



Oregon State University
Foundation

OFFICE OF FOUNDATION RELATIONS



OSU Foundation's Mission

We partner with the University to engage our community, inspire investment and steward resources to enhance the university's excellence and impact.

OSU Foundation: a snapshot

- Six units make up the organization
 - Finance, Talent Management, Marketing and Donor Engagement, IT, Alumni Engagement, Development
- Development
 - Major Gift Fundraising
 - Planned Giving
 - Annual Giving*
 - Principal Gifts Fundraising
 - Foundation Relations
 - Corporate Relations

OSU Foundation

OSU-Cascades Development Team



Saoirse Jones
Director of
Development II



Olivia Townsend
Associate Director
of Development

OSU Foundation team at Cascades

We partner with faculty and staff to:

- Spotlight programs of distinction, through broad-based engagement
- Identify funding opportunities and develop proposals
- Include the experts in the cultivation process
- Share outcomes and celebrate impact
- Facilitate community and industry relationships

Foundation Relations Services

The OSU Foundation Office of Foundation Relations is here to **help get you funding.**

- Prospect research, vetting
- Relationship development with private foundations
- Proposal review, editing, and submission
- Post-award report coordination and submission
- Grant writing and proposal development training



OSU Foundation

Office of Foundation Relations

Aaron Shonk
Senior Director



Paul DuBois
Director



Elizabeth Ocampo
Director



Emily Payne
Assistant Director



Adeline Hull
Coordinator

Foundation Relations Services

Prospect Research



We research prospective private foundations to ensure that the proposed private foundation is a good match for a particular project. We also help identify prospective funders for projects.

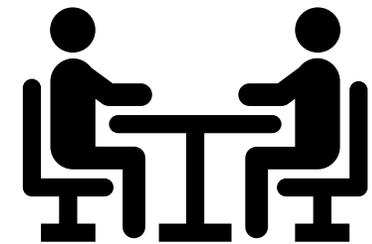
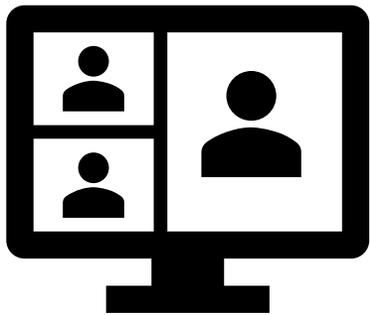
TOOLS:

- RFP Newsletter
www.fororegonstate.org/fundingopportunities
- GrantForward <https://guides.library.oregonstate.edu/grants>

Foundation Relations Services

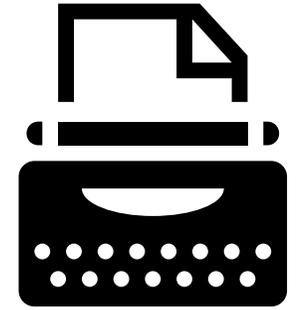
Relationship Management

We work with and engage individual foundations on behalf of OSU, including attending training, obtaining technical information, and providing stewardship.



Foundation Relations Services

Proposal Review, Editing, Submission

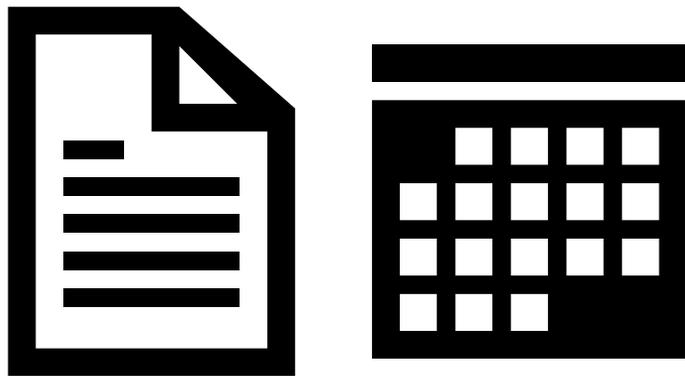


- Proposal reviews are tailored to meet your needs. We provide reviews ranging from critiques of the written narrative to final proofreading.
- When requesting a review, please contact the office at least **six business days** before the deadline. Reviews are provided on proposals requesting at least \$10,000.

Foundation Relations Services

Post-Award Reporting

We track final reporting deadlines and coordinate with applicants on report submissions.



Foundation Relations Services

Grant Training and Skill Building

We provide training opportunities to build grant skills for university applicants. Includes:

- Proposal development for private foundations
- New faculty training
- Grant training for academic units



Foundation Relations Services

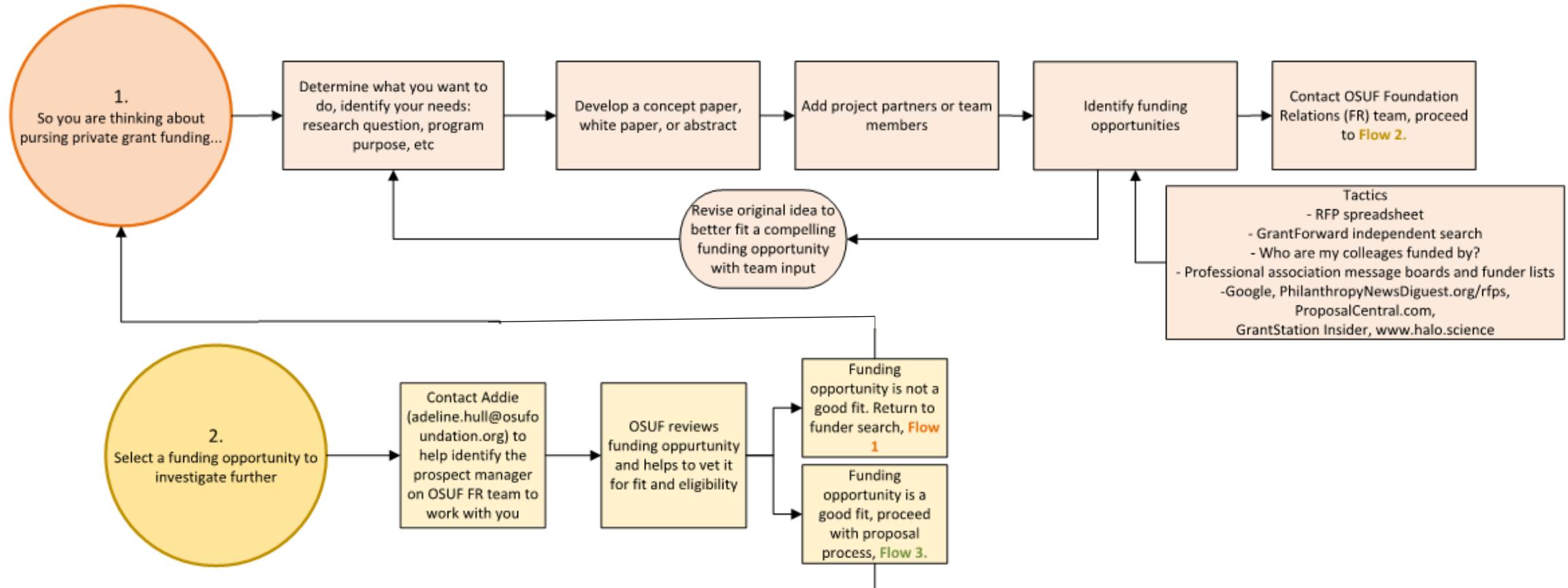
We work closely with:

- All OSU colleges
- The Division of Research and Innovation
- College-based Pre-awards Team
- Private funding organizations

Contact us early in your process!



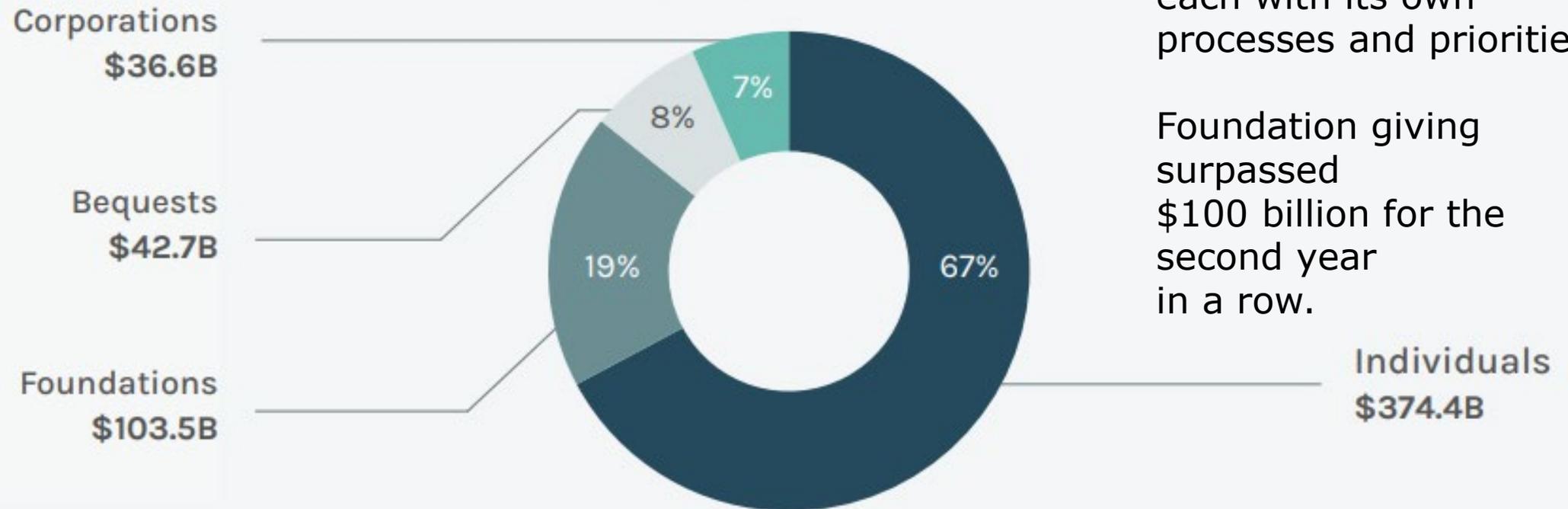
Process Chart



ABOUT PRIVATE FOUNDATIONS

Philanthropic Giving in 2023

GIVING BY SOURCE¹
In Current Dollars

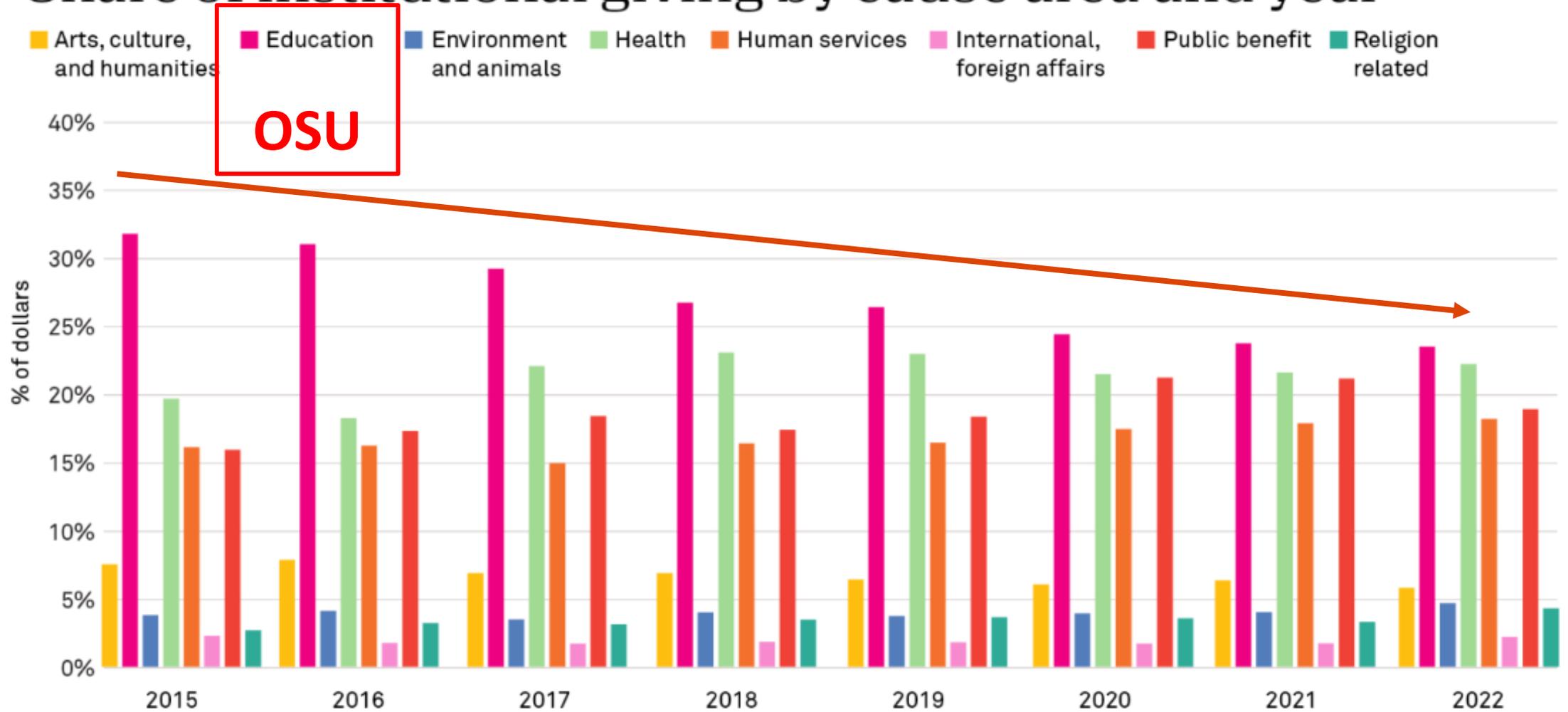


There are more than **120,000 foundations** in the United States, each with its own processes and priorities.

Foundation giving surpassed \$100 billion for the second year in a row.

<https://www.ccsfundraising.com/insights/philanthropiclandscape/>

Share of institutional giving by cause area and year



Source: Data from Candid. Cause area determined by recipient NTEE.

About Private Foundations

Private funders can share some giving priorities with **individual donors**:

Legacy Foundations – trying to enact the philanthropic vision of **someone** from the past (e.g., Rockefeller, Carnegie, Hewlett)

Family Foundations – trying to enact the philanthropic vision of a **family** group (e.g., Wayne and Gladys Valley Foundation, W.M. Keck Foundation, Heising-Simons Foundation)

Corporate Foundations – trying to enact a philanthropic vision to curry **social** capital for the corporation (e.g., Intel Foundation)

A grid of lightbulbs on a teal background, with one lightbulb illuminated. The text is centered over the grid.

When you know one private
foundation, you know ...
one private foundation.

This slide includes a background graphic of many lightbulbs, but only one is illuminated.

Public and federal agency granting organizations require the same basic structures in grant proposals as private foundations, **except...**

KEY DIFFERENCES

STRATEGY

IMPACT

AUDIENCE

Key Difference #1: **STRATEGY**

Not all projects are ideal for private foundations. Instead, their **STRATEGY** (generally!) is to fund areas that public agencies do not address.

STRATEGY

Private foundations tend to **prioritize:**

pilots
startups
seed projects

innovations
self-contained projects

STRATEGY

Private foundation partners want to help you:

- (i) get a project off the ground, so it can be self-sustaining;
- (ii) achieve discrete outcomes that meet one of the funder's philanthropic goals; and/or
- (iii) secure preliminary data to support a larger proposal to a public agency.

STRATEGY

Many private foundations are motivated to support **interdisciplinary** or **intersectoral** projects.

They want to **tackle seemingly insurmountable challenges through partnerships** among academic, government, corporate, and/or direct-service nonprofit organizations.

STRATEGY

Private foundations like to
fund **big ideas!**

Key Difference #2: **IMPACT**

Many private foundations prioritize the proposed work's **IMPACT**, or, in other words, the *measures of its societal benefit*.

The impact of your project answers the question, “so what?”

IMPACT

One way to think about this is using the concept of the “triple bottom line”—that is, the **economic, societal, and environmental benefits** or (P)ROI from the work.

Key Difference #3: **AUDIENCE**

The **AUDIENCE** for a private foundation proposal frequently differs from that of public agency.

AUDIENCE

The people reading and making decisions about your proposal may be **sophisticated lay readers** without your level of expertise.

Private foundation decision-makers may even be board members or founding family members.

AUDIENCE

For this reason, your proposal's language should avoid jargon, use concise language, and be accessible to an audience beyond your peers.

AUDIENCE

When writing proposals to non-specialists:

TONE

- Persuasive
- Personal
- Concise
- Accessible

CONTENT

- Future Work
- Project-centered
- Objectives and Activities

SUMMARY

Private foundations can be a valuable tool in your comprehensive funding plan.

They are not for everything, but they can move a project or research in new or innovative directions.

Playing Matchmaker

The Foundation Relations team works to match funding opportunities with OSU faculty and programs.

You can help!

Share your research topic/project idea and vision with the OSUF team and OSU-Cascades research administration.

- What problem does your work hope to solve?
- What method do you plan to use?
- Who does your work benefit? Be specific!
- How is society improved through your efforts? *What is the impact?*

CONTACT US

www.fororegonstate.org/foundationrelations

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Contact me with your questions!



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QUESTIONS?

