



# Enhancing AgrAbility Services Through Preparing Successful Requests for Funding (During a Pandemic)

Bill Field, Professor  
National AgrAbility Project  
Purdue University  
West Lafayette, IN

Contact Information:  
765-494-1191  
[field@purdue.edu](mailto:field@purdue.edu)

# Overview

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- Confirming your Mission
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# Introduction

- First fundraising activity was gleaning corn for my FFA Chapter
- Faculty at Purdue since 1977
- Began Breaking New Ground Resource Center with a \$5,000 gift from Deere & Company
- Served on several non-profit boards
- Operated a therapeutic horseback riding program for 11 years
- Set up three endowments to benefit university students
- Associated with AgrAbility since it was established in the 1990 Farm Bill

# Vision of AgrAbility

“enhance the quality of life  
for farmers, ranchers, and  
other agricultural workers  
with disabilities”

# Confirming Your Mission

- Do you believe in the vision of AgrAbility?
- Is your commitment demonstrated by both faith and good deeds?
- Are you invested?
- Do you communicate your passion to others?

# AgrAbility Has Been a Good Investment in People and Communities

▪ USDA/NIFA funding	\$106 million
▪ USDA/NIFA complimentary funding – Vets, Socially Disadvantaged, Beginning Farmers, Farm Stress	10 million
▪ DOL, DOEd, HHS, CDC funding	5 million
▪ Vocational Rehabilitation Services	10 million+
▪ Corporate support for NTW	1.5 million
▪ Non-profit organization support – Easter Seals, Goodwill, Arthritis Foundation, Tech Act, Farm Bureau, etc.	?
▪ Individual giving	?
▪ University support – no indirect charges	40-50 million
TOTAL	\$200 million±

# Sources of Support

- Individuals #1 source of annual giving
- Corporations/businesses
- Non-profits
- State and federal agencies
- Estates/trusts

# Why People Give

- Mission alignment
- Faith-based reasons
- Tax advantages
- Guilt
- Desire to establish a legacy



# What People Give

- Money
- Time
- Expertise
- Connections
- Stuff

# Being Proactive

- Believe that what you are doing is valuable
- “You have not because you ask not”
- Be bold – but not obnoxious
- Prepare an elevator speech
- Be patient – A “no” today might be a “yes” tomorrow
- Pursue “win/win” opportunities

# Remember to Say Thank You

- After they say “no”!
- After they say “we’ll think about it”!
- After they say “yes”!

# Resources

- [www.agrability.org](http://www.agrability.org)
  - Funding Assistance
- Explore fundraising strategies
  - Type in: “learning how to fundraise”
- Tap the expertise of those who do it
  - Successful local non-profits

# A Special Thank You to:

- All those who have supported AgrAbility programs nationwide
- The AgrAbility staff who made the program a great investment
- The farmers and ranchers who allowed AgrAbility to serve them

# Questions