



The Golden Guide to Foundation-land

Susan L. Golden, Ph.D.

ASEE

Engineering Research Council

Silver Spring, MD

March 19, 2014



Foundation Grants in Context



Foundation vs. Government*



Grantmaker	U.S. Gov' t. Source: www.usaspending.gov *	U.S. Foundations Source: Giving USA*
Total Grants	\$244B	\$ 47B
Science & Technology	\$ 54B	\$ 537M (2%)
Education	\$ 24B	\$ 5B (21%)
*Values for illustration only	Methods and definitions of two sources may differ	FOR ILLUSTRATION ONLY

Copyright - Susan L. Golden



2012 Private Philanthropy



\$ 72% Individuals

\$ 15% *Foundations* [Total \$47.2 B]



\$ 7 % Bequests

\$ 6% Corporations



Total: \$316 B

Source: *Giving USA 2013*, Indiana University Lilly Family School of Philanthropy



Where foundation grants were awarded



- ★ Arts & Culture \$2.3 B (9%)
- ★ **Education \$5 B (21%)**
- ★ Environment & Animals \$1.4B (6%)
- ★ Health \$7B (13%)
- ★ Human Services \$3.7 B (15%)
- ★ Int'l Affairs; Development; Peace; Other; Social Science \$2B (6%)
- ★ Religion \$441 M (2%)
- ★ **Science and Technology \$537M (2%)**

Source: Foundation Center, 2013

Copyright - Susan L. Golden



Major changes in Foundations 1990 - 2010



Over 50% of larger foundations were founded after 1989

1990 – 2010:



★ No. grantmaking foundations increased from 32,000 to >76,000

★ Assets increased from \$142B to \$644 B

★ Giving >quintupled from \$8.7 B to \$46B



Source: The Foundation Center, 2013



Recent Changes in Foundations *2012 - 2013*



★ Total giving up 3.5%



★ Individual giving up 3.9%



★ **Foundation grants up 4.4%**

★ Corporate giving up 12.2%

Source: Giving USA 2012, UIPUI



Foundation Research



Resources



- ★ University offices of Research Development, Sponsored Research, or Foundation Relations – university staff
- ★ NORDP members – university staff and contractors
- ★ Foundation Center Library
- ★ www.foundationcenter.org
- ★ www.foundationsearch.com
- ★ www.Guidestar.org (for 990-PF' s)



Don't call us...



- ★ Total foundations which award grants to engineering – N= 456
- ★ Foundations which do not accept applications – N = 194 (43%)
- ★ Special strategies needed (*e.g.* MacArthur)



Search Strategies

- ★ Strategy 1: Grantmakers (by annual grant totals)
- ★ Strategy 2: Grant Recipients (by amount of grant)
- ★ Strategy 3: Grant Recipients (by geography)
- ★ Strategy 4: Donors to Community Foundation (individuals who are interested in your research area; individuals whom you know)



990-PF: IRS Return



- ★ Part I – Name; address; assets; grants paid
- Part VIII – Officers, Directors, Trustees, Highly Paid Employees and Contractors
- ★ Part IXA – Summary of charitable activities
- ★ Part XV – Grants paid
- ★ Part XV, 2b – Application information



Beyond the 990-PF



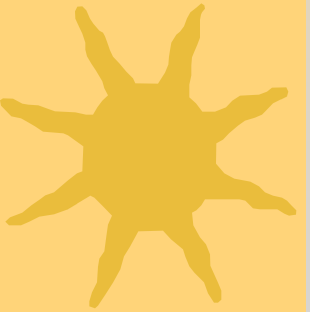
- ★ Newly established foundations (2 years);
- ★ Experience with your institution;
- ★ New funding directions;
- ★ Current competition - internal and external;
- ★ Real guidelines.



Foundation Priorities

★ Driven by:

- Founder's personal experience;
- Family members' interests;
- Directors' interests;
- Staff leadership - interests – beliefs
hunches – experience – evidence



Solicitation Issues



Prioritizing Your Efforts

- ★ Large, staffed foundations best;
- ★ Develop relationship with program officer as trusted expert in the field;
- ★ Recognize large funders often collaborate;
- ★ Request introductions to funders' networks.



Dealing with Large Foundations



- ★ Most staff are conscientious generalists or specialists in broad discipline;
- ★ Staff have good jobs – reliable paychecks, long-lasting, predictable, great perks;
- ★ Most foundations have no metrics, or at best, rudimentary;
- ★ No accountability beyond IRS regulations.



Minimally- or Un-staffed Foundations: A Waste of Time?



- ★ Number total foundations: 88,000
- ★ Number (%) staff of 0 – 2: 60,000 (68%)
- ★ Result - ~Half of all foundation \$\$\$ distributed through small or un-staffed foundations.
- ★ Volunteer foundation directors include:
 - Family members or friends
 - Community leaders
 - Lawyers
 - Trust officers
 - Wealth managers



How to communicate with volunteer trustees

- ★ You are trying to reach people who are:
 - Busy,
 - Personal favor;
 - Civic responsibility;
 - Family dynamics; or
 - Enjoying the “Good Life.”



*All communications with foundation
staff...*



★ No interest in what's interesting to you

★ No institutional needs

★ No individual needs



★ **Community** (municipal to global)
needs



★ **Funder *opportunities***



Something to think about...

- ★ “If I am not for myself, who will be for me?”
- ★ “If I am for myself alone, then what am I?”
- ★ “If not now, when?”

-- Hillel, 30 BC – 10 CE



Susan L. Golden, Ph.D.

The Golden Group

216/464-9700

SLGolden@TheGoldenGroup.org

Cleveland, OH 44122