



THE CENTER ON
HEALTH, AGING, AND DISABILITY
COLLEGE OF APPLIED HEALTH SCIENCES | UNIVERSITY OF ILLINOIS



Working with Private Foundations

Securing Foundation Funding

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Types of Foundations

- Independent (includes family foundations)
- Corporate
- Operating
- Community



Foundation Facts

- More than 75,000 foundations in the U.S. in 2007
- Distribution requirements: 5 percent of assets each year
- Annually file Tax Form 990 – available to the public (useful for research)



Foundation Giving and the Economic Crisis

- In 2008 foundation assets declined nearly 22 percent - a record
- Overall foundation giving rose by an estimated 2.8 percent in 2008 to \$45.6 billion
- Foundation giving in 2009 in real and inflation-adjusted dollars is expected to decline



Source: Foundation Center, *Foundation Growth and Giving Estimates*, 2009



What do foundations fund?

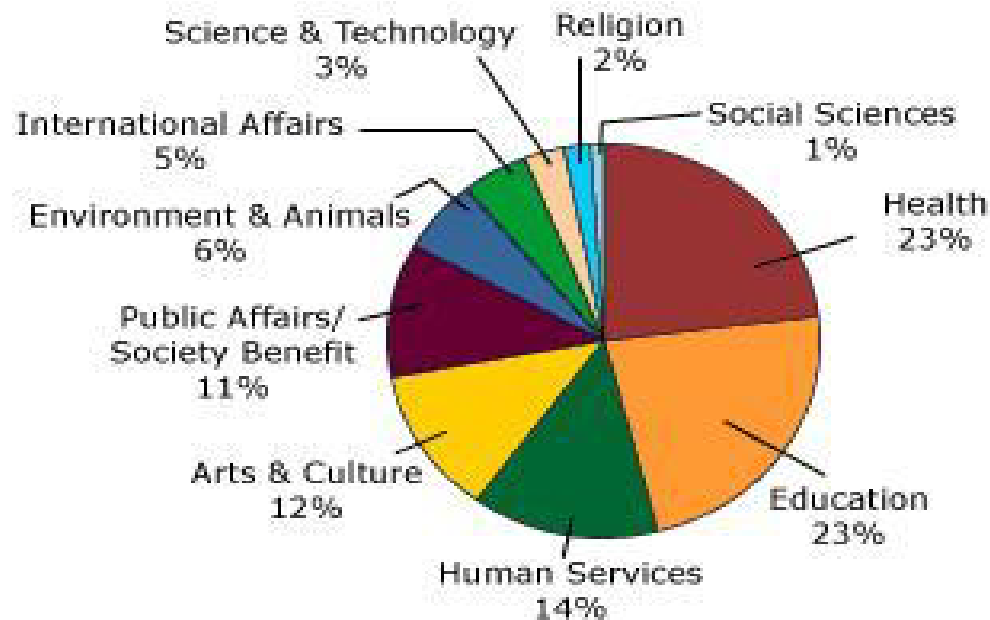
Foundations fund projects that:

- Benefit the community
- Help youth and families
- Alleviate poverty
- Improve access to and quality of health care
- Advance scientific and medical research
- Support arts and culture
- Promote innovation in media systems for a better-informed society
- Support K-12 and higher education
- Promote citizenship
- Address human rights issues
- Promote peace and security
- Protect the environment



Giving by Subject Area

Foundation Giving by Subject Area



Percent of Grant Dollars

Source: Foundation Center, *Foundation Giving Trends*, 2007



Types of Support

- **Program support:** specific projects or programs as opposed to general purpose grants; also called special project grants
- **General/Operating Support:** the day-to-day personnel, administrative, and miscellaneous expenses of a consistent project or organization; also referred to as unrestricted support
- **Capital Support:** for endowment purposes, buildings, construction, or equipment
- **Student Aid:** educational grants, loans, or scholarships
- **Fellowships:** faculty and graduate students
- **Research:** investigations and clinical trials, including demonstration and pilot projects.



What are foundations looking for?

- High impact
- Measurable outcomes
- Quick results
- Cost-effectiveness
- Partnerships with multiple organizations and funding agencies



How do foundations operate?

The foundation grantmaking process:

- Often favors programs and institutions already known for their quality
- Uses information obtained by staff and board members that does not appear in the application
- May or may not use RFPs to seek proposals and may or may not have proposal guidelines to assist applicants
- Prefer not to support projects and programs that are already underway and have no new programmatic elements



Myths about Private Foundations

- Foundations provide overhead costs
- Foundations don't provide overhead
- Quick turn-around on proposals
- Foundations do not require reporting on grants
- If a foundation has funded a similar project at another institution, they will do the same here



How Do I Work with Foundations?

- Conduct careful research to identify prospects
- Be sure that your project fits the foundation's priorities
- Make sure you understand how the foundation operates
 - Unsolicited proposals? Letters of inquiry? RFPs? Deadlines?
- Build relationships - try to have some kind of contact with foundation staff before submitting a proposal
 - Phone conversation with program officer
 - Visit to foundation headquarters



First Steps

- Organize your project ideas and carefully consider your timeline and budgetary needs
 - The Concept Development Form
- Confirm that your project has the support of your home department/college
- Consult with your unit's advancement office



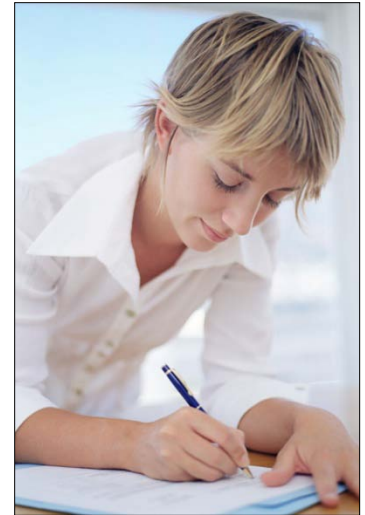
Finding Foundation Funders



Preparation

Commit your idea to paper:

- Problem to be solved/addressed
- Project idea
- Target group
- Location
- Timeline
- Potential outcomes
- Resources



CONCEPT DEVELOPMENT FORM
Defining the Basic Elements of Your Proposal Submission

1. **PROJECT DESCRIPTION/KEYWORDS:** Briefly describe (1-2 short paragraphs) the need, the project objectives, and short- and long-term goals. Please include a list of keywords relevant to your project (this list facilitates the foundation research process).
2. **METHODOLOGY OF PROJECT AND SCOPE:** How are you going to accomplish your goals? Does the project have a regional, national, or international scope? Who benefits from this work? Does it serve the mission of the University? Does it correspond to the campus strategic plan?
3. **PROJECT PARTICIPANTS:** Who are your campus partners? Which colleges/departments/schools are involved? Off-campus partners?
4. **WHY ILLINOIS?** Explain why the University of Illinois at Urbana-Champaign is uniquely positioned to do this type of project (e.g. faculty credentials, institutional strengths, etc.).
5. **TIMELINE:** Provide a timeline for the proposed project, listing what will be accomplished during each year or project period. Does the proposed work involve a program that has been around for a while? If so, what has changed to precipitate the need for a new funding source?
6. **MEASURABLE OUTCOMES AND EVALUATION:** What specific outcomes do you anticipate at the conclusion of the project? What kinds of assessment tools do you plan to employ to evaluate your success?
7. **POTENTIAL FUNDERS?** If applicable, please identify any foundations that you have identified as potential funders of the project.
8. **ESTIMATED BUDGET:** What is the approximate amount of the total grant request? What are the general budget categories? Will this be a single or multi-year grant? If it will be a multi-year grant, how many years are required?
9. **SUSTAINABILITY:** Address how (and if) the project will be sustained financially after the funding period.
10. **PROJECT DEVELOPMENT NEEDS:** What types of assistance (if any) will you need to develop the grant proposal? (e.g. editing, budget development, etc.)

http://vcia.illinois.edu/foundationrelations/resources/Concept_Dev_Form.pdf

Databases

- **Illinois Researcher Information Service (IRIS)**
<http://www.library.uiuc.edu/iris/> (net ID required)
- **Foundation Directory Online**
<http://fconline.foundationcenter.org/> (pending contract renewal)
- **Guidestar (990s)**
<http://www.guidestar.org/>
- **Foundation Web Sites**



Subscription databases

Illinois Funding Source; FoundationSearch America

http://vcia.illinois.edu/foundationrelations/resources/sponsor_id.html



Qualifying Prospects



- Do they have geographic limitations?
- Do they have a track record of supporting public university-based projects? Do they have a funding history with our campus?
- What type of support do they provide? (i.e. Capital? Endowment? Program? Research? Scholarships?)
- Is the funding range appropriate for the project?
- Do they permit multi-year funding?
- Is it a limited-submission funder?
- Is it a prospect-managed foundation?



Selected Funders for CHAD

- Robert Wood Johnson Foundation <http://www.rwjf.org/>
- Retirement Research Foundation <http://www.rrf.org/ourPrograms.htm>
- Ellison Medical Foundation <http://www.ellisonfoundation.org/index.jsp>
- The Commonwealth Fund <http://www.commonwealthfund.org/>
- Daniels Fund <http://www.danielsfund.org/Index.asp>
- Annie E. Casey Foundation (primarily by invitation only, but may submit letter of inquiry) <http://www.aecf.org/>
- Blowitz-Ridgeway Foundation (primarily Chicago) <http://www.blowitzridgeway.org/index.html>



Funder Affinity Networks

- Grantmakers in Health: <http://www.gih.org/>
- Grantmakers in Aging: <http://www.giaging.org/>
- Disability Funders Network:
<http://www.disabilityfunders.org/>



Proposal Preparation – A Few Tips



What Makes a Good Grant Proposal?

- A good idea or compelling project
- Fit with funding agency's priorities



Factors We Can't Control

- Internal politics within the funding agency
- Stiff competition from other applicants
- Limited availability of funds for certain program areas within funding agency



Factors We Can Control

- Quality of our own proposal
 - Requires careful research and planning
 - Requires meticulous execution



Do your homework

- Find out all you can about the sponsor's funding priorities and giving history
 - Call sponsor agency and speak with program officer
 - Read agency's annual report
 - Look for list of grants on agency web site
 - Read previously funded proposals
- Make sure sponsor accepts proposals



Office of Foundation Relations

Activities and Services



Who We Are

- Staff of 5.5 FTE
 - 4.5 Foundation Relations Professionals
 - *Lori Williamson, Senior Director*
 - *Janelle Weatherford, Associate Director*
 - *Nancy Wilson, Associate Director*
 - *Nancy Castro, Associate Director*
 - 1 Support Staff
 - *Cinda Dalton, Office Manager*
- Part of the Office of the Vice Chancellor for Institutional Advancement



Our Goals

- Increase foundation giving to University of Illinois
- Promote foundation funding opportunities among faculty and units
- Increase number of foundation proposal submissions
- Cultivate relationships with premier national foundations
- Identify and cultivate emerging foundations
- Coordinate campus foundation activities



What We Do

- Conduct sponsor research and identification for faculty and units using database containing information on nearly 100,000 foundations (*Foundation Search*)
- Assist with proposal preparation and submission as needed
- Provide foundation contacts where appropriate
- Conduct/arrange foundation visits on behalf of campus
- Host foundation representatives on campus
- Monitor major foundation activities for changes in giving priorities, staffing, board and leadership
- Offer seminars and training on foundation philanthropy and proposal writing



Where to Reach Us

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Questions

