Corporate & Foundation Relations

Research Development Advisory Council (ReDAC)

October 7, 2020
Who We Are

Ariana Bracalente, Associate Director of Corporate & Foundation Relations and Principal Giving

Booth Greene, Associate Director of Corporate Relations

James Parrish, Director of Foundation Relations

Sandy Turnage, Ed.D., Director of Corporate Relations
Organizational Structure
Philanthropy: Giving USA 2020

$450B in 2019

These notable changes in giving source have occurred since 2018:

- Giving by corporations increased 13.4%
- Giving by individuals increased by 4.7%
- Foundation giving increased by 2.5%

Philanthropy: Giving USA 2020

CONTRIBUTIONS BY RECIPIENT

- Religion: 29%
- Education: 14%
- Grantmaking Foundations: 12%
- Public-Society Benefit: 12%
- Arts, Culture & Humanities: 9%
- Health: 6%
- Human Services: 5%
- International Affairs: 4%
- Environmental/Animal Welfare: 3%

## Make it Real Campaign Status Dashboard

### July 1, 2012 to June 30, 2020

<table>
<thead>
<tr>
<th>Capacity Level</th>
<th>Estimated Household Gift Count</th>
<th>Potential Yield (000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000,000+</td>
<td>3</td>
<td>$80,000</td>
</tr>
<tr>
<td>$10,000,000 - $24,999,999</td>
<td>5</td>
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</tr>
<tr>
<td>$5,000,000 - $9,999,999</td>
<td>10</td>
<td>$54,000</td>
</tr>
<tr>
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<td>9</td>
<td>$23,000</td>
</tr>
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<td>$37,000</td>
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<tr>
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<td>320</td>
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<tr>
<td>$25,000 - $49,999</td>
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<td>$13,000</td>
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</table>

### Total

|                     | $750,000 |

### All Campuses - All Units

<table>
<thead>
<tr>
<th>Commitment Level</th>
<th>Actual Household Gift Count</th>
<th>Outright Gifts (000s)</th>
<th>Pledges (000s)</th>
<th>Planned Gifts (000s)</th>
<th>Reachback Gifts (000s)</th>
<th>Total Commitments (000s)</th>
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<tr>
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### Total

|                     | $420,396 |

### Major Gift Commitment

|                     | $1,480   | $91,417 | $145,850 | $115,948 | $67,182 | $420,396 |

### Total

|                     | $250,629 | $362,483 | $261,619 | $116,928 | $100,577 | $841,607 |

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**Office of Development and Alumni Relations**

**Virginia Commonwealth University**

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**Annual Giving**
- Total: $750,000

**Corporations**
- Total: $110,000

**Foundations**
- Total: $80,000

**Organizations**
- Total: $80,000

**Baseline Gift Capacity**
- Total: $353,000

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**Major Gift Commitment**
- Total: $421,211
CFR Role and Value Contribution to VCU

CFR leads and centrally manages strategic relationships with corporate and foundation partners to secure philanthropic support for institutional priorities.

Guided by the VCU’s strategic plans and priorities, the CFR team is responsible for leading campus partners throughout the entire process of identifying potential funders, applying for, and securing private grant funding.
VCU Strategic Plans and Priorities

I. Quest 2025: Together We Transform (VCU strategic plan)
II. Vision by Design and VCU Health Equity plans
III. VCU ONE Master Plan (capital/facilities)
IV. Strategic Research Priorities Plan (in final stages)
V. Make it Real Campaign (now complete)
VI. VCU Presidential Fundraising Priorities (until new university-wide fundraising campaign priorities are identified)
VII. School and unit fundraising priorities, including centers and institutes
VIII. Faculty research strengths and priorities
VCU Strategic Plans and Priorities: Presidential Fundraising Priorities for FY21

I. Student Success and Scholarships

II. Endowed Professorships and Research Support

III. Facility Improvements
   • Adult Outpatient Facility
   • Athletics Village
   • Children’s Hospital

IV. Patient Satisfaction and Experience
Working with Foundations

• Matchmaking: How can VCU help advance a foundation’s mission?

• If you know one foundation, you know one foundation

• Relationships and long-term vs. short-term

• National prominence strategy
Working with Corporations

• Corporate Relations acts as a corporate-facing hub for the university

• Philanthropic Trends – today, corporations are more democratic and transparent with specific pillars of philanthropy, etc.

• Presidential Funding Priorities, as well as other areas of alignment with corporate philanthropic interests
Types of Corporate Support to Universities

- Philanthropy
- Research
- Clinical Trials
- Licensing/ Product Development
- Ventures
- Marketing/ Branding
- Hiring Partnerships
- Procurement
## Sample Corporate & Foundation Partners

### Corporations
- Amazon
- Atlantic Union Bank
- Bank of America
- Capital One
- CoStar
- Dominion Energy
- DuPont
- Facebook
- Markel
- NewMarket
- Owens & Minor
- Truist Financial

### National Foundations
- AARP Foundation
- Jessie Ball duPont Fund
- ECMC Foundation
- Ford Foundation
- Gates Foundation
- HHMI
- W.M. Keck Foundation
- Kresge Foundation
- Lumina Foundation
- Mellon Foundation
- RWJF

### Richmond Foundations
- Cabell Foundation
- Community Foundation
- Jenkins Foundation
- Mary Morton Parsons Fdn
- Pauley Family Foundation
- Richmond Memorial Health Fdn
- Robins Foundation
Ideas to Strengthen VCU’s Corporate and Foundation Relationships and Increase Funding

• University-wide policy on working with corporations and foundations
• Develop a coordinated mechanism for identifying and communicating corporate and foundation funding opportunities to university leadership and faculty – including limited submissions for foundations.
• Establish a “front door” or hub for prospective and current corporate partners
• Develop a coordinated strategy and approach based on best practices for working with corporate and foundation funding partners
• Other ideas?
Contact the CFR Team

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