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FOUNDATION RELATIONS & CORPORATE PHILANTHROPY

Quarterly FRCP newsletter for UC Berkeley development colleagues and on-campus partners



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LETTER FROM THE EXECUTIVE DIRECTOR

Sylvia Bierhuis, FRCP Executive Director

Welcome to the inaugural issue of the FRCP newsletter! We hope that you had a wonderful academic year and are looking forward to a relaxing summer. It has been a year of growth and change in the Foundation Relations and Corporate Philanthropy Office with the addition of three fantastic new team members. Aaron Diaz and Margaret Guerrero join us as Associate Directors, each managing a portfolio of foundation and corporate prospects, and Jillian Parlee has come on board as our Development Associate, coordinating the team's outreach and communication efforts (including this newsletter) and generally keeping us all on track!

With these new additions, I am excited to officially announce the launch of the FRCP Campus Liaison Program. The Liaison Program assigns one of the FRCP fundraisers as the primary point of contact for your unit, as we strive to provide more strategic support services across campus. Your liaison will work with your unit to understand both current and future research and programmatic priorities and be a partner in developing strategies for connecting with foundations and corporations. We are a small team on a big campus, but I believe that the Liaison Program will provide the opportunities needed to connect, collaborate, and build long-term relationships between our office and yours!

I hope that you will also find this newsletter to be engaging and informative, highlighting not only campus success stories and providing helpful "how-to's," but also exploring broader trends in foundation and corporate fundraising and undertaking deep-dives into specific funders. If you have ideas or suggestions for future issues, or questions about the Liaison Program, please do not hesitate to reach out to me -- we are here to be of service and I look forward to hearing from you!

WELCOME TO CAL, MARGARET GUERRERO!

Hello Cal Community,

I began at UC Berkeley on April 1 and am thrilled to be part of the Foundation Relations and Corporate Philanthropy team.

Prior to Berkeley, I worked in foundation relations at Rice University building relationships with the university's most significant foundation donors and securing funding for large research initiatives and institutional priorities. While in graduate school, I also worked for a large private foundation helping to revamp its grant making strategy in education.

I am excited to bring my experience working with foundations to Cal and thrilled to be serving the best public research university in the world! I love that Cal is such a large institution with a breadth of expertise, schools and programs that are all tied together through the university's mission to serve the public.

As our team begins its new Liaison Program, I will primarily work with Berkeley's accomplished professional schools including Law, College of Environmental Design, Journalism, the Haas School of Business, and the Goldman School of Public Policy, as well as ORU's focused in law, policy, and business.

I am also managing a portfolio of foundations that heavily focus on public policy, urban and regional issues, and international development. Funding in these areas is becoming increasingly common as many large institutional donors are recognizing that influencing public opinion and policymakers is an avenue to achieving substantial and sustained impact.

Margaret serves as liaison to Berkeley's School of Law, the College of Environmental Design, Journalism, Haas School of Business, Goldman School of Public Policy, and the division of Arts & Humanities. If you are interested in strategizing with Margaret regarding a specific foundation, contact her at mguerrero@berkeley.edu.

As the lines between philanthropy, advocacy and policy are blurring, organizations such as [Arnold Ventures](#), [Chan Zuckerberg Initiative](#), and [Emerson Collective](#) have even abandoned the traditional nonprofit foundation status for a limited liability corporation structure in order to provide them with more flexibility to invest in lobbying efforts, PAC's and socially-conscious for-profits in addition to nonprofits.

The trend of funders becoming more involved in policy also comes at a time when many writers, scholars, and nonprofit veterans are asking questions about what philanthropy's role should be in democracy – some are [skeptical](#), while others take a more [optimistic view](#). While this debate will likely be ongoing, the reality remains that now more than ever philanthropists are looking to translate ideas into action, see significant returns on their investments, and will even change their structure and approach in order to do so.

What does this mean for us at university? Donors will ask how our research reaches beyond the "ivory tower" and into communities, and what role we can play in informing better policies, practices, and methodologies to tackle societal problems. I hope to help our partners across campus prepare for these types of questions and assist in articulating how their important work is advancing the public good.

Please do not hesitate to reach out, and I look forward to working with you to advance the mission of UC Berkeley.

Go Bears!



Meet the Foundation Relations and Corporate Philanthropy Team!

In the photo, from left to right:

Back Row - David Siegfried, Sylvia Bierhuis, Nell Payne, Aaron Diaz

Front Row- Jillian Parlee, Margaret Guerrero, Karen Lee

ASK DAVID

David Siegfried
FRCP Associate Director

Dear Campus,

Welcome to my slice of this newsletter! I have decided to use this space to be an advice column on foundation fundraising, a Dr. Ruth style column, if you will, but without the “romance”.

To be honest I never imagined I would be writing an “advice column” on any matter of life, let alone an advice column on fundraising, but here we are. My mom will be proud, but to be fair, she’s still proud of me for learning to tie my shoes.

I have been working at UC Berkeley for just about nine years, all within the Foundation Relations and Corporate Philanthropy space. I started off doing foundation prospect research and now I’m a frontline fundraiser though I hate the term frontline fundraiser as it’s bit militaristic for my liking. I’d like to think I know a thing or two about fundraising from foundations, and I’d like to think that I’m still learning as the foundation landscape continues to shift and morph.

For the purpose of this column, I would love to field questions from across the UC Berkeley foundation fundraiser community, and try to dialogue/workshop/explore questions we face in trying get support for the students, programs and research we serve. When possible I will strive to be sociological and critical in my writing. As fundraisers, we gain insight when we implore a critical eye towards the Philanthropic Industrial Complex, as an understanding of philanthropic motivations beyond blind altruism is important in helping develop proposal ideas and approaches.

So what kind of questions will I tackle? Well that is mostly up to you, but here are a few examples: What do foundations mean by ‘innovation’? Why won’t a foundation fund my capital campaign/scholarship opportunity/curriculum redesign/my dean’s top priorities? Why, or why not, do foundations want to fund an elite institution such as UC Berkeley? As a former teacher steeped in critical pedagogy I will resist trying to appear as some master of the universe know-it-all and fuel responses with articles or resources from people who know more than me.

So, let’s do this! If you have a question you wish to submit, please email me at dsiegfried@berkeley.edu. If no one submits anything, never fear! I’ll just make something up, as foundation fundraising is one part science, one part fiction.

David serves as liaison to the School of Social Welfare, the School of Public Health, Equity & Inclusion, Student Affairs, Undergraduate Education, the Graduate School of Education, the Social Sciences under L&S and Organized Research Units.

BAMPFA

To **BAMPFA**, \$50,000 from the Joseph and Vera Long Foundation for the "Youth and Family Arts Engagement Program."



To **Equity and Inclusion and Student Affairs**, \$2.5M over 5 years from the Chamberlin Family Foundation to support outreach and recruitment efforts for students from West Contra Costa County.



Congrats to **Aaron Streets**, Assistant Professor of Bioengineering, for being named a 2019 Pew Medical Scholar and receiving a \$300K award to explore how obesity leads to unhealthy changes in the cellular, molecular and structural composition of adipose tissue.



Congrats to **Michel DuPage**, Assistant Professor of Immunology and Pathenogenesis, for being named a 2019 Pew Stewart Cancer Research Scholar and receiving a \$300K award to investigate how the immune system is suppressed within the tumor microenvironment

Congratulations

RECENT GIFTS & GRANTS

Upcoming Requests for Proposals (RFPs)

Chan Zuckerberg Initiative

The initiative is inviting applications for open source software projects that are essential to biomedical research.

Deadline: 8/1/2019

Amount: \$50K - \$250K

William T. Grant Foundation -

Research Grants on Reducing Inequality

The grants support field-initiated studies that are relevant to policies and practices affecting the lives of young people ages 5 to 25 in the US.

Deadline: 8/1/2019

Amount: Up to \$600K

Russell Sage Foundation

The foundation is dedicated to social science research and is currently accepting proposals for all of their core programs

LOI Deadline: 8/21/2019

Amount: No Limit

Nature Conservancy's Grant for Natural Climate Solutions Accelerator

Aims to kick-start innovative and scalable approaches to capturing greenhouse gas emissions by using natural and working lands in the US.

Deadline: 8/16/2019

Amount: Up to \$250K

** For additional RFP opportunities, please visit our website or contact the Fundraiser for your unit.*

Cancer Research Institute - Technology Impact Award

Aims to address the gap between technology development and clinical application of cancer immunotherapy research around the world.

Deadline: 11/15/2019

Amount: Up to \$200K

Robert Wood Johnson - Pioneering Ideas Open Call

The goal of the Pioneering Ideas funding opportunity is to explore; to look into the future and put health first as we design for changes in how we live, learn, work and play.

Deadline: 10/15/2019

Amount: No Limit

Knight Foundation

The John S. and James L. Knight Foundation seeks to support fundamental research that addresses issues of rules, norms and governance of the internet and digital platforms.

Deadline: Rolling

Amount: No Limit

Simons Foundation's Targeted Grants in Mathematics and Physical Sciences (MPS)

The program supports high-risk theoretical mathematics, physics & computer science projects of exceptional promise on a case-by-case basis.

Deadline: Rolling

Amount: No Limit

How to work with us:



Browse the FRCP [website](#) for a list of current RFPs



Work with your [Fundraiser](#) to identify potential funding areas



Draft and submit a Letter of Intent (LOI) or proposal

Deciphering foundation priorities: a look at the John Templeton Foundation

by Aaron Diaz, FRCP Associate Director

To those who are new to the world of foundation grantseeking, nothing is more daunting than deciphering the program priorities and intent of foundation grantmakers. Successful grantseeking occurs when projects advance the strategic goals of the foundation, which often appear opaque or ambiguous to grantseekers though, in reality, are usually well-defined.

The John Templeton Foundation's [Science and the Big Questions](#) funding area presents a unique case that illustrates the complexity inherent to strategic grantmaking. This area generates a lot of interest in the units I serve because it supports basic science broadly, but also has awarded up to eight-figure grants – large amounts in comparison to peer foundations. **They also have an approaching deadline – August 16 for Letters of Inquiry.**

But what is most unique about Templeton is their founder's intent and how it guides their grantmaking. John Templeton made his fortune as a Wall Street investor, but he dedicated the latter part of his life to what he termed “new spiritual information”, that is, discoveries that illuminate our understanding of human nature and the physical world.

An elder active in the Presbyterian church, Templeton believed that the spiritual was not the exclusive realm of the religious, but that scientific discoveries could also be counted as divine revelations. Accordingly, he structured his philanthropy to reflect this personal philosophy, a fact that has not been without [controversy](#).

Notably, he established the [Templeton Prize](#) which “honors a living person who has made an exceptional contribution to affirming life's spiritual dimension.” Templeton laureates include public and religious leaders, and scientists and philosophers.

Templeton's philanthropic legacy continues through the work of foundation president Heather Templeton Dill, his granddaughter, whose approach has hewn faithfully to her grandfather's. Most recently, she hired Matthew Walhout as VP of Science and the Big Questions.

A physicist by training, Walhout was formerly VP of Research at Calvin College, a Calvinist institution. His research program focused on experimental and computational physics, but he also dabbled in philosophy, authoring an essay in the [Journal of Religion and Science](#) that sought to resolve tensions in religion-and-science discussions. Of his new post, Walhout wrote:

“Basic research of this kind tests the limits and extends the reach of our most fundamental conceptions of material reality...it will be exciting to promote such efforts, as well as to partner with scholars who can contextualize this work and gauge its importance within academic, cultural, and religious traditions.”

So what does this mean for a scientist interested in applying to Templeton for funding? Does a project have to have an implicit Christian agenda in order to be successful? Should secular-oriented scientists refrain from applying?

In a word, no. Templeton has demonstrated that it is both ecumenical in its support for projects that investigate spirituality, and unafraid to support contrarian voices, even agnostic and atheist ones. Like other foundations that support basic science, Templeton also favors highly innovative projects that would not ordinarily receive support from traditional funding sources like the NIH or NSF.

With this perspective, innovation should have the potential to fundamentally reshape how we view ourselves in relation to the world, in every dimension, spiritual, academic, and cultural. That might seem like a tall order at first, but if you think about it, science has a long tradition of doing just that, stretching all the way back to Copernicus and beyond.

Aaron serves as liaison to colleges, divisions, and schools in the Natural, Physical, and Applied Sciences including Integrative Biology, Molecular and Cellular Biology, Math and Physical Sciences, Engineering, Optometry, Chemistry, Natural Resources, and Information. If you are interested in approaching a foundation like Templeton, but need assistance with understanding the landscape or strategizing an approach, contact him at aarondiaz@berkeley.edu.