**Fund Development Interim Report**  
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**Introduction**  

As the second IUOS fund development intern, my task has been to continue the pursuit of external funding to support the operations and initiatives procured by the IUOS office staff, interns and larger Indiana University sustainability community.

IUOS defines sustainability as “thriving within our means to achieve balance among environmental heath, economic prosperity, and social equity.” IUB has adopted sustainability as a major goal and must now provide the resources to implement the sustainable solutions. The development of funding streams is necessary to provide support for student intern projects, campus sustainability improvements proposed by the IU Master Plan, and general office operations.

**Mission Statement:**
The above definition of sustainability is part of an incomplete IUOS mission statement. The previous fund development intern stressed the importance of defining a permanent mission statement to be submitted as a part of the Office of Sustainability IU Foundation account. The mission statement would be included in the language associated with IUOS Foundation account and could be accessed by potential donors through IUF.

**Funding Development Deliverables:**

**IUOS listing on IU Foundation website**
In early Fall 2009, I noticed that it was extremely difficult to find any IUOS donor information listed on the IU Foundation website. Considering that most of the IUOS funding acquisition must be performed through IUF, I found it necessary to be included in the extensive list of “Places to Give” featured on the IUF website. I contacted Bethan Roberts, IUF Director of Development, who put me in touch with Amy Templeton (of IUF), who secured IUOS a permanent listing on the IUF website. IUOS now has a presence on the “Places to Give” page on the IUF website: [http://iufoundation.iu.edu/giving/bloomington-give.html](http://iufoundation.iu.edu/giving/bloomington-give.html), as well as on the “Development Offices” page on the IUF website: [http://iufoundation.iu.edu/about/bloomington.html](http://iufoundation.iu.edu/about/bloomington.html).

This enables visitors of the IUF website to have direct access the IUOS webpage, if interested in donating funds online. Other information included is Bill Brown’s e-mail
IUOS Internship Project Bank
The Project Bank is a portfolio of grant proposals produced by IUOS student interns. These proposals will be in the form of short, one-page documents that will be used to guide future grant applications. The project bank is a resource that will be accessible to anyone who may be pursuing a grant for IUOS, including interns, faculty and staff. Each proposal will include clear objectives as to what the project will entail and its relevance to sustainability initiatives at IUB. These brief documents will include:

- A description of the potential project
- Budget: a rough breakdown of costs
- The dollar amount to be requested
- Additional funding to be matched by IU
- A section defining the granter’s involvement and recognition in support of the work to be done.

The proposals will be organized categorically under the IU Sustainability working group themes.

The Project Bank will be a convenient way to engage prospective donors, and will serve as a tangible demonstration of IUOS’ many ideas for improving sustainability on campus. Ideally, the Project Bank will be posted online to allow public access. Printed hard copies can be taken to conferences, meetings and pertinent IUOS events where potential donors may be present. The student-generated ideas in the form of Project Bank grant proposals will help IUOS offer granting agencies the most imaginative and progressive project ideas of how to enhance sustainability on the IU campus.

Presently, most of the IUOS AY 2009-2010 interns have uploaded a one-page grant proposal to OnCourse for review and submission to the Project Bank. I am reading through all of them and will offer feedback to those whose proposals I think need revision. If the intern does not respond with revision efforts, I will adjust them myself (with approval of IUOS Director and Internship Coordinator) to fit the Project Bank framework and format for the final submission.

IUOS Project Bank completion date: April 26, 2010
Native Wildflower Seed Packet leave-behind
In my role on the executive board of the Environmental Management Association (EMA, an IU student organization), I organized a native wildflower seed-packet give-away to couple our hosting of 2010 Earth Week events. I plan to re-create this project for IUOS, in effort to allow IUOS to use seed packets as something tangible to give away at events to make our presence memorable. These “leave-behind” seed packets will act as a glorified business card. The packets will be constructed (by me, and potentially with the help of IUOS interns) with the use of colorful reclaimed paper (EMA used old calendars). There will be labels placed on the packets with IUOS contact information and our web address, as well as a blurb that directs the gardener to our website to access posted planting instructions. This will incentivize those who plan to plant the native wildflowers to visit our website for planting/nurturing information.

I plan to use Spence Restoration Nursery (Muncie, IN) to purchase the seed, as they produce local genotype prairie seeds from nursery plants that were cultivated from handpicked seed from remnant prairie. Their web address is: http://www.spencenursery.com/Index/home.php. I will be in contact with their staff Wildlife Biologist, Kevin Tungesvick, whom IUOS already has a relationship with from the Summer 2009 Prairie Development internship.

Seed Packet (approximate) completion date: May 12, 2010

IUOS Internship Program pamphlet
I am creating a pamphlet that highlights the details of the IUOS internship program to have available as another “leave-behind” handout for events. This pamphlet will include:

• The IUOS Mission Statement
• About our internship program, including examples of internships listed
• IUOS accomplishments/current projects
• Sustainability Fund information, web address to IUF listing
• IUOS and Bill Brown contact information
• IUOS web address
• Campus Master Plan information
• Invitation to join the IUOS mailing list (sustainability listserv)
• How to donate now
• Pictures of interns

This pamphlet will be used to cultivate awareness and support of IUOS internships and their respective projects.

Pamphlet (approximate) completion date: June 4, 2010
Other Deliverables (in the works)

Government Grant Opportunities:
IUOS has been looking into government grant opportunities such as
• The Alternative Power and Energy (APE) grant program and
• The Energy Efficiency and Conservation Block Grant Program (funded by the American Recovery and Reinvestment Act)
The recently passed Higher Education Opportunity Act (for FY 2010) provides funding opportunities specifically allocated towards university sustainability programs. IUOS has established a relationship with the IU School of Education to collaborate in the pursuit of these federal funds.

TXTing for dollars initiative
In an effort to explore innovative funding techniques, we contacted IUF to talk about the pursuit of using cell phone texting technology to raise small donations. This type of fundraising could be done at large campus events such as football and basketball games. I’m envisioning “text GREENIU to 99999” on the big screen at half time.

Our main contact at IUF for collaboration on this idea recently left his position. We will have to start this conversation again with someone at IUF in the future if we decide to continue pursuing this grassroots funding strategy.

Pepsi REFRESH project
Pepsi is currently offering grants of up to $250K to fund “refreshing” projects to “change the world.” IUOS Funding and GIMU interns have prepared the language to apply for a 250K grant to fund the next stages of the Greening of the IMU project. This proposal aims to
1) achieve eventual LEED-EB Platinum certification for the IMU,
2) to use the IMU as a pilot for green building renovations across campus
3) to use the IMU as a pilot for greening student unions internationally.

There were technical difficulties in submitting the application during the last window of opportunity, so we are holding off on this idea presently until possibly Fall 2010.

Resources

At the beginning of my internship (Fall 2009), I was given a few resources to help guide me in my internship and allow to me to develop and define goals to work toward through the academic year. These resources are:

Paper:
• The Fund Development Plan: prepared by the SPEA V558 graduate service-learning course, Fundraising for Nonprofits
• A Foundation Center directory packet: contact information of potential donors with interest in the environment, prepared by the IU Foundation (IUF)
• Jenna’s summer 2009 internship materials

IUF staff:
• Bobbi Botsch: Executive Director of Corporate and Foundation Relations
  o Primary IUF contact, liaison to prospective corporate and foundation grant opportunities
• Bethan Roberts: Development Director
  o Contact regarding IUF Foundation Center information, IUOS website listing on IUF website, other inquiries regarding IUF – IUOS collaboration
    ▪ username: iufoundation
    ▪ password: goiu09
• Jeffrey Lindauer: Associate Vice President for Development
  o Contact regarding “TXTing for dollars” initiative
• Jonathan Purvis: Executive Director of the Office of Special Gifts and Annual Giving Programs (now gone from IUF)
  o Contact regarding “TXTing for dollars” initiative
• Eugene Tempel: President and CEO of IUF
  o Contact regarding personal relations with major donors, specifically John Mellencamp and the Mellencamp Foundation

Other important contacts/relationships formed:
• Carolyn Waldron: Maurer School of Law, Director of Environmental Law Program
  o Intern advisor, introduced how to navigate Foundation Center Database directory, offered advice on fundraising techniques and successful grant writing.
• Sue Sgambelluri: College of Arts and Sciences, Director of Corporate and Foundation Relations
  o Discussed possible collaboration in pursuing Duke Energy Foundation for funding for the Themester speaker series and the Greening of the IMU initiative
• Bruce Jacobs: Director of the Indiana Memorial Union (IMU)
  o Collaboration and support for Greening of IMU initiative fundraising; Pepsi REFRESH project
• Winston Shindell: Former Director of the IMU, founder of the Association of College Unions International (ACUI)
  o Support for fundraising ideas for Greening of IMU initiatives
• Gerardo M. Gonzales: School of Education, Dean of IUB and IUPUI Schools of Education, Professor of Counseling/Higher Education
  o Discussed collaboration regarding the Higher Education Opportunity Act (HEOA), funding for Sustainability initiatives in higher education
• Bob Sherwood: School of Education, Associate Dean for Research, Professor of Science Education  
  o Collaboration regarding HEOA, Fund for the Improvement of Postsecondary Education (FIPSE) grant  
• Tom Martz: IU Alumni Association (now gone)  
  o Contact about including an article in the IU Alumni magazine about IUOS  
• Bill Holladay: Editor of IU Alumni Magazine  
  o Contact about potential IUOS article in IU Alumni magazine