

Who Has The Funding And How Do I Get My Share?

Kathleen P. Nolan, J.D.

Director, ANR Office of Contracts & Grants

October 9, 2014



University of California

Agriculture and Natural Resources ■ Master Gardener Program

NOPE, THERE'S NO FUNDING HERE EITHER



Thanks to Research Administration Memes



University of California

Agriculture and Natural Resources ■ Master Gardener Program

QUESTIONS ANSWERED

- What should I do before I start looking?
- What kind of funding is there?
- Where do I find funding opportunities?



University of California

Agriculture and Natural Resources | Master Gardener Program

Starting a Funding Search

- **Network:** Networking has obvious advantages. Use any professional meeting or conferences as an opportunity to meet funders.
- **Identify and Select:** Examine print and electronic funding sources for both public and private funding sources.
- **Read Acknowledgements:** Look in the acknowledgements of papers written on your topic. See if the author received funding from an institution/organization that may also support your work.
- **Schedule Proposal Writing:** Put time on your calendar to write/search.



Starting a Funding Search

- **What is the problem you are addressing?**
 - Be clear and precise! Include who, what, when, where and why.
 - Add a human element whenever possible.
- **Who will benefit from your project?**
 - Include information about geographic location and numbers whenever possible. Always include details!
- **What barriers exist that have prevented current programs from solving the problem/need that your project will address?**
- **If considering a training grant, list the types of training and methods you will use. Explain why or how they were selected.**
- **How long (in months or years) will it take to fully develop the project?**



Categories of Resources Support

- **Special Project** – new project or project with limited timeframe
- **Operating** – running program to meet community needs
- **Endowments** – planned gifts, will or trust
 - Cynthia Barber, Director, ANR Development Services
cynthia.barber@ucop.edu



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Categories of Resources

- What categories of resources can I find?
 - **Government – Federal, State, Local –**
 - 26 Federal Agencies (900 programs)
- **Foundations** – Second-largest source – 900,000
- **Direct Corporations**
- **Philanthropists**



What Type of Funding?

Government

Advantages

- Have the most funding available
- More likely to make large grants/contracts
- More likely to pay indirect costs
- Easier to identify and research
- Have known application processes and firm deadlines
- Have set formats for applications
- Focus on functions that usually affect large portions of society
- Have renewal policies
- Have more staff and more resources for technical/programming assistance
- Funds available to wider array of organizations

Disadvantages

- More bureaucratic
- Proposals are lengthy, more complex and require compliance with a variety of stipulations
- May require cost-sharing and matching
- Reviewers tend to favor established applicants
- Many more requirements to follow once funds have been received
- Changing political trends affect security of some programs and continued availability of funds



What Type of Funding?

Foundations

Advantages

- More likely to focus on emerging issues, new needs, populations not yet evolved into special interest groups
- Some make large grants
- Better source of funds for start-up or experimental projects
- Proposals are not as complex or lengthy
- Often more flexible to unique needs, circumstances and time frames
- Less likely to have bureaucratic requirements in grant administration
- Usually have fewer applicants
- Often better sources for more local needs

Disadvantages

- Average grant size is smaller
- Priorities can change rapidly, making continued support harder to predict
- Applicants have little influence on the decision-making process
- Some unwilling to pay all project costs
- Limited staff size lessens opportunities for preliminary discussions
- May not explain a rejection, making resubmissions difficult



Formats of Information

- What kinds of information should I look for?
 - Websites – each foundation or agency
 - Databases – lists of information
 - Newsletters – regular publication of articles and information
 - Personal Experience of funded PIs



Formats of Information

- Grant Information Sources

- Annual Reports

- Budget Requests

- (e.g., NSF –

- http://www.nsf.gov/news/news_summ.jsp?cntn_id=130728)

- Agency Website

- Contact the Funding Agency in person, by email, videoconference, or phone

- Blogs (http://ucanr.edu/sites/anrstaff/Administration/Business_Operations/Contracts_-_Grants/?blogasset=66048&start=3) [RSS Feed](#)



Websites: Grant Resources

- All Federal grants – www.grants.gov
- Federal Register Notice – www.access.gpo.gov/su_docs/fedreg/frcont07.htmlk
- Catalog of Federal Domestic Assistance – <https://www.cfda.gov/>
- Foundation Funding Database - <https://fconline.foundationcenter.org/Foundation>



Websites What?

- Latest grant announcements
- Projected new upcoming grants
- Dependable stable grant availability
- Trends
 - Examples: Farm to Fork, Farmers Markets, Sustainability



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Grant eNewsletters

- **Grants.gov** - <http://www.grants.gov/web/grants/manage-subscriptions.html>
- **Norris Consulting Group** - <http://www.norrisconsultinggroup.com/pages/news.htm>
- **Chronicle of Philanthropy** - <http://philanthropy.com/section/Home/172>



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Personal Experience

- Seek interviews of individuals or organizations that are examples of the beneficiaries
- Ask funded PIs for a resource list



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Personal Experience

Blogs & Consultants

(http://ucanr.edu/sites/anrstaff/Administration/Business_Operations/Contracts_-_Grants/?blogasset=66048&start=3) [RSS Feed](#)

- Bloggers upload their personal ideas
- Bloggers may or may not document their sources
- Interesting and sometimes useful



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Kinds of Information

What kinds of documents should I look for?

Request for Proposal (RFP)

Request for Application (ROA)

Proposal Solicitation

Grant Guidelines

Grant Proposal Guidelines

Previously Funded Projects

Principal Investigators or Directors of Previously Funded Projects



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Homework

- Who at my institution has received funding from this funder?
- Who knows about this funder?
- What can I find from the funder's website or a company report or a IRS Form 990?



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Search Strategy

1. **Commit the time!**
2. Pick an appropriate federal agency(s)
3. Pick 3-6 appropriate foundations
4. Develop relationships – visit
5. Constantly scan – ½ hour/day – lists, eNewsletters
6. Search with focus
7. Work in a team – meet regularly



Search Strategy

Become familiar with your chosen grant funders before you actually ask them.

Search locally first.



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Search Strategy

Search Locally First

1. What companies are in my locale?
Phone book, Chamber of Commerce list
2. What California foundations fund what I want to do? Databases, libraries
3. Who among my peers has had funding?
4. Where is a good model of what I want to do?



Current Opportunities Available

Aetna Foundation 25-50K - <http://www.aetna-foundation.org/foundation/apply-for-a-grant/regional-grants/index.html>

Specific Geographic Area: Fresno, Los Angeles, San Diego, San Francisco

The Aetna Foundation Regional Grants Program – Go Local: Cultivating Healthy Communities – funds community wellness initiatives aligned with our Healthy Eating and Active Living focus area in our designated funding locations. Grants will support local initiatives that promote eating fresh fruits and vegetables and being physically active, which can help to prevent obesity and many chronic health conditions. Grants will target underserved, low-income and minority communities where healthy food can be difficult to buy, and where social and environmental factors may limit people’s ability to be physically active. - Community gardening and urban farming activities



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Current Opportunities Available

- **Amgen Foundation** – minimum \$10,000
http://www.amgen.com/citizenship/apply_for_grant.html
- Specific Geographic Area: Ventura and Los Angeles Counties, CA/ San Francisco Bay Area, CA
- The Foundation supports programs that align with our overall mission and priority giving areas in the communities where Amgen has a presence. Our focus is to fund programs that enhance civic engagement by supporting science and education based initiatives, environmental programs, health and social services, as well as culture and arts in an effort to strengthen and enrich our communities.



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Current Opportunities Available

- **The Herb Society of America** - \$5,000
<http://www.herbsociety.org/resources/educator-grants.html>
- The Herb Society of America's mission is to promote the knowledge, use and delight of herbs through educational programs, research, and sharing the experience of its members with the community. The Grant for Educators challenges individuals, groups or small businesses to develop and deliver learning experiences to the public.



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Current Opportunities Available

- **Wild Ones Native Plants, Natural Landscapes** - \$500 available for plants and seeds
<http://www.wildones.org/seeds-for-education/sfe/>
- Project goals should focus on the enhancement and development of an appreciation for nature using native plants. Projects must emphasize involvement of students and volunteers in all phases of development, and increase the educational value of the site. Creativity in design is encouraged, but must show complete and thoughtful planning. The use of, and teaching about, native plants and the native plant community is mandatory, and the native plants must be appropriate to the local ecoregion and the site conditions (soil, water, sunlight).



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Current Funding Opportunities Available

- Captain Planet
- Cleo Foundation
- Cliff Bar Foundation
- Community Foundation for Monterey County
- The Community Foundation of the Verdugos
- Crockett Community Foundation
- Health Trust
- Los Altos Community Foundation



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Current Funding Opportunities Available

- Lowes Foundation
- National Recreation and Park Association – Building Better Communities Program
- Orange County Community Foundation – Environment Grants
- Santa Barbara Foundation
- Simply Organic 1% Fund
- Sonora Area Foundation
- The Gamble Foundation
- The William and Flora Hewlett Foundation



University of California

Agriculture and Natural Resources ■ Master Gardener Program

ANR OFFICE OF CONTRACTS AND GRANTS FUNDING OPPORTUNITIES WEBSITE

http://ucanr.edu/sites/anrstaff/Administration/Business_Operations/Contracts_-_Grants/Proposals/Funding_Opportunities_582/

Funding Opportunities

Calendar of Upcoming Funding Opportunities

The Calendar of Upcoming Funding Opportunities contains a few possible funding opportunities which people may be interested in. There is also a list of funding opportunities [without submission dates or which have reoccurring due dates](#). If you are aware of a funding opportunity which you think others may be interested in, please fill out the [comments](#) section at the bottom of this page or email ocg@ucanr.edu so we can add that opportunity to this calendar.

PIVOT (Community of Science)

PIVOT (formerly Community of Science (COS)) is a Web-based publisher of services that support and advance scientific and scholarly research. COS uses powerful, leading-edge technologies to organize information relevant to researchers and research institutions and alerting tools that interact with the databases to help disseminate the information they contain.

Federal Information Exchange (FEDIX)

FEDIX is an on-line service providing access to information about federal research opportunities; program contacts; scholarships, fellowships and grants; available research equipment; procurement notices from the Commerce Business Daily, Federal Register and other sources; current events within participating agencies; and minority opportunities. An electronic mail feature allows users to communicate with the system operators.

The Foundation Center

The Foundation Center seeks to foster public understanding of the foundation field by collecting, organizing, analyzing, and disseminating information on foundations, corporate giving, and related subjects.



University of California

Agriculture and Natural Resources ■ **Master Gardener Program**

Funded Projects at ANR

- UCCE Sonoma County
 - Sponsor: **Sonoma County Water Agency**
 - Funding: \$25,000
 - Project Title: Garden Sense – Sonoma County Master Gardeners
 - Project Description: Landscape and gardening education services, educational instruction for the public on water use efficiency, low water use landscaping, and other valuable gardening practices



Funded Projects at ANR

- UCCE Napa County
 - Sponsor: Napa Valley Community Foundation
 - Funding: \$2,000
 - Project Title: Marion Mendelsohn Fund, UC Master Gardeners of Napa County
 - Project Description: General support for Napa County Master Gardeners



University of California

Agriculture and Natural Resources ■ Master Gardener Program

Funded Projects at ANR

- UCCE El Dorado County
 - Sponsor: El Dorado County
 - Funding: \$4,145
 - Project Title: Demonstration Garden
 - Project Description: Budget covers supplies



University of California

Agriculture and Natural Resources ■ Master Gardener Program

WHY ALL OF YOU ARE SO IMPORTANT TO ALL OF US

Vegetable Gardening Fail!



"You didn't know that using weed killer in your vegetable garden would also kill the tomato plants"

I knew I should have gone to that Master Gardener Class!

Thanks to Gardening Memes



University of California

Agriculture and Natural Resources | Master Gardener Program

THANK YOU

Kathleen P. Nolan
knolan@ucanr.edu
530-750-1306



**KEEP
CALM
and
WRITE
PROPOSALS**

Thanks to Gardening Memes



University of California
Agriculture and Natural Resources ■ Master Gardener Program

A special thank you to Dr. Linda Mason at Oklahoma State and Beth Keithly at UT Dallas for allowing me to use information from their PowerPoint presentations.