



# VCU

## Corporate & Foundation Relations

### Research Development Advisory Council (ReDAC)

October 7, 2020



# Who We Are

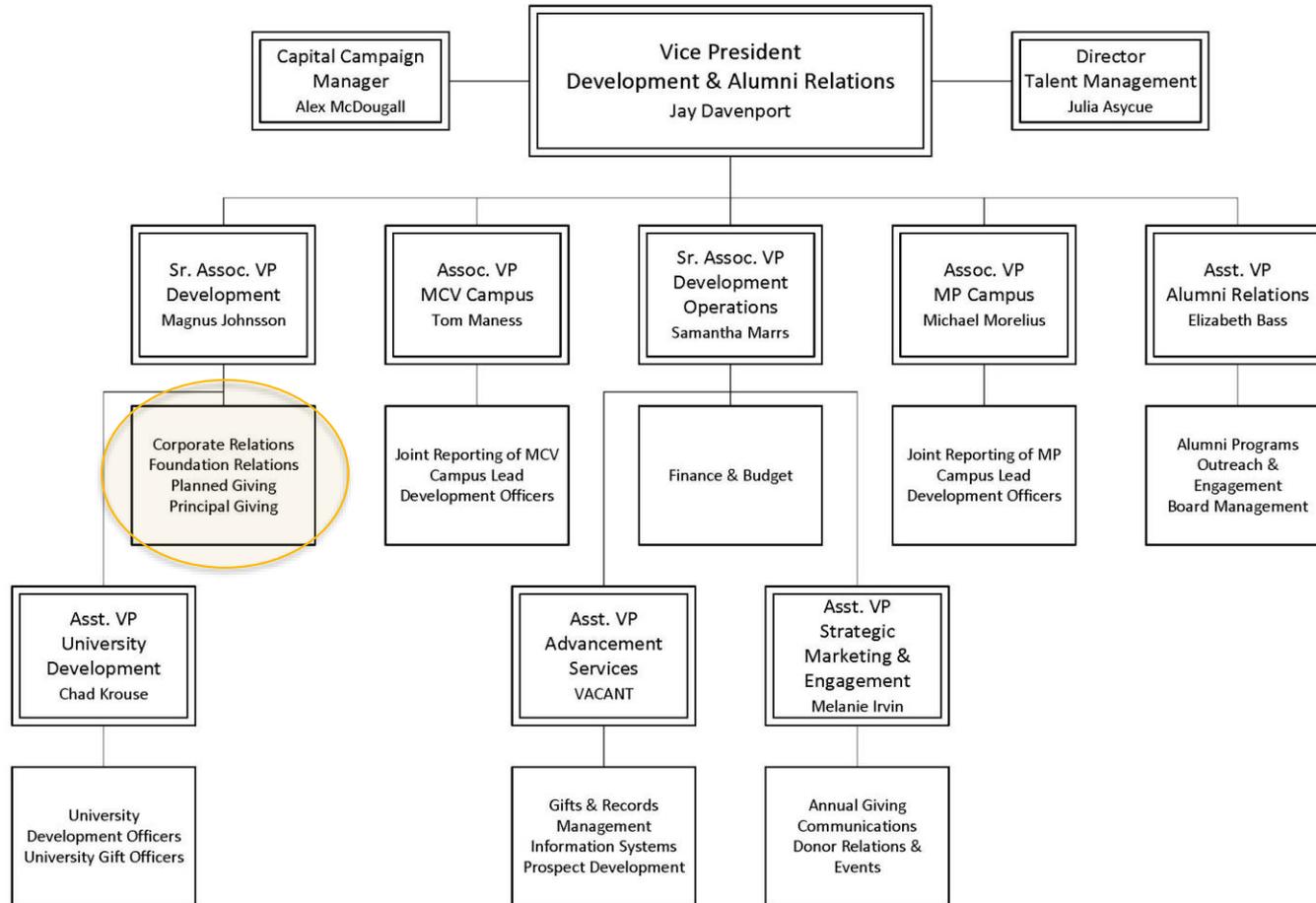
**Ariana Bracalente**, Associate Director of Corporate & Foundation Relations and Principal Giving

**Booth Greene**, Associate Director of Corporate Relations

**James Parrish**, Director of Foundation Relations

**Sandy Turnage, Ed.D.**, Director of Corporate Relations

# Organizational Structure

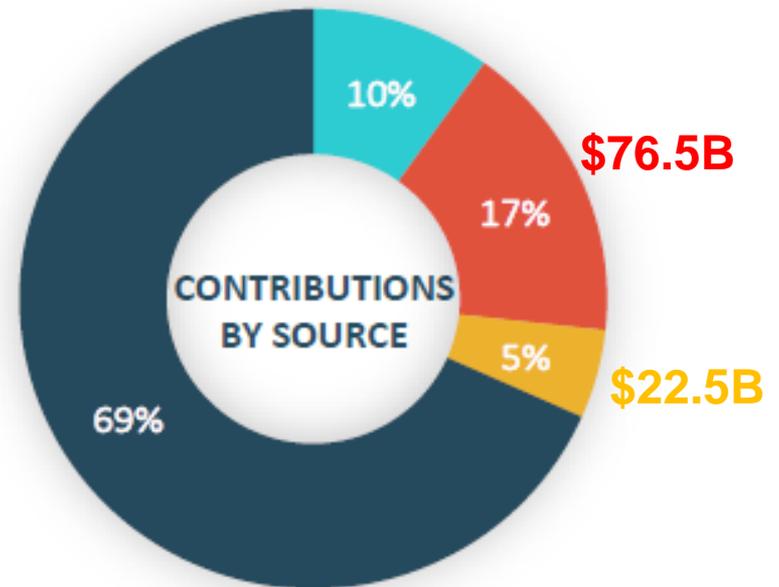


# Philanthropy: Giving USA 2020

**\$450B in 2019**

These notable changes in giving source have occurred since 2018:

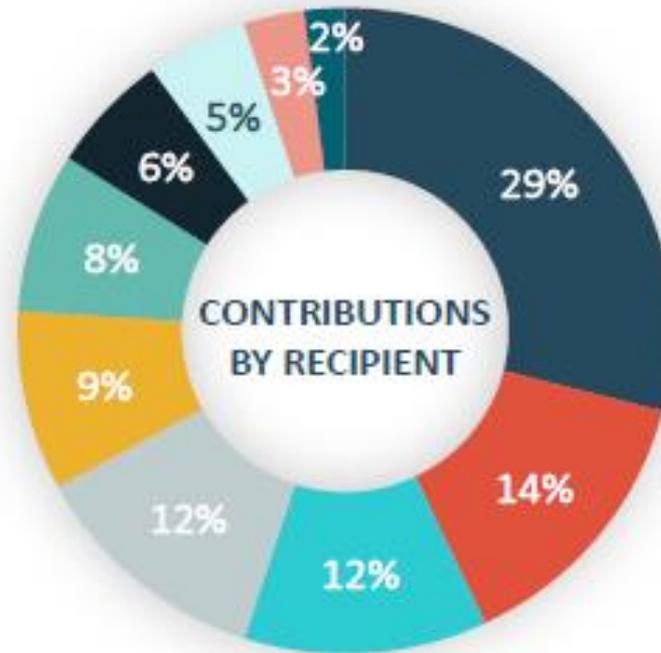
- Giving by corporations increased **13.4%**
- Giving by individuals increased by **4.7%**
- Foundation giving increased by **2.5%**



■ Bequests ■ Foundations ■ Corporations ■ Individuals

Sources: [The Giving Institute, Giving USA: The Annual Report on Philanthropy \(2020\)](#)

# Philanthropy: Giving USA 2020



- Religion
- Education
- Human Services
- Grantmaking Foundations
- Health
- Public-Society Benefit
- International Affairs
- Arts, Culture & Humanities
- Environmental/Animal Welfare
- Individuals

Sources: [The Giving Institute, Giving USA: The Annual Report on Philanthropy \(2020\)](#)



## Make it Real Campaign Status Dashboard

July 1, 2012 to June 30, 2020

All Campuses - All Units

Capacity Level	Estimated Household Gift Count	Potential Yield (000s)
\$25,000,000+	3	\$80,000
\$10,000,000 - \$24,999,999	5	\$50,000
\$5,000,000 - \$9,999,999	10	\$54,000
\$2,500,000 - \$4,999,999	9	\$23,000
\$1,000,000 - \$2,499,999	35	\$42,000
\$500,000 - \$999,999	69	\$37,000
\$250,000 - \$499,999	161	\$41,000
\$100,000 - \$249,999	326	\$35,000
\$50,000 - \$99,999	424	\$22,000
\$25,000 - \$49,999	451	\$13,000
<b>Major Gift Capacity</b>	<b>1,493</b>	<b>\$397,000</b>
Annual Giving		\$75,000
Corporations		\$110,000
Foundations		\$80,000
Organizations		\$88,000
<b>Baseline Gift Capacity</b>		<b>\$353,000</b>
<b>Total</b>		<b>\$750,000</b>

Commitment Level	Actual Household Gift Count	Outright Gifts (000s)	Pledges (000s)	Planned Gifts (000s)	Reachback Gifts (000s)	Total Commitments (000s)
\$25,000,000+	3	\$25,000	\$30,000	\$0	\$35,287	\$90,287
\$10,000,000 - \$24,999,999	3	\$0	\$26,000	\$0	\$10,000	\$36,000
\$5,000,000 - \$9,999,999	6	\$7,191	\$12,500	\$14,500	\$6,900	\$41,091
\$2,500,000 - \$4,999,999	9	\$2,950	\$14,493	\$12,600	\$0	\$30,043
\$1,000,000 - \$2,499,999	65	\$9,936	\$16,010	\$47,832	\$10,500	\$84,278
\$500,000 - \$999,999	63	\$6,431	\$12,704	\$14,344	\$3,510	\$36,990
\$250,000 - \$499,999	93	\$9,384	\$7,508	\$11,718	\$450	\$29,059
\$100,000 - \$249,999	271	\$13,150	\$11,046	\$10,376	\$290	\$34,863
\$50,000 - \$99,999	336	\$8,536	\$7,962	\$2,910	\$211	\$19,620
\$25,000 - \$49,999	631	\$8,838	\$7,626	\$1,667	\$34	\$18,166
<b>Major Gift Commitment</b>	<b>1,480</b>	<b>\$91,417</b>	<b>\$145,850</b>	<b>\$115,948</b>	<b>\$67,182</b>	<b>\$420,396</b>
Annual Giving	225,593	\$66,805	\$10,621	\$730	\$51	\$78,207
Corporations	15,094	\$51,162	\$29,744	\$250	\$20,602	\$101,758
Foundations	2,566	\$96,506	\$62,647	\$0	\$0	\$159,153
Organizations	5,896	\$56,594	\$12,757	\$0	\$12,742	\$82,093
<b>Baseline Gift Commitment</b>	<b>249,149</b>	<b>\$271,067</b>	<b>\$115,769</b>	<b>\$980</b>	<b>\$33,395</b>	<b>\$421,211</b>
<b>Total</b>	<b>250,629</b>	<b>\$362,483</b>	<b>\$261,619</b>	<b>\$116,928</b>	<b>\$100,577</b>	<b>\$841,607</b>

60%

12%

18%



# 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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