Funding your Research Requires Researching Your Funding!

Workshop on Grant Funding for
Graduate Professional Academic Development
(GPAD)
Kent State University
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GAR FOUNDATION

"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

College/Division	2016 Amt of Public Funding Requested
Education, Health & Human Services	$29,322,194
Applied Engineering, Sustainability & Technology	2,037,694
Architecture & Environmental Design	2,047,267
Arts & Sciences	102,723,761
Business Administration	1,051,181
Communication & Information	1,488,544
Nursing	1,845,503
Podiatric Medicine	919,387
Public Health	9,033,032
Arts	604,685
Regional Campuses	4,696,287
Non-Academic Affairs	3,075,529
Academic Affairs & Provost	2,066,348
Grand Total	**$ 160,911,418**

Source: Kent State University RASP, 2016

EHHS Public Research Funding Received 2016

	Research			Instruction			Other Sponsored Activity			Total	
	#	$	%	#	$	%	#	$	%	#	$
Education, Health, & Human Services	**14.15**	**$1,308,083**	**8.19**	**6.50**	**$963,624**	**34.27**	**13.27**	**$2,112,435**	**20.48**	**33.92**	**$ 4,384,142**
Office of the Dean	1.40	$ 60,600	0.38	-	-	-	0.25	$ 1,875	0.02	1.65	$ 62,475
Center for International & Intercultural Ed.	-	-	-	-	-	-	1.01	$ 108,893	1.06	1.01	$ 108,893
Foundations, Leadership & Administration	0.60	$ 1,440	0.01	1.00	$200,849	7.14	0.50	$ 15,204	0.15	2.10	$ 217,493
Health Sciences	2.40	$ 110,226	0.69	0.50	$124,246	4.42	-	-	-	2.90	$ 234,472
Lifespan Development & Educational Sciences	2.15	$ 868,642	5.44	1.50	$374,242	13.31	2.49	$ 145,605	1.41	6.14	$ 1,388,489
Research & Evaluation Bureau	6.00	$ 226,275	1.42	-	-	-	0.02	$ 9,130	0.09	6.02	$ 235,405
Teaching, Learning & Curriculum Studies	1.60	$ 40,900	0.26	3.50	$264,287	9.40	9.00	$1,831,727	17.76	14.10	$ 2,136,914

(Private) Foundation/Corporations funding 2016

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?

e.g.:

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.

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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

- http://www.guidestar.org/Home.aspx

- 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

Q & A

Thank you!

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