

# Corporate/Foundation Relations College of Education

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# What is a Foundation?

Definition: a nongovernmental, nonprofit organization with its own funds (usually from a single source, either an individual, family, or corporation) and program managed by its own trustees and directors that was established to maintain or aid educational, social, charitable, religious, or other activities serving the common welfare, primarily by making grants to other nonprofit organizations. (The Foundation Directory, 2002)

# Types of Foundations

- Independent Foundations
  - Examples: Spencer, Rockefeller, Gates; includes family foundations
  - In 2002, independent foundations contributed 66.7% of grant dollars awarded to campus
- Company/corporate foundation
  - Legally an independent grantmaking organization with close ties to the corporation providing the funds
  - Examples: State Farm Foundation, Boeing Foundation, Intel

# Types of Foundations

- Operating Foundation
  - An organization that uses its resources to conduct research or provide a direct service.
  - Examples: Carnegie Corporation
- Community Foundation
  - A publicly sponsored organization that makes grants for social, educational, religious, or other charitable purposes.
  - Example: Chicago Community Trust

# Foundation Giving to Illinois

- FY03 foundation totals: \$16,476,194
- FY04 foundation totals: \$30,232,991  
(included several large family foundation gifts)
- UIUC ranked 11<sup>th</sup> among Illinois organizations that received foundation support

# Resources for Identifying Corp/Foundation Funders

- Chronicle of Philanthropy
- Foundation Directory
- Directory of Illinois Foundations
- National Directory of Corporate Giving
- Offices: BER, ODAR (Campus Development)
- *Philanthropy News Digest* (free)
- *RFP Bulletin* (free)
- Charity Channel Newsletters (modest subscription fee)
- Guidestar Newsletter (free)

# Foundation Proposals

- Need to match foundation's priorities
- Should include:
  - Statement of problem to be addressed
  - Project objectives
  - Description of activities to be undertaken to achieve objectives
  - Expected Outcomes (measurable outcomes if possible)
  - Project oversight and management, including qualifications of project personnel
  - Evaluation plan
  - Budget and budget narrative
  - Organizational capability

# Corporate Proposals

- Determine fit with corporation/corporate foundation (generally through campus or prior College relationships)
- Is there an Education faculty/staff member or “volunteer” with a connection to the company?
- Would the proposal be stronger if internal/external partners identified?
- Identify internal champion
- Need time to do research and finesse (6-12 months)