



Peer Organization Landscape Review

Prepared for [Organization Name]

Organization Name & Website	Programming Offered	Key Differences	Funders/Partners
<i>Instructions: Identify organizations with similar missions or approaches to your nonprofit. 5-7 peer organizations is a good starting point. The primary goal of this exercise is to uncover additional funding prospects with a track record of funding similar work to yours. The secondary goal is to provide a sense of how your organization fits into the impact ecosystem you're part of and maybe even uncover potential programmatic partnerships you might consider in the future.</i>			
List the peer organization name and link to their website	Give a brief overview of what the peer organization does, highlighting similarities to your organization	List any notable differences between the peer organization and your organization - this could be about their programming, target audience, geography, etc.	List any funders listed on the peer organization's website. If it's a long list, pasting a clean screenshot is fine. Any funders appearing across 2+ peers warrants research to understand if they would be a good fit funder for your organization, too.
Example: Strongminds	Group talk therapy sessions for women and youth in Uganda and Zambia, delivered by lay community health workers who receive training in group interpersonal psychotherapy (IPT-G). Strong base of evaluation/evidence	Focused specifically on alleviating depression; frame their impact around the economic gains that come from women reducing depression symptoms	

			   
			   
			   
			   

The next step once you've found some potential good-fit funders is to research their funding guidelines. You can do this by visiting each funder's website, or by using a database like Instrumentl. Get \$50 off your first month by signing up with [this link](#).

Found your peers but don't have time to dig through their funding lists to find the hidden patterns? Or need help knowing how to approach the top funders you found? This is exactly what we do for our clients at Canopy NPC.

Reach out if you need help at <https://www.canopynpc.com/workwithus>.

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