



# What Teachers Want: Grant Priorities in 2009

A report by Catrina Brewton, Assistant Editor, Nimble Press

As the recession hits state and local revenues, schools have had to slash their budgets and more educators are turning to grants to make up the difference. Each year, [Grant Wrangler®](#) conducts a survey of our subscribers and analyzes our site activity to track grant giving and grant seeking trends. In 2009, Grant Wrangler traffic continued to rise with more and more educators seeking funds. At the same time, several long-standing giving programs were put on hold or canceled by their funders. Despite the setbacks, new grantors and more programs continue to make millions of dollars available to schools across the country.

## Grant Wrangler Research

In 2009, Grant Wrangler listed more than \$166 million in grants and awards for K-12 teachers, students, administrators, schools, and nonprofits. Grant Wrangler focuses on education grants to make it easier for teachers to find funding. Teachers may search by subject or grade level to find the grants that match their eligibility. Nimble Press analysis of grants and grant views in Grant Wrangler shows us the priorities of grant seekers and helps us identify opportunities for new grant programs.

In addition to monitoring site activity, Nimble Press also surveyed its bulletin subscribers on the types of grants they need. A large percentage of survey respondents reported a need for academic enrichment grants and classroom resources. When asked about subject-specific grants, the majority specifically indicated a need for technology, literacy, and science grants.

## Broad Scope and Eligibility Requirements

Nimble Press finds that the most-viewed grants generally have a broad focus (covering grades K-12 and multiple subject areas) and broad eligibility requirements. The results of the Grant Wrangler Survey reveal that 67% of respondents are most likely to seek a variety of classroom resources and 57% are likely to search for academic enrichment grants. These numbers were almost identical in 2008, when 67% of respondents sought classroom resources, and 58% sought academic enrichment grants.

The most popular **rolling deadline** grant is [Computers for Learning](#), which is non-subject specific and appeals to all grade levels. This grant does not offer money, but gives computers and related equipment to K-12 schools and educational nonprofits. It receives an average of 208 page views per month, and has been listed since March 2007.

The most popular grant with a **fixed deadline** is [Technology Grants for Rural Schools](#), which also appeals to all grade levels. This grant offers \$1,000-10,000 to schools located within an OPASTCO service area. It receives an average of 113 page views per month and has been listed since August 2006.

The least popular grant has a narrow focus; it supports very specific research and only members of a particular association are eligible to apply.

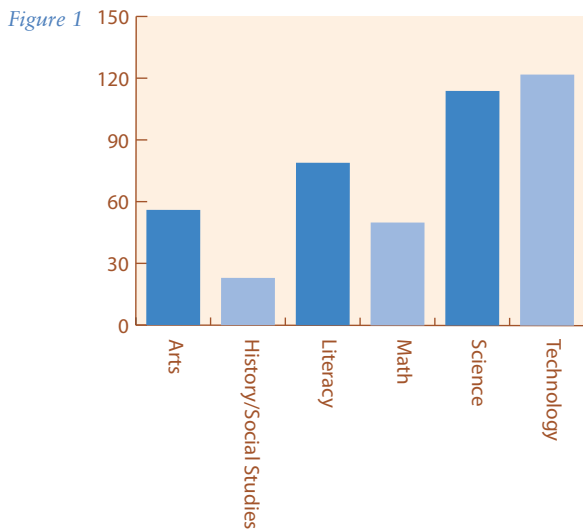
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## Types of Grants Available and Sought by Teachers

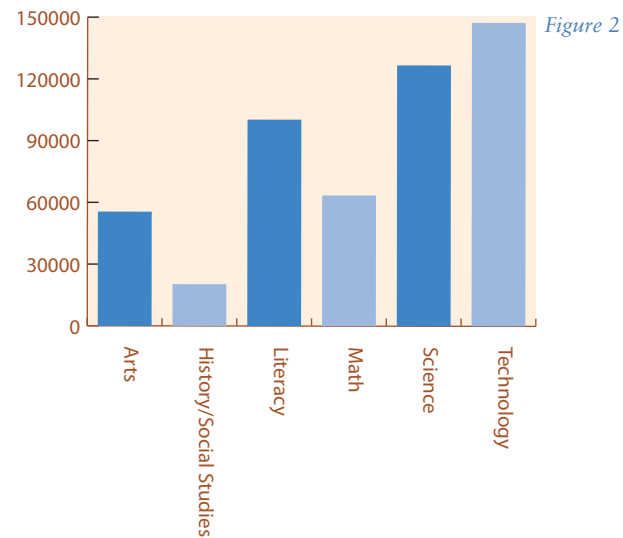
Technology remains a strong need for teachers. Of the Grant Wrangler Survey respondents, 54% of grant seekers indicated that technology grants are of the most interest to them. In addition to technology grants, 53% of respondents are seeking literacy grants, and 37% science grants. The need for these types of grants is similar to the number of grants in Grant Wrangler per subject area, in which the top three subject-specific grants are technology, science, and literacy. See **Figure 1**.

NUMBER OF GRANTS PER SUBJECT



The majority of Grant Wrangler grant seekers are searching for technology, science, and literacy grants. In addition to the survey findings, **Figure 2** reveals that technology receives the most page views, followed by science and literacy grants. Since its creation in 2006, Grant Wrangler's technology, science, and literacy grants have received two to three times the number of page views than arts, history, and math grants combined.

NUMBER OF PAGE VIEWS PER SUBJECT



Because science, technology, and literacy have the highest number of grants in Grant Wrangler, it follows that they would attract the highest number of overall click-thrus. However, when determining subject popularity, it is also important to note the average number of page views per grant.

The average number of page views per grant reveals that technology and literacy grants still come out on top with 1,209 and 1,270 clicks per grant respectively. However, math rises to tie with literacy grants with 1,270 clicks per grant, and science comes in at fourth place with 1,112 clicks per grant. See **Figure 3**.

While site activity reveals that literacy, math, technology, and science grants are respectively the most popular grants, the Grant Wrangler Survey offered slightly different results. The arts came in fourth with 29% of respondents expressing a desire to find funding in that category followed by math with 27%.

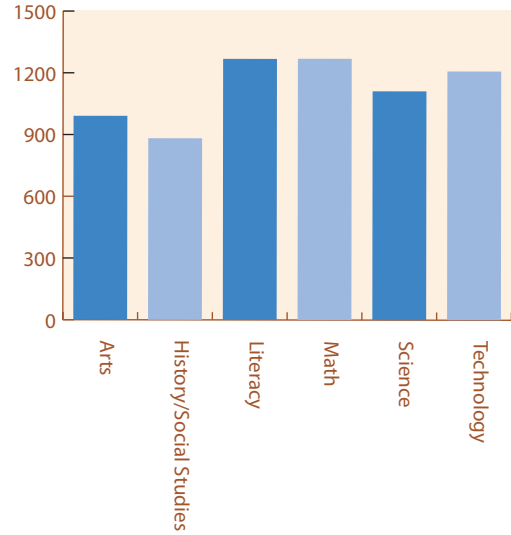


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AVERAGE NUMBER OF PAGE VIEWS PER GRANT

Figure 3



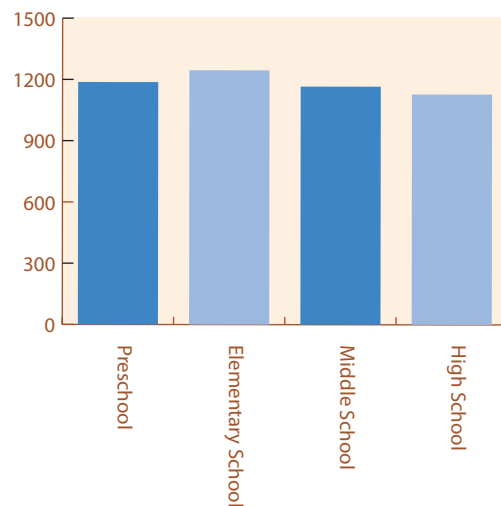
Although there is a significant difference between the number of available elementary, middle, and high school grants and the number of preschool grants, the four levels attract similar numbers of overall page views. Elementary school grants attract around 5% more than preschool grants, 7% more than middle school grants, and 10% more than high school grants. Therefore, elementary school grants seem to be somewhat more popular on the Grant Wrangler website. See **Figure 5**.

## Middle and Elementary Teachers Seeking More Grants

We now know that the most popular subject-specific grants include literacy, math, science, and technology grants. But what are the most popular grants by grade level? Grant Wrangler lists more grants for high schools than middle or elementary schools, with just a few grants at the preschool level. See **Figure 4**.

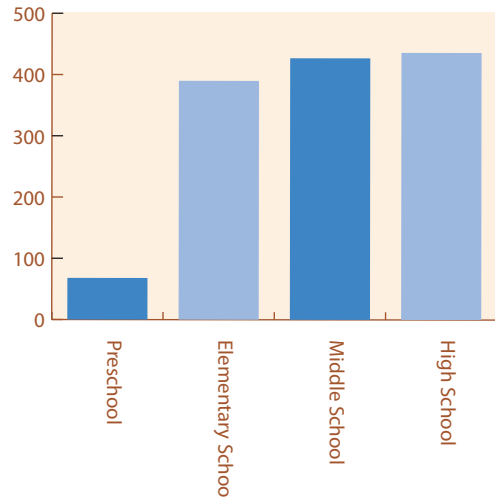
AVERAGE PAGE VIEWS PER GRADE LEVEL

Figure 5



NUMBER OF GRANTS PER GRADE LEVEL

Figure 4





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## Conclusions

Foundations that offer funds to K-12 education may wonder what teachers need most for their classrooms. Out of six subject areas: arts, history and social studies, literacy, math, science, and technology, more teachers are seeking technology funding than any other category. Science, math, and literacy also draw significant audiences, based on higher click-thru rates per grant. In addition, while high schools seem to have the most grants, preschool, elementary, and middle school teachers are just as likely to seek grant funding.

Although teachers are also interested in arts and history and social studies awards, there is more demand for subject-specific grants that can help improve standardized test scores. In creating a grant, the broader the focus and the more it supports the focus areas of No Child Left Behind (NCLB), the greater the interest by teachers.

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For assistance with your next program, please contact us at [info@nimble-press.com](mailto:info@nimble-press.com).

To share information and news about your grant program, please visit [My Grant Wrangler](#).