

Private Foundation Grantseeking

Presented by University Advancement

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MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

Today's Presenters

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University Advancement Mission Statement

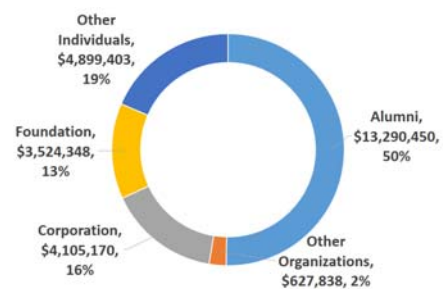
University Advancement will continue to develop connections with alumni, parents, friends, and organizations that further advance excellence in teaching, research and scholarship.



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FY2016 Fundraising Sources: \$26,446,929



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What Is a Foundation?

- IRS-designated 501(C)3 corporation
- Philanthropic by definition
- Volunteer Board of Directors
- No staff or paid staff
- By law, must give away 4.8% of the value of their assets each year
- Example: Meadows Foundation



Algor H. Meadows

<https://www.mfi.org/>

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Corporate Foundations

- Harder to evaluate
- May give only where company operations are located
- Typically "cause-related marketing"
- Employee volunteerism may be pre-requisite to their donating gifts
- Fewer rules, more discretion, faster acting, operating on a "handshake"
- Example: AMD / Foundation
<http://www.amd.com/en-us/Foundation-Center's-Summary>
- Example: Wells Fargo Bank / Foundation

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Researching Foundations

- Your discipline's press, newsletters, journals, fellow faculty
- Some foundations have websites
<http://www.cullenfdn.org/grant-guidelines.html>
- Alkek Library's portal to Foundation Directory Online Professional, a service of NYC's Foundation Center
<http://catalog.library.txstate.edu/search/?Databases+f&searchscope=1&sortdropdown=t&sort=D&extended=0>
- <https://fconline.foundationcenter.org/search/member-index>
- Click on "Search Grantmakers"
- Look up past IRS 990 returns, which specify who received past grants
[http://www.txnp.org/sortable by county and interest areas](http://www.txnp.org/sortable%20by%20county%20and%20interest%20areas)
- Our region's Foundation Library: UT-Austin: Division of Diversity and Community Engagement's Community Engagement Center: 1009 East 11th street, Austin



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Determining 'Fit'



In declining order:

- Foundation's program officer tells you what to submit
- Review list of institutions already receiving gifts (IRS-990 or foundation's website)
- Priority areas as described by foundation's website or literature
- Priority areas as shown in a third-party database



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Look for Signs You Shouldn't Apply

- They are currently giving to Texas State
- Another PI or VPUA has already applied within a 12-month period, and they don't allow multiple submissions
- They do not accept 'unsolicited requests' or 'by invitation only'
- They give only to a certain geography (Houston) or set of donees (only K-12)
- Their once-a-year deadline just passed
- Directors' alma maters already receive all their higher education giving



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"No Unsolicited Requests" "By Invitation Only"



- Some foundations give only to pre-determined list of grantees (same donees on every year's IRS-990)
- Larger foundations may direct their program officers to proactively identify donees to submit
- You may need to leverage an existing relationship to establish personal contact (board member or influencer)
- Sometimes you can vet an idea with a foundation program officer; larger ones may have staff to answer your questions
- Before contacting a foundation, check in first with Charles Vestal in University Advancement: cvestal@txstate.edu
- A Gift Officer may facilitate an introduction to improve your chances of success
- If you call, be very specific, focused, and pose relevant questions



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"Limited Submissions"

- "A limitation placed by the funder on the number of proposals which can be submitted for consideration of funding under a specific sponsored program."
- Most traditionally offered limited submissions are publicized by OSP (Office of Sponsored Programs).
- Who decides on the proposal to be submitted?
 - Within department: Chair decides
 - Within college: Dean decides
 - Between colleges: AVPR decides
 - If private sponsor, VPUA may choose to decide after consulting Deans, Provost, others
- Factors: \$ amount, alignment with foundation interests, university fundraising priorities listed in 2017-2023 University Plan.



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Process for Faculty to Submit

- Obtain clear, written authorization from your Chair and Dean (a PropStart requirement)
- Involve your college's Research Coordinator
- Register proposal notification in PropStart
<http://www.txstate.edu/research/osp/preparing-a-proposal/propstart.html>
- Office of Sponsored Projects (OSP) will review your intent and may request to meet with you
- If the sponsor you identified is philanthropic, University Advancement may get involved to help you



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Register Your Proposal in PropStart Earlier Rather than Later



- Especially if applying to a private foundation
- Waiting to register on purpose is risky; you may end up not getting permission to submit at the 11th hour

Role of University Advancement (UA)



- Your PropStart registration sends an email to UA indicating you are seeking foundation funding:

Attention Office of Sponsored Programs:
Proposal # 1800000 is ready to be reviewed and claimed in PropStart.
PI: Jane Doe
Department: _____ Studies
Sponsor: Joseph Q. and Jane D. Bloe Charitable Foundation
Award Type: Grant
Due Date: 01 Dec 2016
Sincerely, Kuali Coeus

- If no conflicts with ongoing UA cultivation, and no "limited submission" policy from the foundation, UA will likely authorize that foundation to be applied to by you and other researchers

When Might UA Not Approve Your Foundation Request?

- When VP UA staff are actively cultivating this foundation for a crucial university need
- When the foundation is already in a cycle of giving to the university
- When the foundation requires "limited submission"—only 1 request per institution
- When there is clearly no fit, making the request ill-advised



Determining Dollar Request



- If no giving history, request median or less
- See what similar universities have obtained (review foundation's latest IRS return)
- Carefully review allowable budget items—and visit with your Research Coordinator
- Effective stewardship of current donation can lead to larger requests down the road:
 - Respond quickly to foundation requests
 - Schedule reporting and submit on time
 - Share significant changes to your project
 - If your budget changes by 10%, tell them
 - Be reliable, transparent, no surprises

Leveraging Personal Relationships

Foundations may be influenced by:

- Their board members
- Program officers or other staff
- Organizations they give to
- Institutions they partner with
- Other foundations providing referrals

Influencers you may already know:

- Alumni with connections
- Researchers who procured past grants
- Others?




Gifts vs. Grants?




- Many private foundations don't distinguish between the terms and may use them interchangeably.
- The distinction is more important internally at Texas State.
- A gift is a donation with the expectation of nothing significant of value in return. Unrestricted gifts may be spent at our discretion; restricted gifts are designated for a specific purpose (e.g., endowment, program expense, or research).
- Grants require specific budgets, and outputs may be reviewed by the sponsor who may retain proprietary rights; unexpended funds may be returnable, and specific deliverables are required.
- As a public institution, Texas State is especially concerned with appropriately classifying our funding.

Requesting TRIP Matching (Texas Research Incentive Pgm.)



- For Emerging Research Universities
- Leverages private gifts for enhancement of research productivity and faculty research activities
- PIs must name private foundation or corporation in PropStart registration routed to Univ. Advancement
- Must be for **research**, including: endowed chairs & professorships; facilities, equipment, programs; graduate research stipends / fellowships; and undergraduate research support
- \$100K-\$999,999 @ 50%; \$1M-\$1,999,999 @ 75%; \$2M-\$10M @ 100%
- If approved by VPJA, PI writes, submits proposal & budget
- If a gift is made, University Advancement submits TRIP match request; 2-year turnaround on decision
- If matched, 90% to dept., 10% to univ. research fund




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Seeking Endowed Gifts

Endowment as of 08/31/2016:
\$164,749,488


Endowment gifts are critical to achieving National Research University Fund status.
Minimum levels required to establish...

Undergraduate Scholarships:	\$25,000
Endowed Research Programs:	\$25,000
Endowed Presidential Scholarships:	\$50,000
Graduate Fellowships:	\$100,000
Professorships:	\$600,000
Chairs:	\$2,000,000




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Writing for a Foundation Audience




- Follow their directions exactly
- Just answer their questions—less is more
- Larger foundations may offer online submission websites with text boxes, word counts
- If no format, submit a generic “[common application](#)”
- Foundations expect a different writing style than academic papers
- You are your project's “champion”
- No citations / footnotes
- Avoid acronyms, jargon, terms of art
- Lay reviewers are not conversant in your field
- Avoid attachments, brochures, videos unless requested




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Understanding Funders' Point-of-View




- They see themselves “moving the needle” on social change / solving problems
- Their job is to give money away; your proposal can help them if it is aligned with foundation purpose
- The program officer wants to “champion” your proposal as an asset to their portfolio
- Giving away money is not necessarily easy
- They don't want to receive inappropriate proposals
- They don't want to waste your time or theirs
- They don't like surprises and require honesty
- If you receive a gift and do everything right (reporting etc.), your reliability opens door to future gifts




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What Happens After Submission?



- If rejected, you may get no response, an email, or letter
- If accepted, you may receive a donor agreement to sign and send back; a Texas State University MOU (memo of understanding) should also be created—see University Advancement
- If you receive gift, don't forget to schedule your required reporting—you are responsible for it
- If your project experiences significant changes (e.g., 10%-plus budget increase), communicate that to the foundation; they appreciate proactive honesty
- Even if a foundation doesn't require a post-report, our university still requires it. University Advancement is happy to assist you with report creation and submission



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