Funding your Research Requires Researching Your Funding!

Workshop on Grant Funding for Graduate Professional Academic Development (GPAD)
Kent State University
February 27, 2018
“Philanthropy”

What does it mean?

“Voluntary action for the public good.”

Robert Payton, Lilly Family School of Philanthropy

Fundraising is the servant of Philanthropy
Sources of research funding

- Private and corporate
  - Foundations (independent, private, community)
  - Corporate research and development (R&D, technical assistance/training, etc.)
- Public:
  - Federal and state sources (NIH, NSF, NEH, DOE, DOL, American Psychological Society, etc.)
  - Kent State University GSS, OSP
Types of Foundations

- **Independent**
  - “family foundation”
  - 5% minimum giving

- **Corporate**
  - Funds come from a for-profit entity associated with the foundation; likely mirrors the marketing strategy

- **Community**
  - Large pool of donors and broad giving

- **Operating**
  - Small number; restricted to research or single-purpose distribution
Foundation support

- Researched priorities and strategic fit

- Restricted (program or project) or unrestricted (operating)
- Program
- Capital
- Pilot
- Challenge or matching
<table>
<thead>
<tr>
<th>College/Division</th>
<th>2016 Amt of Public Funding Requested</th>
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<tbody>
<tr>
<td>Education, Health &amp; Human Services</td>
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<td><strong>Grand Total</strong></td>
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Source: Kent State University RASP, 2016
## EHHS Public Research Funding Received 2016

<table>
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<tr>
<th>Education, Health, &amp; Human Services</th>
<th>Research</th>
<th>Instruction</th>
<th>Other Sponsored Activity</th>
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<th>Education, Health, &amp; Human Services</th>
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In 2016:

225 Proposals submitted
143 Funded
72 Denied
10 Submitted and pending

143/225: 63% of submitted applications were successful.
(Approx. 48% of dollars requested were funded.)
How to apply for funding

- Read & know the proposal guidelines and application
  - KNOW YOUR AUDIENCE and THEIR INTERESTS.

- Talk to your faculty advisor or PI
- Use the Office of Sponsored Programs
  - Eligibility, Interpreting guidelines, budget, compliance, submission
The case for support

- Elements of the Statement of Need aka the Case Statement
  - Mission
  - Goals & Objectives: does it match the funder’s interest?
  - How will you achieve this?
  - Evaluation: how will you know if you’ve achieved your objectives?
Case Statement:

- A good case statement will answer five basic questions:

  - What is the need?
  - What evidence is there that this is a pressing need?
  - How is your research or organization uniquely qualified to inform or tackle this need?
  - What will be the benefits of your action?
  - What are the negative consequences if you fail?
Since 2010, arts education for our youngest learners has seen a significant decrease as a curricular priority. Increased assessment, more focused learning standards and K-12 budget cuts have impacted the access to and quality of arts education.

According to Grantmakers in the Arts, research confirms a positive relationship between music education and improved overall academics - from increased math and reading skills, to higher standardized test scores and graduation rates. An education that includes musical participation helps to train our workforce and produce creative, critical thinkers and problem-solvers. Tuesday Musical seeks funding to expand access to high-quality arts programming for Akron Public Schools students.
Peer Review

- **Grant proposals** and **manuscripts submitted for publication**
  - other researchers with expertise on topic and methods
  - leads to improvements in study designs, data analysis, or the articulation of results
  - provides quality assurance

- Today all major federal agencies use peer review to assess the quality of proposals and the expertise of the listed personnel.
  - e.g.: NIH calls upon investigators who have received research grant funding from the NIH to serve on NIH study sections and advisory groups as peer reviewers
Funding Plan

1. examine and articulate the case for your work
   - Why does your work matter, and to what sector?
   - How does your work meet a defined and articulated need?
   - Why should funders support? And what benefits accrue to them?

2. Analyze the “market.”
   - What has been funded before related to your topic?
   - How much is the typical grant amount?
Funding plan

3. Prepare a **Needs Statement**: who should be involved?
   PI, other participants/researchers, those who have received funding for same type of work

   Follow the APPLICATION QUESTIONS; no more, no less.

4. Define **Objectives**: S.M.A.R.T.
   - **Specific**
   - **Measureable**
   - **Achievable**
   - **Results-oriented**
   - **Time-determined**
Funding plan

5. Involve readers and validate needs statement

6. Evaluate prospective givers (markets) ability and willingness to fund decide which to approach and how much to ask for

7. Identify fundraising vehicles/strategies diverse options
Research

- Foundation Center foundationcenter.org
- http://www.kent.edu/sponsored-programs
- https://www.kent.edu/graduatestudies/gss-research-award
Pivot: comprehensive resource

https://pivot.cos.com/funding_main
Pivot

- Multi-disciplinary
- All categories of sponsors, public and private
  - More than 11,000 national and international sponsors- govt, private foundations, corporations, NGOs, etc.
- Updated daily
Pivot: Types of funding

- Artistic pursuit
- Prize or awards
- Collaboration or cooperative agreement
- Curriculum or program development
- Contract
- Publishing or editorial
- Dissertation or thesis
- Research
- Equipment, materials or facility
- Training, fellowships or scholarships
Thank you!

Kirstin Toth
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330-576-2917 office