



# Foundation and Corporate Engagement

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# Foundation and Corporate Engagement

## Campus-wide service unit to support external industry and foundation partnerships

### Goal for our team:

- Provide services that strategically connect industry and foundations with campus resources and expertise
- Support long-term, holistic relationships with industry and foundations
- Foster meaningful engagement in support of the university's education, research and service missions

### This includes:

- Facilitating the complex university maze
- Providing connections to university resources, expertise and talent
- Identifying opportunities for strategic collaboration and engagement



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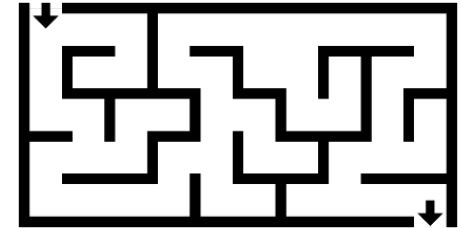
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# How do we operate?

The FCE office serves as the pathway to university resources and talent for industry and foundations

- **We are relationship managers and strategists.**  
Also referred to as bridge-builders, “dot connectors”  
“air traffic controllers,” “traffic cops” or “concierge;”
- **We cross campus boundaries** to connect and support various areas of transactional C/F engagement;
- **We have “no skin in the game”** for where the engagement occurs;
- **We answer to the needs of both sides** to facilitate strategic engagement;
- **Our team is trained in relationship management** and we have deep understanding of the two cultures we bridge.



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# Foundation and Corporate Engagement

## Example of just a few partnerships that FCE strategically manages

### Foundations:

- Simons Foundation
- Heising-Simons Foundation
- Bill and Melinda Gates Foundation
- The Hartwell Foundation
- William and Flora Hewlett Foundation
- W.M. Keck Foundation
- Andrew W. Mellon Foundation
- Gordon and Betty Irene Moore Foundation
- David and Lucille Packard Foundation
- Rockefeller Foundation
- The Alfred P. Sloan Foundation
- Chan-Zuckerberg Initiative
- Ford Foundation

### Corporations:

- Chevron
- Mars, Inc.
- Alphabet (Google, X)
- Genentech
- Takeda
- Amazon
- Apple
- Cytiva
- Intel
- Bayer
- BASF
- IBM
- Wells Fargo



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# Private foundations

- Private professional foundations are charitable, non-governmental organizations that support research and outreach projects that align with their mission and programs
- They purposefully try to work as a complement to federal funding programs, not a duplication
- Foundations are seeking impact on the ground
- Foundations vary widely in funding interests and application guidelines – which is why dedicated foundation professionals are useful

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## Myth

- Grants are easy to get
- Fund university and unit priorities
- Provide core support, long-term funding, endowment funding
- Make transformational grants

## Reality

- Highly competitive
- Foundations have their own goals; we must be *donor-centric*
- Foundations fund programs/projects
- Median grant is \$75,000

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# What makes a good foundation prospect

- Alignment between your work and the funder's goals
- Geographic interests match
- History of recent grants to similar work
- Evidence of giving at the level you are requesting



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# Considerations for foundation projects

- How does your project align with the Foundation's interests?
- What is the impact?
- What gap does your project fill? Why is your project unlike any other?
- Scope – How many people will be impacted? Geographical interests?





# Early Career Opportunities, a few examples

- Pew Biomedical Scholars, *The Pew Charitable Trusts*
- Individual Biomedical Award, *Hartwell Foundation*
- Sloan Research Fellowships, *Alfred P. Sloan Foundation*
- Trailblazer Award, *1907 Research Foundation* (Neuroscience)
- Early Career Investigator, *Simons Foundation* (Marine Ecology)
- Pipeline Grants, *Russell Sage Foundation* (Social Sciences)
- Women in STEM2D Talent Pipeline, *Johnson & Johnson*

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# Considerations for a corporate partnership

- Why do you want to partner with a company?
- How is your project or area of research valuable to a company?
- What are you doing that is unique in the field?
- How does your project fit with their business needs?
- What companies are working in this space?
- What is your timeline?

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# How we can help support corporate partnerships

Our team is a service unit to the campus and industry:

## For industry:

Navigate complex university maze

Introduction to talent pipeline

## For faculty:

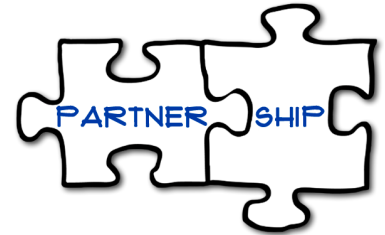
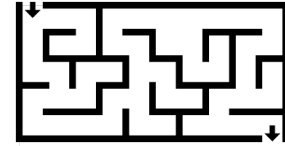
Facilitate first steps in developing research partnership

Provide background intelligence on companies

## For both:

Steward the relationship and keep open communication flowing

Help build the partnership



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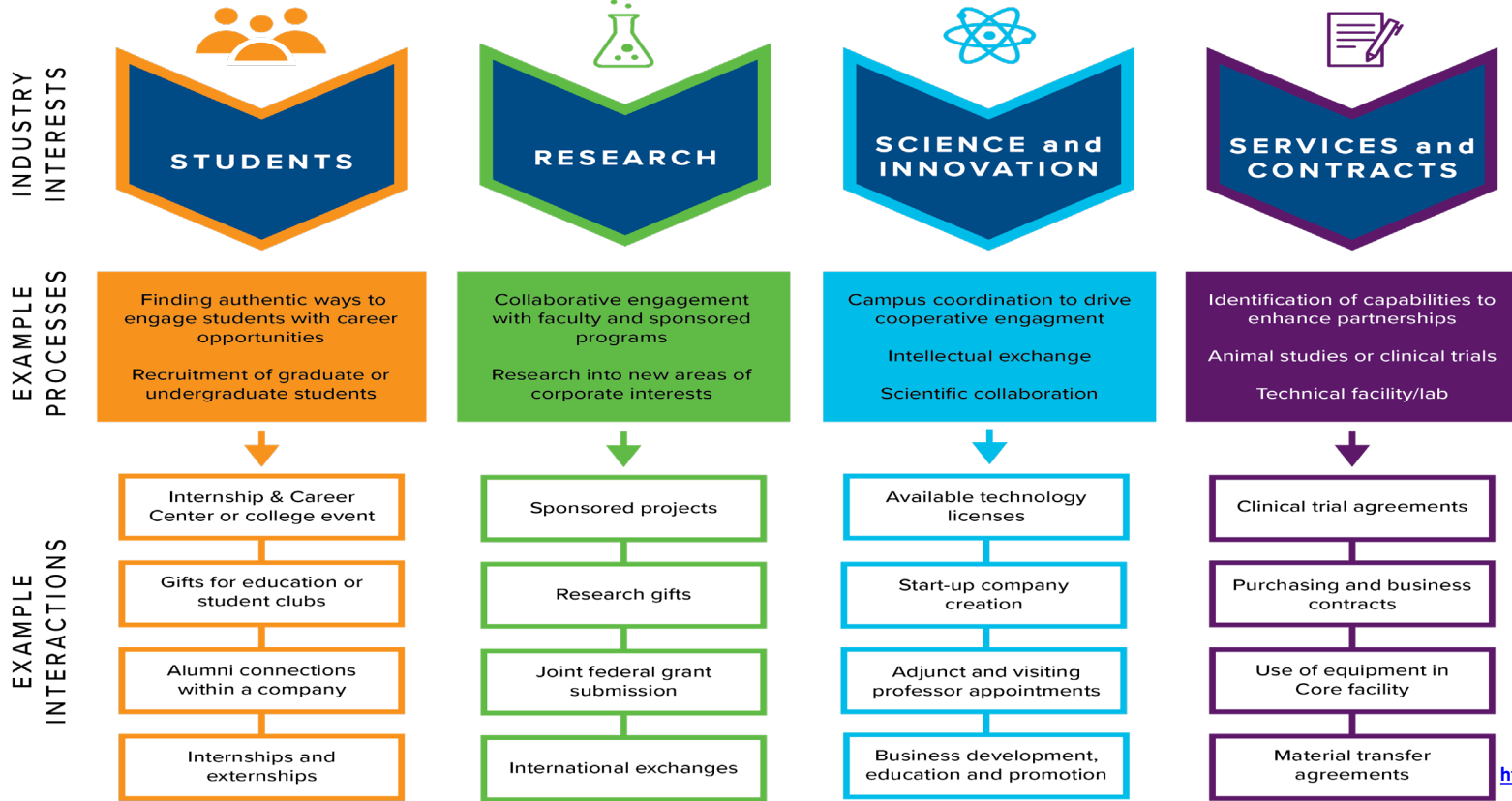


# Material Benefits of Industry-University Partnerships

TABLE 1: WIN-WIN EXAMPLES	
<i>University gets</i>	<i>Corporation gets</i>
Jobs/internships for students; fellowships	Future employees/ recruiting
Executive education participants	Executive education training for employees
Expanded research capacity; Access to real-world problems	Campus research collaborations
Licensing revenue	License to patents
Equipment/facility fees	Access to specialized equipment
Event funding	Event sponsorship/publicity

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# Comprehensive corporate engagement



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# Example Partnership

Monsanto partners with Dr. Susan Ustin to fund JMIE crop health research at Russell Ranch



Corporate investment is typically PROJECT specific, such that UC Davis research aligns with the corporation's strategic financial objectives/ROI.

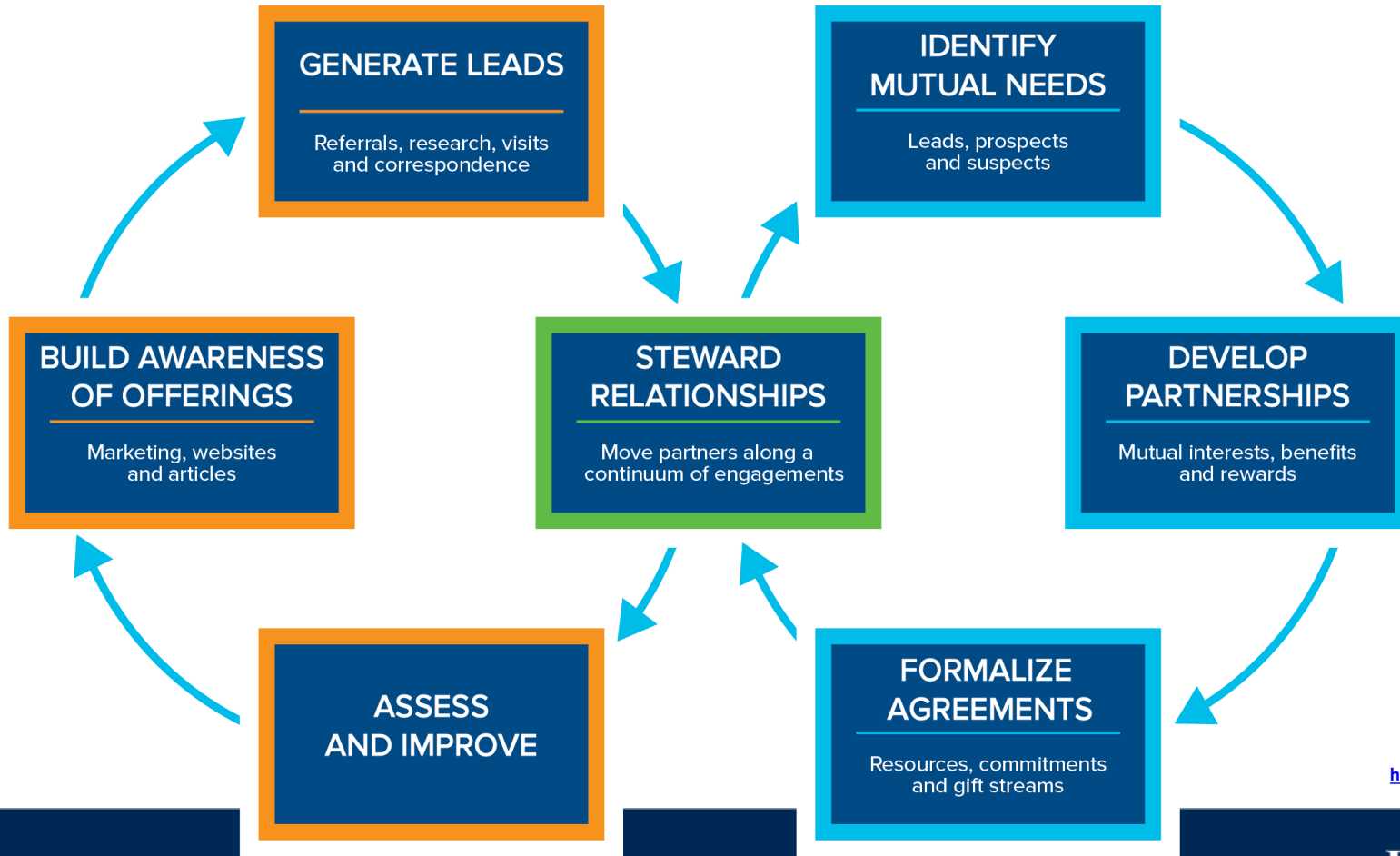
**Principal Investigator's Broader Funding Request:**  
Crop Health Research Study

## **Focused Partnership Drivers for Monsanto:**

Build and analyze a multi-temporal, multi-scale library of spectral signatures during the 2018 growing season with coincident ground measures of plant health/stress. Perform collection and preliminary analysis of multi-scale spectral data from 2018 growing season.







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# How can we help you

- Research and **identify** potential corporate or foundation partners
- **Align interests** based on specific projects or concepts
- Work with a school or college-based development officer to **coordinate activities** that advance institutional priorities
- Coordinate **written materials** such as concept summaries, letters of inquiry, or proposals
- **Facilitate conversations** with foundations and companies

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# Internal collaborations

The Foundation and Corporate Engagement team supports collaboration and interactions between our strategic partners and campus researchers. To build effective and mutually beneficial external partnerships, the team collaborates closely with other campus offices including:

- Sponsored Programs
- Innovation *Access*
- Contracting Services
- Interdisciplinary Research and Support
- Venture Catalyst
- Advancement Services
- Internship & Career Center
- Continuing & Professional Education

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# Our interest is in your success!

Reach out to us!

Oftentimes we may approach a foundation/corporation about one area and find out that they are interested in something completely different. Keeping us informed of new and exciting projects you're working on helps us spread the word about your work.

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# Thank you!

Questions or additional information,  
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