



**UNIVERSITY** *of* **FLORIDA**  

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**A D V A N C E M E N T**



Corporate and Foundation Relations  
University of Florida Foundation, Inc.



# Today's Objectives

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- What is advancement?
- Finding private funding
- Corporations
- Foundations

# Corporate Relations



# What is advancement? [www.uff.ufl.edu](http://www.uff.ufl.edu)

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- Structured under UF VP Tom Mitchell, some 330 staff members, HQ in Emerson Alumni Hall
- Located in each college, reporting to Dean and to Advancement
- Alumni Association – Membership organization, clubs in major cities
- Fundraising – Alumni, Friends, Corporations and Foundations – private only

# Why is UF attractive to corporations?

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- Broad and deep research expertise
- Federal investment leverages grant dollars
- Willing to partner to achieve shared goals
- Test solutions to problems
- Talent resource





# Managing Expectations

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- Mutual Benefits – Corporations must be viewed as strategic partners – not just donors
- Corporate and Foundation philanthropy is highly competitive and gift cycles are very long
- Corporate giving is usually on an annual basis, does not support endowment, bricks and mortar, and is often less than six figures

# Hoovers

<http://businesslibrary.uflib.ufl.edu/home>

**EXXON MOBIL CORPORATION**  
Irving, TX United States • NYSE **XOM** ▼

This company is covered by Stuart Hampton. (bio)

Company Index		
About This Company ▼	Financials ▼	Competition ▼
Industry Information	Historical Events	Stock Quote & Chart
News & Social	Family Tree	Financial Market Data
Products & Operations	Earning Estimates	People & Contacts

**Get Company Alerts**

**My Tools**

- Print Quick Report
- More Tools ▼

**WEB VOLUME AND NOTEWORTHY ACTIVITY** ⓘ

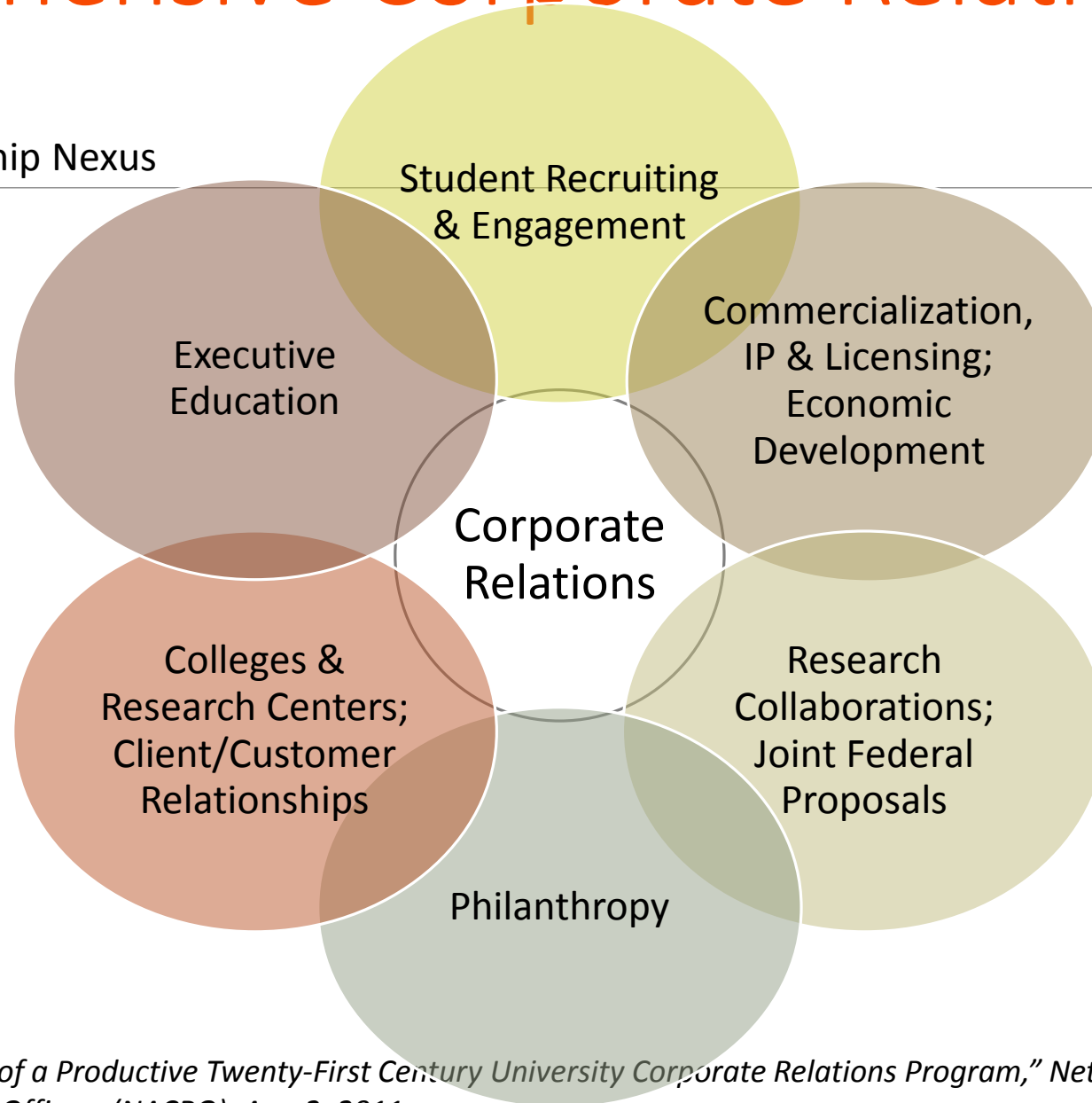
— Daily Closing Price   ■ SEC Filing   ■ Price Change   ■ News Event   ■ Management Change

powered by FirstRain

COMPANY DESCRIPTION	KEY INFORMATION	LATEST NEWS
EXXON MOBIL CORPORATION		

# Comprehensive Corporate Relations

Relationship Nexus



*"Essential Elements of a Productive Twenty-First Century University Corporate Relations Program," Network of Academic Corporate Relations Officers (NACRO), Aug 2, 2011.*





# Foundation Relations

# Top 10 Foundations (by asset size)

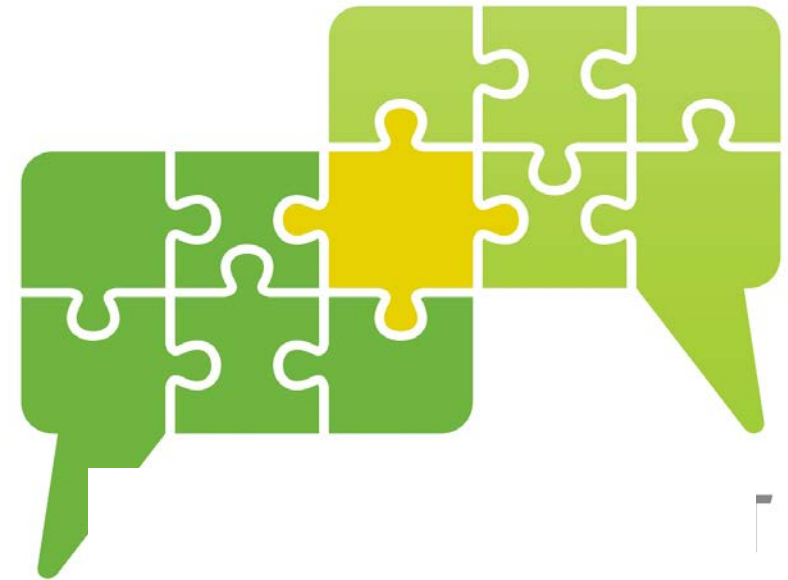
- ❖ **Bill & Melinda Gates Foundation (\$44B)**
- ❖ **Ford Foundation (\$12B)**
- ❖ **J. Paul Getty Trust (\$12B)**
- ❖ **Robert Wood Johnson Foundation (\$10B)**
- ❖ **Lilly Endowment (\$10B)**
- ❖ **William and Flora Hewlett Foundation (\$9B)**
- ❖ **W.K. Kellogg Foundation (\$9B)**
- ❖ **David and Lucille Packard Foundation (\$7B)**
- ❖ **Gordon and Betty Moore Foundation (\$6B)**
- ❖ **Bloomberg Philanthropies (\$6B)**



# CFR - Finding the right fit

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- Research and circulate RFPs for new funding opportunities
- Selectively target searches, tailor proposals





# Managing Expectations

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- Foundations rarely make gifts for endowment or building projects
- Application to gift is 3+ months or longer
- Not a democratic process

# Foundation Relations Toolbox

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- UF Office of Research – funding opportunities and database
- Foundation Directory
- Community of Science/Pivot
- 990 Forms (Tax returns)
- Google

*See last page for websites*





# How do you apply?

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CFR works with faculty applicant, who will usually write proposal.

Follow guidelines, which may include...

- Letter of intent (LOI): Brief 1-5 page summary of proposed work. Then, if invited...
- Full proposal: Depends on the funder, but often 10-20 pages

# Other entry points

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- Program Officers
- Board Members
- Scientific Advisory Boards
- Volunteers

## **Corporate and Foundation Relations Toolbox – please print**

### Corporate Relations

- Hoovers- access via UF Libraries website, <http://businesslibrary.uflib.ufl.edu/home>
- LinkedIn- University LinkedIn Pages search by company, city, profession, see <https://www.linkedin.com/edu/alumni?id=18120&trk=edu-alumni-chg-sch>
- Division of Sponsored Programs database, <http://my.research.ufl.edu/divisionof-sponsoredprograms/awards/awardactionsearch.aspx>
- Company website: Company Foundation Website, Annual Reports, Fact Sheets

### Foundation Relations

- UF Office of Research, customizable RFP notices, <http://my.research.ufl.edu/ProgramDevelopment/FundingOpportunities/OpportunitiesManager.aspx> and database, <http://my.research.ufl.edu/divisionof-sponsoredprograms/awards/awardactionsearch.aspx>
- Foundation Center, <http://foundationcenter.org/> (Central CFR has more robust subscription version)
- Inside Philanthropy, <http://www.insidephilanthropy.com/>
- Community of Science/Pivot, [http://pivot.cos.com/funding\\_main](http://pivot.cos.com/funding_main)
- 990 Forms (Tax returns), <http://www.guidestar.org>
- Google

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