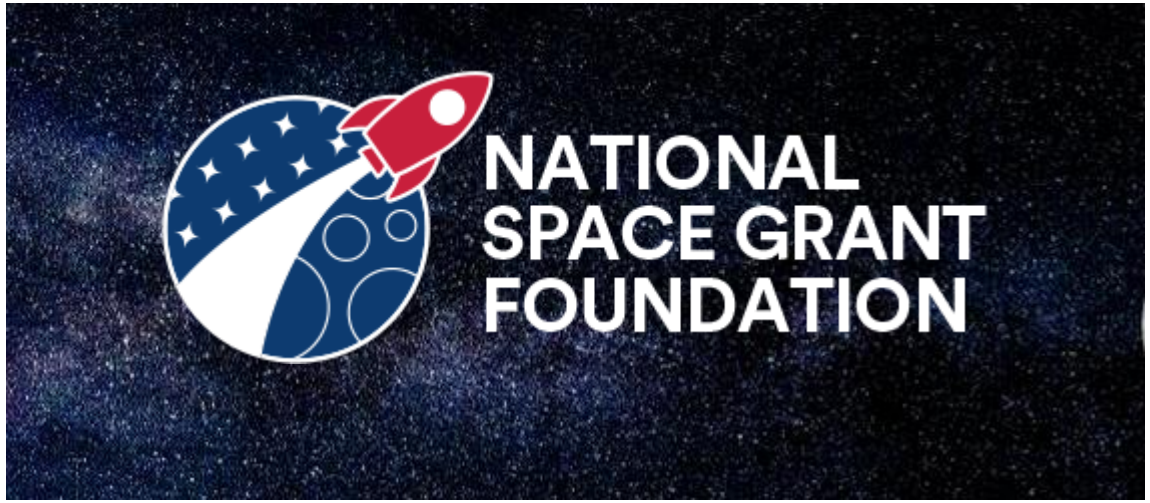


National Space Grant Foundation: Past, Present, and Future

Kevin Freese, NSGF CEO

Shawna McBride, NSGF Chair

National Space Grant Foundation History

- Registered as a 501(c)(3) non-profit organization in January 2001
  - Bill Byrd (IA), Bill Hiscock (MT), and John Wefel (LA) original incorporators

- Bill Byrd (IA) – leading force and first President
  - Broad support from the Directors and Directors' Council
  - Board of Directors was initially composed of 5 elected Directors
  - Today 7 Directors serve on the Board

Bill Hiscock

John Wefel

*Thanks to Shirley Campbell, Mary Sandy, Carmen Fuchs, Bill Byrd, and Mark Fischer for information

National Space Grant Foundation History

- Mission
  - To promote and provide students with transformational STEM education and research opportunities and to support public engagement in areas related to NASA's missions.

National Space Grant Foundation History

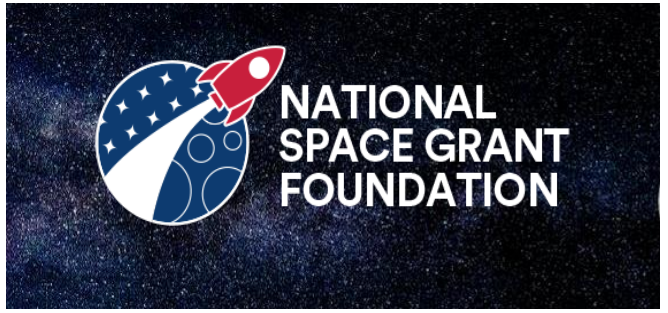
- Vision
  - Long-term view of Space Grant w/ an Endowment to help support Space Grant
  - Source of funds independent of universities and federal agencies
    - Each state has an expendable account
  - Enable Space Grants to band together to respond to RFPs from many sources

National Space Grant Foundation History

- Creation of the Endowment
  - Donations from states and Directors
  - Residual funding from NASA Ames contract ($50K/yr)
  - Penny machines placed in museums around the country

SMITHSONIAN NATIONAL AIR & SPACE MUSEUM

National Space Grant Foundation History



- Primary goals
  - Provide long-term **funding** for Space Grants
  - Provide **support services** to the Space Grants
  - Serve as the **National Face** for Space Grant programs
  - To serve as an **interface** between Space Grants and outside organizations

Present: National Space Grant Foundation

Foundation

Kevin Freese, CEO
Ex Officio Officer

Shirley Campbell,
Assistant Director

Mark Fischer

Board of Directors

Shawna McBride (WY),
Chair

Jed Marquart (OH),
Vice Chair

Kevin Crosby (WI),
Treasurer

Tim Swindle (AZ),
Secretary

Andy Arena (OK)

Jaydeep Mukherjee (FL)

Joe Orr (UT)

Ex Officio Members

Angela Des Jardins (MT),
Ex Officio Officer

John Kosmatka (CA),
Ex Officio Officer

Present: National Space Grant Foundation

- Provide support services to Space Grants
  - Support for meetings and events
  - Facilitate award funding (fellowships/stipends)
  - Purchases and payments
    - Process payments, including credit card payments
    - Accept payments and donations
    - Receive affiliate dues
    - Invoice vendors
    - Assist with purchasing difficult items: promotional items and office equipment
    - Provide staff bonuses
    - Help with problem-solving

Present: National Space Grant Foundation

- Manage and assist w/ Space Grant-related and NASA-related activities

BLAST

John Mathers Nobel Scholarships

William A Hiscock Space Grant Scholarship Fund

Virginia Aerospace Science and Technology Scholars

Virginia Earth System Science Scholars

NASA Exploration Systems and Habitation Academic Innovation Challenge
HAB

NASA KSC Higher Education Support

Space Systems Engineering Website

CSIIP
COMMONWEALTH STEM INDUSTRY INTERNSHIP PROGRAM

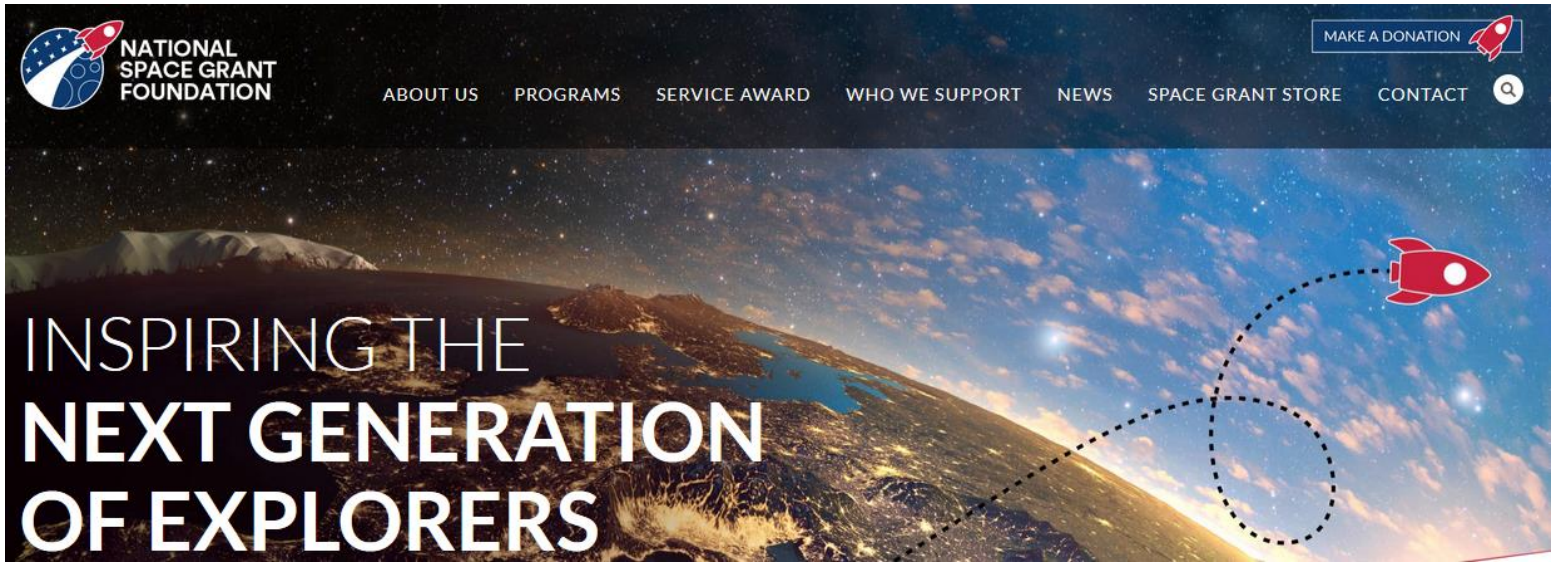
Virginia Space Coast Scholars

Present: National Space Grant Foundation

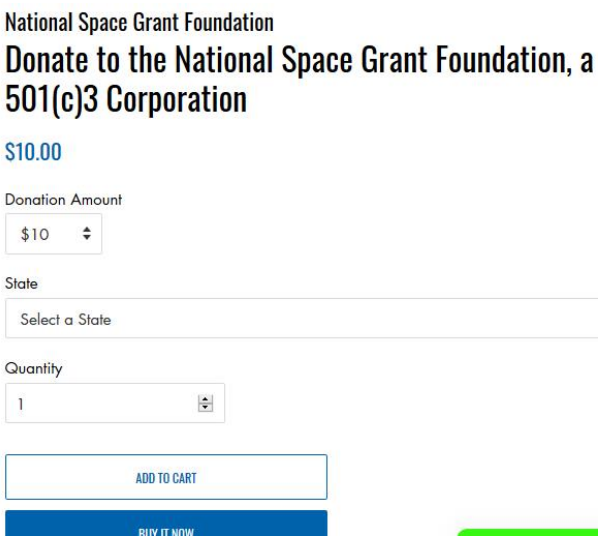
- NSGF NASA Fall and Spring Internship Program
  - Space Grants nominated 360 students from 44 jurisdictions
  - 51 placements from 30 jurisdictions
    - 16 graduate students and 35 undergraduates
  - Can provide between 40-48 internships in the fall
  - Student matching
    - NASA mentors select students
    - NASA Center internship coordinators were active in trying to find placements for Space Grant students

Present

- Rebranding
  - Updated website
  - New logo



- Donation link and links for each state
  - Can create state pages



Present

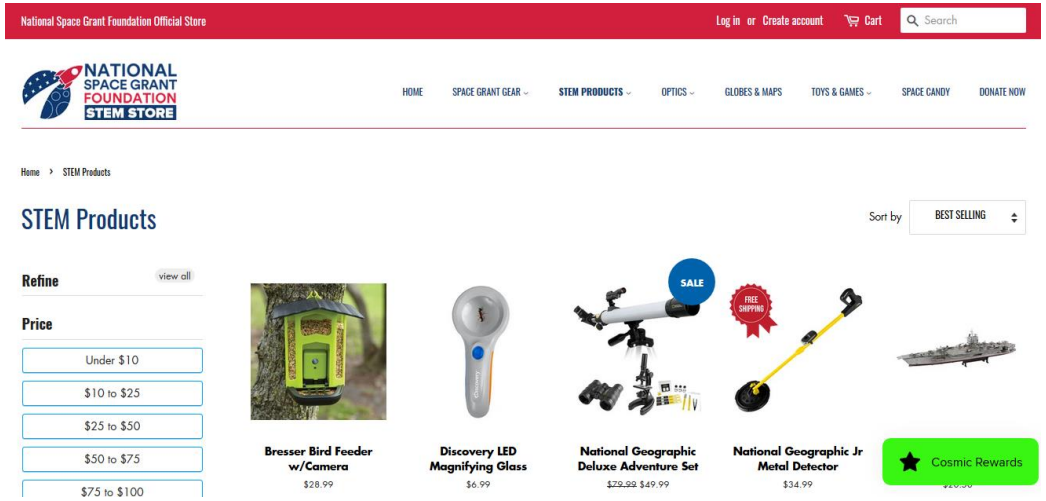
- Social media presence

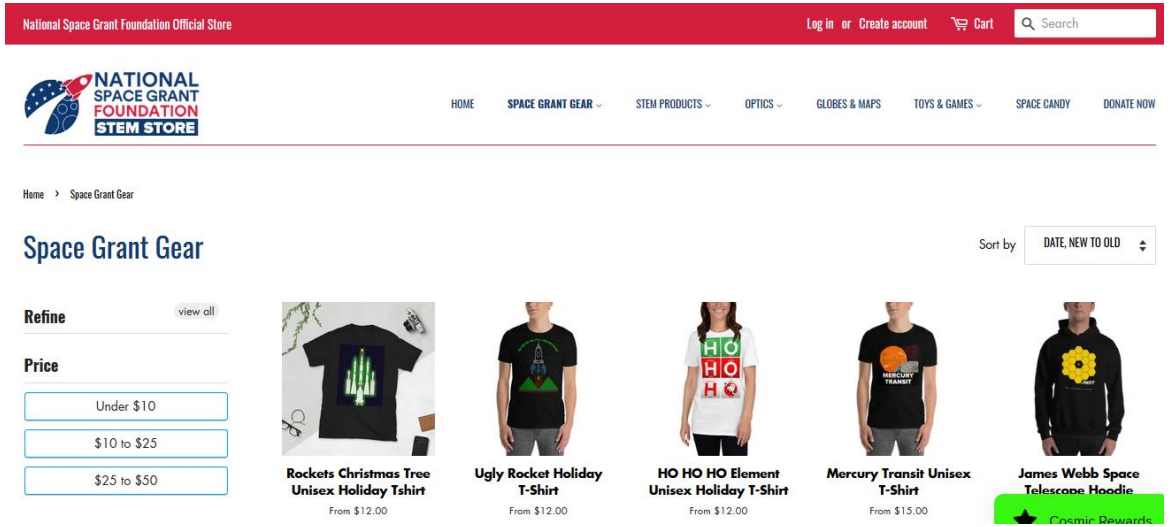
- Space Grant store
  - https://spacegrantstore.com/
  - Royalties go to the Foundation

Uncategorized

HAVE A STORY TO SHARE?

We'd love to hear from you! Complete our contact form with the details.





New things on the horizon:
Growing our ability to provide opportunities for students

Space Grant has such a great story to tell…

By telling that story, we can provide even more opportunities for our students…..

Kevin Freese
CEO, National Space Grant Foundation

National Space Grant Foundation
Update

Kevin D. Freese

Chief Executive Officer

Email: freese@spacegrant.org · Cell: 440.477.7937

27 February 2020

Agenda

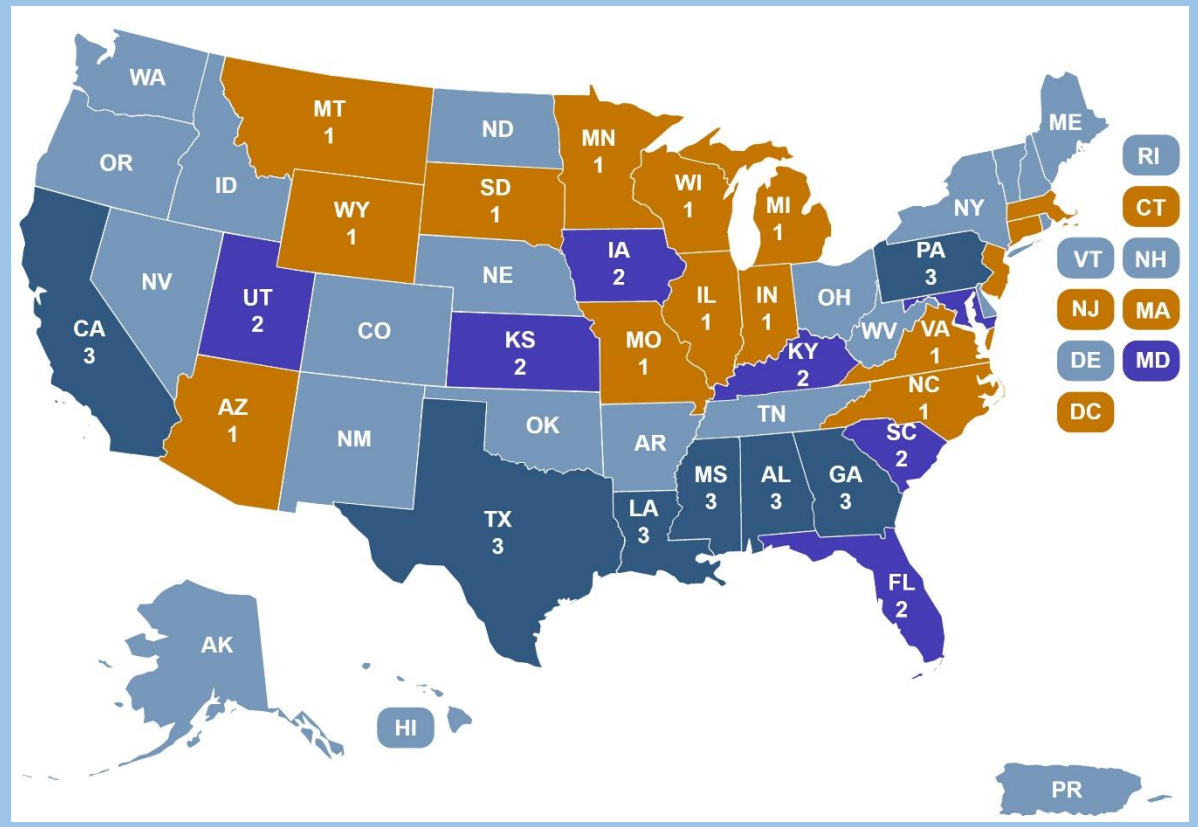
- NSGF Current Services Overview
- NASA Internship Status
- NSGF Rebranded Website Content Initiative
- Building “The National Ask”
- Virtual Event Fundraising
- In-Person Event Fundraising
- SpaceGrantStore.com
- Endowment Management
- **FY 2020 Calendar of Key Action Items & Plans**

THE NSGF Current Services Overview

- Centralized Fundraising –National Fundraising
- Donor & Constituent Cultivation and Management
- Centralized Marketing & Content Sharing
- NASA Contracts – M2M XHAB, Internship Matching, Other Services
  - Centralized Administration of Space Grant Initiatives
- Continue “Services”
  - “Your Back Office” – Administrative Services
  - Financial Disbursement
  - Accounting & Bookkeeping Services
  - Contract Services
  - Program Management
  - Event Registration
  - Website Hosting
- Endowment Management

NASA Internship Status Placements

- 360 Nominations from 44 Space Grant Jurisdictions
- 51 Placements from 30 Space Grant Jurisdictions
  - 35 Undergraduates
  - 16 Graduates
- 40-48 Additional Placements Anticipated in the Fall



Armstrong	3	Langley	12
Ames	4	Marshall	9
Goddard	1	NASA HQ	1
Johnson	9	Stennis	5
Kennedy	2	Wallops	1

NASA Internship Status Process

- NASA Space Grant $1.3 Million Appropriated Funds
  - Fund Fall and Spring Internships at NASA Centers
- NSGF is Administering for Space Grant Network

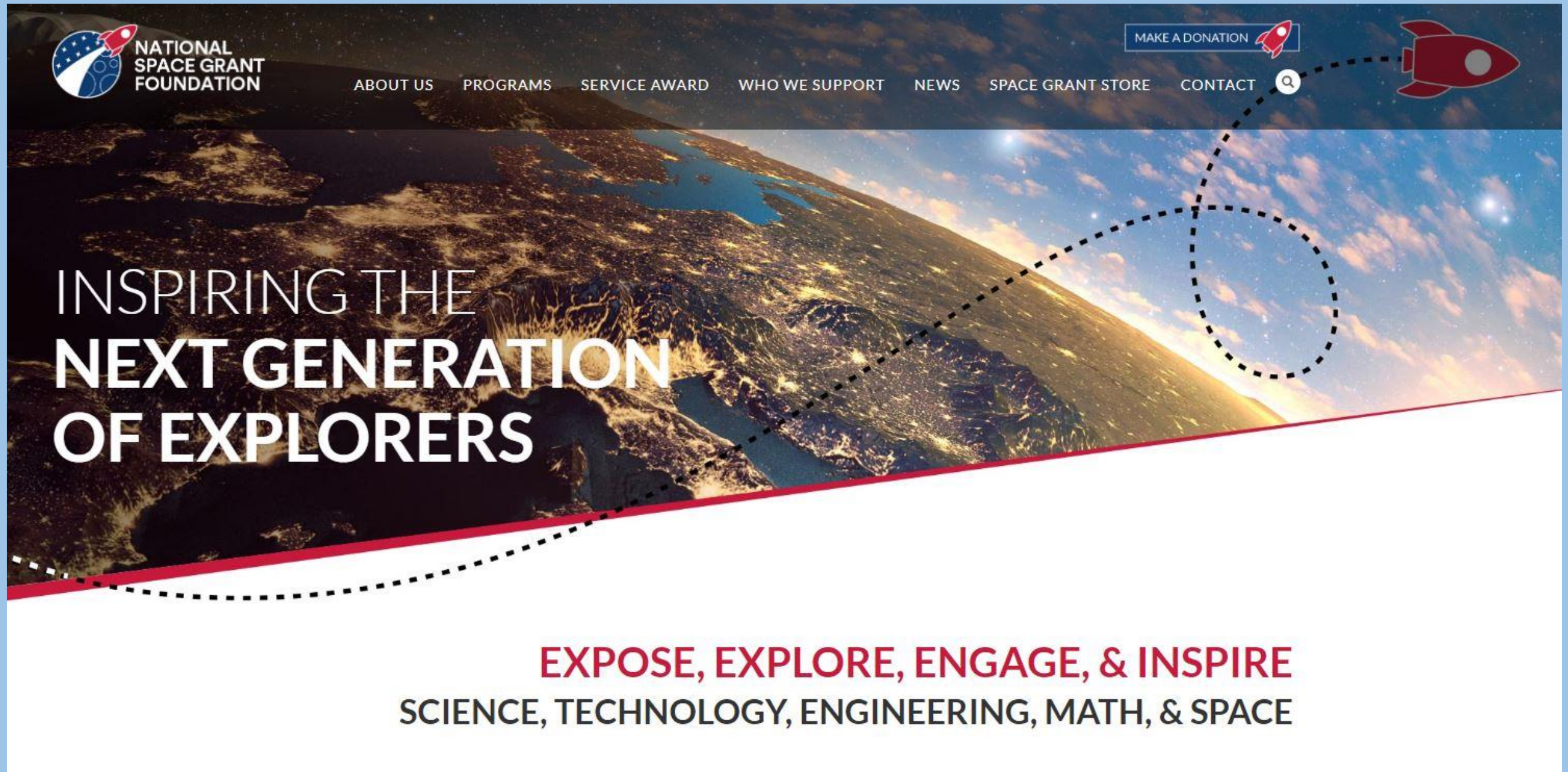
- NASA Internship Portal Applications
- Space Grants Nominate Pool of Pre-Approved Applicants
- Mentors Evaluate All Applicants for Best Fit
- NASA Equitable Allocation Between Centers
- NASA Internship Coordinators integral to matching Process

NSGF Rebranded Website Content Initiative

- NSGF Website SpaceGrant.org has Fresh, Hip Look
  - Content, Outcomes and Constituent Needs Focus
  - Space Grant Community News Source
  - Search Function
  - Social Media and SEO Initiatives to drive Traffic
- Ability to Solicit donations
- Linkage to official NSGF SpaceGrantStore.com

- Space Grant Community Requests:
  - All Space Grant Consortia point link to SpaceGrant.org
  - Awareness Emails and Social Media of SpaceGrant.org

NSGF SpaceGrant.org Website “Facelift”



NSGF SpaceGrant.org Website “Facelift”

Donations - Building “The National Ask”

- Develop “Menu” of Fundraising Needs
- Compile Donor Base, Donor Management System
- Getting on with the Ask
- Recognition Strategy to Keep Donors “in the Game”
- NSGF Fundraising overhead at 30% for first $2Mill
  - Best Practice for Cost/Dollar raised is 20-30 cents for World Class

- Space Grant Community Request
  - Attend NSGF Friday Breakout Session
  - Share and cultivate Donor Databases

Donations – In-Person Event Fundraising

- NSGF/FSGC Astronauts & Aerospace Event in Naples, FL
  - Astronauts, Students, Scientists
  - NSGF/FSGC Presentations
  - High Net Worth Donors
  - Partnership with Key Bank
  - Jaydeep and Kevin partnering

Donations - “Virtual” Event Fundraising

- Virtual State Days of Giving for each Consortia
  - Stagger dates each month/week
  - Potential Six-figure Fundraising for each Event
- Magnitude of Impact Potential
  - At $100K/Consortium - $5 + Mil Annual Opportunity
  - At $200K/Consortium - $10+ Mil Annual Opportunity

- Space Grant Community Request
  - Sign up with Kevin or Shirley
  - Share Donor/Constituent database

Merchandising & Donations - SpaceGrantStore.com

- **Visit SpaceGrantStore.com –"Ultimate" STEM, Space and Educational Products Super Store**
  - Royalties paid to NSGF as Percentage of all Net Sales from SpaceGrantStore.com
- Space Grant Store to evolve in CY2020 with thousands of products
  - Currently 1,000 + Quality SKUs
- Donation Solicitation

- Space Grant Community Requests:
  - **Tell EVERYONE to go to SpaceGrantStore.com**
  - All Space Grant Consortia point link to SpaceGrantStore.com
  - Provide NSGF with constituent databases
  - Email Lead and Affiliate Institutions Frequently for awareness
  - Provide Donation Page Content for your Consortia to Shirley

SpaceGrantStore.com Merchandising Site

Space Grant Gear

Browse by ALL Sort by BEST SELLING

Collector Edition 50th Anniversary Moon Balloon

From $4.99

50th Anniversary Moon Landing Apollo 11

From $26.50

50th Anniversary Lunar Landing Mug

$14.50

Morning Blastoff

$12.00

Pure Genius Element Mug

$15.50

Earth Coffee Mug

$14.50

Pi Pie Unisex T-Shirt

From $13.00

Astronaut Space Backpack

$47.00

Space Shuttle Tribute Unisex Hoodie

From $29.50

STEAM POWERED Retro Style Vintage T-Shirt

From $26.50

SpaceGrantStore.com Merchandising Site

SpaceGrantStore.com Donation Management

National Space Grant Foundation Official Store

Log in or Create account | Cart | Search

THE OFFICIAL STORE

NATIONAL SPACE GRANT FOUNDATION

The Ultimate STEM Education SuperStore

HOME | SPACE GRANT GEAR | STEM PRODUCTS | OPTICS | GLOBES & MAPS | TOYS & GAMES | SPACE CANDY | **DONATE NOW**

Home › Donate to the National Space Grant Foundation, a 501(c)3 Corporation

National Space Grant Foundation

Donate to the National Space Grant Foundation, a 501(c)3 Corporation

$10.00

Donation Amount

$10

State

National Space Grant Foundation

Quantity

1

ADD TO CART

Guaranteed SAFE Checkout

VISA | MasterCard | American Express | Discover | PayPal | Venmo

PROCEEDS BENEFIT NATIONAL SPACE GRANT FOUNDATION

Endowment Management & Fundraising Partnership(s)

- Commoditization of “Money Management with Various Firms
  - Total Return in CY2019 17.79%
  - S&P 500 Return in CY2019 31.49% (Our Equity Return 27.21%)
  - Asset Allocation
    - Equity 55%
    - Fixed Income 43%
    - Cash 2%
- Fundraising “Partnerships” with Money Managers
  - Stable of Donors
  - Underwrite and Conduct Events
  - Event Planning Staff

FY 2020 Calendar of Key Action Items & Plans

- First Half 2020
  - Finalize National Fundraising Menu
  - Donor Database Collaboration and Collection
  - Space Grant Store “Live” and Ready
  - Strategic Partnerships with Audience and Fundraising Capacities
  - Virtual Day of Giving Action Planning for 2H2020
  - In Person Event Planning Action Plan and Roll-Out
    - Astronauts and Aerospace Fundraising Event in FL
    - Underwriting Partnerships to fund events and bring audience
  - Space Grant Store Sourcing
- Second Half 2020
  - Day of Giving Roll Outs for Select Markets
  - Initiate Major Donor and Corporation “Asks”
  - Day of Giving “Ready” for Tuesday after Thanksgiving and Holiday Season
  - Merchandising of SpaceGrantStore.com STEM and Space related products