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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 CORNER

Welcome to the Fall edition of the FRCP newsletter! We hope that your start to the 2019-20 academic year has been enjoyable. The theme of this issue is transparency. With news spotlighting the ethics of transparent foundation giving, our fundraisers offer insight to the broader trends and philanthropic implications. Associate Director, Margaret Guerrero provides resources and summarizes recent developments on DAF's, and Director David Siegfried responds to a reader's question on how to approach an elusive, non-transparent foundation.

First a few housekeeping notes: our Executive Director, Sylvia Bierhuis, recently went on leave to welcome a healthy baby boy to the family! She will return to the office in January 2020. Meanwhile, Director David Siegfried is on hand to answer any questions related to her portfolio. In September, the FRCP team held its first office hours on campus. We will continue to offer monthly, drop-in office hours every third Thursday of the month in Durant from 11AM - 1PM. If you have ideas or suggestions for future issues, please do not hesitate to reach out to one of our team members. We look forward to hearing from you!

# DONOR-ADVISED FUNDS IN THE NEWS: MORE ASSETS, MORE DEBATE

by Margaret Guerrero, FRCP Associate Director

The last decade has witnessed a steep rise in donor-advised funds (DAF's). According to the Chronicle of Philanthropy, over \$110 billion is now earmarked for charity through DAF's. What does this trend mean for philanthropy? We compiled multiple viewpoints for a better understanding of this trend.

A recent [Forbes article](#) provides a helpful overview of the benefits DAF's provide for donors. It highlights how they provide a simple way for donors to "take one large charitable deduction when it makes sense for them" with the flexibility to give that money away over a longer period of time.

Charitable donations through DAF's are rapidly increasing. Fidelity Charitable, now one of the largest grantmaking organizations in the U.S. with \$21 billion in assets, recently released its [annual report](#).

Fidelity's donor-recommended grants increased to \$5.2 billion from just over \$1 billion 10 years ago. The report includes data such as the average size of its grants (~\$10,000), their [geographic distribution of grant funding](#), top grant recipients, and giving by sector.



While no university landed in the top 20 recipients nationally from Fidelity Charitable, the education sector accounted for nearly 29% of total dollars received. Within the Bay Area, UC Berkeley was the fourth most popular grant recipient from Fidelity Charitable.

[Critics of donor-advised funds](#) cite that, while DAF's make it "easy to set aside dollars for good causes, too few dollars are coming out."

Additionally, the "[lack of disclosure requirements](#)" leads to less transparency in philanthropy. Some criticism has even risen from donors themselves. In a [recent lawsuit](#), one family claimed that Fidelity Charitable mishandled their \$100 million donation. Another major philanthropist, [John Arnold](#), argues that DAF's are actually slowing philanthropic giving and lack accountability.

In our own backyard, state lawmakers are weighing in on the regulation of DAF's. [Assembly Bill 1712](#) was recently proposed in California, which would "require DAF sponsors to disclose information about the individual funds or accounts they maintain to help the Attorney General ascertain whether those funds are being properly administered." This would include a policy "that governs DAFs that are inactive, dormant, or do not make distributions during a specific period of time that does not exceed 36 months." A debate on the bill between its sponsors and representatives from two community foundations who oppose it can be found [here](#).

FRCP will continue to monitor emerging data and the news on philanthropic trends and share stories via our newsletter and monthly digest.

*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](mailto:mguerrero@berkeley.edu).*

# Congratulations

## RECENT GIFTS & GRANTS



Congrats to **Sylvia Bierhuis**, Executive Director of the Foundation Relations & Corporate Philanthropy team, for welcoming baby Devin as the latest addition to the FRCP family!



To the **Institute for Research on Labor & Employment**, \$975K awarded by the James Irvine Foundation in support of their project to provide policy research & leadership development for California's worker organizations.

To the **Astrology** department, \$337K from the Heising-Simons Foundation in support of the Pegasi B Fellowships.

To the **Biological Sciences** department, \$1.73M awarded in support of the STEM Scholars Program @Berkeley (SSP@Berkeley) from the Chan Zuckerberg Initiative.



To the **Molecular & Cell Biology** department, \$300K from Pew Charitable Trust in support of engineering precision cancer immunotherapy.

To the **California Institute for Quantitative Biosciences (QB3)**, \$300K from Pew Charitable Trusts in support of whole tissue spatial transcriptomics.



To **Haas Centers & Institutes**, \$1.2M awarded in support of the Population & Reproductive Health Fellowships from the David & Lucile Packard Foundation.

To **Plant & Microbial Biology** department, \$500K from the Burroughs Wellcome Fund to research the impact of fluctuating microenvironments in the human intestinal tract.

To the **Office of Undergraduate Research**, \$900K for the Science & Engineering Fellowships from the Rose Hills Foundation.

## Join us for our monthly Office Hours!

**Next Session:** 10/17/19 Recurring every 3rd Thursday of the month

**Time:** 11:00 am - 1:00 pm

**Location:** Durant 1, Durant Hall

**Purpose:** Campus colleagues can "drop in" for a brief consultation with one of our FRCP fundraisers and researchers, to learn about our services, how to work with the FRCP office and discuss options for pursuing foundation funding.



# ASK DAVID

David Siegfried 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. To ask David a question for the newsletter, email it to [dsiegfried@berkeley.edu](mailto:dsiegfried@berkeley.edu).

Dear David,

*My Dean and I are hardcore crushing on this one foundation. I get the sense they are in total alignment with a few of our core development priorities. Yet they don't list their staff members, have a grants database on their website, or even issue RFP's we could use to develop a proposal. While they do list their program areas on their website, they explicitly state "No unsolicited proposals. All proposals must be invited." Still, I really have a good feeling about this one and want to develop a relationship with them. Any advice?*

*-- Crushing*

Dear Crushing,

I hear you, my friend. Anyone who has worked in this space knows the feeling of crushing hard on a foundation yet not knowing where to begin in developing the relationship. Sometimes, it's these more elusive, secretive-type foundations with so much potential (i.e. capacity) that really pique our interest.

First step: do as much research as possible. Are they listed in [Foundation Directory](#)? If so, run their grants to see who they give to, and how much they tend to give. You can use filters to narrow whether they give to higher education, and if so, which institutions and for which causes. It is also 100% OK to stalk their 990's for giving information on Guidestar. After all, these are foundations and they should be fairly transparent.

A Google search might yield news articles, press releases, or even conference presentations given by foundation staff. If you are lucky, these tidbits sometimes include staff contact information. If you are unable to locate contact information, but find

a name for a program officer or director, call the foundation's main line and ask for their email.

Also, plug into CADS the names of any foundation staff or board members you find to see if they have any relationship to campus. Maybe someone on staff or the board is a Cal Bear!

Once you have done your fair share of research and concluded this crush has potential, it's time to focus on building the relationship. Avoid going in hot with some elevator pitch proposal! Foundations like to be seen and heard, and at this point, all you want to learn is if you are a match.

Try to learn more about how they work; specifically how they work with universities. Actively listen to the officer while they share the foundation's vision and strategies. As the chemistry develops, subtly offer ways in which your priorities can support them in achieving their goals. Sometimes a simple question such as, "how can higher education help you meet your strategic objectives" will cue you in on whether the foundation is interested in research, policy development, or if they are focused on more direct services.

Sometimes, inviting a foundation staff member to participate in, not fund, an event or lecture can help you build that relationship while providing more opportunities to get to know one another's goals.

Many foundations like to be involved as think-partners before they commit as funders. Point is, Crushing, relationship building takes time. You are working to understand how they think while creating opportunities that allow them to understand your impacts and potential. As synergies develop and sparks start to fly, they will be crushing on you too and will offer you an invitation to apply.

# Upcoming Requests for Proposals (RFPs)

## **Borealis Philanthropy:**

### **Racial Equity in Journalison**

The fund seeks to strengthen the capacity and sustainability of news organizations led by people of color and partners in equity to increase civic engagement for communities of color.

Deadline: LOI due 10/30/2019

Amount: No Amount Limitations

## **Bill & Melinda Gates Foundation:**

### **Voices for Economic Opportunity**

The goal of the challenge is to elevate diverse voices that can help broaden the conversation about the issues inhibiting economic mobility and generate deeper awareness and actionable understanding.

Deadline: 11/13/2019

Amount: \$100K

## **Spencer Foundation:**

### **Small Research Grants on Education**

The program supports education research projects that will contribute to the improvement of education, broadly conceived, for projects ranging 1-5 years.

Deadline: 11/1/2019

Amount: Up to \$50K

## **Russell Sage Foundation:**

### **Immigration & Immigrant Integration Initiative**

The initiative supports research that strengthens the theory, methods & empirical knowledge of the effects of race, citizenship, and legal on immigrant outcomes.

Deadline: LOI due 11/26/2019

Amount: Up to \$150K

## **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

## **EF+Math program:**

### **Prototyping Track**

The prototyping track will design and develop learning systems that embed executive function training within high-quality math content and instruction.

Deadline: Concept Notes due 12/11/2019

Amount: No Amount Limitations

*\* For additional RFP opportunities, please visit our [website](#) or contact the [Fundraiser](#) for your unit.*



## **Meet the FRCP 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

# Early Career Awards, the Matthew Effect, and the Role of Science Philanthropy

by Aaron Diaz, FRCP Associate Director

In the foundation world, we find ourselves in the midst of another early career award season. Early career awards like the Pew Biomedical Scholars, the Packard Fellows, and the Searle Scholars program are a powerful mechanism newly appointed faculty can use to build their research careers. Most provide an infusion of unrestricted research that they can use to leverage their research experience into exciting new directions.

Despite the prestige and support that winning one of these awards can bring, the campus response to some of these programs can be lukewarm. Many early career award programs are limited submission, and as campus liaison to early career faculty, I support the Berkeley Research Development Office (BRDO) with the facilitation of panel reviews for internal applications to these awards. With some, I notice a small number of internal applicants.

It is easy to understand why this might be. Preparing applications is an opportunity cost and the odds of being selected not once, but twice, are relatively low. New faculty have their hands full juggling teaching schedules, administrative responsibilities, and learning to navigate this campus. So, the incentive for young faculty to prepare an application can easily be overwhelmed by busy schedules.

But there is a very good reason why new faculty should think twice about skipping an application. It's called the Matthew Effect. Originally coined by sociologist Robert Merton, the term refers to the cumulative advantage that accompanies possession of wealth, fame, and status. The idea is that if you've got it, it's easier to acquire more of it.

As it turns out, the principle applies compellingly to scientists. A team of sociologists, including our very own [Mathijs De Vaan](#) (Haas Business), tested the [Matthew Effect](#) on the allocation of research funding. They wanted to know why scientists with similar backgrounds and skills end up with very different research careers. They found that for post-doc scientists who achieved funding over a certain threshold, in the subsequent eight years, they were able to secure more than twice the research funding than those below the threshold.

While this might be demoralizing for those longing for a more meritocratic system, there is cause for hope. De Vaan and his colleagues also found that the disparity is caused partly by scientists who, discouraged by previous failures, submit fewer applications in later years. Even though the world of research funding emulates the systems of inequality we see in broader society, scientists do have recourse. They just have to keep trying.

For those of us working to support scientists, I think we would do well to encourage faculty at any stage, but especially those just beginning their career, to submit applications early and often. Science philanthropy is unique in that many funding programs are looking to support early stage, high risk/high reward research of a kind that federal agencies like the NIH and NSF will not fund. They provide an opportunity for scientists to develop creative ideas that can alter the trajectory of their careers and they don't necessarily apply to early career faculty exclusively.

And, it takes practice, because writing a foundation grant proposal isn't the same as writing an R01. The more they do it, the better they get at it.

*FRCP can help.*

*If you know a young faculty member who is looking for research funding (or needs to but doesn't know it), send them my way, [aarondiaz@berkeley.edu](mailto:aarondiaz@berkeley.edu).*