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

Photo Credit: http://www.flickr.com/photos/bradipo/1435739708/sizes/z/in/set-72157603090891112/
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
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
- Establish Timeline
- RFA – Approach as an “Essay Exam”
- Keep Resumes and Curriculum Vitae
- Have Multiple Readers with Expertise Review Proposal
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
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
  - USDOE
  - USAID
  - USDOC, MDCP
  - USDOC, EDA
  - DOE
  - US State Department
  - DOL

- Foundations and Other Nongovernmental Organizations

- Development Banks

- Other International
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
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
Candy Hansen-Gage, Director
Center for International Trade Development
State Center Community College District
(559) 324-6401
Emails: candy.hansen-gage@scccd.edu
Website: www.fresnocitd.org

Bronwen Madden, Deputy Director
Center for International Trade Development
El Camino Community College District
(310) 973-3173
Emails: bmadden@elcamino.edu
Website: www.elcaminocitd.com