Mission:
The **Office of Corporate and Foundation Relations** (CFR), in the Division of Development and University Relations (DAUR), supports Fordham University in achieving its education and research mission by raising funds from corporations and foundations.

CFR manages the relationships between Fordham University and both corporations and private foundations. We provide:

- Depth of knowledge about foundations and corporations
- Information on Requests for Proposals (RFPs, RFAs) and other funding opportunities
- A donor-centric approach to coordinating cultivation and proposal submission
- Senior leader visits to foundations
- Proposal advice and editing
- Assistance processing proposals and awards with the Office of Sponsored Programs
- Stewardship of awards

**Trends in Higher Education Funding:**
Corporate and foundation grants have become even more competitive; corporations and foundations are seeking **partnerships** and making fewer, but larger grants for strategic priorities. CFR’s goal is to develop relationships with foundations and corporations with whom there is programmatic alignment, rather than to seek one-time, transactional grants. Other trends in corporate and foundation grantmaking:

- Research funding
  - Data to inform public policy
  - Risky projects to get pilot data for applications to federal funders
  - Synergistic research created by interdisciplinary partnerships, often from multiple institutions
- Public-private partnerships “Breakthrough” Prizes, moon shots, “big bets,” etc.
- More limited submission and invitation-only opportunities
- Fellowships for senior researchers moving into new fields and superstar junior faculty
- Very specific research calls

Foundations are focused on increasing the **impact** of grants. Endowment funding, capital projects, and grants for scholarships are unusual and most corporations and foundations do not make grants for those purposes.

**Competitive Projects**
Projects and centers that are most likely to be funded represent a **strength** within the University or their respective school or department, rather than those that serve a purely institutional purpose or represent an internal need. Fundable projects/centers are those that:

- have established a reputation, received external recognition, and are leading in their fields;
- have a strong track record of scholarly productivity – publications, presentations, grants, etc.
- meet an external need, have cultivated an audience, and align with the interests of funders;
- have created a network of individual donors and/or have received previous foundation grants.
FACTS ABOUT CORPORATE & FOUNDATION RELATIONS AND TIPS FOR SUCCEEDING

Corporate and Foundation Relations differs from individual fundraising in important ways:

- Foundations are mission-driven organizations
- Corporations are profit-driven organizations
- Corporate and foundation grants are not gifts or charity
- Corporate and foundation grants are investments

**Raising the Bar**

- Keep CFR and senior campus leaders informed about your work and relationships – *senior leader relationships are key to transformational support*
- Spread the word. Introduce your colleagues to foundation funders, mention their research, and mentor junior faculty
- Be part of a team effort across campus to share information about who knows whom, the history of the relationship, and knowledge about individual foundations

**Thinking Strategically**

- Successful corporate and foundation relations is all about *relationship building* and long-term funding versus transactional giving (i.e., a one-time grant for a single project)
- Determine Fordham’s “first and onlys?” What is Fordham University doing that no one else is doing?
- Get campus leaders connected to foundation leaders (peer-to-peer level)
- Help the campus community focus on inspiring, big ideas
- Work together on a case for support

**What You Can Do**

- Build relationships with your foundation contacts or develop relationships with help from CFR – including inviting foundation program staff to your events as attendees or as speakers
- Leverage existing foundation relationships
- Engage alumni who are in the private sector
- Focus on the foundation’s objectives
  - Align with the Foundation’s mission
  - Ensure the project has an impact and serves as a catalyst to further their goals

**How to Succeed**

- Find the match
  - Use funding opportunity databases (e.g., Foundation Directory Online, GrantForward) and network with colleagues, mentors, and members of your professional societies
- Investigate before you contact a foundation -- each entity has its own culture and requirements
  - Understand the initiative's review criteria
  - Identify your project’s “first and onlys”
  - Understand your project in the national context
  - Be clear on how your project fits the foundation’s mission
- Make a connection
  - Reach out to a program officer - CFR can assist with email communications and letters of inquiry
  - Ask the foundation’s advice
  - Understand the foundation’s review process so that you know your audience

**Examples of Recent Corporate and Foundation Grants at Fordham:**

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Program/Project</th>
<th>Amount</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Henry Luce Foundation</td>
<td>Orthodox Christian Studies Center</td>
<td>$360,000</td>
<td>March 2018</td>
</tr>
<tr>
<td>Louis Calder Foundation</td>
<td>Endowed fund for Summer Research</td>
<td>$210,000</td>
<td>March 2018</td>
</tr>
<tr>
<td>Achelis and Bodman Foundation</td>
<td>City Bats</td>
<td>$50,000</td>
<td>Dec. 2018</td>
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<tr>
<td>Sterling National Bank Foundation</td>
<td>Project True</td>
<td>$15,000</td>
<td>June 2019</td>
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