

Little Fish In the Big Pond of Opportunity

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Did You Know???

- We are all in the injury prevention business
- Safety sells
- We are value added and subscription free

Bridging Public and Private Partnerships

- Where are you?
- What do you need?
- Who is missing at the table?
- Fill in the gaps

The Fab Four

- Our Vision is "if you offer great programs the money will come"
- Our mission is "to build on our successes"
- We are committed to branding and marketing and promoting our programs

Reality Check

- It takes more than a monthly meeting
- It takes tremendous commitment
- It takes determination
- It takes patience
- It takes editing
- Promote, Promote, Promote

The \$120,000 Lunch

- Project Smart Seat
- Tell the story

We are on a roll...

- Find Professionals
 - *Arrive Alive, Jiffy Lube
- Celebrate Safely
- Recipes 4 the Road
 - editing, layout, printers, distribution, press conferences

Ideas Converge

- We have: programs, speakers, materials, ID money sources and budget cycles
- Don't Cross the Line
- Buckle Up Jacksonville

Still Converging...

- Our best advice is to...Get Professional Help!

*unit costs .31 / 30,000 books

*It just keeps getting better

*still evolving

Take Your Pulse

- What is YOUR vision?
- Prioritize
- Establish a timeline
- Keep your commitments

Resources

- Be creative, think outside the box
 - Brooks, Safekids, Church, Walmart
- Everyone is a potential funding opportunity
 - Here's Fred's Trailers
 - Dick Gore's RV World
- \$\$ where you least expect it
 - CMN, Pilot Club, Kiwanis

Endless Possibilities

- Robert Wood Johnson-Injury Free Coalition for Kids
- CMN
- Here's Fred's Trailers
- Stripeman Graphics
- SafeKids

Funding

- ID sources, in-kind support from hospitals, civic, community services
- Apply to local businesses for project support (in-kind donations of goods and services)
- Apply to government agencies
- Private foundations

Types of Government Grants

- There are two types of government grants
- Formula Grants – given to predetermined eligible applicants, non-competitive and not scored
- Project Grants - competitive with a scoring structure
- You may be working with a concept paper, application or request for proposal

Private Funding

- Private Foundations
- Community Foundations
- Public Charities
- Corporate Foundations
- Corporate Giving Foundations
- Trusts

General Tips

- A proposal is a plan – you are writing down the details – goals, objectives, deadlines, etc. Answer and be certain to include everything they request
- Research – takes time, read 990s, who do you know, connections
- Writing exercise – similar to a term paper or an award application - format, research, clear, concise, focus

Thoughts

- The odds: 10 -15% of all proposals are funded
- CTSTs should not be non-profits
- Non-profits have more requirements than you realize
- Administration costs are more than you think

More Thoughts...

- Our all volunteer status affords flexibility and legitimacy
- Do you know the value of your resources – have you placed a \$ amount on time (\$17.55 per hour)
- Many people want to partner with community groups and agencies

And More Thoughts...

- Time - Proposal writing and research takes time. Decisions may take 3 months to a year
- Resources needed – Assemble your team. Know everything about the proposal... Be prepared for anything... Contingency plans A, B, and C

- Problems change QUICKLY in traffic safety
- You probably haven't tapped all the resources available in your community

Corporate Funding

- National Directory of Corporate Giving.
- New York: The Foundation Center
- Foundation Center's web sites of corporate grant makers:
[www://fdncenter.org/funders/grantmaker/gws_corp/corp1.html](http://fdncenter.org/funders/grantmaker/gws_corp/corp1.html)
- Foundation Center's web sites of community foundations:
[www://fdncenter.org/funders/grantmaker/gws_comm/comm.html](http://fdncenter.org/funders/grantmaker/gws_comm/comm.html)

In Summary

- If you offer great programs the money will come
- Everyone is a potential funding source
- Identify your resources
- Promote your programs
- Tell your story