Foundation Relations 101

In the chat, please tell us…

1. Your department
2. Something you want to learn in this workshop
Learning Outcomes

● Develop basic understandings of foundation structures, giving strategies and the grantmaking process;

● Understand foundation research tools

● How to partner with FRCP
Our Values:

- Being of service
- Building collaborative partnerships (with faculty and staff as well as foundations)
- Affirming the necessity of diverse backgrounds and perspectives
- Being honest and direct
- Advancing the university as an instrument of change
Foundation Giving at Berkeley

- Private foundations give substantially to UC Berkeley and higher education in general.
  - Last fiscal year, private foundations gave $111 million at UC Berkeley
  - Average foundation grant is $300K-$500K

- The majority of this funding goes to research, with some to student programs/services
  - DO NOT typically fund scholarships, capital, endowments, or chairs.
Foundation Types: Private Foundation

- More than 2/3 of income from a single source
- Must give 5% away annually
- Typically have professional staff and formal guidelines

Examples:
- Ford Foundation
- Koret Foundation
- Packard Foundation
- Moore Foundation
Foundation Types: Family Foundation

- Legally the same as private foundations
- Distinguished by UDAR as “smaller”
- Typically the original donor and family members are primary decision makers (i.e., do not have content expert staff)

Examples:
- Reva and David Logan Foundation
- Bernard Osher Foundation
Foundation Types: Community Foundation

- Engages in fundraising and grant-making primarily within a defined geographic area
- Can hold donor-advised funds (DAF’s)

Examples:
- East Bay Community Foundation
- Silicon Valley Community Foundation
Foundation Types: Corporate Foundation

- Established by corporations & businesses
- Are legally separate entities

Examples:
- Amgen Foundation
- Genentech Foundation
Limited Liability Corporation (LLC)

- Not a nonprofit/tax deductible for donor
- Can also give to for-profits or lobbying groups
- No transparency requirements

Examples:
- Emerson Collective
- Chan-Zuckerberg Initiative
- Arnold Ventures
Questions?
Foundation Fundraising Cycle

- Reporting
- Ideation
- Proposal Development
- Prospect Research
Ideation

- Broad but specific
- What’s most fundable
Finding Funding

- They come to you…(well not you, exactly)
- You find them
- Request for Proposals (RFP’s)
  - Sign up for the FRCP Digest!
  - We are constantly updating our AirTable
Case Study: Berkeley Underground Scholars

- Part of the UC Berkeley Centers for Educational Equity and Excellence, or CE3, which helps non-traditional students.
- This program helps provide higher education pathways to formerly incarcerated students.
Case Study: Berkeley Underground Scholars

California Wellness Foundation -- *We found them* -- they have a specific focus on formerly incarcerated youth within their “Resilient Youth” Program Area.
Case Study: Berkeley Underground Scholars

Andrew W. Mellon Foundation -- issued an RFP on *Future of Higher Learning in Prisons* -- BUS met criteria is developing a proposal

Call for Proposals: The Future of Higher Learning in Prison
Questions?
Finding Funding

Prospecting Resources

• Tools to evaluate fit:
  – Foundation websites
  – 990s or previous grants:
    • Guidestar
    • Inside Philanthropy
    • Foundation Directory Online

• Searching open Requests for Proposals (RFPs)
  – FRCP website/digest
  – Philanthropy News Digest
  – PIVOT
Finding Funding
(Foundation Directory Online)

- FDO is an aggregator of public information (websites, tax filings)
- Available to all staff, faculty and students
- Accessible through the UC Berkeley Library Database
Finding Funding

Specific Resources

- AirTable: https://airtable.com/FRCP
- FRCP website: https://frcp.berkeley.edu/
- Subscribe to our monthly digest: FRCP digital communications
- Philanthropy News Digest
Questions?
Proposal Development

- Competitive RFP vs. Program Outreach
- The Letter of Inquiry/Concept Paper
- The Full Proposal
What do you propose?

• A problem
• Your solution
• Why your solution works
• How you will know it worked
• How long it will take
• How much it will cost
Reporting

• Report successes and challenges
• Share any proposed changes to activities or spending
• Sets up future renewals or solicitations
Questions?
FRCP Team and Roles

Sylvia Bierhuis: Team Lead, Fundraising Liaison

David Siegfried: Fundraising Liaison

Margaret Guerrero: Fundraising Liaison

Jillian Parlee: Prospect Research & Communications

Aaron Diaz: Fundraising Liaison

Nell Payne: Data Management, Prospect Data & Stewardship

Jillian Parlee: Prospect Research & Communications
# FRCP Unit Liaisons

| Sylvia Bierhuis | • Principal Gifts-Strategic Initiatives (UDAR)  
| | • Office of the Vice Chancellor for Research  
| | | • School of Public Health  
| | | • Computing, Data Science and Society  
| | | • L&S - Social Sciences (co-liaison)  
| David Siegfried | • School of Social Welfare  
| | • Equity and Inclusion  
| | • Student Affairs  
| | • L&S - Social Sciences  
| | • Undergraduate Education  
| | • Graduate School of Education  
| | • Graduate Division  
| | • Social Science Focused Organized Research Units (ORUs)  
| Aaron Diaz | • Division of Data Sciences  
| | • L&S - Math and Physical Sciences  
| | • L&S - Biological Sciences  
| | • College of Chemistry  
| | • College of Engineering  
| | • College of Natural Resources  
| | • School of Optometry  
| | • School of Information  
| | • STEM Focused ORUs  
| Margaret Guerrero | • School of Journalism  
| | • Berkeley's School of Law  
| | • College of Environmental Design  
| | • Haas School of Business  
| | • Goldman School of Public Policy  
| | • Arts & Humanities division  
| | • Humanities ORUs  
| | • Regional and Area Studies ORUs  
| | • Business and Law ORUs  
| | • BAMPFA  
| | • Cal Performances  
| | • Berkeley Library  

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Berkeley  
University of California
How can we help you? :)

Berkeley
UNIVERSITY OF CALIFORNIA
FRCP Communications: Digest

- Monthly digest with upcoming funding opportunities and news
  - All archived on our website [here](#)
  - Join our mailing list [here](#)
Helpful Resources

- [FRCP website](#)
  - information on our [team and assigned unit liaisons](#)
  - [newsletter archives](#)
  - [step by step FAQ’s](#) on the funding process
  - resources to [find funding](#)
  - [prospect libraries](#) for different topic areas
Questions?
Thank You for Attending!