Unite, Inspire, Lead
Our Students, Our Union, Our Future

Grants & Beyond
to fulfill your Strategic Vision

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2017 NEA National Leadership Summit | February 24-26, 2017
OBJECTIVES

• Identify ways you can achieve your strategic vision by
  – Developing Partnerships
  – Diversifying/leveraging resources
  – Identifying other resources available
  – Exploring NEA grants & NEA GPS Fund

• Outline ways to build organizational capacity
NEA Strategic Goal and NEA Organizational Priority

• NEA Strategic Goal
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment
  – Strategic Goal 2: Empowered Educators for Successful Students

• NEA Organizational Priority
  – Early Career Educators
  – Institutional Racism/Racial Justice in Education
COMPETENCY: LEADING OUR PROFESSIONS, BUSINESS & ADVOCACY

- Leading Our Professions - PROGRAM
  - Builds capacity for Continual improvement and learning
  - Shows educational leadership and understand union’s role in student learning and Leading our professions
  - Analyzes and applies research, policies and trends to determine potential impact on our professionals and student learning

- Business - FINANCIAL
  - Acts strategically to support the association’s value proposition
  - Manages budget development and business policy
  - Manages risk

- Advocacy - PARTNERS
  - Engages community around issues supporting student learning
Pathway for Today

programs

• **FINANCIAL**
  • Human, In-Kind, Financial
  • Resource mapping
  • Internal & External
  • Business development (Risk management)
  • Capacity Building

Strategic Vision

Partners

• Community engagement
• Sustainability

Resources

NEA Grants

• Website
• NEA GPS Fund
Strategic Vision

programs
Vision without action is a hallucination

*variation on an ancient Japanese proverb*

Make your vision bigger, and add 3 zeroes
VISION – STRATEGIC INTENT – STRATEGIC VISION
What is your Strategic Vision?

• Introduce yourself
• Share your strategic vision (goals)
• What would you add if you had more time or money? (resources – time, money, people)
Strategic Intent to Reality

Proposal development
Business plan
Strategic plan
“shared practical vision with stakeholders and partners”
Strategic Vision

• Tying this to a resource development plan
• Not just a budget
• Diversifying your business approach

• List some ways NEA or your organization has done this.........
Pitfalls of not being Strategic: Grants (focus)

• One and done
• Not strategic (pet project, one leader only)
• Mission creep (chasing money)
• Not sustainable
• Project, program, not a system
• **Doing it alone**........
PARTNERS

- Community engagement
- Sustainability
What 1-3 words do you think of when you think of partners?

- Community engagement
- Sustainability
Vision, Partners & Resources

- **OPH**
- **OPB**
- **OPT**
- **OPR**
- **OPM**

Other People's **Heart**

Other People's **Brains**

Other’s People’s **Time**

Other People’s **Resources**

Other’s People’s **Money**
PARTNERS

• Equal
• Deep investment in the vision
• Bring data, people, resources
• Share in the failures and success
• In it for the long haul
• Want to be in on the planning
• Builds sustainability
PARTNERS – FEA “buy a table”
Think about PARTNERS

• Who has a vested interest in your “vision”? 
Partners, Roles & and Branding

- Identify your partners
- Articulate their roles (MOUs if needed)
- Specifically identify the “contribution”
- What’s in it for them?
Vision & Resources

True collaboration happens when everyone puts their money in the middle of the table and decides how to spend it to achieve a shared common vision.
Resources - BUSINESS

- **FINANCIAL**
  - Human, In-Kind, Financial
  - Resource mapping
  - Internal & External
  - Business development (Risk management)
  - Capacity Building
RESOURCES

• Human
  – People (members & partners)

• In-kind
  – Stuff/space

• Financial
  – Money
Resources

- Why do we need to look at “other” resources?
- What other resources have you explored?
Resources

• Why do we need to look at “other” resources?
  – Diversification
  – Changing demographics (members)
  – Political changes
  – Manage risk

• What other resources have you explored?
  – Charging districts
  – ESSA, Title II
  – Non profit status
  – Charging for PD
  – Partnerships (including non-profit)
  – Grants (NEA)
  – Grants (non-NEA)
Resource/Asset Mapping

• Assessing information about the strengths and resources of a community to help uncover solutions. Once community strengths and resources are inventoried and depicted in a map, you can more easily think about how to build on these assets to address community needs.
Business Development

• Diversification
  – Dues
  – Fees for service
  – Contributions
  – Grants/other revenue sources
  – Non-profit partner or status
  – Charges (use of building etc.)
  – Title II, ESSA funds, other government funds
  – Partner with school districts/regions
  – Partner with other non-profits, government entities
  – Partner with business (#1 reason a business succeeds – good public schools)
Examples of Outcomes

- Bond Issue
- Mapping a school district
- Information in state (duplication)
- Neighborhood
- Targeted area of need
WHAT IF?

• 20 members called your affiliate today and wanted to engage around professional practice.
• Are you ready?
• Do you have a system?
• Volunteer Management/Member management
Capacity Building

- Contribute
- Learn
- Affiliate
- Status

Beyond one and done
Beyond PD to death
How do we use this all to build capacity systematically?
Vision + Partners + Resource Plan = Good Basis for Proposal Development for $

• "The proposal does not stand alone. It must be part of a process of planning and of research on, outreach to, and cultivation of potential foundation and corporate donors.”

• ...............partners and potential investors.

  — Foundation Center
Tools

**Grants**


http://grantspace.org/tools/knowledge-base/Funding-Research/proposal-writing/grant-proposals

**Strategic Planning**

https://www.councilofnonprofits.org/tools-resources/strategic-planning-nonprofits

**Business Planning**

http://www.forbes.com/sites/davelavinsky/2013/10/18/strategic-plan-template-what-to-include/#1213be8c7e2f
Ways to Leverage Resources

- Title II Funds (partner with district/region)
- ESSA Funds (parts to any 501c3)
- PD provider/technical assistance approved provider (for PD/CEU/college credit)
- Foundation partner/foundation
NEA TOOLS

• NEA Foundation
• Strategic Intent Office (Daayiah Bilal-Treats)
  – 501c3
• www.mynea360.org  NEA Grants 4 Great Public Schools (webinars)
Don’t Just Look at Education Grants if you look at Government Grants – we are the gateway to all professions and nearly everything in a community!
Grant searches

• Foundation Center
  • [http://foundationcenter.org/find-funding/fdo-quick-start](http://foundationcenter.org/find-funding/fdo-quick-start)

• Points of Light Foundation
  • [Http://Pointsoflight.org](http://Pointsoflight.org)
  • [https://www.abillionpluschange.org/pledge-companies/](https://www.abillionpluschange.org/pledge-companies/)
  • (don’t just look under education)

• Get Education Funding
  • [http://getedfunding.com/c/index.web?s@DU_i4oHmx2vIu](http://getedfunding.com/c/index.web?s@DU_i4oHmx2vIu)
NEA Grants

• Website
• NEA GPS Fund
NEA Grants

- Nea.org
- $17 million
Grants & Awards

Opportunities for Educators, Students, Schools, & Communities

<table>
<thead>
<tr>
<th>TITLE</th>
<th>DEADLINE</th>
<th>BENEFICIARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEA Foundation Grants</td>
<td>February 1, June 1 and October 15</td>
<td>Colleges and Universities, Education Support Professionals, K–12 Teachers</td>
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</tbody>
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INDIVIDUALS

2017 NEA National Leadership Summit | February 24-26, 2017
NEA Partnership Funding

Grant Opportunities for NEA Members

(Note to applicants: we are providing a MSWord template of the respective applications for you to work on at your leisure. Once you have all the information required and you have answered every question on the MSWord template, you are ready to submit your application by clicking on the “Submit your XXX application”. You will be able to cut and paste your responses. If you have questions, there is a link for each application to submit any questions).

NEA Members: Affiliate Partnership Funding Applications Without Deadlines

Legislative Crisis:

The Campaigns and Elections Department has resources available to assist state affiliates facing legislation that will create a significant crisis for the state affiliate and our members...
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External Partnership Requests

If you are not a member but are interested in partnerships with NEA to advance the interests of our members and our students, please click here.
NEA GRANTS

http://www.nea.org/grants/grantsawardsandmore.html

NEA Grants 4 Great Public Schools (group)
www.mynea360.org

FILES - webinars
Pathway for Today

Programs

- **Strategic Vision**
  - Community engagement
  - Sustainability

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  - Financial
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- **Partners**
Grants Team

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REFLECTION

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  – Partnerships
  – NEA grants & NEA GPS Fund
  – Other resources available

• Outline ways to build organizational capacity
EVALUATION

- Please complete the evaluation for this breakout session!
- Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment