Greater Milwaukee
FOUNDATION
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Community Bridge directory: Purpose, eligibility, and helpful tips

PURPOSE OF COMMUNITY BRIDGE

This online nonprofit directory is designed to strengthen connections between donors and nonprofits and help build and sustain a stronger nonprofit sector. The directory serves as a bridge between generosity and community impact, making philanthropy more effective and accessible for all.

For nonprofits, it offers a platform to share their stories directly with potential supporters and increase visibility. Organizations have the opportunity to update their most pressing needs on a quarterly basis, ensuring the information remains timely and relevant.

501(C)(3) IN GOOD STANDING

all legal and regulatory requirements. This means the organization has filed required annual reports (such as Form 990), maintains compliance with state and federal laws, and has not had

A 501(c)(3) in good standing is a nonprofit organization that has been recognized by the IRS as tax-exempt under section 501(c)(3) of the Internal Revenue Code and continues to meet its tax-exempt status revoked or suspended. Being in good standing assures donors and funders that the nonprofit is legally authorized to operate as a charitable, tax-exempt entity. Organizations that are not a 501(c)(3) must provide verification of current fiscal sponsorship by a 501(c)(3) in good standing.

USING GIFT LEVELS TO SHOW IMPACT

By connecting gift levels to tangible outcomes, you help donors see their role in creating change in a personal and inspiring way.

Helpful tips:
- **Align with the request type:** Impact examples should always reflect the nature of the funding request.
- **Tie gifts to outcomes:** Translate each level into a concrete result (e.g., services delivered, equipment purchased, participants supported).
- **Show tiered impact:** Demonstrate how smaller gifts meet urgent or immediate needs, while larger gifts provide sustainability or long-term transformation.
- **Keep examples illustrative:** Donors should know their gift, at any level, contributes to the broader mission, but clear examples make the impact feel real and actionable.

- **Adapt for your context:** The dollar ranges in these examples are flexible. Customize them so each level directly supports your organization's request and priorities.

FUNDING TYPE EXAMPLES

- **General Operating Support**

  These grants provide unrestricted funding to sustain a nonprofit's core mission and daily functions. **Examples:** Rent, utilities, staff salaries, technology, insurance or other overhead costs.

  These funds would enable our organization to:

  > **$1,000–$5,000:** Cover one month of rent and utilities, ensuring our doors remain open to serve the community.
  > **$10,000+:** Support part-time staff salaries for six months, expanding our ability to serve more families.
  > **$25,000+:** Invest in upgraded technology and systems that strengthen efficiency, accountability, and long-term sustainability.

- **Capital / Facilities Support**

  These grants fund significant, tangible investments in a nonprofit's physical space or equipment. **Examples:** Construction or renovation of buildings, purchase of vehicles, installation of specialized equipment or technology infrastructure upgrades.

  These funds would enable our organization to:

  > **$1,000–$5,000:** Purchase new shelving and storage to improve efficiency in our food pantry.
  > **$10,000+:** Replace outdated HVAC systems, improving safety and comfort in our community center.
  > **$25,000+:** Contribute to the construction of a new facility that doubles our service capacity.

- **Project / Program Support**

  These grants provide restricted funding for defined initiatives, services or collaborations that advance organization priorities. **Examples:** Running a workforce development program, piloting a mental health initiative, expanding food distribution services or multi-organization collaborations around community health outcomes.

  These funds would enable our organization to:

  > **$1,000–$5,000:** Provide 50 hours of workforce training for unemployed adults seeking new career opportunities.
  > **$10,000+:** Launch a mental health initiative, connecting 100 youth with counseling and support services.
  > **$25,000+:** Expand our food distribution program to a new site, serving 500 additional families monthly.

- **Capital Campaigns**
  These campaigns are focused, time-limited fundraising efforts for major nonprofit investments in infrastructure or long-term sustainability. **Examples:** Supporting large-scale projects such as building a community center, expanding a hospital wing, renovating facilities, purchasing land for a nature preserve or establishing an endowment for scholarships.

  These funds would enable our organization to:
  > **$1,000–$5,000:** Purchase classroom furniture for a new education wing.
  > **$10,000+:** Support installation of energy-efficient HVAC in the renovated facility.
  > **$25,000+:** Contribute to the construction of a new community center serving thousands of residents annually.

- **Naming Opportunities**
  Naming opportunities recognize significant philanthropic gifts by allowing individuals, families or organizations to have their name associated with a space, program, fund or initiative.

  Examples: A named scholarship fund, a donor's name on a building wing or classroom, or a program endowed in honor of a family.

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