



Securing Funding During Difficult Times

The 24th Annual NASBITE International Conference

Tuesday, April 5 11:15 a.m.-12:30 p.m. VI-E Drayton Room
Hansen-Gage/Madden



When we arise in the morning, we reach for a sponge which is provided for us by a Pacific islander. We reach for soap that is created for us by a European. Then at the table we drink coffee which is provided for us by a South American, or tea by a Chinese, or cocoa by a West African. Before we leave for our jobs we are already beholden to more than half of the world.

-Dr. Martin Luther King, Jr., Where Do We Go from Here: Chaos or Community, 1967



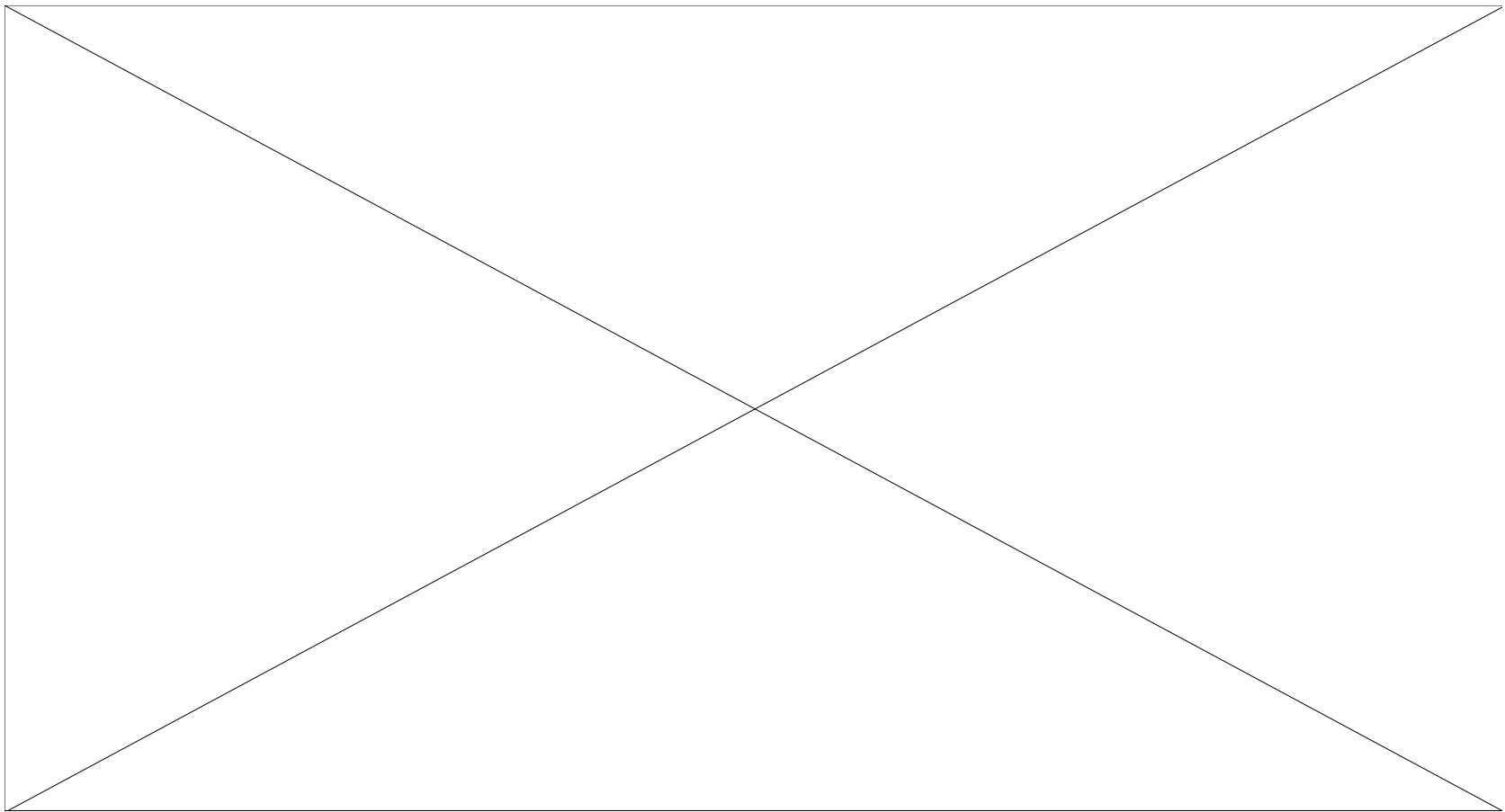
Purpose of Presentation

- Ways to seek various funding
 - Ways to build a support network
 - Learning from others and building relationships
 - Develop planning strategies
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Communication

<http://www.youtube.com/watch?v=gh5xu35bAxA>





Partnerships

- Advisory Board
- Network
- Internal and External Teams





International Trade Network

Los Angeles Region

[Asia Society Southern California](#)
[Foreign Trade Association \(FTA\)](#)
[FuturePorts](#)
[Hong Kong Trade Development Council \(HKTDC\)](#)
[Inland Empire Asian Business Association \(IEABA\)](#)
[International Trade Education Programs \(ITEP\)](#)
[LA Air Cargo Association](#)
[Los Angeles Area Chamber of Commerce](#)
[Los Angeles Customs Broker and Freight Forwarders Association \(LACBFFA\)](#)
[Los Angeles Economic Development Corporation \(LAEDC\)](#)
[Los Angeles Mayor's Office, Office of International Trade](#)
[Los Angeles World Airports \(LAWA\)](#)
[Meet-Up Group: The International Business Master Mind Group](#)
[Port of Long Beach \(POLB\)](#)
[Port of Los Angeles \(POLA\)](#)
[QuickCaller](#)
[San Bernardino County Economic Development Agency](#)
[SCORE-Los Angeles](#)
[Southern Calif Global Virtual community](#)
[Small Business Development Center \(SBDC\) at El Camino College](#)
[Southern California Regional District Export Council \(SCRDEC\)](#)
[The Long Beach International Trade Office \(LBITO\)](#)
[The World Trade Center Association Los Angeles – Long Beach](#)
[United States – Mexico Chamber of Commerce](#)
[UCLA Anderson School of Management, CIBER](#)
[UCLA Extension](#)
[Valley International Trade Association \(VITA\)](#)
[Women in International Trade –Los Angeles \(WIT-LA\)](#)

State of California

[California Bureau of Transportation and Housing](#)
[California Chamber of Commerce International](#)
[California Department of Agriculture](#)
[California Trade Network](#)
[CITD Network](#)
[California International Trade Partners Network](#)
[Governor's Office of Economic Development](#)
[Monterrey Bay International Trade Association](#)
[TradePort](#)
[WUSATA](#)

Federal Government

[Export-Import Bank of the United States City/State Partnership \(Ex-Im Bank\)](#)
[Federal Reserve's Bank \(SFO\), International Economic Summit](#)
[Overseas Private Investment Corporation \(OPIC\), Enterprise Development Network](#)
[Small Business Administration \(SBA\)](#)
[U.S. Agency for International Development \(USAID\) \(GTN was privatized\)](#)
[U.S. Department of Commerce \(USDOC\)](#)
[U.S. Department of Education, Business and Int. Ed. Programs \(USDOE\)](#)
[U.S. Dept of State, Partners of the Americas](#)
[U.S. Trade Representative](#)

International Trade Development and Education Organizations/Associations

[Council of State Governments](#)
[NAFSA](#)
[NASBITE International](#)
[State International Development Office \(SIDO\)](#)

International Trade Directories

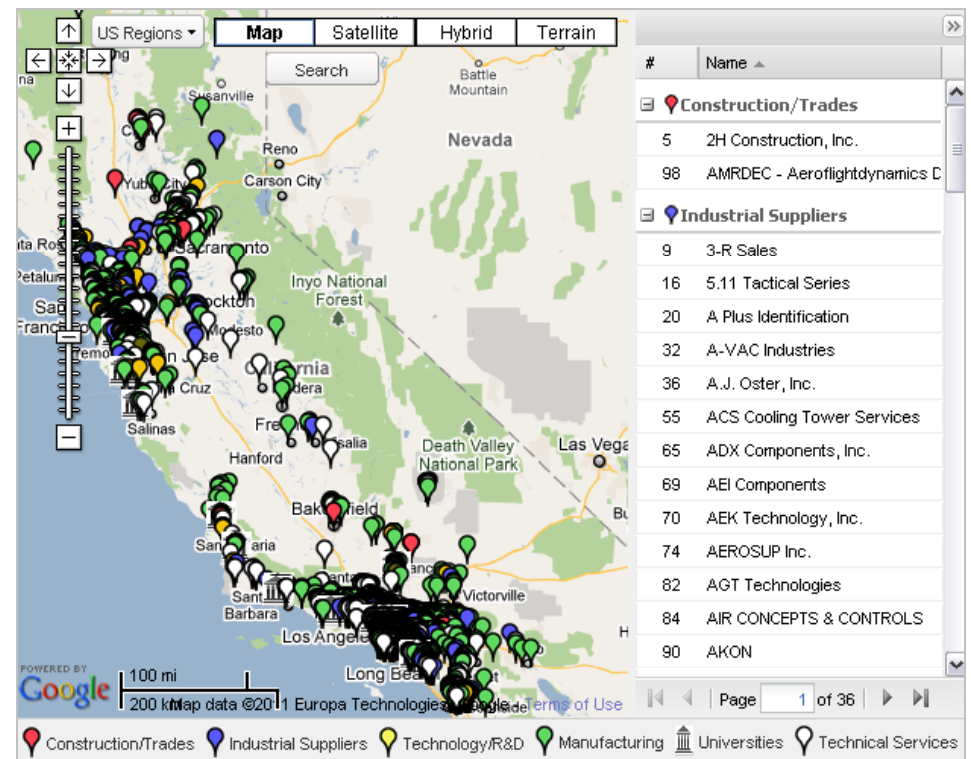
[CalChamber Country Contacts: Binational Chambers, Foreign Consuls and Government Representatives in California](#)
[L.A. Area Chamber of Commerce, World Trade Week Info Guide](#)



Identifying Needs

- Trade Statistics
- Cluster Maps
- Client Surveys
- Faculty Surveys
- Focus Groups
- Marketing
- Customer Follow-up

Example: Cluster Map of California Aerospace





Planning

- Establish a Proposal Template
 - Capability Statement
 - Rewrite and Repackage Concepts According to RFA → (i) Needs, (ii) Benefit, (iii) Action Plan
 - Establish Timeline
 - RFA – Approach as an “Essay Exam”
 - Keep Resumes and Curriculum Vitas
 - Have Multiple Readers with Expertise Review Proposal
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Develop Budget

- Salaries and Benefits – Percentage Spreadsheet
- Economies of Scale (w/Multiple Grants)
- Basic Barebones Budget





Additional Tips

- Volunteer to Become a Reader





Funding Sources

- Federal/State Budget (allocation for program)
 - Income/Revenue (sales)
 - Grants/Fellowships
 - Contributions
 - Foundation (private and public)/Endowment
 - Loans
 - Political Earmark
 - Venture Capital/Angel Investor
 - Fundraiser
 - Winning the Lotto
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Grants Defined

Something granted, as a privilege or right, a sum of money, or a tract of land: Several major foundations made large grants to fund the research project.

Most grants require a match. Matching funds must usually be separate (example: no federal funds matching other federal funds).



Who Issues Grants?

- Government Organizations (federal and state)
 - USDA
 - USDOC, MDCP
 - DOE
 - USDOE
 - USDOC, EDA
 - US State Department
 - USAID
 - DOL
 - Foundations and Other Nongovernmental Organizations
 - Development Banks
 - Other International
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Grant Resources

- **U.S. Federal Grants**
<http://www.grants.gov>
 - **Federal Grand Programs, International Trade**
http://www.export.gov/finance/eg_main_018099.asp
 - **USTDA**
<http://www.ustda.gov/program/>
 - **Special American Business Internship Training Program**
http://trade.gov/mac/Developmental_Programs/sabit/index.asp
 - **Fulbright**
<http://fulbright.state.gov/grants/which-grant-is-right-for-me>
 - **International Funding Sources by University of Wisconsin Libraries**
<http://grants.library.wisc.edu/organizations/internationalfunding.html>
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Georgia Allies Model

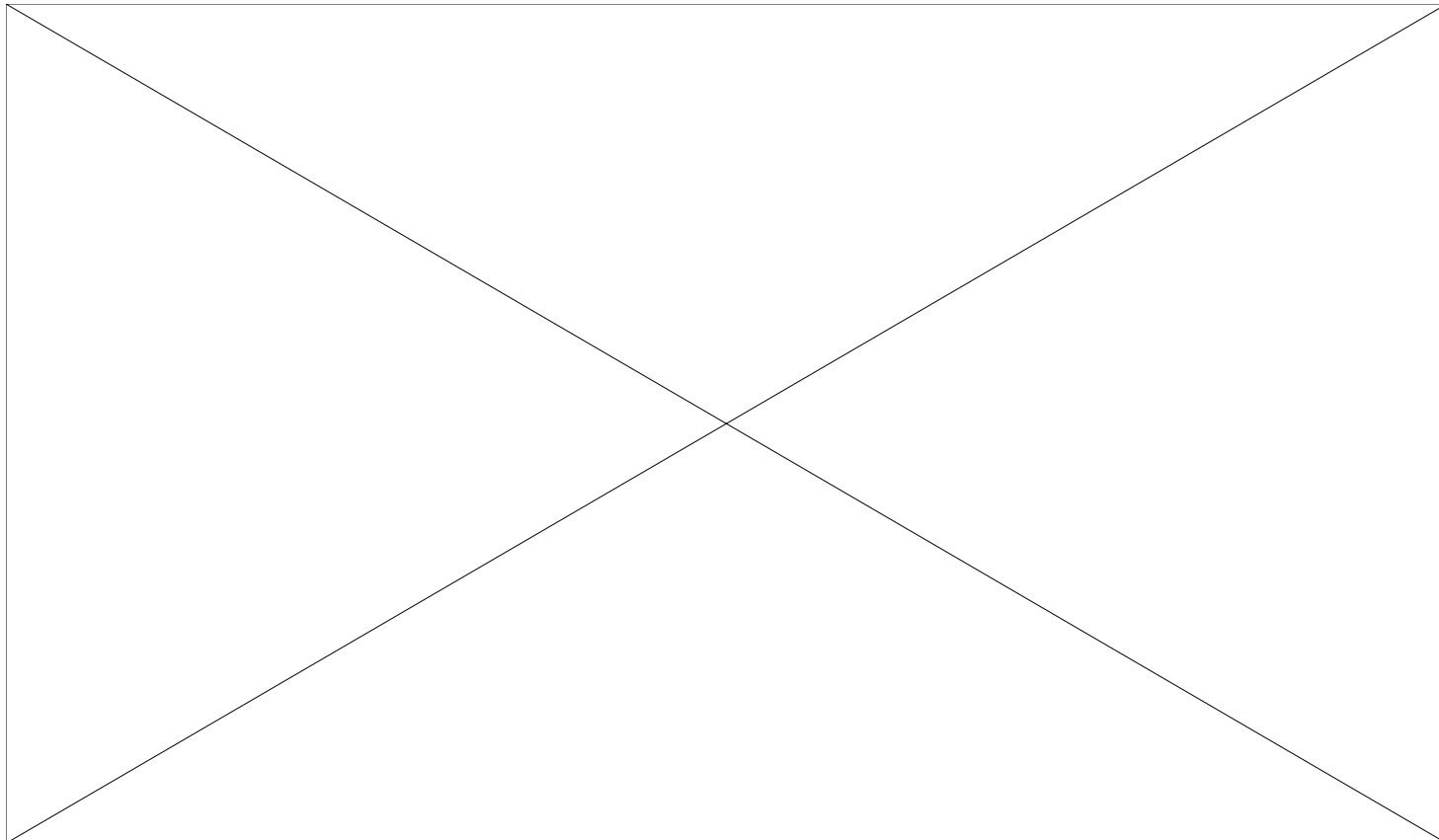
A unique public-private partnership allows the state to effectively pool resources to increase economic development success (similar model to Utah's Oquirrh Institute).

<http://www.georgia.org/BusinessInGeorgia/RelocatingExpanding/Partnerships/Pages/GeorgiaAllies.aspx>



Michael Jordan on Failure

<http://www.youtube.com/watch?v=m-EMOb3ATJ0>





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