

# FOUNDATION RELATIONS & CORPORATE PHILANTHROPY

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



## Letter from the Executive Corner

***Sylvia Bierhuis, FRCP Executive Director***

Belated Happy New Year from Team FRCP! After a long and happy leave to be with my new son, I am delighted to be back on campus just in time for the public launch of “Light the Way: the Campaign for Berkeley.” I first joined the advancement community at Cal in 2008, as we were preparing to begin the public phase of the “Thanks to Berkeley” campaign, so it feels fitting that I am returning as the campus embarks on a truly exciting and ambitious new effort to raise \$6 billion by the end of 2023.

The campaign will touch every part of the campus, including students and faculty, and every school, college, and program. Every gift made during this period, no matter what size or what it supports, will count toward the campaign’s success. Light the Way is the ideal opportunity for all of us to stand together, demonstrating our collective power, to illuminate knowledge and realize a common vision for our future. With all the excitement and opportunity the campaign represents, I don’t think I could I ask for a better time to back with you all at Berkeley!

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## Foundation Spotlight: Do Foundations Make Campaign Gifts?

**David Siegfried, Director, FRCP**

On Team FRCP we often tell campus colleagues that private foundations, in general, are not motivated to give to large university campaigns. Foundations typically have very deliberate grant-making priorities and make awards to universities based on strategic alignments that help a foundation achieve their stated goals. If our campaign priorities or key research themes happen to align with a foundation's program areas, great! But rarely do major private foundations make large campaign gifts driven primarily by an inspiration to support Cal.

Berkeley is very fortunate to have two foundation partners recently make what could be described as a "campaign gift." (I say this with the caveat that any gift or grant made during a campaign is counted towards the campaign, so in essence, all foundation awards are campaign gifts whether or not the intention of the gift was specifically to support the campaign.)

In 2019 the The Evelyn and Walter Haas, Jr. Fund and the Koret Foundation each made \$10M gifts to the university. We consider these campaign gifts because each of them anchor key university priorities and will hopefully serve as an inspiration for other donors during the public phase of the campaign.

The Haas Jr. Fund provided campus with \$10M to support a wide range of programs to transform the student population and create a more welcoming, inclusive campus. The \$10M is spread out over a suite of programs in the Divisions of Equity and Inclusion, Student Affairs, and Undergraduate Education.

Motivated and inspired by Chancellor Christ's vision for a more equitable and inclusive university, as articulated in the campus' Strategic Plan, HJF leadership approached campus leadership with both an offer and a challenge to present a proposal for transformative change at Berkeley. With a strong focus on enhancing access to Cal for a diverse pipeline of African American, Latinx and Native American students, and creating a sense of belonging for underrepresented minority students, HJF wants their gift to serve as inspiration to other donors to

support the diversity, equity & inclusion goals of the campaign. It is a holistic investment in both student and institution and has shaped the "Undergraduate Opportunity and Experience" priority; which is one of four major priorities for our campaign.

The Koret Foundation's \$10M gift was part of their High Education Initiative. As a close campus partner that has given extensively across campus, Koret leadership invited Chancellor Christ to develop an "Omnibus Proposal" (i.e. a proposal consisting of multiple funding opportunities) that reflects her core priorities as Chancellor. The result was a large gift encompassing scholarships, fellowships, capital support, and support for the Chancellor's Impact Fund. For this proposal, the Chancellor championed each of these opportunities by presenting why they would advance the campus' strategic plan and the four major campaign priorities.

The HJF and Koret gifts are a reflection of deep partnership and trust, established over many years, between foundation leadership and staff with campus leadership, faculty, staff, and students. This level of partnership with private foundations is both rare and fortunate. It comes with high expectations and foundation leadership work closely with campus to advance our goals and outcomes. These gifts strengthen our ability to seek support from other foundations who may recognize the strong strategic alignment between their program areas and all of what Berkeley has to offer.



## Funding Opportunities & RFPs

The **Davis Phinney Foundation** is now accepting letters of intent (LOI) for their [2020 Research Project Funding](#); which focuses on research to improve quality of life for people living with Parkinson's. Priority will be given to applications that address the unique needs of historically underrepresented and/or underserved populations.

- Prize Amount: Up to \$150K
- Deadline: LOI due April 1, 2020

**Facebook** is offering awards to researchers interested in exploring the society issues of [misinformation and polarization](#) related to social communication technologies. Priority funding will be given to research proposals that enrich our understanding of challenges related to misinformation, polarization, information quality, and conflict on social media and social technology platforms.

- Prize Amount: \$50K - \$150K
- Deadline: Applications due April 1, 2020

The **A.J. Muste Memorial Institute** is accepting applications for their [Social Justice Fund](#). This fund makes grants for grassroots activist projects for nonviolence and social justice in the US and around the world. Priority is given to those focused on ending violence of borders and criminalization of immigrants, abolishing the death penalty, confronting institutionalized repression, supporting progressive workers movements and dismantling the war machine. There are multiple application periods.

- Prize Amount: Up to \$50K
- Deadline: Applications due April 14, 2020

The **Dreyfus** program for [Machine Learning in the Chemical Sciences and Engineering](#) provides funding for innovative projects in any area of Machine Learning (ML) consistent with the Foundation's broad objective to advance the chemical sciences and engineering.

- Prize Amount: No amount limitations
- Deadline: Proposals due April 2, 2020

The **John Templeton Foundation** invites applications for its [Academic Cross-Training](#) (ACT) Fellowship program. The ACT Fellowship program is intended to equip recently tenured (post-September 2009) philosophers and theologians with the skills and knowledge needed to study "Big Questions" that require substantive and high-level engagement with empirical science.

- Prize Amount: Up to \$220K
- Deadline: LOI due May 1, 2020

The **World Resources Institute: Ross Center** is seeking applications for their [Prize for Cities](#) award. The Ross Center Prize for Cities is the premier global award celebrating and spotlighting transformative urban change. The award seeks to inspire urban change-makers across the globe by elevating trailblazing initiatives and telling impactful stories of sustainable urban transformation.

- Prize Amount: Up to \$250K
- Deadline: Applications due May 7, 2020

The **Russell Sage Foundation** is now accepting letters of inquiry for multiple [core programs and special initiatives](#). The May deadline includes the following initiatives: Behavior Economics; Race, Ethnicity & Immigration; and Social, Political; Economic Inequality; and Immigration & Immigrant Integration initiatives.

- Prize Amount: No amount limitations
- Deadline: LOI due May 21, 2020

The **Franklin Institute** seeks nominations for the 2021 [Bower Award & Prize for Achievement in Science](#) of individuals who have made significant contributions to the scientific understanding of decision-making. The interdisciplinary field of decision-making integrates theory and methods from economics, psychology, neuroscience, computer science, and related areas to understand the mechanisms through which individuals and groups choose among competing possibilities and how these mechanisms guide behavior.

- Prize Amount: Up to \$250K
- Deadline: Nominations are due May 31, 2020

## Funding Opportunities & RFPs: Continued

**Arnold Ventures** is accepting letters of interest for [Randomized Controlled Trials](#) (RCTs) focused on testing criminal justice programs and practices. The ultimate goal is to build credible evidence about “what works” to improve criminal justice outcomes and grow the number of interventions shown to better people’s lives.

- Prize Amount: No Amount Limitations
- Deadline: LOIs are accepted on a rolling basis; there is no deadline

**Amazon Web Services** is accepting applications for their [Machine Learning Research Awards](#) (MLRA) which grant one-time, unrestricted gifts at the department and project level. These gifts are meant to assist faculty, PhD candidates and graduate students with research to advance the frontiers of machine learning.

- Prize Amount: No Amount Limitations
- Deadline: Applications accepted on a rolling basis

## FRCP Updates & Upcoming Events

Don't miss out on funding opportunities - [join the FRCP mailing list!](#) You can also meet the FRCP team at one of our upcoming campus events:

### FRCP Office Hours

Purpose: 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.

Date: Thursday, April 16, 2020

Location/Time: TBA in the FRCP April Digest

### Fundamentals of Foundation Fundraising

Purpose: Training provided by FRCP fundraisers to familiarize our campus partners with the nuts and bolts of foundation fundraising. Registration link will be sent out in the FRCP April Digest.

Date: Tuesday, May 5, 2020

Location: 1995 University Ave, 5th floor, Golden Gate Conference Room (Room #530)

Time: 2:00 PM - 3:00 PM



Giving Back: Team FRCP started 2020 by volunteering at the Gill Tract Farm!

Andrew W. Mellon Foundation gave \$1.8M to the Arts & Humanities: International Consortium of Critical Theory Programs 1-16-2020



Robert Woods Johnson Foundation gave \$75K to Goldman School: Berkeley Institute for Young Americans 1-1-2020



## Congrats!

### Recent Gifts & Grants

Gordon and Betty Moore Foundation invested \$1.2M in The Future of The Lawrence Hall of Science 1-16-20



Surdna Foundation gave \$1M towards Haas Diversity Research Center: Thriving Cultures Research 12-11-19



# Campaign 101

For our readers who are part of the advancement community, this article may be a piece of very familiar news, but for those of you who join us from beyond the Berkeley fundraising network, welcome to a quick crash course on all things campaign!

## What is a campaign?

At its most basic, a fundraising campaign is an extended period of **fundraising** that highlights a specific goal that an organization desires to reach. Specifically, **Light the Way: The Campaign for Berkeley** is a comprehensive effort to raise \$6 billion by the end of 2023. The campaign — among the largest ever undertaken by a university — builds on Berkeley's distinctiveness in transforming lives, fueling social mobility, and changing the world. The silent phase of the campaign began Jan. 1, 2014. Light the Way: The Campaign for Berkeley launched publicly on February 29, 2020, and aims to reach our goal of \$6 billion — the university's largest-ever fundraising goal — by the end of 2023.

## Why the campaign, and why now?

The university is at a key point in its history, having recently observed its 150th birthday, completed a strategic plan that will guide us for the next decade, and eliminated its structural deficit. These milestones led us to take the steps necessary to ensure that Berkeley will not only sustain its academic excellence and global leadership, but extend it for generations to come.

## What are the campaign's fundraising priorities?

The campaign will touch every part of the campus, including students and faculty, and every school, college, and program. Every gift and grant made during this period, no matter what size or what it supports, will count toward the campaign's success. In this campaign, Berkeley is focused not just on funding new initiatives, but primarily on raising support for the university's core strengths.

With that in mind, Chancellor Carol Christ has identified four high-level, campus priority areas:

**Faculty and Fellowships** to ignite the core of Berkeley's excellence

- 100 faculty positions
- 300 graduate fellowships

**Research for the Public Good** to illuminate solutions for California and the world

- Data Science and Artificial Intelligence
- Democracy and Equality
- Environment
- Health
- Innovation and Entrepreneurship

**Undergraduate Opportunity and Experience** to brighten the brightest — our students

- Scholarships
- Basic Needs
- Center for Connected Learning at Moffitt Library
- Berkeley Connect and Discover

**Places of Possibility** to create new facilities and strengthen the beacon that is Berkeley

- Bakar Bio Ingenuity Hub
- Heathcock Hall (Chemistry)
- Housing
- STEM Facilities
- Athletics (Gender Equity)

## Why Light the Way as a theme?

Driven by the motto *Fiat Lux*, Berkeley embraces both tradition and the future. Light the Way encompasses a way forward for Berkeley that is visionary and path-breaking, building on Berkeley's distinctiveness in transforming lives, fueling social mobility, and changing the world.

## What is my role in the campaign?

If you are engaged in any kind of fundraising, whether it be from foundations, companies or individuals, your work counts towards the campaign! Gifts and grants towards research and programs across campus make up a significant percentage of any campaign total, so know that your efforts to secure grants are truly important to the success of Light the Way.

If you have any questions about the campaign or want to learn more, please do not hesitate to reach out to **Sylvia Bierhuis, Executive Director, FRCP**.