

# Locating Philanthropic Grant Opportunities

College of Natural Sciences  
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Colorado  
State  
University



# CNS Development Office – Who are we?

- The CNS Development Office helps faculty find philanthropic resources to advance their research and work.
- The CNS Development Office builds meaningful philanthropic relationships with corporate and foundation benefactors of CNS.
- While most faculty are well-versed in sponsored research projects, private philanthropy requires a markedly different approach for optimum success.
- The CNS Development Office is here to help you:
  1. Identify Private Funding Opportunities
  2. Review and Edit Proposals





## Who can help me?

- **College of Natural Sciences Development Office**
  - Kelsey Moskitis – Assistant Director of Development for Foundation and Corporate Relations
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  - Simone Clasen – Executive Director of Development and Operations
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- **Foundation Relations (Central University Advancement)**
  - Peter Hartman – Director of Foundation Relations
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  - Sam Ernst – Assistant Director of Foundation Relations
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- **Corporate Relations (Central University Advancement)**
  - Greg Lewis – Executive Director of Corporate and Foundation Relations
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# Overview of Foundation Philanthropy

- **What is a Foundation?**
  - Foundations are legal entities set up by individuals, families or organizations that must spend a rolling average of at least 5% of their assets each year.
- **Foundation Giving** – giving is about making careful investments to achieve a **positive impact relative to philanthropic dollars invested.**
- Three Keys to Foundation Success:
  1. Genuine alignment with a foundation's strategic priority areas
  2. Strict adherence to funding guidelines
  3. Clearly articulating your project's impact and added-value
  - Foundations do not exist to help your research project succeed; **you must position your work in a way that clearly aligns with and advances a foundation's established strategic priorities.**
  - Considerable time should be invested in researching a potential foundation's history, mission, past awards, and, of course, grant guidelines.





# Overview of Corporate Philanthropy

- **Corporate Giving** – Corporate giving is fueled by a simple yet powerful concept: return on investment (ROI).
  - Corporations want to invest **because it is good business to give**, and corporations know that philanthropic dollars invested strategically will increase profits.
  - Corporations often have clearly established **priority areas**, which must be a good fit for your research or program.
  - Corporations give to universities to **gain access to students, talent, resources, and research** that drive innovation and increase productivity.
  - Corporations also give to institutions that will create high-impact public relations opportunities to **increase brand visibility**.
  - Corporations typically **invest in the communities where their employees live and work** to enhance community relations.
  - With ROI firmly in mind, approach corporate funding for what it really is—**a working partnership**.



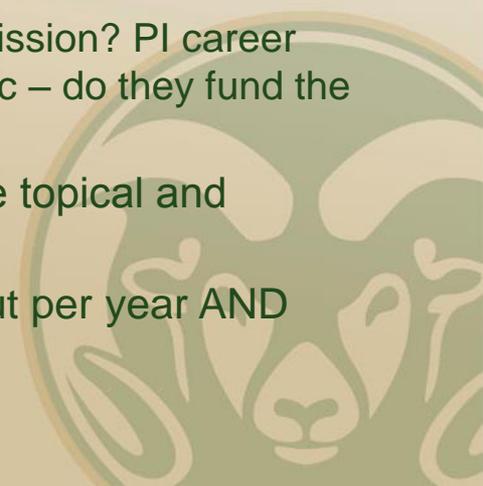


## Analyzing the Fit

When searching for philanthropic opportunities from foundations and corporations, keep the following in mind:

### **DEAL**

- ✓ **Deadlines** – Make sure you have ample time to put together a thoughtful proposal + build in time for internal review from Development Office and faculty peer review.
- ✓ **Eligibility** – How do universities as well as investigator-led research efforts fit into the foundation or corporation’s giving strategy?
  - ✓ **Additional eligibility items to consider** - Limited Submission? PI career status - Early Career only? Geographic or Region specific – do they fund the Rocky Mountain region?
- ✓ **Alignment** – Is this opportunity the “right fit”? Consider the topical and strategic fit.
- ✓ **Likelihood of Success** – How many awards are given out per year AND what is the previous proposal acceptance rate for CSU?





# Identifying Foundation and Corporation Grant Opportunities

## Internal Resources for Locating Funding Opportunities

- **CNS Private Funding Opportunity (PFO) Database**
  - <http://cns.natsci.colostate.edu/faculty/resources/organizations/>
- **Monthly RFP (Request for Proposal) List**
  - Excel spreadsheet of current/open funding opportunities – emailed at the beginning of each month
- **Foundation Directory Online** – detailed profiles of U.S. grant makers
  - Foundation Directory Online is available on campus through the CNS Development Office. Please reach out to Kelsey Moskitis for assistance researching potential grant partners.





# Identifying Foundation and Corporation Grant Opportunities Cont'd.

## External Resources for Locating Funding Opportunities

- **Foundation Center** – information on philanthropy, fundraising and grant programs
  - <http://foundationcenter.org/find-funding>
- **GuideStar** - resource that provides Foundation information including 990's
  - [www.guidestar.org](http://www.guidestar.org)
- **Philanthropy News Digest** - source of information on philanthropy in the news
  - <http://philanthropynewsdigest.org/>
- **Chronicle of Philanthropy** – premier news source on philanthropy
  - <https://philanthropy.com/>
- **Corporate Giving**
  - Go to an individual corporation's website and look for links concerning Corporate Giving, Community Outreach, Social Impact, etc.

## Tap into your Personal and Professional Networks

- Examine your existing relationships and identify possible contacts with industry partners who can be called upon for support of your research.





## Opportunity Located – Now What?

- Once you have identified a philanthropic grant opportunity that you want to pursue, please send Kelsey Moskitis an email.
- Kelsey will coordinate your proposal submission with university-wide processes and efforts and will direct you to the appropriate point of contact for submission (OSP vs. CNS Development/Foundation Relations).
- Kelsey is always available to assist with proposal review and editing.



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**Thank you!**

