**Rosetta Stone® | Education**

# Ensuring all students have a chance to succeed

Many private entities and foundations are passionate about education and committed to student success. They provide access to private grants, given by either a private or public official to a private individual or entity, which usually includes nonprofit 501(c)(3) organizations and public and private schools. Pursuing private funding expands your opportunity to sustain and grow your K-12 language program.

## Types of Private Funders

Foundations and corporations are the primary private funding sources. Community, family, national, and corporate foundations all represent potential sources of K-12 funding. Many foundations do have geographic restrictions so be sure to pay attention to the places they fund.

Prospective private funding sources also include individual philanthropists in your community, school alumni, a variety of education foundations, and even the PTA/PTO.

## Application Reminders

Private funding can help you maximize resources to fund needed language-learning programs in your district. Compared to public funders, many private funders have multiple deadlines, giving applicants added flexibility.

## Private funders also are more likely to:

- Use an online application system
- Employ an LOI process to select full applications
- Rely on less complex applications
- Announce funding decisions more quickly
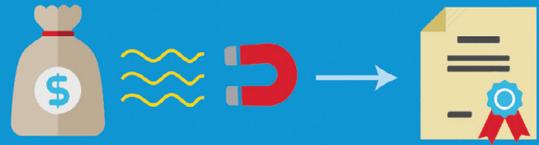- Require less strenuous grant management

## AT A GLANCE

Philanthropic organizations and corporate foundations provide funding to educational causes primarily focused on:

- Literacy
- 21st Century Skills
- Technology
- Professional development
- STEM education

# Match program needs with funders' area of interest.

## Researching Private Funding

When searching for a private grant, keep in mind that all foundations are different. Application requirements may vary, and funding is typically provided in smaller amounts and awarded to benefit a specific teacher or school initiative.

Broadening your search allows you to pursue a variety of potential opportunities. A good place to start is with a foundation database. Foundation Center is a free resource while Foundation Search requires a subscription. You can ask multiple funders to fund the same project, but keep them apprised if the status of the other requests change (pending vs. committed).

Rosetta Stone has also compiled a useful list of relevant foundations. **You can download that here.** »

One recommended approach is to divide up your project budget into specific programs or segments of a program because:

- Many foundations do not want to be the sole source of funding for a project
- Foundations may only be interested in funding specific line items in the budget

## Don't Forget to Think Local

Ask colleagues and friends about local family foundations and find out if you have a Community Foundation. Local banks sometimes represent two sources of funding: the local office as well as the larger bank foundation. The same can be true when it comes to local offices or facilities that are part of a larger corporation. Start with the major employers in your community and research personal connections with the community: employees, management, and board members.

In most instances, the information you need to get started is right at your fingertips. On websites of potential funders look for tabs such as "corporate giving", "community involvement", and "community support".

Private funding opportunities exist and successful K-12 grant recipients align their program requests with donors' areas of interest and follow through on the details.

## Find out how Rosetta Stone® solutions align with your funding.

Call 800-811-2755 or visit
www.RosettaStone.com/k12/funding-sources

**About Rosetta Stone**

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organizations.

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organizations, and 22,000 education institutions worldwide, and by millions of learners in over 150 countries.

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