

**Our Mission:** National Biodiesel Foundation is to accomplish outreach, education, research and demonstration activities for the advancement of biodiesel and its co-products to improve rural economic development, national security, and the environment.

As a non-profit 501(c) 3 organization, the Foundation is uniquely positioned to provide education and research for biodiesel and its coproducts. The Foundation, because of its close relationship with the National Biodiesel Board and the industry is able to target education and research needs.

Over the last five years, the majority of project funds have come from a multi-year Federal grant awarded the first year of the strategy. The previous five-year strategy discussed moving away from unpredictable Federal funding and relying more on private, corporate and personal donations. Contributions from non-traditional funding sources and private individuals have risen compared to five years ago. Although, Federal grants will remain an option and grant projects will be developed, the Foundation will work toward its goal to diversify funding sources, relying less on Federal grants and more on non-traditional sources.

The Board has identified the following goals as essential to support NBF's mission and expand biodiesel use.

## Goal 1: Enhance Biodiesel through Education, Outreach and Training

### Strategies:

- a) Host educational events, such as the workshops and the biodiesel tours.
- b) Sponsor events to address local and regional clean air and fuel utilization issues related to biodiesel. For example, the Foundation could sponsor events in key market areas such as the District of Columbia, California, New York City and the Annual Iowa Renewable Fuel Tour.
- c) Work with industry to fund specific educational activities, such as diesel technician training for fleet managers, Clean Cities Coalitions, and other stakeholders.

## Goal 2: Fund Critical Biodiesel Sustainability Research

### Strategies:

- a) Continue the timely identification of sustainability research needs through activities such as a Sustainability Workshop.
- b) Fund critical sustainability research as outlined by attendees at the Sustainability Workshop or related Indirect Land Use Change (ILUC) events to advance the use of biodiesel and its coproducts.
- c) Seek opportunities educate or research biodiesel/RD carbon pathways.
- d) Promote research findings to the public to increase awareness and use.

## Goal 3: Support the Education of Next Generation Biodiesel Experts

### Strategies:

- a) Continue to solicit donations from past funders and interested organizations.
- b) Provide, if funding is available, Dallas Hanks Memorial Fund scholarships to worthy students to attend the annual National Biodiesel Board Conference and Expo.
- c) Provide, if funding is available, Dallas Hanks Memorial Fund scholarships to worthy college students conducting research related to biodiesel.

### **Goal 4: Increase Financial Engagement of Directors**

**Strategies:**

- a) Encourage directors to strengthen relationships with current funding entities.
- b) Engage directors and strengthen their value for the continued success of the foundation in achieving its goals.
- c) Engage directors in recruiting future directors who are positioned to fundraise or assist in fundraising.
- d) Build new partnerships with an emphasis on expanding the pool of potential funding entities.

### **Goal 5: Achieve Greater Funding from Non-Federal Sources**

**Strategies:**

- a) Solicit agricultural and alternative fuel organizations (such as NCGA, State Corn Grower Associations, Suppliers, Clean Cities Coordinators and other collaborators) to complete projects of mutual interest.
- b) Identify and solicit donations from companies or industry members benefiting from the growth of the biodiesel industry (such as seed companies, producers, suppliers, etc.).
- c) Host fundraising events and activities – i.e. auction, Giving Tuesday, email blast, drawing, etc.
- d) Monitor funding opportunities.

### **Goal 6: Pursue Funding Opportunities for Critical Areas of Need**

**Strategies:**

- a) Facilitate opportunities to expand biodiesel use and infrastructure.
- b) Monitor funding opportunities as necessary.
- c) Prepare selected grant applications when directed by Executive Director.

### **Goal 7: Promote and Distribute Biodiesel Information via Media Outlets**

**Strategies:**

- a) Publish/promote technical papers from funded research to the public.
- b) Engage the public through social media.
- c) Distribute biodiesel information and increase public awareness through the website, Twitter, Facebook, YouTube, etc.