Corporate and Foundations Relations - CFR
An Overview

...Ever feel like obtaining funding for your research is more work than actually doing the research??
• Why we are here?
• Our ‘universe’ within UMHS
• Why should faculty consider Foundation support. How do Foundations differ?
• Our intersection with Research Administration
• How can CFR help?
• Achieving volume - how can you help

FY2013 giving to Michigan
Total: $361.3 million

Foundation gifts and grants are an important source of support and represent 14% of the private funds UM receives annually.
Public Research University Peers – Benchmarking

The blue segments represent – in general – grants at a scale that is driven by faculty proposals. Top Three gifts are often strategic relationships, such as UCLA’s with Kerkorian’s foundation; Washington’s with Gates.

DIFFERENT TYPES OF FOUNDATIONS

Private Foundations
- Gates Fdn
- A.P. Sloan Fdn
- Ellison Med Fdn

Public Charities
- American Heart Assn
- Susan G. Komen
- Alzheimer’s Assn

Corporate Foundations
- Genentech Fdn
- BMS Foundation

- There are 81,000 foundations in the US.
- The top 25 (.03%) gave 23.5% of all funding nationally
Who leads?

Bill & Melinda Gates Foundation - Seattle  
Assets: $37 Billion, Giving: $2.5 Billion

Ford Foundation – New York  
Assets: $10.4 Billion, Giving: $427 Million

Robert Wood Johnson Foundation – Princeton  
Assets: $9.9 Billion, Giving: $359 Million

W.K. Kellogg Foundation – Battle Creek  
Assets: $7.7 Billion, Giving: $291 Million

William & Flora Hewlett Foundation – Menlo Park  
Assets: $7.4 Billion, Giving: $359 Million

UM Leaders

<table>
<thead>
<tr>
<th>Foundation</th>
<th>2013</th>
<th>to date 2014</th>
<th>Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Wood Johnson Foundation</td>
<td>$7,033,122</td>
<td>$1,789,576</td>
<td>$122,560,514</td>
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<tr>
<td>The Andrew W. Mellon Foundation</td>
<td>$5,436,300</td>
<td>$713,000</td>
<td>$61,006,089</td>
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<td>Prostate Cancer Foundation</td>
<td>$4,161,866</td>
<td>$831,572</td>
<td>$14,242,132</td>
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<tr>
<td>Bill and Melinda Gates Foundation</td>
<td>$3,730,752</td>
<td>$883,980</td>
<td>$29,383,033</td>
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<tr>
<td>The Leukemia and Lymphoma Society</td>
<td>$1,968,922</td>
<td>$1,009,095</td>
<td>$10,300,247</td>
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<tr>
<td>Alfred P. Sloan Foundation</td>
<td>$1,741,672</td>
<td>$133,539</td>
<td>$24,083,438</td>
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<tr>
<td>The Breast Cancer Research Foundation</td>
<td>$1,550,000</td>
<td>$887,500</td>
<td>$15,073,720</td>
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<tr>
<td>W.K. Kellogg Foundation</td>
<td>$1,515,240</td>
<td>$1,565,588</td>
<td>$104,136,802</td>
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<td>Anonymous Foundation</td>
<td>$1,282,859</td>
<td>$308,300</td>
<td>$8,682,481</td>
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<tr>
<td>Doris Duke Charitable Foundation</td>
<td>$991,700</td>
<td>$20,250</td>
<td>$10,087,131</td>
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<tr>
<td>Gordon and Betty Moore Foundation</td>
<td>$970,275</td>
<td>$60,000</td>
<td>$2,680,150</td>
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## TOP FOUNDATIONS AT UMHS

<table>
<thead>
<tr>
<th>Foundation</th>
<th>UMHS Funding (08-12)</th>
<th>Average U-M Grant (00-12)</th>
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<tbody>
<tr>
<td>Robert Wood Johnson Foundation</td>
<td>$10,809,567</td>
<td>$461,641</td>
</tr>
<tr>
<td>US Health &amp; Health Care</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bill &amp; Melinda Gates Foundation</td>
<td>$8,491,424</td>
<td>$100,000 (mode)</td>
</tr>
<tr>
<td>Global Health &amp; US Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Breast Cancer Research Foundation</td>
<td>$6,558,242</td>
<td>$246,202</td>
</tr>
<tr>
<td>Clinical &amp; Translational Research</td>
<td></td>
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<tr>
<td>Juvenile Diabetes Research Foundation International</td>
<td>$4,658,261</td>
<td>$428,606</td>
</tr>
<tr>
<td>Type 1 Diabetes &amp; Complications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doris Duke Charitable Foundation</td>
<td>$3,795,330</td>
<td>$487,988</td>
</tr>
<tr>
<td>Early Career &amp; Expanding Clinical Research</td>
<td></td>
<td></td>
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<tr>
<td>The Leukemia &amp; Lymphoma Society</td>
<td>$3,790,554</td>
<td>$285,913</td>
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<tr>
<td>Basic &amp; Translational Research</td>
<td></td>
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<tr>
<td>Susan G. Komen for the Cure</td>
<td>$2,968,852</td>
<td>$286,068</td>
</tr>
<tr>
<td>Reduce Breast Cancer Incidence &amp; Mortality</td>
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<tr>
<td>The Burroughs Welcome Fund</td>
<td>$2,760,335</td>
<td>$330,987</td>
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<tr>
<td>Basic &amp; Early Career Biomedical Sciences</td>
<td></td>
<td></td>
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<tr>
<td>Prostate Cancer Foundation</td>
<td>$2,538,750</td>
<td>$223,280</td>
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<tr>
<td>Better Treatment &amp; Cures</td>
<td></td>
<td></td>
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<tr>
<td>The Foundation Fighting Blindness</td>
<td>$2,111,667</td>
<td>$77,006</td>
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<tr>
<td>Prevention, Treatment &amp; Cures</td>
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### Examples of Foundations funding Cancer Research

- American Assoc. for Cancer Research
- American Cancer Society
- Damon Runyon Cancer Research Fdn
- Pancreatic Cancer Action Network
- Susan G. Komen for the Cure
- Arnold and Mabel Beckman Foundation
- Leukemia and Lymphoma Society
- Ovarian Cancer Research Fund
Why Foundations support research

- Push the envelop of science (bridge innovative ideas into the federal space - they want to be where no one else is)
- Some Foundations think federal grant system of review isn’t paying enough attention to their area of interest.
- Think private philanthropy can have quicker ‘on the ground’ answers and impact to the world’s problems
- Support Junior Faculty in launching their careers and provide the bridge to NIH/NSF funding
- Foundations have an agenda and often detailed strategies
  - Kresge’s intersection of climate and health (and Detroit)
  - Keck’s desire to drive scientific discovery

ADVANTAGES AND DISADVANTAGES OF FOUNDATION AWARDS

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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<tbody>
<tr>
<td>• Preliminary data may not be required</td>
<td>• Dollar amounts may be smaller than Gov’t awards</td>
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<td>• Applications often shorter/less complicated</td>
<td>• Duration may be shorter</td>
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<tr>
<td>• Flexibility to do something entirely new</td>
<td>• Deadlines are unpredictable and grants can change year to year</td>
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<tr>
<td>• Fund innovative, high-risk/high-reward projects/out-of-the-box</td>
<td>• Fewer, if any, indirect costs associated with award</td>
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**WHY CONSIDER FOUNDATIONS FOR RESEARCH?**

- Value novel, creative ideas
- Flexibility
- Less risk averse
- Prestige, eg Keck, HHMI, Packard
- Seed funds for pilot work – young investigators
- Diversify portfolio of funding
- Develop skills in entrepreneurial, outcome oriented proposal writing
- Proof of concept, pilot funding, early data gathering: gateway to NIH and NSF

**HOW ARE FOUNDATIONS MOST DIFFERENT FROM FEDERAL AGENCIES?**

- Less work, quicker response
- Average foundation grant is less than $100K – a niche, seed or supplemental source
- Indirects……
  - Foundations do not provide the 55.5% indirect cost rate that federal sponsors do.
  - Foundation IDC rates vary from ZERO to 10 to 20 percent. About half the time, zero.
  - BUT, as many key admins know, foundation budgeting rules can be more flexible than federal rules: we can build some costs into the direct budget that federal sponsors call indirect i.e. administrative and space costs
How do we intersect with Research Administration?

We connect to each other whenever faculty members are aiming at foundations – both on the ‘front end’ (strategies, research, proposal & budget development) and ‘back end’ (reporting).

CFR can and does offer Research Admins support on understanding foundation requirements, such as LOI’s, and providing boilerplate and attachments.

CFR can help in communicating with foundations, often when there is a personal relationship involved or one point of contact required.

CFR supports and advises OVPR and Med Research, where appropriate, on foundation culture and limited submissions. Reporting is also a critical question to be addressed with private foundations.

Research admins could bring us in for presentations on the role(s) of foundations and associations in funding research.

The Life Cycle of a Foundation Grant

- **START**
  - Formulate the idea
  - Think about the scope and population served

- **Identify Potential Funding**
  - Opportunities
  - Connecting a Foundation
  - Managed Foundations

- **Proposal & Budget Development**
  - Contact ORSP (or Research Admin)
  - Grantwriter’s Tasks
  - Budgets & Procedures
  - Grant Attachments

- **Proposal Processing**
  - ORSP Review and Signatures
  - ORSP Submits Proposal

- **Your Work**
  - PEERS and Other Approvals
  - Award Acceptance
  - If Declined, Contact Foundation
  - Revisions to Research Approach

- **Foundation’s Decision**
  - Good luck!

- **Grant Reports**
  - Grant Extensions
  - Budget Revisions

- **Project Closeout**
  - Grant Reports
  - Grant Extensions
  - Budget Revisions
WHAT CAN FOUNDATION RELATIONS DO? AND HOW CAN WE PARTNER?

• What we can offer
  ▪ Advise/research on potential foundation and corporate funders
  ▪ Read and edit drafts – Foundation ‘language’
  ▪ Advise on scale and fit of concepts/proposals. Provide previously successful proposals and data on previously funded faculty
  ▪ Offer Faculty workshops/presentations/on line resources
  ▪ Meet 1:1 with faculty to develop ideas and proposals
  ▪ Steward the relationship with the Funder
  ▪ Can help navigate institutional processes (institutional support letters, 501(c)3 designation etc.)

HOW CAN WE WORK TOGETHER?

▪ Connect or suggest us to faculty who are engaged in innovative research and/or who would be receptive to private funding opportunities
▪ Connect us to influential faculty for mentoring and communication efforts
▪ Link with your communication vehicles so faculty are aware of CFR and what we do and how we can help
▪ Help us target outreach on specific opportunities – RFP’s
▪ Advise us on trends, issues, opportunities
If all else fails.....

External
• www.scangrants.com
• www.fconline.foundationcenter.org

Internal
• www.foundations.umich.edu
• www.pivot.cos.com/funding_main
• www.medicine.umich.edu/medschool/research/office-research/research-development-support/funding-opportunities

CONTACTS

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