Hi, it’s Jennifer Snoek-Brown, one of your TCC librarians, and I’m back with another video for Sopang Men’s Sparks Grant research project. In this video, we’ll be looking at how to find non-profit organizations addressing community issues or problems. My topic is researching youth or teenage homeless populations in Tacoma, so I will do some sample searches for non-profit organizations.

So on your class library guide I’m going to click on the “Searching for non-profits and government programs” page, and I’m going to start by clicking on the “Organization sites/programs” sub-tab in this content box, where you’ll see some examples of Google search tips – and keywords! – when searching for organizations.

In a previous video about how to search for government agencies, I did a Google search, using the words homeless programs Tacoma and then did a site search by typing in site:.gov to find government websites. But if I wanted to find a non-profit organization, rather than a government sites, a good tip is do a site search for organizations, and change that “.gov” to a “.org.”

I’m also going to add some keywords to my search. I’m adding the word “youth” to the search box – we picked up that keyword from previous videos – so let’s see what comes up with that search.

And this search changes to find organizations, and every single website now has a “.org” at the end of its website URL. This is called the “domain.” So I’m seeing some in Tacoma, some organizations here, some Pierce County organizations, some operating with the Tacoma Public Schools, so I’m getting more relevant results by doing more relevant keywords in my search.

So this is one major way to search for non-profit organizations.

I’m now going back to your class library guide, back to the “Searching for non-profits and government programs” tab, and this time, I’m moving over to the “Regional non-profit organizations/projects” sub-page in this content box on the right. In this sub-page, I’ve added links to some major sites that pull together non-profit organizations in the region.

My favorite resource here is the Nonprofit Directory from the Greater Tacoma Community Foundation website, which is right at the top of the list. This is the foundation that is funding the Sparks Grants, and they have a non-
profit directory that collates a lot of information about regional non-profit organizations in one place, so this is a gold mine.

**[On the screen: Nonprofit Directory site]**

On this page, we can either narrow down the category of the non-profit, or you can keep it general to all categories and then do a search in the “Search text” box. Again, your keywords are important, and I have found it’s best to keep your keywords really simple for this search box.

So I am typing in just one word, homeless, to start with, and hitting the Search button. This search comes up with a few organizations, organized alphabetically by title. I scroll down, we can see there are two pages here of non-profit organizations that aid the homeless population in some way.

To narrow that down, I am going to go back up to the search box and add a word, like youth – or perhaps later I can try synonyms like “children,” “teenagers,” etc. But that search narrows down my options.

**[On the screen: It Takes a Village website]**

One thing to keep in mind as you’re looking at non-profit organizations, is that they often have small staffs. Sometimes, the web addresses in this nonprofit directory may not work, as the non-profit organization may not be fully operational. For example, when I click on “It Takes a Village” link, the website says that it’s “coming soon.”

**[On the screen: Nonprofit Directory site]**

But even if the link’s not working, there’s still information to be had. If you click on the title of the organization, then there’s a page with more information, like the mission, its programs, and statistics like its budget, employees, volunteers, service area, and people served annually. So if you see a good program, and it only serves one specific area, it might be an opening to target different areas. And best of all, these info pages have contact names and numbers – email, phone, address, a person. This is a great way to get extra ideas for programs or to make extra contacts in the region.

So using a nonprofit directory like this is the second major way to find non-profit organizations in the region

**[On the screen: Google search results]**

I hope this helped demonstrate two major ways to search for and find non-profit organizations that may be trying to address community issues or problems that you’re interested in.

And remember, if you get stuck or need help, ask a librarian!