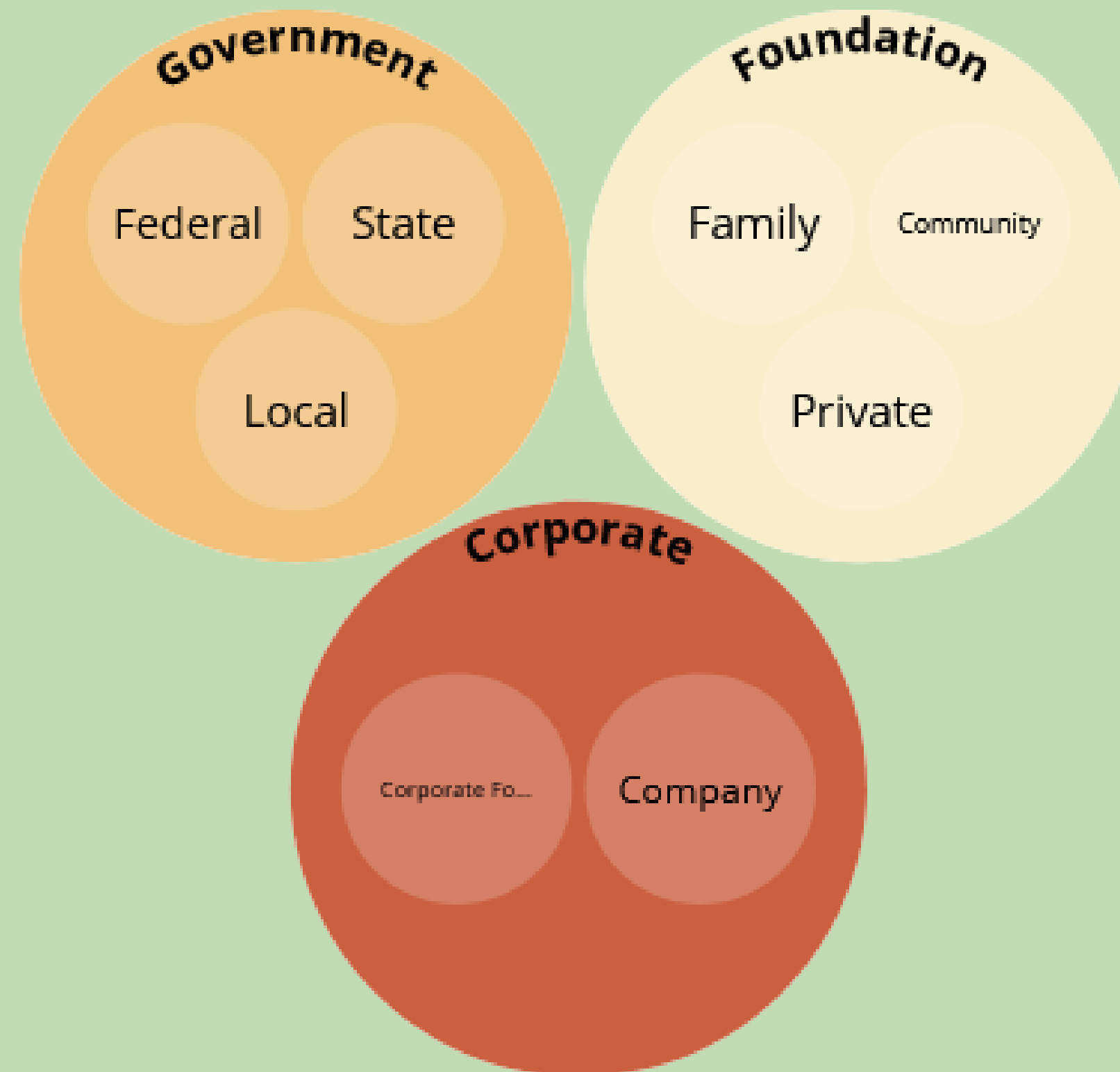**Pair:** Find a colleague nearby (someone new, if possible!) and share to your level of comfort **(5 min)**

Share: Discuss as a group **(5-10 min)**

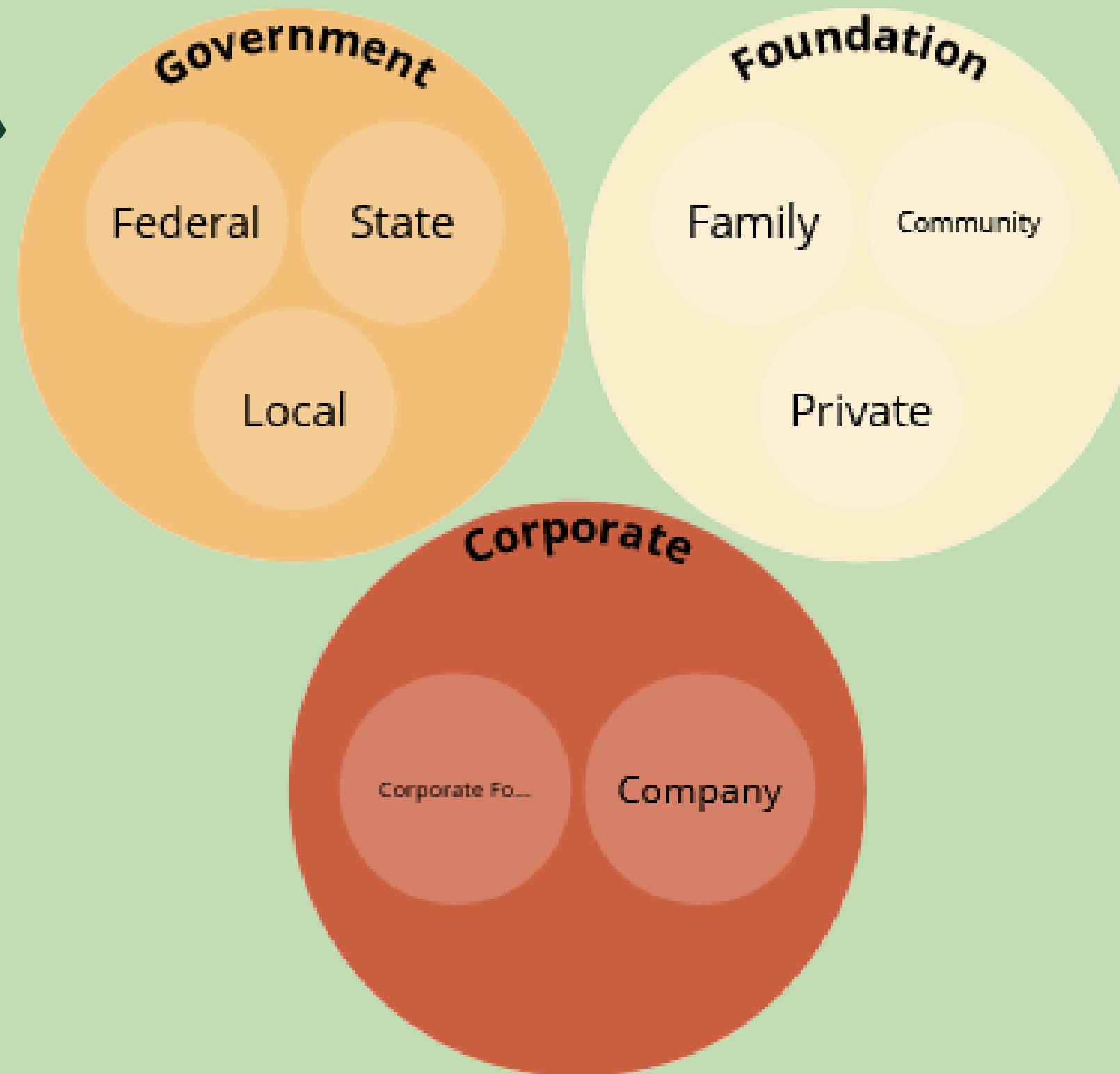New Leaf Collective

The Grant Landscape

The Grant Landscape

Government

Federal

State

Local

Foundation

Family

Community

Private

Corporate

Corporate Fo...

Company

New Leaf Collective

The Grant Landscape

- Policy alignment
- Scale
- Filling gaps in public systems

Government
- Federal
- State
- Local

Foundation
- Family
- Community
- Private

Corporate
- Corporate Fo...
- Company

What are these different funders' motivations?

New Leaf Collective

The Grant Landscape

What are these different funders' motivations?

- Policy alignment
- Scale
- Filling gaps in public systems

Government
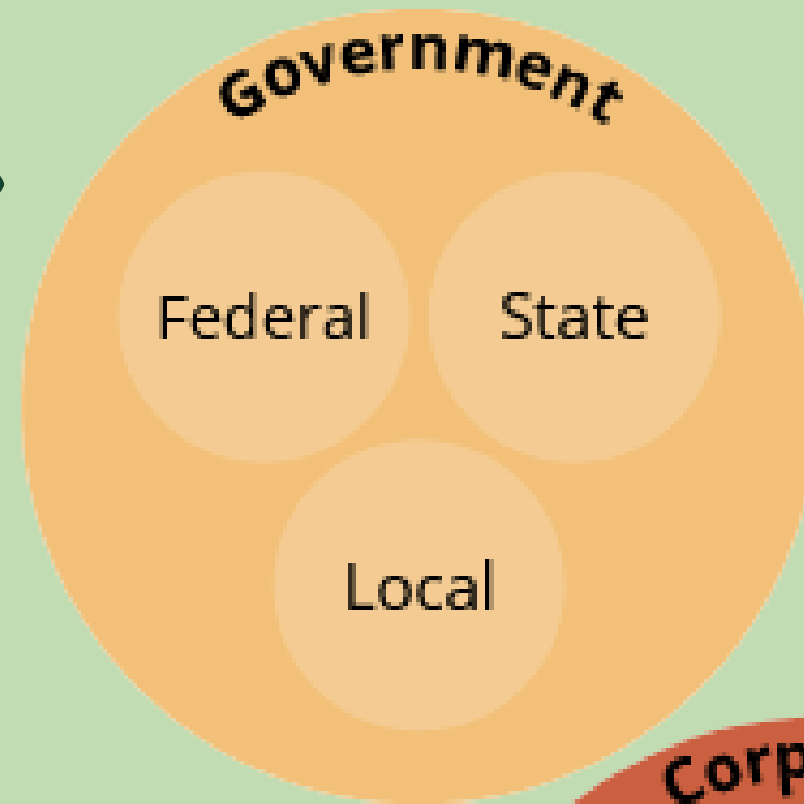
Federal   State

Local

Foundation

Family   Community

Private
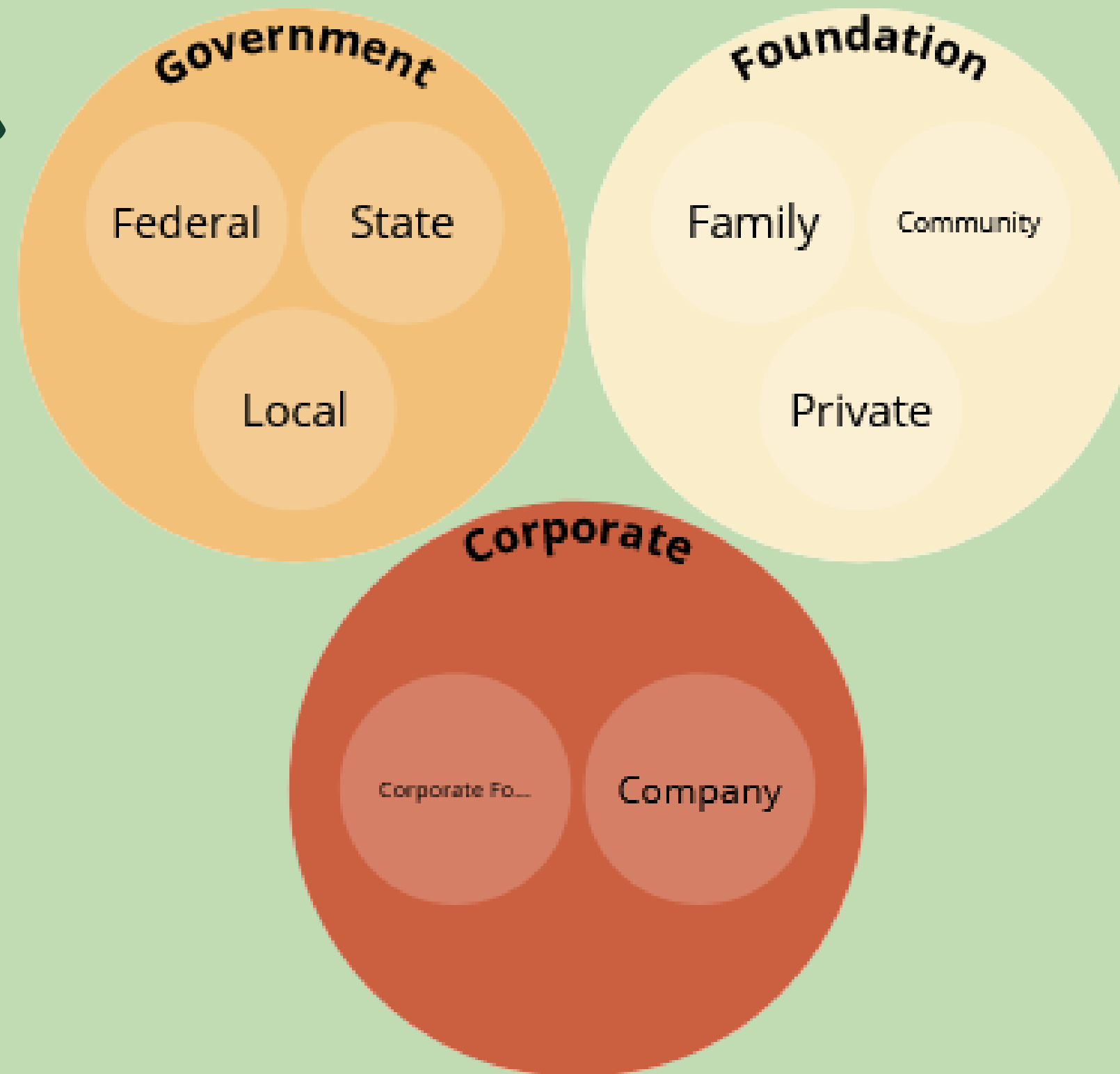
- Mission impact
- Family legacy
- Collaboration

Corporate

Corporate Fo...   Company

- Brand reputation
- Employee retention
- Market alignment
- ESG goals

New Leaf Collective
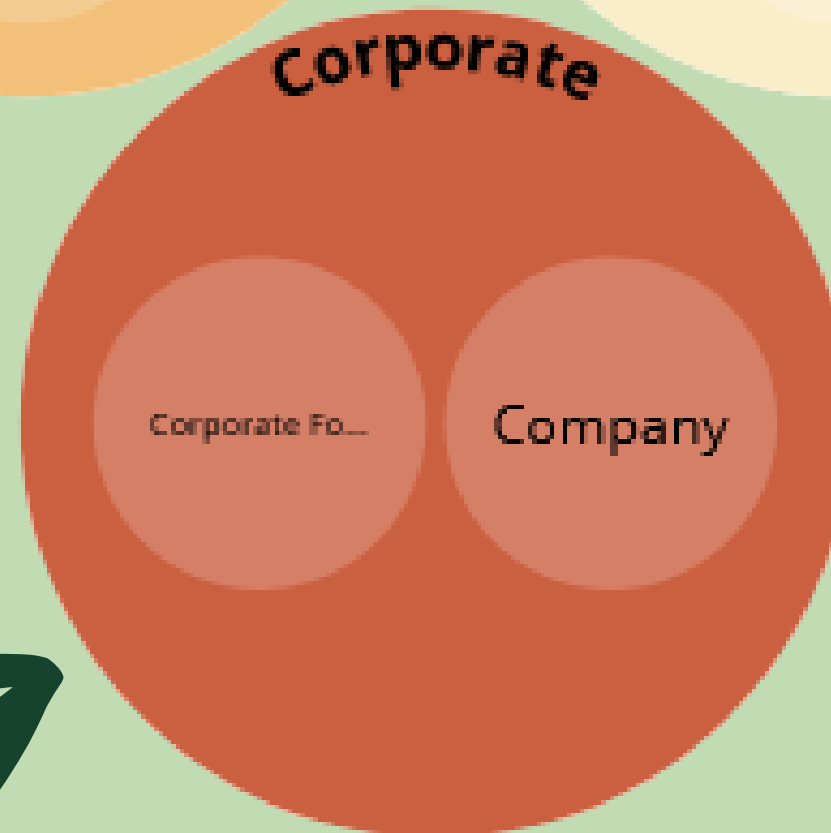
What Do Funders Look For?

What Do Funders Look For?

Mission Alignment

Values

Strategy

Vision

Capacity

Qualified Team

Financial Stability

Solid Track Record

Clear Outcomes

Objectives	Evaluation Plan
Impacts	Realistic Timeline

Community Need

Addresses a Problem	Community Informed

Sustainability

Partnerships

Ongoing Plan

New Leaf Collective

What Should We Look for in Funders?

What Should We Look for in Funders?

Mission	Capacity	Cost/Benefit	Logistics
Mission	Amount	Likelihood of Success	Eligibility
Values	Project Scope	App Effort	Geography
Goals	Stewardship	Stewardship	Giving History

New Leaf Collective

Application Strategies for Co-ops

Application Strategies for Co-ops

When Relevant, Explain What Being a Co-op Means.

- Evaluate the funder to gauge their level of familiarity with co-ops.
- Don't assume they're in the know!

New Leaf Collective

Application Strategies for Co-ops

When Relevant, Explain What Being a Co-op Means.

- Evaluate the funder to gauge their level of familiarity with co-ops.
- Don't assume they're in the know!

Keep Your Eye on the Impact.

- Lead with what you do and why it matters.
- Connect your outcomes with the funder's goals and mission.
- Use impact data when you can, and tell stories frequently.

New Leaf Collective

Application Strategies for Co-ops

When Relevant, Explain What Being a Co-op Means.

- Evaluate the funder to gauge their level of familiarity with co-ops.
- Don't assume they're in the know!

Keep Your Eye on the Impact.

- Lead with what you do and why it matters.
- Connect your outcomes with the funder's goals and mission.
- Use impact data when you can, and tell stories frequently.

Align Your Language With Theirs.

- Frame your co-op in a way the funder will understand (e.g., job creation, economic development).
- Use keywords directly from the funder website or RFP.

New Leaf Collective

Research Tools: Databases ($)

Brie's Faves (This is not an ad)

instrumentl

Foundation Directory

Less Robust, More Affordable

GrantStation

GrantWatch™
Time to Apply

The Necessary Evils

MI Funding Hub

GRANTS.GOV℠
FIND. APPLY. SUCCEED.℠

EGrAMS Application

Michigan.gov

New Leaf Collective

Research Tools: Co-op Specific

Solidarity Economy Funding Library

A resource library for people to find funding, investing, and fiscal sponsorship opportunities.

New Economy Coalition /

Research Tools: New Leaf

Small Biz Grants

New Leaf Collective

Grants for Small Businesses
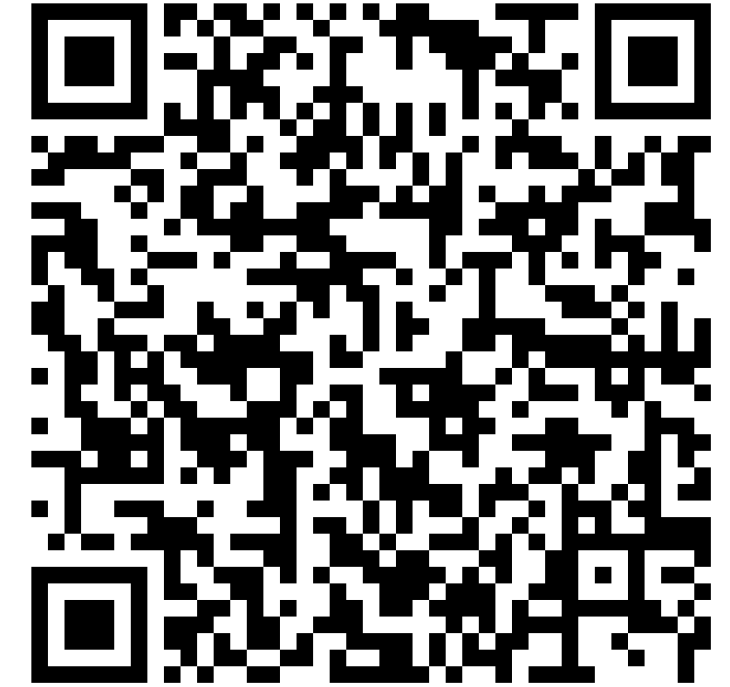
Last Updated: 8/19/25
For updates, corrections, or additions to this list, please email brie@thenewleafcollective.com

Funder	Grant Name	Request Type	Deadline	Funding Areas of Interest	Opportunity Overview	Funding Geography	Avg. Award	URL	Notes (Eligibility)
Camelback Ventures	Camelback Fellowship	Grant Application	9/10/25	Mission-driven Busines…	The Camelback Fellowship is designed for early-stage entrepreneurs committed to tackling inequities. Over 16 weeks, you'll receive $40,000 in capital, expert coaching, and join a community of like-minded changemakers.	U.S.	$40,000.00	https://www.camel	The Camelback Fe… to addressing ine… prioritize founders… they aim to solve … communities. Elig… hours per week for 16 weeks to fellowship activities.
Intuit Quickbooks	Small Business Heroes	LOI	n/a	Small Businesses / Mission-driven Busines…	Introducing the Intuit QuickBooks and Mailchimp Small Business Hero Program—a year-long initiative designed to celebrate and empower small businesses that invigorate and serve their communities. This program spotlights entrepreneurs who demonstrate courage, perseverance, and integrity, by awarding three remarkable businesses each quarter. Winners receive a $20,000 grant along with additional resources to elevate their business presence and continue their success.	U.S.	$20,000.00	https://quickbooks.	
NAACP	Powershift Entrepreneur Grant	Grant Application	11/1/25	Minority-owned	The NAACP Powershift Entrepreneur Grant aims to empower Black entrepreneurs and businesses through funding and resources and has, in previous years, contributed largely to the growth of Black businesses across the nation.	U.S.	$25,000.00	https://naacp.org/f	Application Opens: Thursday, October 24
Texas Workforce Commission	Skills For Small Business	Grant Application	Rolling	Small Businesses	Small businesses can apply to Texas Workforce Commission (TWC) for training provided by a local community college. TWC will process the application and work with colleges to fund the courses. The business is then able to select the courses to customize training to their needs.	Texas	$2,000 or $1,000	https://www.twc.te	A small business with fewer than 100 employees can apply for the grant. Program parameters include: • Up to $2,000 per new hire and up to $1,000 per incumbent worker for tuition and fees in a 12-month period • Training for full-time employees •Training selected from courses offered by a Texas public community or technical college or the Texas A&M Engineering Extension Service
National Association for the Self-Employed	Growth Grant	Grant Application	Quarterly	Small Businesses	Since 2006, the NASE has awarded nearly $1,000,000 to members just like you through the Growth Grants program by providing small business grants. Grants can be used for marketing, advertising, hiring employees, expanding facilities and other specific business needs.	U.S.	Up to $4,000	https://www.nase.o	To be eligible, you must be an NASE member in good standing.
The Outrage	Amplifier Grant	Grant Application	Quarterly	Small Businesses / Mission-driven Busines…	Since 2016, we've amplified the individuals, businesses & orgs who are boots on the ground everyday trying to make the world a better place. We're proud to launch The Amplifier Grant as the next extension of that work, awarding at least $5,000 in funds every season.	U.S.	$5,000.00	https://www.the-ou	There is a $15 application fee. Projects or organizations should be actively working on efforts to make the world a better place in the United States. Does this sound broad? Good, because it is! You could be a bakery or an afterschool program or more — if you're making change, we want to hear about it. All entities ranging from high school projects, grassroots organizations, nonprofits, startups, businesses, and more are encouraged to apply.

New Leaf Collective

Research Tools: New Leaf

Free Grant Writer Toolkit

Choose from Three Tiers:

Seedlings ($0)

- Logic Model Template
- Grant Green Room
- Grant Writing Style Guide
- Grant Readiness Checklist
- Government Contract Readiness Checklist

New Leaf Collective

Discussion/Questions

Discussion/Questions

What other strategies have you used to help your co-op stand out to funders who don't yet understand cooperative models?

New Leaf Collective

Discussion/Questions

What other strategies have you used to help your co-op stand out to funders who don't yet understand cooperative models?

What challenges have you faced (or do you anticipate facing) in identifying or applying for grants? How might you overcome them?

New Leaf Collective

Discussion/Questions

What other strategies have you used to help your co-op stand out to funders who don't yet understand cooperative models?
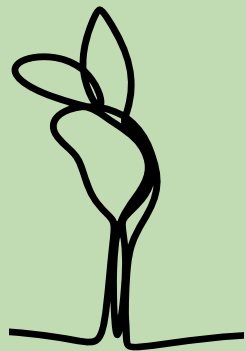
What challenges have you faced (or do you anticipate facing) in identifying or applying for grants? How might you overcome them?

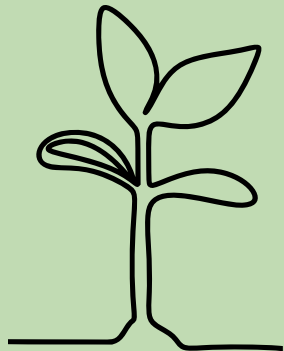What questions about the grant landscape are you still curious about or do you want to explore further?

New Leaf Collective

Activity: Reflection & Action Planning

Think: What is one next step you want to take following this workshop? **(2 min)**

Pair: Find a colleague nearby (someone new, if possible!) and share to your level of comfort **(5 min)**
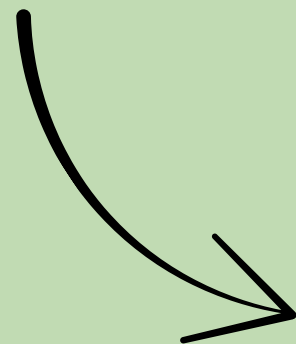
Share: Discuss as a group **(5 min)**

New Leaf Collective