



Trip Report:

Location(s) visited:

- ✓ Blacksburg, VA
- ✓ Farmville, VA
- ✓ Wytheville, VA
- ✓ Radford, VA
- ✓ Charlottesville, VA

Dates: November 7-22, 2014

Authors: Artur Grigoryan

Institution(s): International Center for Agribusiness Research and Education (ICARE)

Purpose:

Build the capacity of the development office to raise funds and ensure the long-term sustainability for the ICARE/ATC.

Objectives for the study visit include:

- Build a strategy for non-profit (non-government) fundraising that is appropriate for ICARE/ATC;
- Develop methods to implement that strategy that are appropriate for the funders (donors, etc.) and program of ICARE/ATC;
- Visit development offices at colleges and universities that offer examples relevant to ICARE/ATC;
- Develop messaging and presentations for successful fundraising;
- Develop awareness of estate planning, legacy funding, and endowment funding;
- Increase understanding of the potential role of outreach centers;
- Create opportunities to work one to one with fundraisers; and
- Develop a strategy to network with and gain support from Diaspora Armenians living in the US.

Sites Visited:

- Office of International Research, Education, and Development (OIREED), Blacksburg, VA
- Farmers Market, Blacksburg, VA
- College of Agriculture and Life Sciences at VT, Blacksburg, VA
- Urban Horticulture Center, Blacksburg, VA

- Kentland - Virginia Agricultural Experiment Station, VA
- Hahn Horticulture Gardens and University Greenhouses at VT, Blacksburg, VA
- Entrepreneurship Conference at the Inn at VT, Blacksburg, VA
- Attimo Winery in Christiansburg, VA
- Agricultural Research and Extension Center at Raphine, VA
- McCormic Historic Center, Raphine, VA
- Longwood University, Farmville, VA
- Radford Small Business Development Center, Radford, VA
- Wytheville Community College, Wytheville, VA
- Morrisette Winery, Floyd, VA
- Meetings at IORED office, Blacksburg, VA

Description of Activities:

The main goal of all meetings was to pass hands-on experience to ICARE Development Director on fundraising and institutional advancement techniques. Majority of the meetings had a format of office meetings and discussion, each of which last for about 1-2 hours. Site visits have been organized where seeing the facility was the key aspect of learning.

Suggestions and Recommendations:

- ✓ For the forthcoming series of ICARE staff visits to the United States it would be beneficial to organize appointments with potential donors.

List of Contacts Made:

Name	Title/Organization	Contact Info (address, phone, email)
Kurt Richter	Associate Director, Technical Assistance and Special Initiatives	Phone: 540-231-2762 Email: richterk@vt.edu
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	Community College	Email: paw@penelopesart.com
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Douglas McAlister	Director of Development and Strategic Partnership	Phone: 540-231-6913 Email: mcallist@vt.edu
Jennie Schwanke	Community Garden Coordinator YMCA	XXXXXXXXXXXXXXXXXXXX
Katherine Albright	Fundraiser for Blacksburg farmers market	XXXXXXXXXXXXXXXXXXXX
Ellen Steward	Fundraiser for Blacksburg farmers market	XXXXXXXXXXXXXXXXXXXX
Ryan Martin	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX
Ann Regn	Director of Public Information and Outreach, Foundation for Virginia's natural Resources	XXXXXXXXXXXXXXXXXXXX
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Elisabeth Flanagan	Vice President for Development and University Relations, VT	Phone: 540-231-7676 Email: betsyf@vt.edu

Holly Scoggins	Director, Hahn Horticulture Center	Phone: 540-231-5783 Email: perennials@vt.edu
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Ozzie Abaye	Professor, Crop and Soil Environmental Sciences, VT	Phone: 540-231-9737 Email: cotton@vt.edu

Appendix:

Trip Log, November, 2014

Friday, November 7	<ul style="list-style-type: none"> ✓ arrived in Blacksburg
Saturday, November 8	<ul style="list-style-type: none"> ✓ visiting the VT campus in Blacksburg, ✓ visiting farmers market in Blacksburg ✓ visiting YMCA cradt fares ✓ networking dinner at Kurt Richter's home
Sunday, November 9	<ul style="list-style-type: none"> ✓ visiting Brian Murphy's farm, ✓ visiting Pandapas Pond
Monday, November 10	<ul style="list-style-type: none"> ✓ discussion with in OIRED office with the colleagues ✓ meeting Michael Bertelsen, OIRED Director ✓ meeting the staff responsible for communication - Laina Schneider and Miriam Rich ✓ meeting Maggie Bassett and Penelope Moseley (institutional advancement and fundraising experts)
Tuesday, November 11	<ul style="list-style-type: none"> ✓ meeting with Benjamin Groove, Associate Director of Development, College of Agriculture and Life Sciences, VT ✓ meeting with Douglas McAlister, Director of Development and Strategic Partnership, VT ✓ working on ICARE presentation with Anne Millett in OIRED office.
Wednesday, November 12	<ul style="list-style-type: none"> ✓ ICARE presentation in OIRED office ✓ visiting Urban Horticulture Center and Kentland Farm Research projects ✓ visiting Community Gardens and meeting Jennie Schwanke (fundraiser) ✓ meeting Katherine Albright and Ellen Steward (fundraising experts) in Blacksburg farmers market
Thursday, Novemner 13	<ul style="list-style-type: none"> ✓ meeting Ryan Martin, from YMCA Development Unit ✓ visiting Hahn Horticultural Gardens and meeting its staff responsible for business advancement ✓ visiting VT Enology Services Lab
Friday, November 14	<ul style="list-style-type: none"> ✓ Participating at Entrepreneurship Conference Tech 2014 at VT
Saturday, November 15	<ul style="list-style-type: none"> ✓ Participating at Entrepreneurship Conference Tech 2014 at

	VT
Sunday, November 16	<ul style="list-style-type: none"> ✓ visiting to Attimo Winery and networking with outreach events staff
Monday, November 17	<ul style="list-style-type: none"> ✓ visiting Agriculture and Research Center (AREC) at Raphine, ✓ visiting McCormic Historic Center at Raphine ✓ meeting Ann Regn from Virginia Department of Environmental Quality.
Tuesday, November 18	<ul style="list-style-type: none"> ✓ meeting Sheri McGuire, Louise Waller, and Petra Visscher (fundraising experts) in Longwood University, ✓ meeting Walter Witschey (fundraising expert) in Farmville, ✓ meeting Ken Copeland, Vice President for Administration and Finance at Longwood University, ✓ meeting Courtney Hodges (fundraising expert) in Longwood University,
Wednesday, November 19	<ul style="list-style-type: none"> ✓ meeting Anthony Byrd from Radford Small Business Development Center ✓ meeting Laura Turk, the Director of Radford Alumni Association
Thursday, November 20	<ul style="list-style-type: none"> ✓ meeting Rhonda Catron-Wood in Wytheville Community College ✓ meeting Penelope Moseley
Friday, November 21	<ul style="list-style-type: none"> ✓ meeting with Elisabeth Flanagan from VT development office ✓ working in OIRED office with Keith Moore and Tom Hammet
Saturday, November 22	<ul style="list-style-type: none"> ✓ departing from Blacksburg