Foundations Landscape & Roadmap for Early Career Faculty
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Co-hosts:
Division of Research and
University Relations Office of Corporate and Foundation Relations
Where are we now?
UMD Impact

- $2.1 billion annual enterprise
- $3.4 billion annual impact on the state
- $550 million in annual external research funding
- $25.7 billion in economic impact via the Maryland Technology Enterprise Institute since 1983
- $1 billion R&D through strategic alliance with UMB (putting the university in the top 10 in the U.S.)
- 23,000 jobs
- > 37,000 students
- Record of success – completed $1 billion campaign in 2012, exceeding goal, with 43% raised from corporations and foundations
- Raised $87.3 million from foundations 2011 - 2015
Surge of Private and Community Foundations: 1975 to 2012

Source: The Foundation Center, 2014.
Foundation Giving for Higher and Graduate Education by Purpose, 2012

Total = $4.8 Billion

Source: The Foundation Center, 2014.
Higher and Graduate Education Foundation Grants: Types of Support, 2012

Source: The Foundation Center, 2014.
<table>
<thead>
<tr>
<th>Foundation Name</th>
<th>Giving Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill and Melinda Gates Foundation</td>
<td>$3,453,776.00</td>
</tr>
<tr>
<td>Howard Hughes Medical Institute</td>
<td>$2,709,000.00</td>
</tr>
<tr>
<td>John D. and Catherine T. MacArthur Foundation</td>
<td>$2,300,000.00</td>
</tr>
<tr>
<td>Robert W. Deutsch Foundation</td>
<td>$2,165,384.00</td>
</tr>
<tr>
<td>Annie E. Casey Foundation, Inc.</td>
<td>$2,105,869.00</td>
</tr>
<tr>
<td>Smith Richardson Foundation Inc.</td>
<td>$1,507,308.00</td>
</tr>
<tr>
<td>Simons Foundation</td>
<td>$1,494,952.00</td>
</tr>
<tr>
<td>Gordon and Betty Moore Foundation</td>
<td>$1,419,776.00</td>
</tr>
<tr>
<td>Laura and John Arnold Foundation</td>
<td>$1,412,215.00</td>
</tr>
<tr>
<td>Carnegie Corporation of New York</td>
<td>$1,285,000.00</td>
</tr>
<tr>
<td>Ewing Marion Kauffman Foundation</td>
<td>$1,262,074.00</td>
</tr>
</tbody>
</table>
How to increase UMD Impact and Access to Foundation Funds

- Understanding what foundations are focused on and where UMD interests are aligned
- Keeping abreast of deadlines and new opportunities
- Creating a culture of partnerships and collaborations across the university to address emerging interests and needs
- Developing mentoring programs that prepare faculty and students to identify and respond nimbly to funding trends
Emerging Trends in Foundation Philanthropy

<table>
<thead>
<tr>
<th>CURRENT PARADIGM</th>
<th>EMERGING PARADIGM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values</td>
<td>Values and Value Created</td>
</tr>
<tr>
<td>Charity Mindset</td>
<td>Results Mindset</td>
</tr>
<tr>
<td>Responsive</td>
<td>Proactive and Responsive</td>
</tr>
<tr>
<td>Transactions</td>
<td>Collaborative Relationships</td>
</tr>
<tr>
<td>Needs-focused</td>
<td>Outcomes-focused</td>
</tr>
<tr>
<td>Short-term</td>
<td>Short-term and Long-term</td>
</tr>
<tr>
<td>Isolated Initiatives and Programs</td>
<td><strong>Aligned and Integrated</strong></td>
</tr>
<tr>
<td>Reports</td>
<td>Knowledge Gained and Disseminated</td>
</tr>
<tr>
<td>Managerial Function</td>
<td>Leadership and Partnership Functions</td>
</tr>
</tbody>
</table>
Differing Foundation Cultures

- Limited submissions vs. open RFP/RFA processes
- Online applications
- New focus areas as younger generations take the reins of family foundations
- Increased involvement of foundation personnel with grantees and projects
- Multidisciplinary and collaborative ventures
- Greater emphasis on impact and return on investment
- New joint ventures among foundations in specific funding areas
New Ways to Relate to Foundations

- Imperative to get on their radar screens via:
  - publications
  - professional association meetings
  - awards and recognition

- Cultivate relationships with foundations
  - managed by the Office of Corporate & Foundation Relations, in conjunction with School Development Officers and Offices of Research, Philanthropic Partnerships, Leadership Giving, Planned Giving, Corporate Relations
Foundations’ Acceptance of Unsolicited Applications

Higher and Graduate Education Funders

Yes 71%

No 27%

Unknown 2%

Total = 922 Foundations

Source: The Foundation Center, 2014.
UMD Foundation Relations and Research Administration: Roles and Perspectives

Foundation Relations

1. Seeks and cultivates support
2. Marketing and communications
3. Stewardship and recognition

Research Administration

1. Administers sponsored projects
2. Internal routing and review process
3. Post-award administration

FR/RA CROSS-SECTION
- Identify funding opportunities
- Assist in proposal preparation
  - Solicitations
What’s **H O T** right now?

- What are the most promising opportunities?
- Where should our efforts be focused?
- How do we benchmark UMD and why?
The David and Lucile Packard Foundation awards eighteen $875,000 grants each year to rising early career faculty stars.
The Kellogg Foundation funds projects that serve children up to age eight and their families.
### 2012 Kellogg Funding

<table>
<thead>
<tr>
<th>University</th>
<th>Grant Total</th>
<th># of Grants</th>
<th>Average Grant</th>
<th>Largest Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan State</td>
<td>$5.0 Million</td>
<td>5</td>
<td>$1 Million</td>
<td>$1.6 Million</td>
</tr>
<tr>
<td>University of North Carolina</td>
<td>$2.7 Million</td>
<td>3</td>
<td>$891K</td>
<td>$900K</td>
</tr>
<tr>
<td>Harvard</td>
<td>$735K</td>
<td>3</td>
<td>$245K</td>
<td>$375K</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>$4.2 Million</td>
<td>5</td>
<td>$841K</td>
<td>$2 Million</td>
</tr>
</tbody>
</table>

- Only MSU, Harvard and Johns Hopkins received grants in all four years.
- Across these institutions, Kellogg gave $17.3 Million in 2010 and $20.2 Million in 2012, but only a combined $7.3 million in 2011 and 2013.
- Average grants across these universities was $522K, with most between $200K and $400K.
2016 Faculty Scholars Competition

The Simons Foundation, Howard Hughes Medical Institute and the Bill & Melinda Gates Foundation announce:

- Five-year non-renewable grants
- Ranging from $100k to $400k per year for direct costs
- 50% FTE required for direct conduct of research
- PhD and/or MD (or equivalent)
- Tenured or tenure-track position (or comparable) at an eligible US institution
- >four but <10 years of post-training professional experience
- PI or co-PI on at least one active, nationally competitive
- Deadline for 2016 awards was July, so look for announcements for 2017 shortly.
Key Principles of Foundation Grant Writing

- First check eligibility requirements CAREFULLY
- Read and reread the application guidelines CAREFULLY
- Check out the foundation’s website, paying particular attention to most recent grant recipients -- who are they, what types of projects were funded, foundation history and current priorities
- Directly address ALL questions in an application, even to say they are not applicable (and why)
- Don’t leave the writing for the last minute - allow time for someone to review your narrative.
- Don’t rely on spell-check -- typos and wrong word choices show sloppy work.
- Do work with the CFR and ORA to find out university information and resources outside your specialty area that may strengthen your application.
- Be sure that the budget and project description fully align and make sense.
Finding out about Funding Opportunities

• Peer contacts
• Professional journals and conferences
• RFPs with deadlines at ORA website - www.ora.umd.edu/proposal-development/locating-funding
• Mass email distribution of funding announcements by ORA & CFR
• Personal contacts of CFR with foundations
My top priority is to work with you to ensure success for the University of Maryland.

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The End Game: Coordination, Collaboration and Forward Movement
Questions, Comments & Better Ideas

You: Speak!