Today’s Objectives

What is advancement?
Finding private funding
Corporations
Foundations
Corporate Relations
What is advancement?

- Structured under UF VP Tom Mitchell, some 330 staff members, HQ in Emerson Alumni Hall
- Located in each college, reporting to Dean and to Advancement
- Alumni Association – Membership organization, clubs in major cities
- Fundraising – Alumni, Friends, Corporations and Foundations – private only
Why is UF attractive to corporations?

- Broad and deep research expertise
- Federal investment leverages grant dollars
- Willing to partner to achieve shared goals
- Test solutions to problems
- Talent resource
Managing Expectations

- Mutual Benefits – Corporations must be viewed as strategic partners – not just donors
- Corporate and Foundation philanthropy is highly competitive and gift cycles are very long
- Corporate giving is usually on an annual basis, does not support endowment, bricks and mortar, and is often less than six figures
Hoovers
http://businesslibrary.uflib.ufl.edu/home
Comprehensive Corporate Relations

Top 10 Foundations (by asset size)

- Bill & Melinda Gates Foundation ($44B)
- Ford Foundation ($12B)
- J. Paul Getty Trust ($12B)
- Robert Wood Johnson Foundation ($10B)
- Lilly Endowment ($10B)
- William and Flora Hewlett Foundation ($9B)
- W.K. Kellogg Foundation ($9B)
- David and Lucille Packard Foundation ($7B)
- Gordon and Betty Moore Foundation ($6B)
- Bloomberg Philanthropies ($6B)
CFR - Finding the right fit

- Research and circulate RFPs for new funding opportunities
- Selectively target searches, tailor proposals
Managing Expectations

- Foundations rarely make gifts for endowment or building projects
- Application to gift is 3+ months or longer
- Not a democratic process
Foundation Relations Toolbox

- UF Office of Research – funding opportunities and database
- Foundation Directory
- Community of Science/Pivot
- 990 Forms (Tax returns)
- Google

*See last page for websites*
How do you apply?

CFR works with faculty applicant, who will usually write proposal.
Follow guidelines, which may include...

- **Letter of intent (LOI):** Brief 1-5 page summary of proposed work. Then, if invited...
- **Full proposal:** Depends on the funder, but often 10-20 pages
Other entry points

- Program Officers
- Board Members
- Scientific Advisory Boards
- Volunteers
**Corporate and Foundation Relations Toolbox** – please print

**Corporate Relations**
- LinkedIn- University LinkedIn Pages search by company, city, profession, see [https://www.linkedin.com/edu/alumni?id=18120&trk=edu-alumni-chg-sch](https://www.linkedin.com/edu/alumni?id=18120&trk=edu-alumni-chg-sch)
- Division of Sponsored Programs database, [http://my.research.ufl.edu/divisionofsponsoredprograms/awards/awardactionsearch.aspx](http://my.research.ufl.edu/divisionofsponsoredprograms/awards/awardactionsearch.aspx)
- Company website: Company Foundation Website, Annual Reports, Fact Sheets

**Foundation Relations**
- UF Office of Research, customizable RFP notices, [http://my.research.ufl.edu/ProgramDevelopment/FundingOpportunities/OpportunitiesManager.aspx](http://my.research.ufl.edu/ProgramDevelopment/FundingOpportunities/OpportunitiesManager.aspx) and database, [http://my.research.ufl.edu/divisionofsponsoredprograms/awards/awardactionsearch.aspx](http://my.research.ufl.edu/divisionofsponsoredprograms/awards/awardactionsearch.aspx)
- Foundation Center, [http://foundationcenter.org/](http://foundationcenter.org/) (Central CFR has more robust subscription version)
- Community of Science/Pivot, [http://pivot.cos.com/funding_main](http://pivot.cos.com/funding_main)
- 990 Forms (Tax returns), [http://www.guidestar.org](http://www.guidestar.org)
- Google

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