Funding HEST's Mission

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BRIEN MURPHY – CORPORATE AND FOUNDATION RELATIONS

Overview

- THINK LIKE A FUNDER
- FIT THE FUNDER'S PURPOSE
- IS MY PROJECT FUNDABLE?

Think Like a Funder

(NOT AN ACADEMIC)

3-minute Elevator Pitch



- What steps will you take to complete the project?
- Who will benefit?
- What is your motivation?
- What disciplinary keywords describe your project?

Verbs

NOUNS

Public vs. Private Funders

Govt. Grantmakers

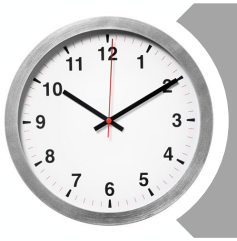
- Taxpayer-funded
- Responsible to legislators & administrations
- Transparent in Activities
- Clearly defined criteria
- Political Appointee Approval
- May be limited to institution type

Private Grantmakers

- Donor-funded
- Responsible to trustees & boards
- Not required to explain decisions
- May lack clear processes, or may change those processes
- May require 501c3

Corporate and Foundation funding

They are diverse



They have a schedule



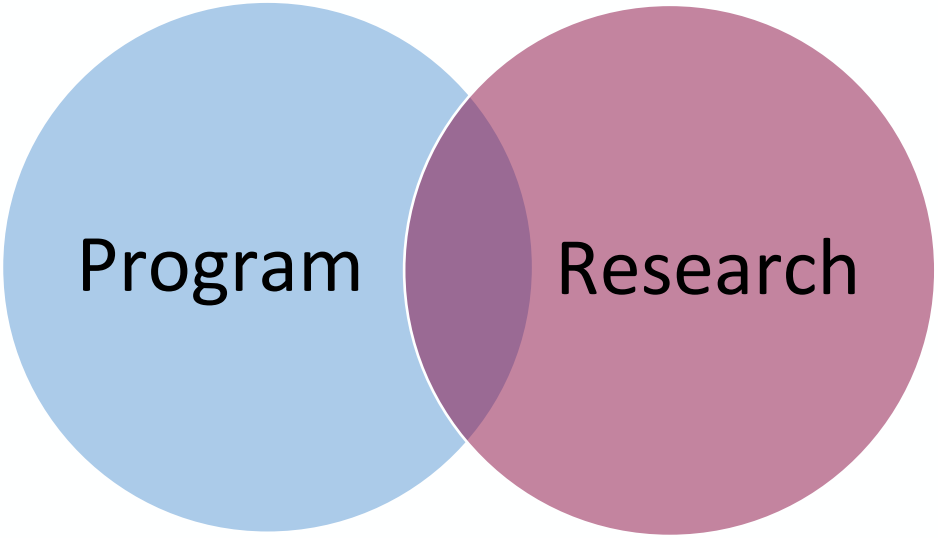
They have a mission

Fit the Funder's Purpose

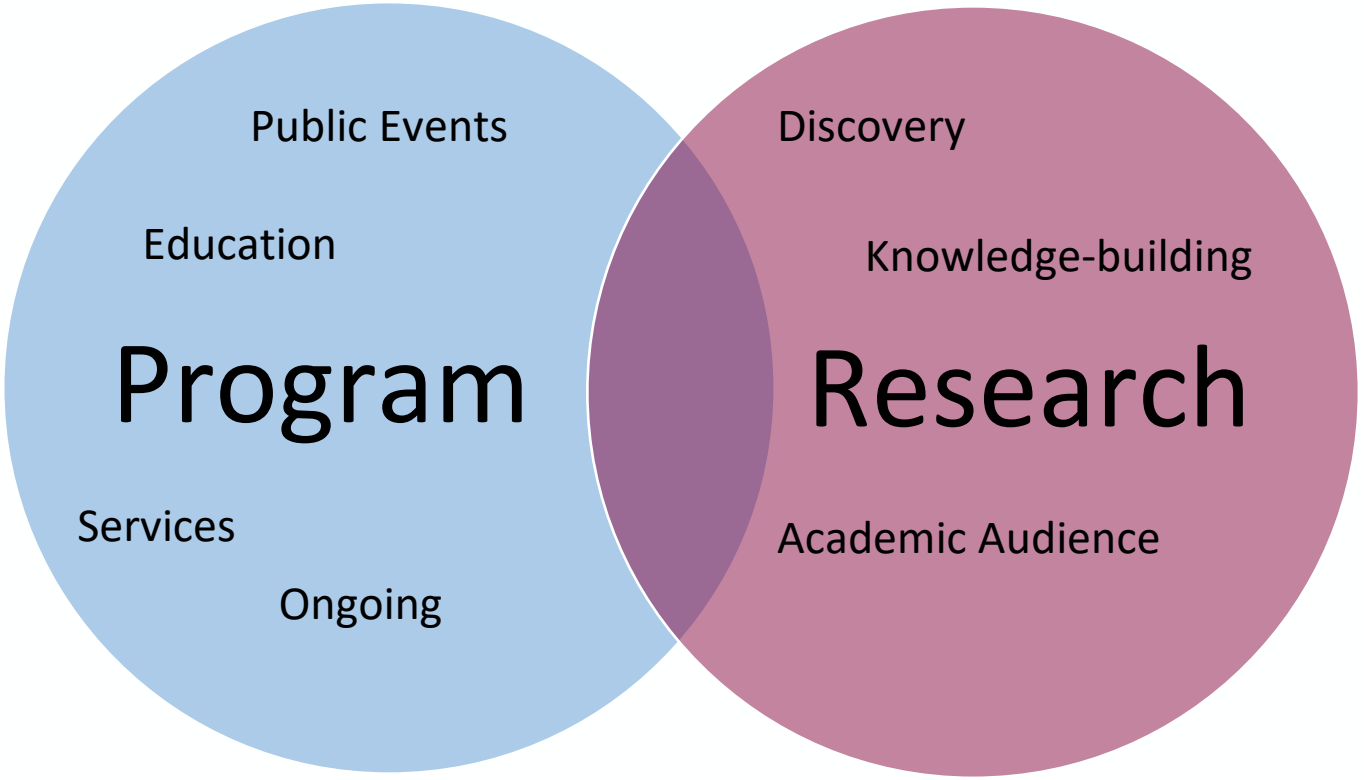
Fit Test #1: *What* Do They Fund?

Where to find answers:

- Mission Statement
- Program Summary
- Outside the Grant Instructions
- Ask RD or CFR



Project Types



Stakeholder Engagement
Community Engagement
Workforce Development

What do they want to Fund?

Con Alma Health Foundation – funds programming statewide. Grants support underserved audiences throughout the state.

https://www.conalma.org/annual-grants

What do they want to fund?

Department of Education: Educational Opportunity Centers – The Educational Opportunity Centers Program (EOC) aims to increase the number of adult participants who enroll in postsecondary education institutions.

https://www.ed.gov/grants-and-programs/grants-higher-education/federal-trio-programs/educational-opportunity-centers-program-84066a

Fit Test #2: *Who* do they want to impact?

Foundations most often want:

- NMSU to serve people off campus
- Research to have broad practical applications
- Demonstrations that we reached X-number of people

Who do they want to impact?

Community Foundation of Southern New Mexico – health and education are among its focus areas. Projects should serve people off campus and in the community.

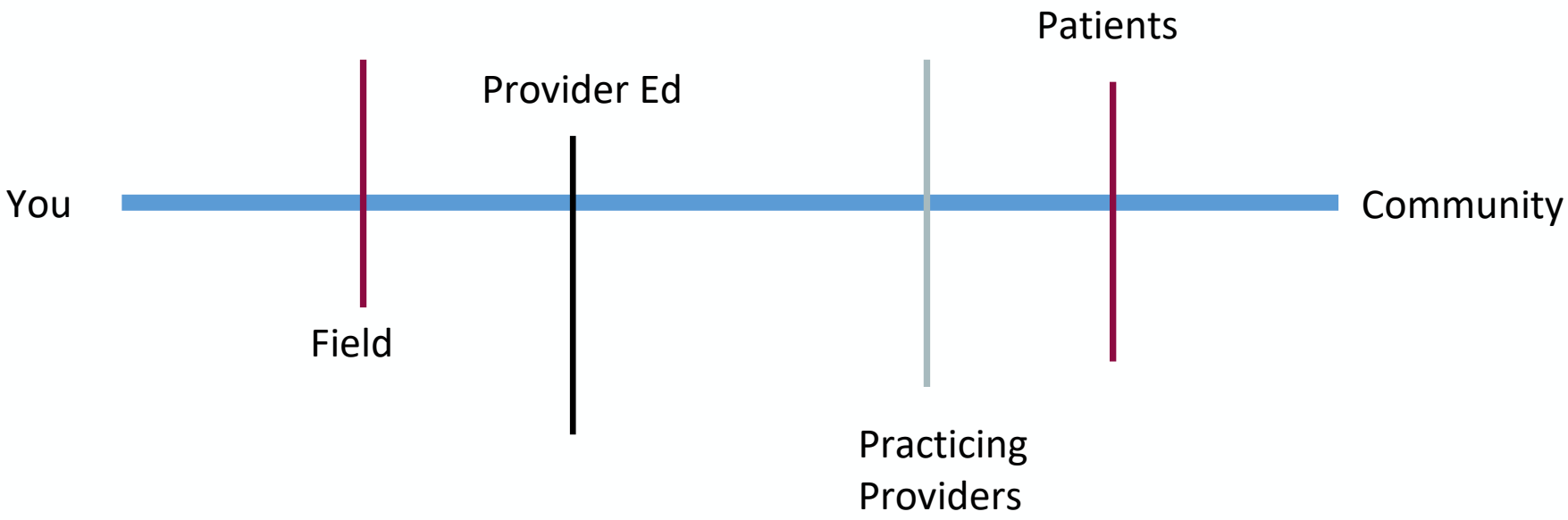
https://www.communityfoundationofsouthernnewmexico.org/apply-for-a-grant/

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Fit Test #2: *Who* do they want to Impact?



Who do they want to impact?

New Mexico Health Care Authority: Rural Health Innovation Fund – funds practical projects that address local health care needs and improve access, quality and long-term stability.

https://www.hca.nm.gov/2026/07/07/nm-opens-47-million-fund-for-rural-health-projects/

Fit Test #3: *Who* are they funding?

Foundations

- National funders: truly nationwide or just East and West coasts?
- Do they fund universities, or do they fund hospitals or research labs?
- Do they issue open calls, or should you secure an invitation?

Components of a Grant Proposal

***Statement of Need**

- Project Description
- Methodology/Steps you will take
- Analysis of Results
- Dissemination of Results

*** Anticipated Impact**

Project Impact

Common Mistakes

- Not linking analysis/plan to specific outcomes
- Vague outcomes or measurement
- Focusing on outcomes linked to your career
- Misalignment with funder goals/mission

It’s not about you

Levels of Impact



Re-think Dissemination Plans

“We believe education research is integral to improving education, making education systems more equitable, and increasing opportunities to learn across the lifespan.”

The XX Foundation “is an incubator of promising research and development projects that appear likely to improve the welfare of young children, from infancy through 7 years, in the United States. Welfare is broadly defined to include physical and mental health, safety, nutrition, education, play, familial support, acculturation, societal integration and childcare.

Look Ahead & Outside NIH

Substance Abuse and Mental Health Services Administration (SAMHSA) FY 2027 Forecast

https://www.samhsa.gov/grants/grants-dashboard/forecasts

Revise Your Abstract

What questions would a funder ask about how this project will be carried out?

Is this Fundable?

Are you ready to discuss your project with NMSU administrators or funders?

Do you need to continue designing the project?