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

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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.

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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 (ie. 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

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Limited Liability Corporation (LLC)

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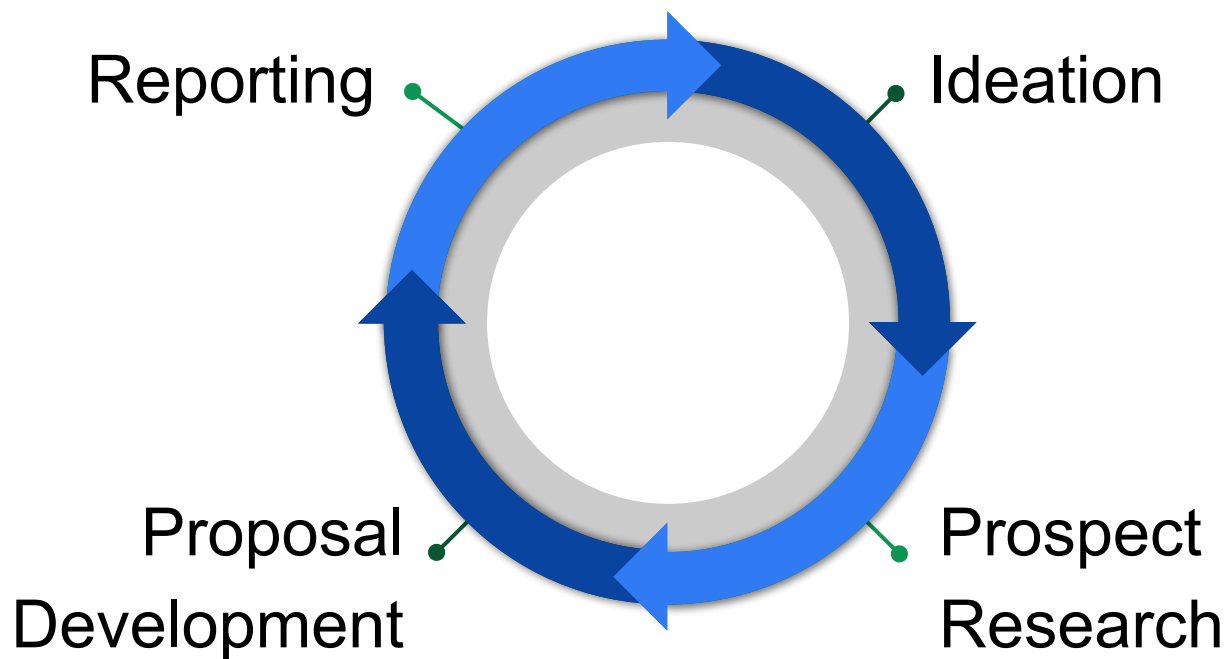- No transparency requirements

Examples:
- Emerson Collective
- Chan-Zuckerberg Initiative
- Arnold Ventures

Questions?

Foundation Fundraising Cycle

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

THE
ANDREW W.
MELLON
FOUNDATION

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**

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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

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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

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Questions?

FRCP Team and Roles

Sylvia Bierhuis:
Team Lead, Fundraising Liaison

David Siegfried:
Fundraising Liaison

Margaret Guerrero:
Fundraising Liaison

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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How can we help you? :)

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!