



MICHIGAN STATE UNIVERSITY

Seeking Support From Private Foundations

September 25, 2014

Corporate and Foundation Relations Office

http://www.givingto.msu.edu/corp_fdtm.html

**MICHIGAN STATE
UNIVERSITY**

University Advancement



MICHIGAN STATE UNIVERSITY

Corporate and Foundation Relations Office

MICHIGAN STATE
UNIVERSITY

University Advancement



Who's Who

Corporate and Foundation Relations Office - Central

- Lucille Fallon, *Director, Corporate & Foundation Relations*
- Tim Wuchter, *Associate Director, Foundations (National)*
- Brad Ricker, *Associate Director, Key Industries (Agriculture, Food, Pharmaceuticals)*
- Patti Althoff, *Associate Director, Key Industries (Manufacturing, Digital Content Providers, Retail, Automotive, Entertainment, Consumer Products, Technology)*
- Larry Wallach, *Associate Director, CFR (Michigan)*

Corporate and Foundation Relations Staff in Colleges/Units

Agriculture & Natural Resources

- Megan Hirschman, *Associate Director, CFR*

Broad College of Business

- Kyan Zeller, *Associate Director of Development and CFR*

College of Engineering

- Jennifer Jennings, *Associate Director, CFR*

International Studies and Programs

- Open Position



What does CFR do?

- Works with corporations and foundations who have multiple interests that would impact more than one discipline within the University
- Acts as a point of contact for corporate liaisons, key executives, and foundation program staff
- Works with alumni within corporations and foundations who can act as advocates for MSU within their organization
- Monitors the interests of Tier 1 corporate and foundation funders
- Works with colleges/units and VPRGS/MSU-BusinessConnect to develop fundable proposals that match corporate or foundation interests and needs
- Coordinates and plans stewardship activities for corporations and foundations
- Reviews/approves e-transmittals for all foundation proposals



MICHIGAN STATE UNIVERSITY

Working with Advancement in Your College

MICHIGAN STATE
UNIVERSITY

University Advancement



University Advancement: Constituency Programs

Agriculture and Natural Resources, University Extension

Tami Baumann, Senior Director (10.20.14)
Megan Hirschman, Associate Director - CFR

Arts and Letters

Bridget Paff, Director

Broadcasting Services - WKAR

Cathy Zell, Senior Director

Communication Arts & Sciences

Meredith Jagutis, Senior Director

Education

Melissa Phillips, Senior Director

Engineering

Stephen Bates, Senior Director
Jennifer Jennings, Associate Director - CFR

Eli and Edythe Broad Art Museum

Open

Eli Broad College of Business

Vivian Leung, Senior Director
Kyan Zeller, Associate Director - CFR

Human Medicine

Susan Lane, Senior Director

Intercollegiate Athletics

Chuck Sleeper, Senior Director

International Studies and Programs

Open

James Madison College

Rocky Beckett

Libraries & Info Technology Services

Seth Martin, Director

Lyman Briggs College

Danielle Parish, Director

Michigan 4-H Foundation

Cheryl Howell, Executive Director

MSU College of Law

Tina Casoli, Director

MSU Museum

Annie James, Director

Music

Rebecca Surian, Director

Natural Science/Cyclotron

Corey Longley, Senior Director

Nursing

Eric Sturdy, Jr., Director

Osteopathic Medicine

Christopher Surian, Director

Social Science

Nick McLaren, Senior Director,

Student Affairs and Services

Ann Marie Lindley, Director

University Scholarships and Fellowships

Honors College

Jennifer Bertram, Senior Director

Veterinary Medicine

Doug Moffat, Senior Director

Wharton Center

Doug Miller, Director



The Director of Development in your college . . .

- Serves as the liaison between the college and the central Corporate and Foundation Relations Office
- Can assist in identifying potential corporate and foundation (as well as potential alumni and individual support) for your project or initiative
 - Grants Planning Guide
- Can work with the central Corporate and Foundation Relations Office in seeking clearance to approach a corporation or foundation



MICHIGAN STATE UNIVERSITY

Working with Foundations

MICHIGAN STATE
UNIVERSITY

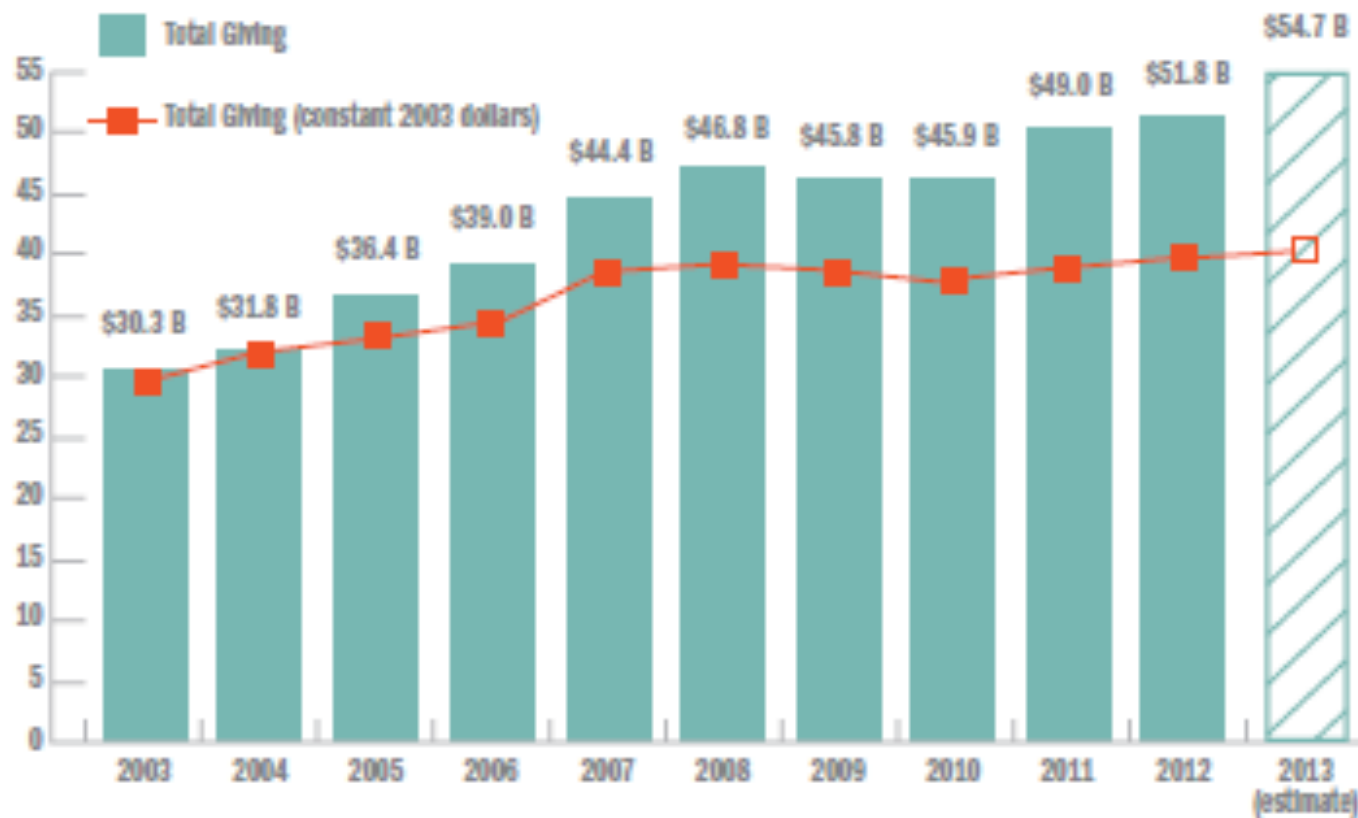
University Advancement



IN 2012
THE U.S. WAS HOME TO
86,192
FOUNDATIONS¹ WITH
\$715 BILLION
IN ASSETS AND
\$52 BILLION
IN GIVING



FOUNDATION GIVING THROUGH THE YEARS





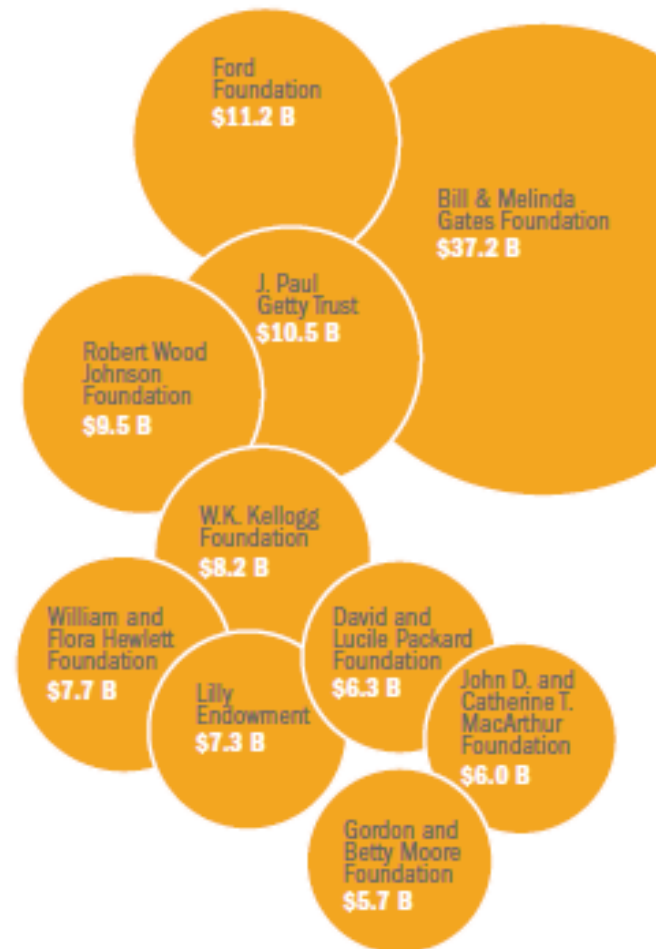
TYPES OF FOUNDATIONS

- INDEPENDENT** Includes most of the nation's largest foundations. Generally established by individual donors or donor families.
- OPERATING** Primarily run their own programs, but some also make grants. Generally established by individual donors or donor families.
- CORPORATE** Established by businesses ranging from major corporations to family-owned shops, although legally separate entities.
- COMMUNITY** Raise funds from the public. Engage in grantmaking primarily within a defined geographic area.



TOP FOUNDATIONS

BY TOTAL ASSETS

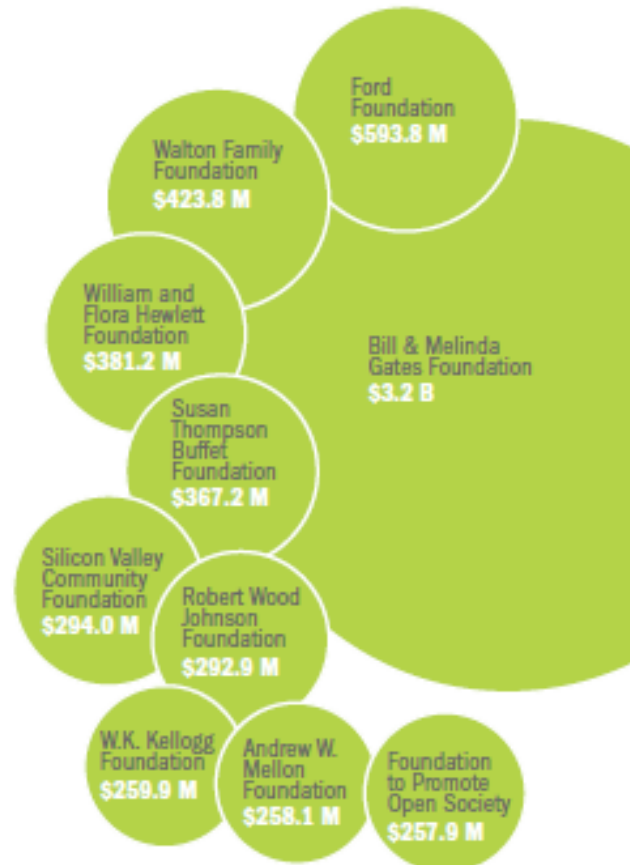


Source: Foundation Center



TOP FOUNDATIONS

BY TOTAL GIVING⁴



⁴ Excludes foundations created by pharmaceutical corporations primarily to distribute medicine to individuals.



Working with Foundations: A Few Basics

- Foundations, particularly the large national foundations, tend to focus on new, cutting edge initiatives, projects, and research that will advance the overall strategic goals and support the mission of the foundation.
- Foundations are not just looking to support “good work”; for the most part, they seek to help institutions break new ground and accomplish articulated goals.
- Foundations typically provide start-up funding for projects and initiatives that have the capacity to become institutionalized or self-supporting at some point.
- Foundations normally will not provide support for endowment, capital projects, or general operating expenses: support is generally project-, program-, initiative- or research-based.



National Foundation Opportunities: Awards & Competitions

- Typically institutionally limited
- Many require nomination by the university
- Strong emphasis on early career faculty
- Focus tends to be on the sciences, engineering, and medical disciplines
- Highly competitive; expert review panels
- At MSU these types of opportunities are coordinated out of the VPRGS Office (Doug Gage) and are listed on the Institutionally Limited Proposals website:
 - <http://vprgs.msu.edu/ilp>
- Foundations that offer awards and competitions include, but are not limited to, the following:
 - Arnold and Mabel Beckman Foundation
 - Burroughs Wellcome Fund
 - William T. Grant Foundation (Social Sciences/Education)
 - Howard Hughes Medical Institute
 - Keck Foundation
 - Josiah Macy Jr. Foundation
 - Andrew W. Mellon Foundation (Humanities)
 - David and Lucile Packard Foundation
 - Pew Charitable Trusts
 - Searle Scholars Program
 - Simons Foundation
 - Alfred P. Sloan Foundation



National Foundation Opportunities: Program/Project Grants

- Most of the large national foundations have multiple program areas consisting of numerous sub-programs. For example, the Gates Foundation:
 - **Global Development:** Agricultural Development; Financial Services for the Poor; Water, Sanitation, and Hygiene, etc.
 - **Global Health:** HIV, Malaria, Tuberculosis, Neglected Infectious Diseases, Pneumonia, etc.
 - **U.S. Program:** College-Ready Education, Postsecondary Success, Washington State Program
- Proposals should align with the strategic programmatic goals and objectives of the foundation as well as the specific goals and objectives of the individual programs
- Program officers are typically experts in their fields
- Foundations tend to know who the top academics/researchers are in their respective fields and often use them as consultants on new program development or strategy refreshes
- Grantees are more often than not sourced by the foundation rather than the result of an individual “cold” submission
- Proposals are often co-created by the prospective grantee and the foundation
- Typically support projects that are national or international in scope, impact large numbers of people, can serve as a model for others, and have the capacity to become self-sustaining after a period of years



Foundation assets are starting to recover after the Great Recession . . . but we see a changing landscape.

As more and more foundations look to address the world's most challenging problems, they are realizing that to have significant impact, they must redefine how they do business and are expecting the same in their grantees.



National Foundations: Current and Emerging Trends

- Choosing to invest their dollars in pressing national and global issues
- Developing aggressive, targeted goals to address these issues
- Looking to build networks among themselves for greater impact
- Seeking to impact the largest number of individuals in the shortest amount of time
- Exploring new and innovative funding models
- Encouraging multi-disciplinary/multi-partner collaborations
- Funding NGOs, advocacy groups, community-based groups and intermediary organizations rather than colleges and universities



National Foundations: Current and Emerging Trends

- Supporting national/international level collaborative initiatives rather than one-off proposals
- Funding the in-country partner on multi-partner international initiatives
- Incorporating a strong advocacy, policy and/or social justice overlay to their funding
- Placing greater and greater emphasis on scalability and sustainability
- Focusing more and more on accountability, both of themselves and of their grantees
- Joining affinity groups, which provide opportunities for program staff to meet and discuss current trends in specific funding areas such as education, health, and the environment among others



MICHIGAN STATE UNIVERSITY

Questions?

MICHIGAN STATE
UNIVERSITY

University Advancement