

How to move forward

Asking for funding during COVID-19

As the COVID-19 pandemic endures, the business of MU Extension continues. This page provides language for seeking funds to support MU Extension, including gifts, grants and contracts. Use this text for grant proposals, guidance to extension council members and talking points with potential donors or partners.

Why should an individual or organization support MU Extension during the pandemic?

MU Extension is a crucial, trusted partner helping individuals, families, farms and small businesses successfully navigate COVID-19 issues. The pandemic is unfolding rapidly and disrupting many aspects of our lives, raising new questions that Missouri residents need help answering. Now, more than ever, MU Extension is a reliable source of unbiased, research-based information Missourians need to face changes to their lives and communities.

Extension services continue uninterrupted during the COVID-19 outbreak. Using university-backed technology platforms, MU Extension quickly adapted its outreach in communities. 4-H learning activities for K-12 youths and business development training for entrepreneurs and small-business owners continue through virtual and digital teaching platforms. One-on-one and small-group outreach to farmers who are managing COVID-19 challenges with their livestock, staff and farm operations continue under responsible social distance protocols. These are just a few examples of the ways MU Extension continues to fulfill its mission despite the challenges of the current health crisis.

How can MU Extension ask for funds when crisis needs continue to exist in the community?

MU Extension faculty and staff are in every Missouri county and are members of the community. Locally based faculty and staff are keenly aware of the needs of Missouri residents and communities and are working alongside partners wherever possible to help ensure crisis needs are met.

At the same time, Missouri's families, communities, farms and businesses need continuity and stable access to the extension programs they rely on: Youths need social engagement and educational experiences through 4-H, businesses need to plan for the future, and farm operations need to continue providing a stable food supply. The most urgent phase of the pandemic will eventually pass and MU Extension will be ready with solutions to help Missouri rebuild and recover.

Why does MU Extension need funding?

MU Extension has always received financial support through federal Smith-Lever funds, state funding through the University of Missouri and funding from Missouri counties. As these sources of funds decline, Missouri's population grows. So does the need for extension. MU Extension is taking an entrepreneurial approach by pursuing new sources of revenue through gifts, grants, contracts and fees to meet the growing need for extension programming throughout Missouri.

Pride Points

Agriculture and Environment



Show-Me-Select Replacement Heifer program has had a 20-year economic impact in the state of more than **\$150 million**.



More than 2,000 crop producers save over **\$80 million a year** through enhanced pest control and less pesticide use thanks to the Integrated Pest Management Program.



Regional Grazing Schools bring in **\$83.6 million** to the state's economy each year.

Health and Safety



More than **31,000 health care professionals** across the state stay up to date through Nursing Outreach and Continuing Medical Education programs



2,000+ people, from police officers participate in the Law Enforcement Training Institute's state-of-the-art programs each year.



The Fire and Rescue Training Institute provides training each year to **13,000+ firefighters** and other emergency responders.

Business and Community



Missouri's Small Business Development Centers helped Missouri small businesses increase their sales by **\$234 million**.



Missouri's Small Business Development Center helped over **770 new small businesses** get started in Missouri.



Community and economic development programs helped increase communities' leveraged resources by **\$1.6 million a year**.

Youth and Family



Family Nutrition Education programs provide more than **900 Missouri schools** with info about healthy food to low-income Missourians.



After eight weeks, participants in the Stay Strong, Stay Healthy program have **improved balance, increased strength** and **better sleep quality**.



Missouri 4-H has over **57,000 Missouri youths enrolled** and more than **9,000 volunteers**.

Since COVID-19

- Within days of program suspension, MU Extension launched a statewide [COVID-19 resources website](#) to help Missourians. In the first six weeks, the website has received over **7,200 page views**.
- Small Business Development Centers have found new ways to serve small businesses and deliver programs. Faculty have offered over **100 webinars** across the state with **1,800 attendees**.
- Include messages about specific achievements from your local extension center.