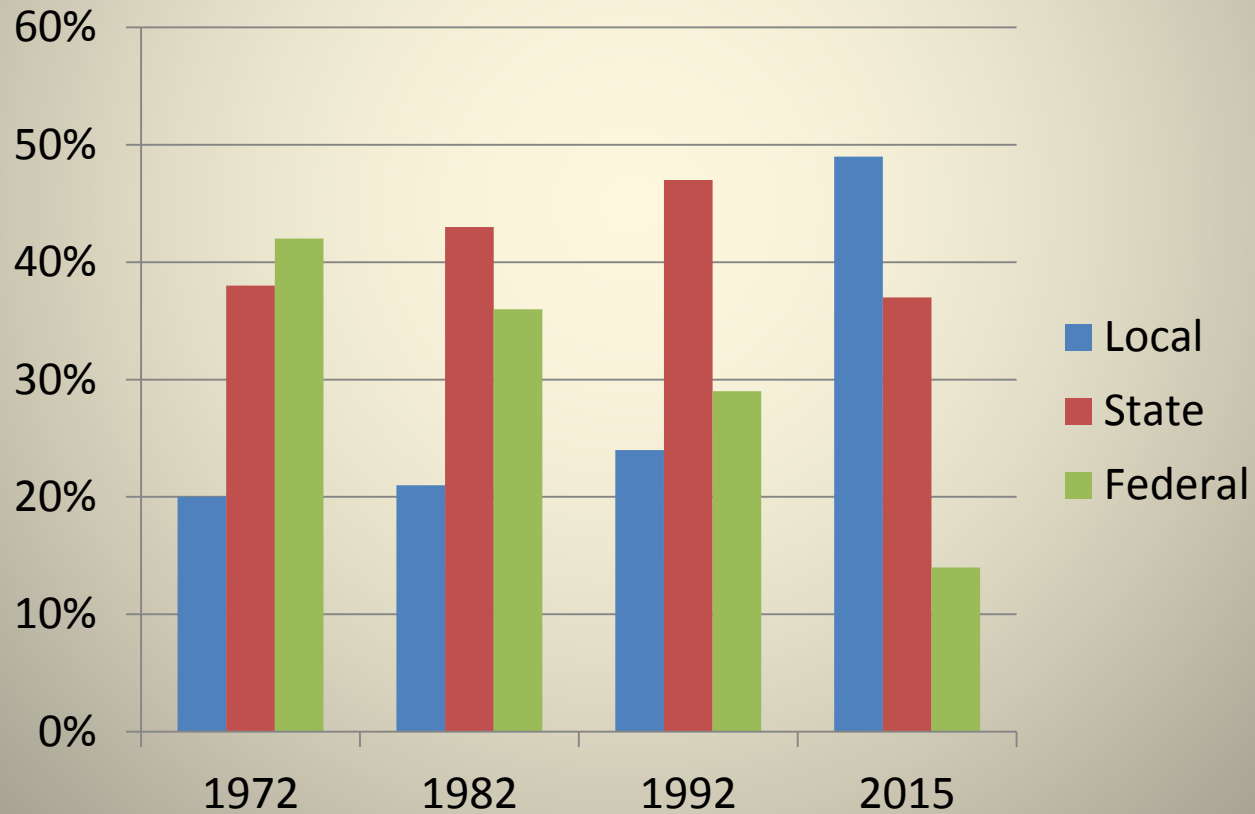


Get Funding

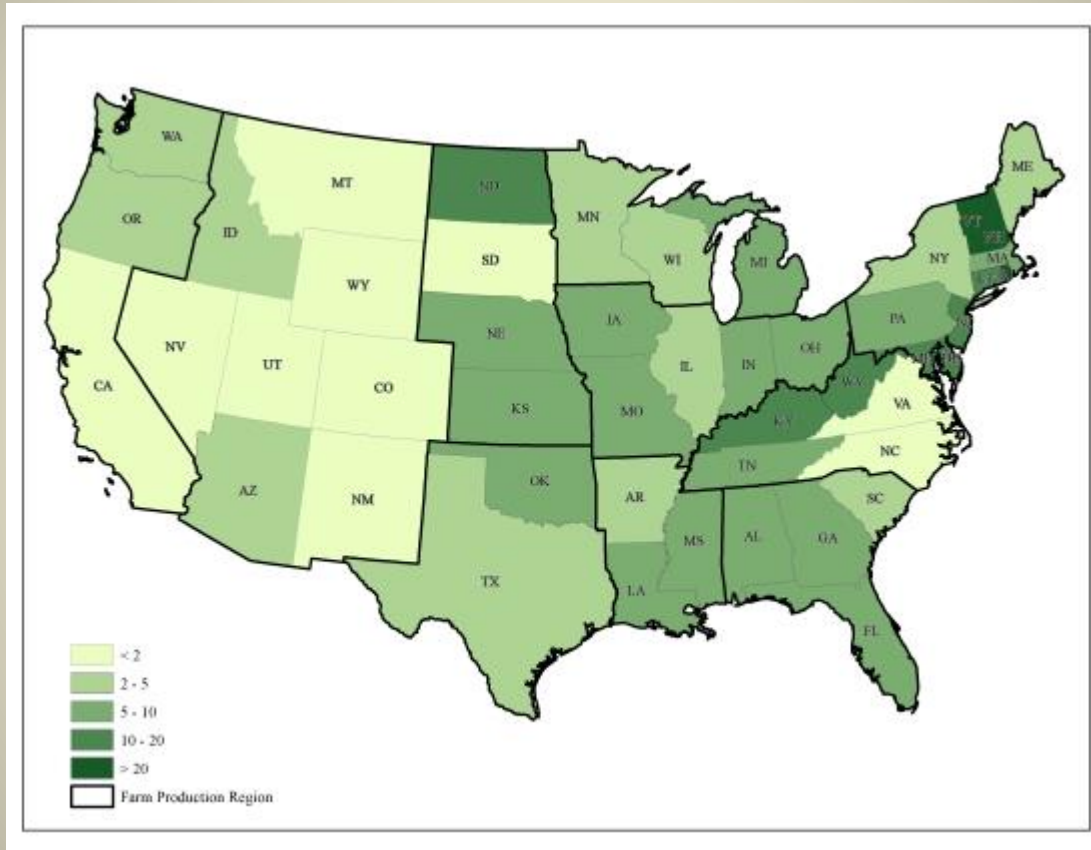
... and I don't mean Crowd Funding



Averaged Percentage of Funds Allocated to 1862 Cooperative Extension 1972-1992 Compared with Averaged Percentages as Reported in 2015



Extension Capacity Varies Across States and Regions (2010, AAEA)



Extension FTEs per Thousand Square Land Miles (2010 - See more at: <http://www.choicesmagazine.org/choices-magazine/submitted-articles/cooperative-extension-system-trends-and-economic-impacts-on-us-agriculture#sthash.0HncmIYH.dpuf>)

The Funding Dynamic (Dilemma)



The Good Ole Days Ain't Coming Back!

- According to USDA 2 percent of Americans farm for a living today
- Only 17 percent of Americans now live in rural areas
- Half of All Georgia Counties lost population last year and more counties are expected to lose population in the near future
3 metro counties now have more than 50% population

The Funding Dynamic (Dilemma)

According to an analysis of funding challenges for Extension one ag economist and researcher found:

“although private industry is providing more of the consulting role with farmers, Extension had an irreplaceable role of providing a multi-functional array of programs as a public good.”

- See more at: <http://www.choicesmagazine.org/choices-magazine/submitted-articles/cooperative-extension-system-trends-and-economic-impacts-on-us-agriculture#sthash.vaM18yry.dpuf>

The Funding Dynamic (Dilemma)

There are many opportunities for finding funding for this multi-functional array of programs as a public good.

One example is a University/Corporate Partnership such as the partnership between the University of Georgia and Coca-Cola.

How is this different than the partnerships with traditional agriculture corporate sponsors?

Why should we partner with non-traditional agriculture corporate sponsors?

The Funding Dynamic (Dilemma)

Extension collaborations and partnerships with corporations have changed over time as the funding climate has changed:

- from not having any identification with any commercial partnership on materials, to attaining financial sponsorship for meetings and materials, to programs such as the Phillip Morris Agriculture Leadership Program supported by the controversial tobacco industry, and the development of 4-H Foundations to solicit corporate donations.

How Your College is Selling Out to Big Ag

Mother Jones May 2012

Chronicle of Higher Education article documents how university animal-health research has become dominated by the pharmaceutical industry—and how the products that emerge from that process are much more about pharmaceutical industry profits than animal health.

...”the USDA dedicates more money to research on sweetener crops like sugar beets (\$18.1 million per year) and oilseed crops (\$79.4 million) than it does to nutrition education (\$15.5 million).”

What is this Presentation About???

This presentation is about a “third” generation asset-based-model of Extension/University/Corporate partnership that brings together the resources of an international company (Coca-Cola) and the resources of Extension and the land-grant university in an engagement to address a world-wide problem of obesity – an issue of importance and significance to 4-H, FACS, AG, and Community Development.

What has changed???

The environment in which we work has changed.

A new asset-based model for engaging with the corporate community on controversial issues will move our organization beyond what we think we can achieve.

Example of What has Changed...

A \$1 million dollar gift from the Coca-Cola Foundation, perceived by many to be controversial in the nutrition committee, was parlayed into a corporate partnership with the Coca-Cola Company has resulted in far reaching benefits to Georgia Extension and beyond; in impact on the state of Georgia, financial contributions beyond the \$1 million, and stature of Cooperative Extension in Georgia and other states.

Example of What has Changed...

Highlights

In the past year, physical inactivity decreased 13% from 27.2% to 23.6% of adults

*2015 America's Health Rankings:
<http://www.americashealthrankings.org/GA>*

What Can We Learn From this Example?

Managing risks associated with these types of partnerships is a skill set that we can teach in Extension using an asset-based community development model.

In 2001, The Ohio State University Extension adopted the following philosophy on funding, and it continues to guide decisions being made about acceptance of new resources:

“Fulfilling commitments with Extension's existing partners is our first priority.”

What Some States Are Doing

New resources provided by contracts, grants, gifts, and user fees are pursued and accepted when:

- The proposed programs fit with Extension's vision, mission and priorities;
- The values and reputation of the funding organization are consistent with Extension's values and reputation;
- There is no expectation of compromising Extension's values

-The Ohio State University

What Some States Are Doing

The Ohio State University Extension Administrative Cabinet does not consider it in the best interest of county Extension programs to name specific local activities or events after a sponsor, unless the sponsorship meets OSU development fund criteria for endowed programs. OSU development fund criteria are:

Endowed Chair --- \$3 million minimum

Endowed Program --- \$50,000 minimum

What We Are Doing At the University of Georgia...

University/Corporate/Community Partnerships

The substantial resources of the science of obesity have not been integrated with other fields of practice to impact community practice to lower the rates of early childhood obesity and prevent adult obesity.

A team approach to solving obesity is widely accepted but difficult to implement for many reasons including funding, parochial attitudes, conflict in organizational and community missions, values, and goals.

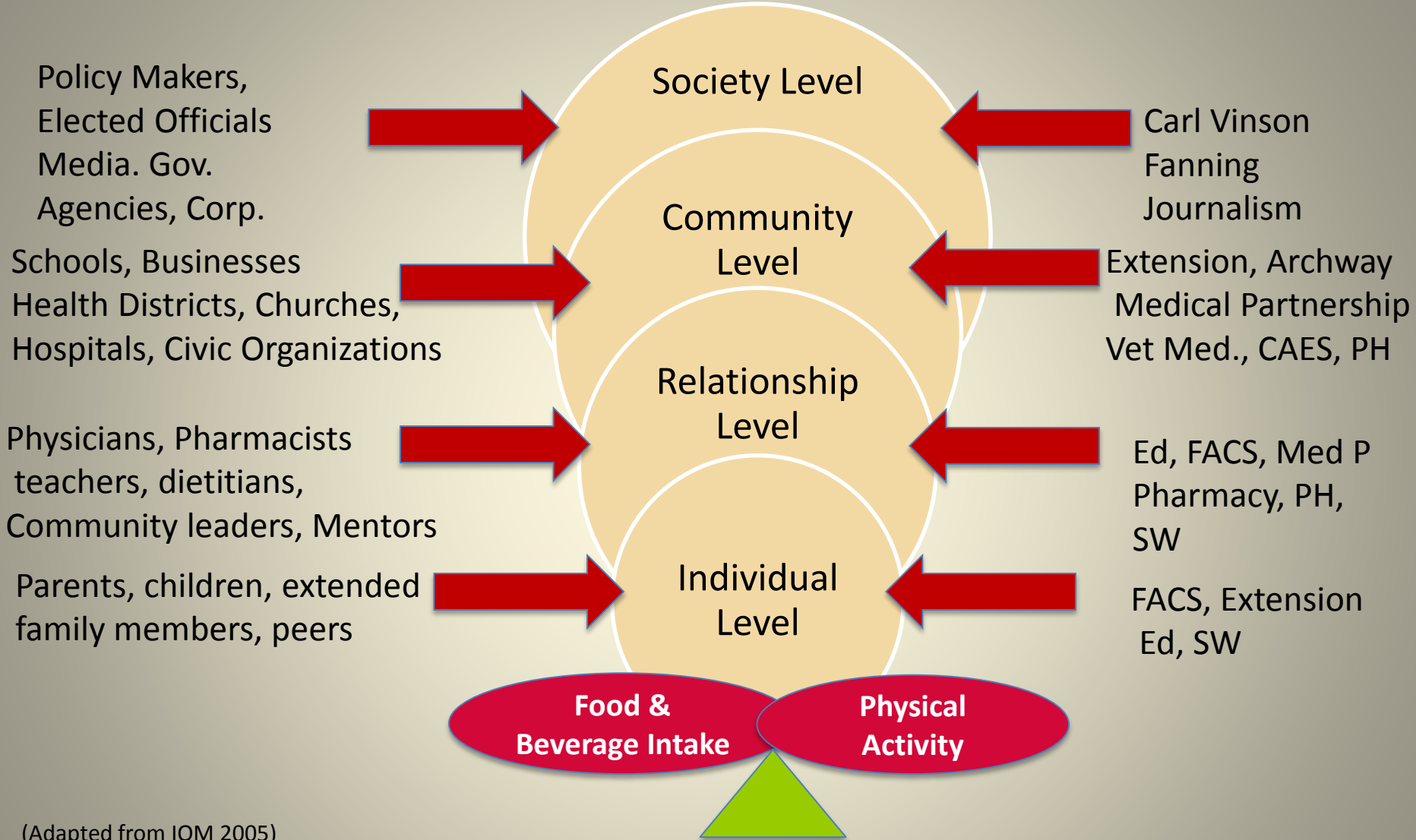
What We Are Doing At the University of Georgia

University/Corporate/Community Partnerships

Public-private partnerships have been traditionally a one-sided relationship: a company provided the money to fund a project, which was designed, developed and implemented by a university.

The relationship is much more balanced in our approach to public private partnerships: the corporate-university partnership model is no longer about company funding and University expertise, but a collaboration where the partners come together to tackle the big issues.

UGA Obesity Initiative Approach



(Adapted from IOM 2005)

Prevention of Childhood and Adult Obesity



Take Home Messages

- The environment in which we work has changed.
- Environmental scans of the funding environment are important.
- We have a Unique Asset in the University/Corporate Partnership.
- A new asset-based model for engaging with the corporate community on controversial issues will move our organization beyond what we think we can achieve.