FUNDING ADVISORY GROUP

GUIDING PURPOSE • SECURING FUNDING • BUILDING IMPACT

A TAG REFERENCE GUIDE

Nonprofit *Discounts &* Donations

Software, advertising, and service discounts available to 501(c)(3) organizations, organized by category and ready to use.

11 CATEGORIES

35 PROGRAMS

501(c)(3) ELIGIBLE

PREPARED BY THE FUNDING ADVISORY GROUP

A division of Tri-Level Capital Strategies

July 2026

ABOUT US

More than two decades of funding experience

The Funding Advisory Group (TAG) is a grant consulting and capital campaign advisory firm based in Houston, Texas, and a division of Tri-Level Capital Strategies. Founded in 2005, TAG helps nonprofits, healthcare organizations, government agencies, tribal nations, workforce programs and schools find the right funding and submit stronger applications.

Our work combines hands-on grant writing with AI-assisted funding research. Technology speeds up the search. A credentialed professional reviews every result and every document before it reaches you.

25+
YEARS OF EXPERIENCE

2005
FOUNDED IN HOUSTON

6
FEDERAL AGENCIES REVIEWED FOR

Experience that goes deep

Grant writing and strategy
More than 25 years writing and managing grant programs for foundations, corporations, and public funders.

Capital campaign advisory
Campaign planning and funding strategy for organizations raising money for buildings, programs, and growth.

Federal funding
Experience with federal applications, including work with national technology companies responding to federal RFPs and RFQs, and USDA-related grants.

University-certified grant writers
Our team holds university certification in grant writing and professional credentials including CFRE, GPC, CGMS and CGW.

OUR TRACK RECORD

A record funders can see

78%

HISTORICAL AWARD RATE

Across diverse organizations and funders, 78% of the proposals we have submitted have been funded. That result comes from choosing opportunities carefully, matching each one to your eligibility and mission, and writing to what the funder is actually scoring.

Reviewer experience across six agencies

Our team has served as reviewers for federal agencies, so we know how reviewers read and score proposals. That perspective shapes every narrative, budget, and final review we do.

HRSA · SAMHSA · NIH · DOJ · DOE · DOC

Health Resources and Services Administration, Substance Abuse and Mental Health Services Administration, National Institutes of Health, Department of Justice, Department of Education, Department of Commerce.

TALK TO US

Ready to build a stronger funding roadmap?

EMAIL info@fundingadvisory.group
PHONE 888-721-9994
WEB fundingadvisory.group

The 78% award rate reflects historical results reported by The Funding Advisory Group. Past performance does not guarantee future results. Reviewer experience reflects individual service by members of our team and does not imply agency endorsement.

START HERE

Make Your Budget Go Further

Most software-specific discounts require a one-time verification through **TechSoup** (techsoup.org), which confirms your 501(c)(3) status for access to dozens of vendor programs. Google and Microsoft also run their own nonprofit portals.

01 Marketing & Advertising

3 PROGRAMS

Google Ad Grants

In-kind search advertising on Google Ads

Up to $10,000/month in ad spend

ELIGIBILITY & HOW TO APPLY

501(c)(3) status; sign up via Google for Nonprofits (google.com/nonprofits)

Visit https://google.com/nonprofits ↗

Mailchimp for Nonprofits

Discount on email marketing plans

15% off paid plans

ELIGIBILITY & HOW TO APPLY

Registered nonprofit; apply directly through Mailchimp

Visit https://mailchimp.com ↗

Constant Contact Nonprofit Discount

Discount on email marketing plans

20-30% off (varies by partner)

ELIGIBILITY & HOW TO APPLY

501(c)(3) status; apply through TechSoup or Constant Contact partners

Visit https://constantcontact.com ↗

02 Design & Creative

4 PROGRAMS

Canva for Nonprofits

Canva Pro access for the team

Free Pro access, up to 10 members

ELIGIBILITY & HOW TO APPLY

Registered nonprofit; apply at canva.com/canva-for-nonprofits (approval ~7 days)

Visit https://canva.com/canva-for-nonprofits ↗

Adobe Creative Cloud (via TechSoup)

Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat Pro

~50-60% off first year, lower discount after

ELIGIBILITY & HOW TO APPLY

TechSoup-verified 501(c)(3); order through TechSoup listing

Visit https://techsoup.org ↗

Adobe Express for Nonprofits

Premium templates, stock photos, fonts

Free access for up to 10 users

ELIGIBILITY & HOW TO APPLY

Registered nonprofit; apply directly through Adobe

Visit https://adobe.com/express ↗

Adobe Acrobat Pro (Direct Offer)

Acrobat Pro license

Discounted annual price, capped licenses

ELIGIBILITY & HOW TO APPLY

501(c)(3) status; apply directly with Adobe (no longer via TechSoup)

Visit https://adobe.com/acrobat ↗

03 Productivity & Office Software

5 PROGRAMS

Microsoft 365 Business Basic

Web Office apps, Teams, OneDrive, Exchange

Free, up to 300 licenses/org

ELIGIBILITY & HOW TO APPLY

TechSoup-verified 501(c)(3) or Microsoft nonprofit portal

Visit https://microsoft.com/nonprofits ↗

Microsoft 365 Business Standard/Premium

Desktop Office apps, advanced security

Deep discount per user/month vs. retail

ELIGIBILITY & HOW TO APPLY

TechSoup-verified 501(c)(3) or Microsoft nonprofit portal

Visit https://microsoft.com/nonprofits ↗

Google Workspace for Nonprofits

Gmail, Drive, Calendar, Meet, Gemini AI

Free for up to 2,000 users

ELIGIBILITY & HOW TO APPLY

501(c)(3) status via google.com/nonprofits

Visit https://google.com/nonprofits ↗

Notion for Nonprofits

Workspace, docs, wikis, AI features

50% off Plus plan; free tier available

ELIGIBILITY & HOW TO APPLY

Registered nonprofit; apply through Notion for Nonprofits

Visit https://notion.com ↗

QuickBooks Online (via TechSoup)

Accounting software subscription

Roughly 90%+ off retail

ELIGIBILITY & HOW TO APPLY

TechSoup-verified 501(c)(3)

Visit https://techsoup.org ↗

04 CRM & Fundraising

2 PROGRAMS

Salesforce Nonprofit Cloud (Power of Us)

Nonprofit CRM licenses

10 free licenses, discounted beyond that

ELIGIBILITY & HOW TO APPLY

501(c)(3) status; apply through Salesforce.org

Visit https://salesforce.org ↗

TechSoup

Central verification hub and discount marketplace

Discounts vary by vendor (15-90% off, some free)

ELIGIBILITY & HOW TO APPLY

501(c)(3) status; one-time verification at techsoup.org

Visit https://techsoup.org ↗

05 Cloud, Hosting & Hardware

3 PROGRAMS

AWS Imagine Grant Program

Cloud credits and technical support

Award amounts vary (competitive)

ELIGIBILITY & HOW TO APPLY

501(c)(3) or equivalent; competitive application

Visit https://aws.amazon.com ↗

Apple Nonprofit Discount

Discounted refurbished Apple hardware

About 30% off refurbished products

ELIGIBILITY & HOW TO APPLY

Registered nonprofit; purchase through Apple's nonprofit store

Visit https://apple.com ↗

Wix Nonprofit Discount (via TechSoup)

Discounted premium website subscription

70% off for two years, plus 1-year free domain

ELIGIBILITY & HOW TO APPLY

TechSoup-verified 501(c)(3)

Visit https://techsoup.org ↗

06 Communication & Collaboration

3 PROGRAMS

Zoom Nonprofit Discount (via TechSoup)

Discounted Zoom plans

50% off eligible plans

ELIGIBILITY & HOW TO APPLY

TechSoup-verified 501(c)(3)

Visit https://techsoup.org ↗

Slack for Nonprofits

Discounted Slack workspace plans

Up to 85% off paid plans

ELIGIBILITY & HOW TO APPLY

Registered nonprofit; apply directly through Slack

Visit https://slack.com ↗

Otter.ai Nonprofit Discount (via TechSoup)

Discounted transcription/meeting notes plan

Discounted business plan pricing

ELIGIBILITY & HOW TO APPLY

TechSoup-verified 501(c)(3); free tier: 300 min/month

Visit https://techsoup.org ↗

07 Learning & Development

1 PROGRAM

Udemy for Nonprofits

Discounted access to online courses

Reduced pricing on course bundles

ELIGIBILITY & HOW TO APPLY

Registered nonprofit; apply through Udemy nonprofit offers

Visit https://udemy.com ↗

08 Grants & In-Kind Funding

1 PROGRAM

Spreadsheet Freedom Fund

In-kind technology grant, nonprofit CRM access

Grant value varies

ELIGIBILITY & HOW TO APPLY

Registered nonprofit; competitive application

Visit https://donordock.com ↗

09 STEM Education Equipment & Grants

5 PROGRAMS

Toshiba America Foundation

Grants for science and math project materials and equipment

Up to $1,000 (K-5); under $5,000 rolling, larger awards reviewed Feb/Aug (6-12)

ELIGIBILITY & HOW TO APPLY

Nonprofit or school program; apply at toshibafoundation.org (K-5 deadline Oct 1)

Visit https://toshibafoundation.org ↗

Toyota USA Foundation

Grants for STEM education and technology-enhanced learning

Award amounts vary by project

ELIGIBILITY & HOW TO APPLY

501(c)(3) status; deadlines May 15 and Oct 1 annually

Visit https://toyota.com/usa/community ↗

National Science Foundation (NSF)

Federal grants for classroom science, math, and engineering

Varies widely by program

ELIGIBILITY & HOW TO APPLY

501(c)(3), school, or educational institution; apply via nsf.gov

Visit https://nsf.gov ↗

STEMfinity / STEM Supplies Funding Finder

Free directory tool to locate STEM grants by state

N/A - free search tool

ELIGIBILITY & HOW TO APPLY

Open to all educators and nonprofits; stemfinity.com or stem-supplies.com

Visit https://stemfinity.com ↗

PCs for People

Refurbished computers, laptops, and tech equipment

Free to steeply discounted

ELIGIBILITY & HOW TO APPLY

Nonprofits and individuals meeting low-income guidelines; apply at pcsforpeople.org

Visit https://pcsforpeople.org ↗

10 Water Safety & Aquatics

7 PROGRAMS

BoatUS Foundation Kids Life Jacket Loaner Program

Free loaner life jackets (infant-adult sizes) for public use at a host site

Free to become a loaner site

ELIGIBILITY & HOW TO APPLY

Marinas, waterfront nonprofits, boat clubs; apply at boatus.org

Visit https://boatus.org ↗

BoatUS Foundation Kids Afloat Program

Discounted purchase of kid-sized Type II/III life jackets

Discounted rate off retail (limited supply)

ELIGIBILITY & HOW TO APPLY

Nonprofits teaching boating safety/clean water education; apply via LJLP@boatus.com

Visit https://boatus.org ↗

BoatUS Foundation Grassroots Grant Program

Grants for local boating safety and clean water education projects

Awards vary ($1M+ awarded over 25 years)

ELIGIBILITY & HOW TO APPLY

Nonprofits, yacht clubs, Coast Guard Auxiliary; apply through boatus.org

Visit https://boatus.org ↗

Sea Tow Foundation Life Jacket Loaner Stations

Free life jackets for loaner stations to prevent drowning

Free loaner stations; also accepts donations

ELIGIBILITY & HOW TO APPLY

Community organizations near waterways; apply at boatingsafety.com

Visit https://boatingsafety.com ↗

US Sailing Reach Youth Engagement Grant

Funding for STEM- and environmental-stewardship-based sailing curriculum and equipment

Up to $3,500 per award

ELIGIBILITY & HOW TO APPLY

501(c)(3) sailing centers implementing the Reach Initiative; deadline April 1

Visit https://ussailing.org ↗

USA Swimming Foundation Make a Splash

Grants for swim lesson scholarships and water safety programming

$1,000-$5,000 (up to $15,000 for municipalities)

ELIGIBILITY & HOW TO APPLY

Must be a Make a Splash Local Partner; apply via usaswimmingfoundation.org

Visit https://usaswimmingfoundation.org ↗

American Red Cross / Make a Splash Partnership

Discounted water safety training materials

Discount off Red Cross Provider Store pricing

ELIGIBILITY & HOW TO APPLY

Red Cross-certified Make a Splash Local Partners

Visit https://redcross.org ↗

11 Environmental & Outdoor Education

1 PROGRAM

NOAA Bay Watershed Education and Training (B-WET)

Grants for K-12 experiential watershed education, field trips, and teacher training

Varies by region (regional pools often $500K+)

ELIGIBILITY & HOW TO APPLY

K-12 schools, higher ed, nonprofits, government/tribal agencies; Gulf B-WET region includes Texas

Visit https://noaa.gov/office-education/bwet ↗

Important Notes

1. **Terms change frequently.** Discount percentages, license caps, and program terms shift often. Confirm current terms directly with each vendor or through TechSoup before budgeting or including specifics in a proposal.
2. **Start with TechSoup.** Most software-specific discounts require verification through TechSoup (techsoup.org), which confirms 501(c)(3) status once for access to dozens of vendor programs.
3. **Separate portals exist.** Google and Microsoft each run their own nonprofit verification portals in addition to TechSoup.
4. **Watch for exclusions and caps.** Some programs cap license or seat counts, exclude certain nonprofit subtypes (religious, political, or healthcare organizations in some cases), or require annual renewal.
5. **Not exhaustive.** Additional discounts exist for accounting, HR, cybersecurity, and industry-specific software beyond what is listed here.

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NEXT STEP

Ready to build a stronger funding roadmap?

Start with a brief intake. We will help you identify opportunities, prioritize the strongest fits, and move from research to action.

Schedule a consultation

THE FUNDING ADVISORY GROUP
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Guiding purpose. Securing funding. Building impact.