

Locating Philanthropic Grant Opportunities

College of Natural Sciences
Summer 2016



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
 - Kelsey.Moskitis@colostate.edu 491-0287
 - Simone Clasen – Executive Director of Development and Operations
 - Simone.Clasen@colostate.edu 491-0997
- **Foundation Relations (Central University Advancement)**
 - Peter Hartman – Director of Foundation Relations
 - Peter.Hartman@colostate.edu 491-3251
 - 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

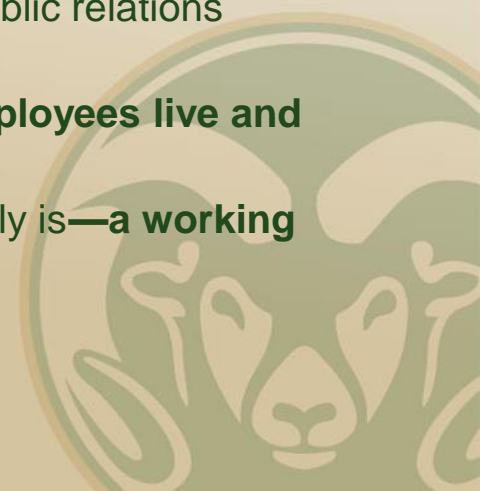
- **What is a Foundation?**
 - Foundations are legal entities set up by individuals, families or organizations that must spend a rolling average of at least 5% of their assets each year.
- **Foundation Giving** – giving is about making careful investments to achieve a **positive impact relative to philanthropic 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**.



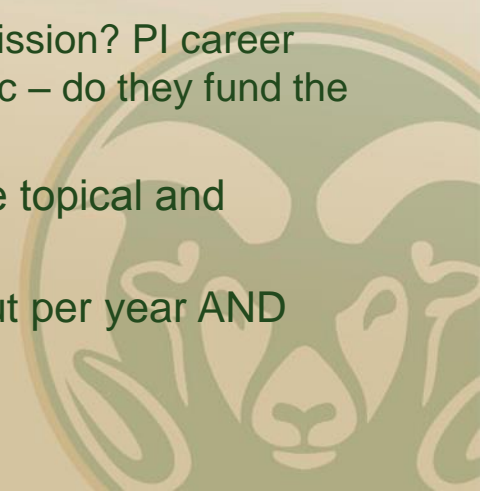


Analyzing the Fit

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
- **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.



Colorado State University



Thank you!

