

# Show Me the Money:

## Using Pivot to Find Funding Opportunities for Community Engaged Research

**Jessica Venable**

Grant & Research Analyst

Office of the Vice President for Research

Virginia Commonwealth University

[www.research.vcu.edu](http://www.research.vcu.edu)

*December 6, 2013*

# Prepare for Your Search

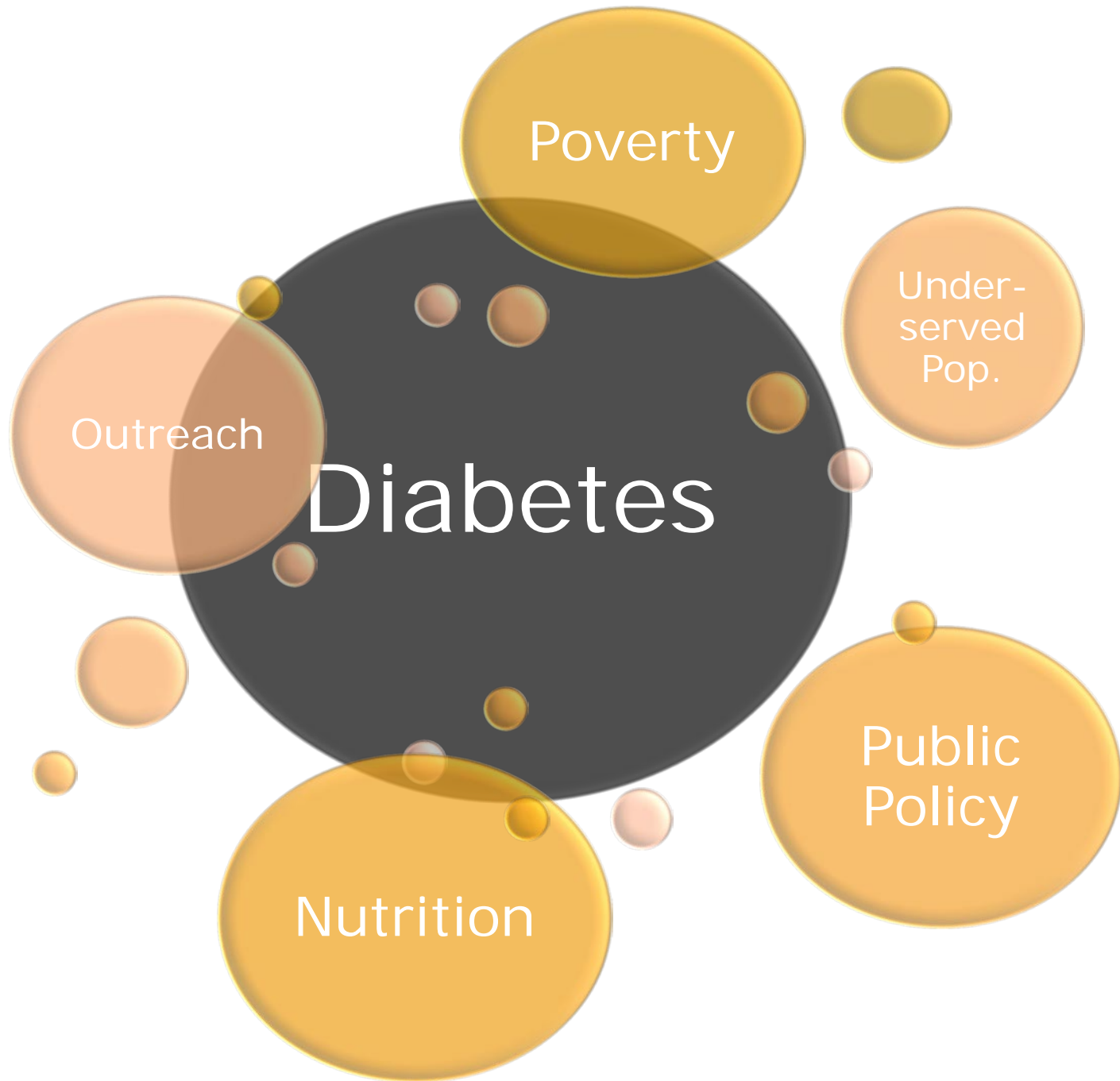
---

- Write a lay-language prospectus.
  - Keywords, target population, methodologies, areas of innovation, collaborating disciplines, outcomes and impact.
- Determine type of funding needed. May include:
  - Research
  - Travel
  - Fellowships
  - Meetings, conferences
  - Curriculum, programming
  - Consulting, contracts
  - Prizes, awards...
- Consider timing and deadlines.

# Prepare for Your Search: Pitfalls

---

- Not having a clear idea of what your project is/could be.
- Thinking you can “shop around” a single proposal.
- Not leaving enough time to prepare.
- Not searching and applying strategically.
- Not soliciting a wide variety of advice, and then critically analyzing that advice.
- **Being too specific.**

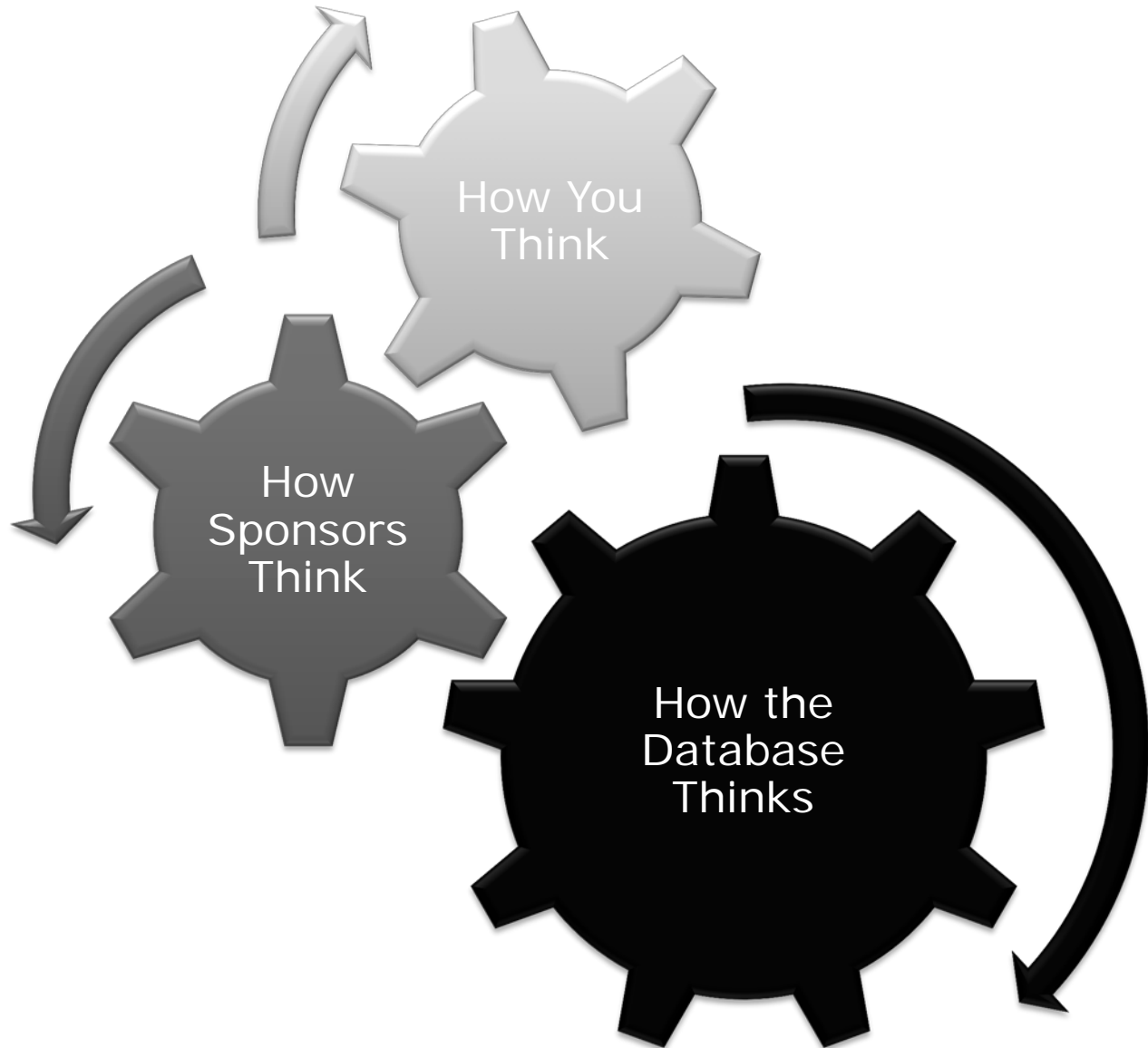


**pivot.cos.com**



# Getting in the Right Mindset

---



It's not an  
ATM.

# Ways of Searching Pivot

---

## Quick Search

- Search across all available funding opportunities.

1.

## Sponsor Search

- Search for all programs in the database attached to a specific sponsor.

2.

## Search Advisor

- Find funding matches based on expertise profiles.

3.

## Advanced Search

- Constructs a targeted, field-specific search using search boxes, browsing windows, and pick lists.

4.



# Managing Your Results: Account Benefits

---



# **LIVE DEMONSTRATION OF COS PIVOT**

# Navigating the Pivot Landing Page

The image shows a screenshot of the Pivot Virginia Commonwealth University landing page. Red arrows and boxes highlight key navigation elements, with corresponding labels and instructions in red text.

**3. Search Advisor,**  
*(Funding matches based on expertise)*

**2. Sponsor Search**

✓ Sign-in  
✓ Manage account  
✓ Claim profile

Virginia Commonwealth University

Navigation menu: Home, Funding, Profiles, Admin

Search bar: Funding [Search] [Q]

Left sidebar: Most Popular (10), Editor's Pick (7), Health Science Funding News (11)

Search options: Search by text, Search by sponsor

Search input: Search funding opportunities

Buttons: Search Pivot, View Tutorial

Advanced Search, Search Tips

Dashboard

**4. Advanced Search**

**1. Quick Search**

User: Jessica Venable [HELP]

Find Opportunities matching

☒ Match all of the fields      ☐ Match any of the fields 

Search

Clear All

→

All Fields 

"community outreach"

or

or



and

All Fields 

or

or

and

All Fields 

or

or

+ Add another row

Clear

▶ Amount

▶ Deadlines

▶ Limited Submission

- ★ ▶ Activity Location
- Select: United States; Virginia; Unrestricted; Unspecified
- ★ ▶ Citizenship or Residency
- Select: Country/ies of citizenship and residency; Unrestricted; Unspecified
- ★ ▶ Funding Type
- Select: all that apply
- ★ ▶ Keyword
- Browse for terms
- ★ ▶ Requirements
- Select: Academic Institution; PhD/MD/Other Professional; others that apply...
- ★ ▶ Sponsor Type
- Select: if you want to limit to a certain type of sponsor

# Search Results

## Submission type

Limited Submission:	9
Other internal coordin...	1

## Top funding types

Program or Curriculum ...:	59
Research:	29
Collaboration or Coope...:	20
Meeting or Conference ...:	6
Equipment or Materials...:	6

## Top sponsor types

Federal, U.S.:	37
Private Foundation:	15
Other Nonprofit:	11
Commercial:	10
Professional Society o...:	9

## Top requirements

Academic Institution:	65
Nonprofit:	63
Government:	43
PhD or MD or Other Pro...:	37
New Faculty or New Inv...:	31

## Top keywords

Community or Outreach ...:	70
Community Services:	17
Environmental Conserva...:	15

☐ **86 Results** **Sort**

### ☐ **Youth Leadership Program**

United States Department of State (DOS)  
Bureau of Educational and Cultural Affairs (ECA)  
Office of Citizen Exchanges

**Deadline**

31 May 2014

**Amount**

\$325,000 USD

### ☐ **Educational Grants**

Corning Incorporated Foundation

Continuous

[see record](#)

### ☐ **Community Service Grants**

Massage Therapy Foundation

01 Apr 2014

\$5,000 USD

### ☐ **African E**

United State  
U.S. Fish and  
Division of

02 Dec 2013

\$200,000 USD

#### **Educational Grants**

##### **ABSTRACT**

The Foundation has a longstanding commitment to improving the quality of life in communities where the company has a corporate presence.

### ☐ **Integr**

United State  
National Inst  
Agriculture

18 May 2014

\$2,500,000 USD

#### **Childhood**

The Foundation supports community-based strategic initiatives that benefit the greatest number of people over the...

##### **ELIGIBILITY**

Only organizations tax-exempt under Section 501 (c) (3) of the Internal Revenue Code and classified as a public charity as defined in Section 509(a) of the Code (unless a public school or library) are eligible

### ☐ **LIMITED Ac**

(R13)  
United States Department of Health and Human Services (HHS)  
National Institutes of Health (NIH)  
Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD)

17 Oct 2014

\$90,000 USD

**Prevent**

**Series**

# Funding Opportunities Details

## Educational Grants

Opp ID: 3430 | Program or Curriculum Development or Provision | Last edited on 03 Oct 2013

Full Details

Website

<http://www.corningincfoundation.org/>

Sponsor Corning Incorporated Foundation

Requirements **Academic Institution**  
Government  
Nonprofit

Citizenship or Residency **United States**

Activity location **United States**

Abstract The Foundation has a longstanding commitment to improving the quality of life in communities where the company has a corporate presence.

The Foundation supports community-based strategic initiatives that benefit the... [more »](#)

Eligibility Only organizations tax-exempt under Section 501 (c)(3) of the Internal Revenue Code and classified as a public charity as defined in Section 509(a) of the Code (unless a public school or library) are eligible.

Keywords

Public Education

Science Education

Education

Community or Outreach Programs

Educational Improvement

Community Services

Community and School Relations

**Academic Achievement**

- Always go to the **sponsor's website** for full information.
- If you like the opportunity, put it on your **"Active"** list.
- Share the opportunity with others.
- **"Show more opps like this"** to replicate this record.
- Use the **keywords** of one good record to learn how the database works.

# Curated Lists: Community Engagement

1.



Funding

Profiles

Admin

Funding

Search



3.



Active

62

☐ **Community Engagement (41)**

Created by: Jessica Venable [show details](#)

Sort▼

Deadline

Amount



Tracked

10



Saved Searches

120



Shared

1



Received



Advisor



Curated

6

My Curated Lists

☒ Community Engagement 41

☐ International Research 56

☐ Predoctoral Funding 113

☐ Prizes & Awards 16



**Incentive Grants for Practitioner Innovation in Immunization Practices**

01 Dec 2013

see record

American Pharmacists Association (APhA)  
American Pharmacists Association (APhA) Foundation  
Knowlton Center for Pharmacist-Based Health Solutions



**Grants Program**

03 Dec 2013

\$150,000 USD

National Endowment for Financial Education (NEFE)



**Public Education Efforts to Increase Solid Organ Donation**

03 Dec 2013

\$600,000 USD

United States Department of Health and Human Services (HHS)  
Health Resources and Services Administration (HRSA)



**IADR Colgate Community-Based Research Award for Caries Prevention**

09 Dec 2013

\$75,000 USD

International Association for Dental Research (IADR)



**Bringing Theory to Practice: Engaged Learning, Student Civic Development and Student Well-Being**

15 Dec 2013

\$10,000 USD

Association of American Colleges and Universities (AAC&U)

[http://pivot.cos.com/curated\\_opps/268](http://pivot.cos.com/curated_opps/268)

# Searching Profiles

**Profile Advanced Search** [View Tutorial](#)

☒ Search inside my institution  
☐ Search outside my institution

**Search in:**

☒ Expertise ☒ Keywords ☒ Homepage ☒ Pub Page  
☒ CV Page ☒ Title ☒ Abstract ☐ Scholar Name  
☐ Affiliation

**Search by Name**

**Institution**

☒ Virginia Commonwealth University: 352  
☒ Outside Institutions: 18,406

**Filter by** [clear](#)

- ☐ Agriculture: 172
- ☐ Allied Health: 3,065
- ☐ Applied Science: 1,180
- ☐ Architecture: 220
- ☐ Arts: 663
- ☐ Business: 1,386
- ☐ Education: 1,979
- ☐ Engineering: 498
- ☐ Environmental...: 577
- ☐ Humanities: 1,987
- ☐ Law: 470
- ☐ Mass Communi...: 471
- ☐ Medicine: 4,293
- ☐ Natural Science: 1,606

**Search** [Clear All](#)

**18,758 Results** [Sort](#)

- ☐ **Weerts, David J.**  
Associate Professor  
Department of Organizational Leadership, Policy, and Development  
College of Education and Human Development  
University of Minnesota Twin Cities
- ☐ **Johnson, Paul A.**  
Associate Professor  
Leadership Studies Program  
School of Educational Foundations, Leadership and Policy  
College of Education and Human Development  
Bowling Green State University
- ☐ **Saltmarsh, John A.**  
Director  
New England Resource Center for Higher Education
- ☐ **Ryan-Haddad, Ann**  
Associate Professor  
Pharmacy Practice Department  
School of Pharmacy and Health Professions  
Creighton University



# Searching Profiles

## Catherine Howard

Associate Professor, Department of Psychology  
College of Humanities & Sciences, Virginia Commonwealth University

### Overview

Personal Website <http://www.community.vcu.edu/about/staff/catherine-w-howard-ph-d/>

Expertise Risk-taking behaviors in adolescents, i.e., sexual behavior, substance use; prevention programs for youth and families.

Affiliations Associate Professor, Department of Psychology, College of Humanities & Sciences, Virginia Commonwealth University

Vice Provost, Division of University

### Contact Details

[choward@vcu.edu](mailto:choward@vcu.edu)

Thurston House  
806 West Franklin Street  
P.O. Box 842018  
Richmond, VA, 23284-2018  
United States

[more »](#)

### Funding Matches:

**53** funding opportunities

- Mine other people's profiles for funding opportunities and keywords.
- Use the Profiles feature to find collaborators.

### Funding Matches

#### Country

These opps are filtered based on countries in your profile. Opps without country restrictions are included

☒ United States

#### Submission type

Limited Submission: 8

Other internal coordin...: 1

#### Top funding types

Program or Curriculum ...: 30

## Catherine Howard

Department of Psychology, Virginia Commonwealth University

☐ **53 Matches** Sort ▾

☐ **LIMITED** Scholars Program  
Grant Foundation, William T.

Deadline

08 Jul 2014

Amount

\$350,000 USD

☐ **Teenage Pregnancy Prevention Grants**  
California Wellness Foundation, The (TCWF)

Continuous

\$300,000 USD

☐ **Research on Teen Dating Violence in Understudied Populations: Postdoctoral Fellowship FY 2013**  
United States Department of Justice (DOJ)  
Office of Justice Programs (OJP)  
National Institute of Justice (NIJ)

22 Apr 2014

\$300,000 USD

☐ **Health and Human Service Grants**  
Crail-Johnson Foundation

31 Jan 2014

[see record](#)

# Weekly Funding Alerts

---

COS Funding Alert for Jessica Venable



Inbox x



fundingalert@cos.com

to me ▾

**Funding alerts for your saved searches**  
**Results: September 15, 2013**

[Login to  
view your  
saved  
searches](#)

## CommunityEngagement 1 funding opportunities

### 1 [AmeriCorps State and National Grant Competitions](#)

Limited  
submission

Sponsor:  
Corporation for National and Community Service (CNCS)  
AmeriCorps

Deadline:  
December 11, 2013

# Tips for Using Pivot

---

- Search the **Curated Lists** first.
- Consider also using “old” keywords.
- Look for keyword patterns.
- Look for an opportunity you know and replicate its description.
- If an opportunity looks “sort of” good, explore the funder’s website for other programs.
- Look up your mentors’ and colleagues’ funding matches. Use their keywords, possible sponsors.

# Tips for NOT Using Pivot

---

- The database **DOES NOT** contain “everything.”
- **OR**, the database does contain “everything,” and we are not searching correctly.
- When searching for a particular opportunity, go to the source.
- Combine search tools. Verify your search logic and findings.
- There is no substitute for word-of-mouth.

# Alternative Keywords *(selected)*

---

- Community outreach
- Social change
- Health promotion
- Youth development or leadership
- Family services
- Poverty & the poor
- Community services
- Health of underserved populations
- Minorities & disadvantaged
- Behavioral or social studies
- Gender issues
- Community & school relations
- Student enrichment
- Educational improvement
- Public policy
- Cross cultural communications
- Civic activities
- Professional development
- Research methodology
- Social measurement & indicators
- Women's education
- Civil or human rights
- Community health
- Public planning

**IN CONCLUSION**

# Search Strategies

---

- Review the literature.
  - Emerging areas of study, opportunities for collaboration
  - Emerging sources of funding (check acknowledgements)
- Search for a funding opportunity that you know, then work backwards.
- Look for keyword patterns, ideas.
- **Start broad, then narrow** (especially for graduate funding).
- Explore alternative disciplines, think about where the money is.
- **Think about characteristics of you.**

# Office of Research Website

---

- **Access to funding opportunities databases.**
- Internal funding opportunities listing.
- Enhanced proposal preparation tools.
  - Award databases, collaboration tools
  - Sample funded proposals
  - Grant writing guides
- Research policies and procedures.

[http://www.research.vcu.edu/research\\_development/index.htm](http://www.research.vcu.edu/research_development/index.htm)



# Individual Grant Search Appointments

---

- **MCV Campus** – Hutton Student Center, Rm. 209
  - First Tuesday of the month
  - 9:00 am – 2:00 pm
- **Monroe Park Campus** – 809 S. Cathedral Pl., Rm. 103
  - Third Monday of the month
  - 9:00 am – 2:00 pm
- **By Appointment** – Biotech One *or* S. Cathedral Pl.
- Can also arrange workshops for larger groups.

[http://www.research.vcu.edu/research\\_development/training.htm](http://www.research.vcu.edu/research_development/training.htm)

**QUESTIONS?**