

## Private Funding Opportunities for Research

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<http://www.advancement.vcu.edu/faculty/corporate/opportunities.html>

## Today's Topics

- The external fundseeking process at VCU
- Foundation funding trends, types of foundations & the decision process
- Corporate funding trends (CSR)
- Identify and cultivate external funders
- Foundation letter of intent & proposal writing
- Questions and discussion

## Role of the Central CFR office

- Prospect identification for university priorities
- Registration into central university database of prospects and donors
- Proposal editing and finalization for presidential level requests
- Statistics and boilerplate resources
- Presidential or VP cover letters
- Coordination of submissions and reports
- Coordination and dissemination of RFPs
- Report to BOV of outstanding and funded proposals

## The Private Fundseeking Process

- 1) Identify and define critical aspects of the project and organize them on paper
  - <http://www.advancement.vcu.edu/faculty/corporate/process.html>
- 2) Discuss project and potential sources of support with your dean, department chair, center director and unit development officer
- 3) Determine how VCU will process your funding request
  - Gift or grant
  - <http://www.advancement.vcu.edu/faculty/corporate/giftorgrant.html>
- 4) Make the appropriate university contacts
  - [Sponsored Programs](#) and the [Office of Research](#)
  - [Advancement](#)- unit and central development officers
  - University foundations and their presidents
  - Fiscal Administrators

## The Private Fundseeking Process (cont'd)

- 5) Identify and compile a list of potential funders
  - <http://www.advancement.vcu.edu/faculty/corporate/resources.html>
- 6) Contact and cultivate a funder
  - <http://www.advancement.vcu.edu/faculty/corporate/process.html#four>
- 7) Prepare a letter of intent or proposal
  - <http://www.advancement.vcu.edu/faculty/corporate/process.html#five>
- 8) Reporting and stewardship
  - <http://www.advancement.vcu.edu/faculty/corporate/process.html#seven>

## University Policies

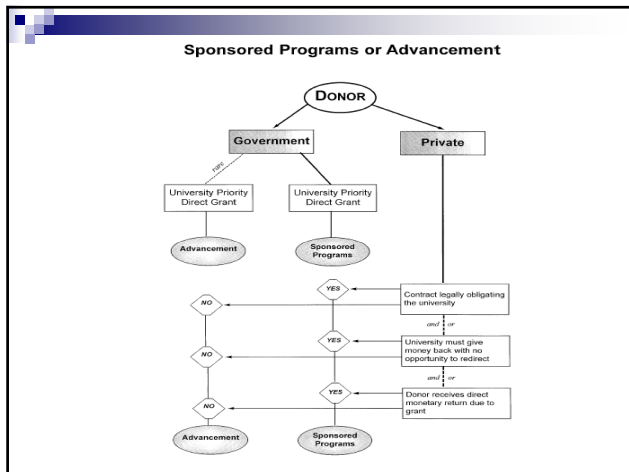
- Faculty do not have signatory authority for the institution
- Faculty are required to inform development units and/or sponsored programs of external funding opportunities and submissions
  - ULP process
- Gifts and pledges to the university are made through the 4 university foundations
  - School of Business Foundation
  - School of Engineering Foundation
  - VCU Foundation (MPC)
  - MCV Foundation

## Managing Risks

- Gifts (Development officers/foundations):
  - Proposal and reports often required
  - Sometimes require matching fundraising
  - Timeline and budget often required
  - Less restrictive, but still may require IRB approval
  - Irrevocable
  - Include payments over time (pledges)
  - Overhead expenses are direct expenses

## Managing Risks

- Grants (Sponsored Programs/Grants & Contracts):
  - Proposal and reports always required
  - Timeline and budget always required
  - Sometimes require matching or in-kind funding
  - Deliverables expected, strict accountability
  - Often include legal agreements
  - Revocable
  - Overheads are standardized



- ## VCU Private Funding Contacts
- MCV Foundation – Bill Kotti
  - VCU Foundation – Tom Burke
  - School of Business Foundation – Ken Blaisdell
  - School of Engineering Foundation – Brian Thomas
  - [Central Advancement](#) – Samantha Marrs
  - Sponsored Programs – Sue Robb

# Private Foundations

## Facts and Trends

- ## Foundation Facts
- 72,000 grant-making foundations gave away \$42.9B in 2007
  - Gifts from foundations increased 14.3% in 2005, 11.7% in 2006 and 10% in 2007
  - Foundation philanthropy has doubled since 1989
  - Despite economy, continued growth is forecasted due to intergenerational transfer or wealth

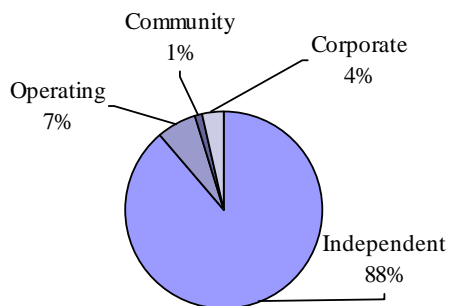
## Types of Foundations

- Independent Foundations ~88%
  - Represent 72% of all foundation giving
  - Gave away \$30.9B in 2007, up 13% from 2006
  - Family foundations are the majority (N=36,000)
  - Do not operate any programs
- Operating Foundations ~7%
  - Represent 8% of all foundation giving
  - Spend most of their income on research or programs
  - They operate programs, may make limited number of grants
  - Can be good sources of information

## Types of Foundations

- Corporate Foundations ~4%
  - Represent 10% of all foundation giving
  - Gave away \$4.4B in 2007, up 7% from 2006
  - Represent almost 30% of all corporate contributions
  - Separate entity from the corporation
- Community Foundations ~1% (N=800)
  - Represent 9% of all foundation giving
  - Gave away \$4.1B in 2007, up 14% from 2006
  - "Mutual fund" model
  - Localized funding
  - More likely to give to human services, arts

## Foundation profiles

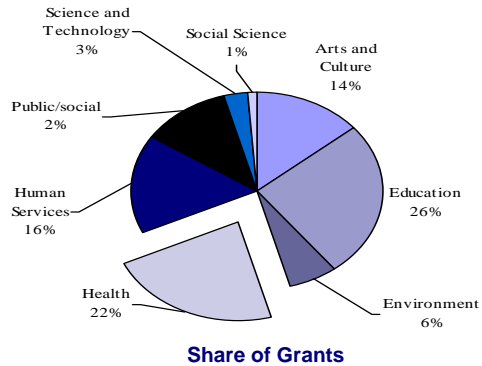


Source: The Foundation Center, Foundation Yearbook 2007

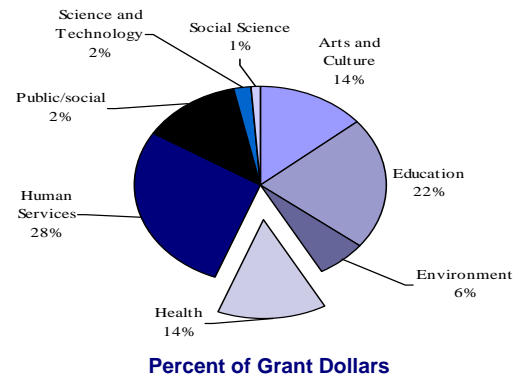
## Types of Grants

- Programmatic (50% of all grant \$)
- Seed money
- Planning
- Operating budget (20% of all grant \$)
- Special projects
- Research
- Endowments

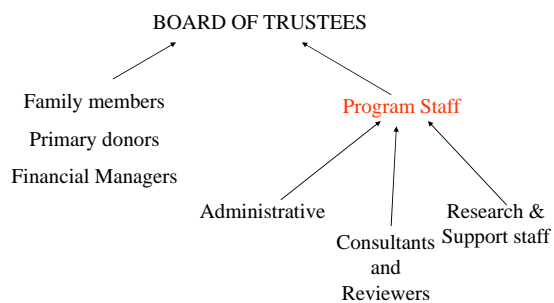
## What do they Fund?



## How do they Fund?



## Foundation Decision Makers



## Corporate Funding

Facts and Trends

## What We Know

- Corporate philanthropy continues to rise, from \$10.7B to \$13.8B in 5 years
- 2,600 registered corporate foundations
- Pharmaceuticals are most generous
- Other players: computers, telecommunications, food, tobacco, banks, transportation
- Health and human services got 41%
- Giving follows profits, slight declines expected
- Consumers increasingly expect good corporate citizens

## Corporate Funding Mechanisms

- Corporate foundations
- Community engagement offices
- Marketing & sponsorships
- R&D
- Human Resources
- Sales/Procurement
- Board allocations
- Matching gifts
- Employee foundations and fundraisers

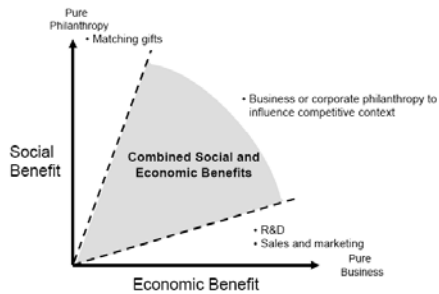
## Definitions

- **Strategic Philanthropy:** creates social and brand value (win-win)
- **Corporate Foundation:** primary purpose is to fund initiatives through grantmaking
- **Sponsorship:** fees paid to a property in return for exploitable access (a contract)
- **Cause Marketing:** sales-driven strategy that ties customer purchases to donations

## Strategic Philanthropy

“Leveraging the power of a company’s brand, as well as its philanthropic and marketing budgets, distribution channels, staff and customers to achieve both business and social benefits that are far greater than the sum of their parts.” 2008 IEG Definition

### Social and Economic Benefits



Source: Michael Porter, Harvard Business Review

## Corporate Social Responsibility

- “Doing Well by Doing Good”
- Tied to corporate mission
- Integrates business objectives across functional areas
- Executives appointed to lead CSR
- Apply business principles to nonprofit effectiveness
- Shareholder & stakeholder endorsement
- Marketing budgets tapped
- Volunteerism & employee participation
- Customer participation

Source: Center for Corporate Citizenship at Boston College

## Corporate Motives

- Enhance company image/positive PR
- Establish credibility in community
- Develop community allies and strengthen/stabilize community
- Improve employee recruitment/retention
- Increase effectiveness & impact of their investment

## Reputation Management

## Community Relations



**ABOUT US** | **PROGRAMS** | **APPLY** | **GIVING BACK**

**Medtronic in the Community**

Medtronic is passionate about improving the health of people and communities throughout the world, and our philanthropy reflects that passion. We focus our giving in areas where we can make unique and positive contributions: health, education and community.

**GRANT PROGRAMS**

Health	Education	Community
We improve the health of people with chronic disease.	We ignite students' natural curiosity, particularly in science.	We enhance the quality of the communities where we live and work.
<ul style="list-style-type: none"> <li>• PatientLink</li> <li>• HeartSource</li> <li>• Health in the Community</li> </ul>	<ul style="list-style-type: none"> <li>• STEM</li> <li>• Medtronic Scholars</li> <li>• Education in the Community</li> </ul>	<ul style="list-style-type: none"> <li>• Arts/Culture</li> <li>• Nature Services</li> </ul>


**THE LATEST**

Medtronic Foundation Recognized for Outstanding Communications - SPARK

CLICK HERE TO SEE IF WE CAN BE YOUR PARTNER

See where we give.

## Competitive Marketplace



**The Coca-Cola Company** | **Coca-Cola Worldwide** | **Coca-Cola in the USA**

**our company** | **citizenship** | **brands** | **heritage** | **investor** | **press center** | **careers** | **contact us**

**What's New**

- **Events**
  - The Coca-Cola President
  - Commitment to Quality
  - Code of Business Conduct
  - Diversity
  - Leadership
  - Access to Work
  - Around the World
  - About Selling
  - Company Reports
  - Awards & Recognition

**PRINCIPLES OF CITIZENSHIP**

Our reputation is built on trust. Through good citizenship we will nurture our relationships and continue to build that trust. That is the essence of our promise - The Coca-Cola Company exists to benefit and refresh everyone it touches.

Wherever Coca-Cola does business, we strive to be trusted partners and good citizens. We are committed to managing our business around the world with a consistent set of values that represent the highest standards of integrity and excellence. We share these values with our partners, making our system stronger.

These core values are essential to our long-term business success and will be reflected in all of our relationships and actions - in the marketplace, the workplace, the environment and the community.

**MARKETPLACE**

We will adhere to the highest ethical standards, knowing that the quality of our products, the integrity of our brands and the dedication of our people build trust and strengthen relationships. We will serve the people who enjoy our brands through innovation, superb customer service, and respect for the unique customs and cultures in the communities where we do business.

**Passion For Quality**  
**Citizenship Report**

## Cause Marketing



**WHEN WAS THE LAST TIME YOU HAD A REALLY GREAT WEEKEND?**

**HOME** | **THE CAUSE** | **DONATE** | **EVENT INFORMATION** | **TRIBUTES** | **NEWSROOM** | **SIGN IN**

**CLICK HERE TO REGISTER TODAY FOR 2005**

<b>CHARLOTTE</b> APRIL 16-17, 2005	<b>DENVER</b> JUNE 25-26, 2005
<b>WASHINGTON, DC</b> APRIL 30-MAY 1, 2005	<b>SAN FRANCISCO</b> JULY 9-10, 2005
<b>BOSTON</b> JULY 14-15, 2005	<b>LA BEACHES</b> SEPT 17-18, 2005

**WALK STORE**

**ONE WEEKEND!**

## Sustainable Development



**Ford Motor Company** | **Home** | **Ford** | **Lincoln** | **Mercury** | **Mustang** | **Volvo** | **Jaguar** | **Land Rover** | **Automotive**

**Vehicles & Services** | **Heritage** | **Innovation** | **Good Works** | **Company**

**Environment** | **Community** | **Funding & Grants** | **Awards**

**Good Works** RESPONSIBLE. SUSTAINABLE. INVOLVED.

**Environment**

Taking responsibility for a greener tomorrow.

**Funding & Grants**

Supporting those who strive for a better world.

**Community**

Improving the lives of our employees, their families and our communities.

**Awards**

Recognition for our efforts in recycling, leadership and diversity.

**Smithsonian**

A tribute to the Latino experience

Our Journey to Our Shores exhibit honors extraordinary leaders in the Latino community - from astronauts to labor leaders.

Bienvenido a Mi Negocio

**Public Policy**

View our stance on policies that affect the world we live in.

**Environmental Vehicles**

Show us our eco line of environmentally responsible vehicles.

**Safety**

Learn all about our latest safety advancements.

**Corporate Citizenship**

Find out how we did as a business, a neighbor, and a global citizen last year.





## Consider...

- Previous giving
- Internal advocates
- Business interests
- Philanthropy motives (stated & unstated)
- Board & corporate leadership (current & future)
- Corporate health
- Company's market
- Industry health
- Lobbying priorities