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# ALL ABOUT FOUNDATION FUNDING & WORKING WITH THE MSU FOUNDATION

OFFICE OF RESEARCH SEMINAR SERIES – APRIL 27, 2021



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Director of Corporate & Foundation Relations  
MSU Foundation



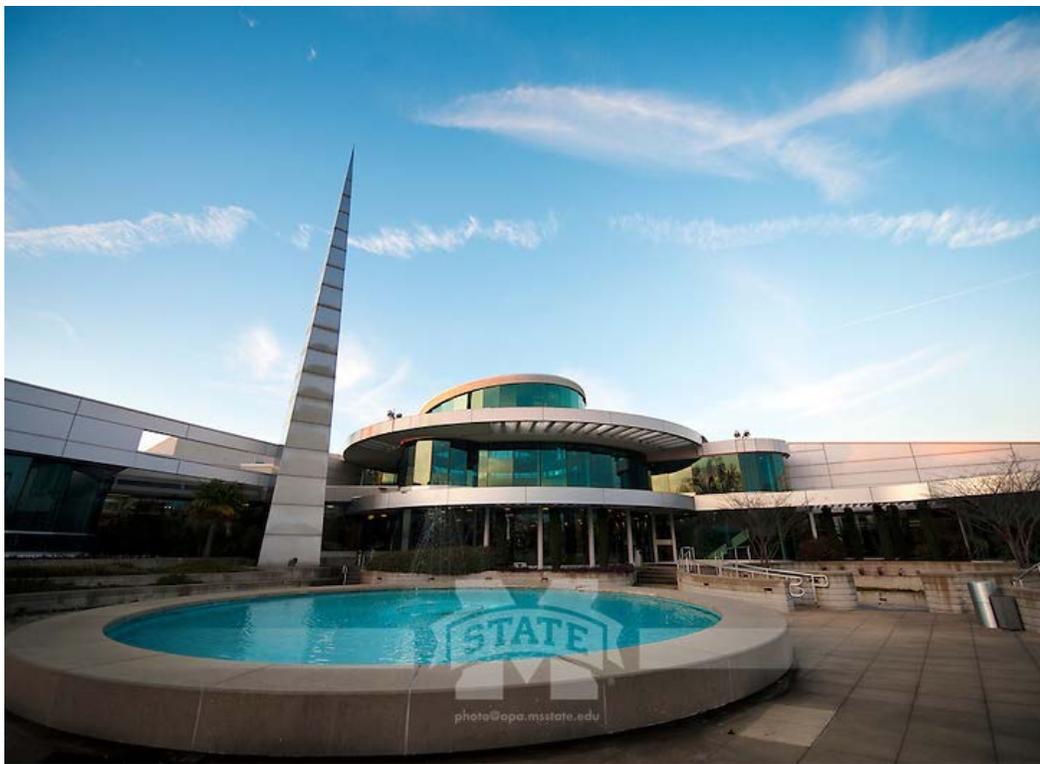
**Stephanie Hyché**  
Director, Office of Research Development  
Division of Research & Economic Development

## TODAY'S TOPICS

- Roles and functions of MSU Foundation and the MSU Research Service Offices
- What is the difference between gifts and grants & types of funders
- Sources of and methods for discovering "foundation" funding across multiple sectors
- Best practices for preparing applications to these organizations
- Resources available from the MSU Foundation, ORD & OSP
- Housekeeping items for today



# ABOUT THE MSU FOUNDATION



- Founded in 1962
- Approximately \$590M endowment
- Recently concluded \$1B+ Infinite Impact capital campaign
- Major Gifts, Annual Giving, Gift Planning, Corporate/Foundation Relations
- Solicitation Policy
  - Heather Andrews – [handrews@foundation.msstate.edu](mailto:handrews@foundation.msstate.edu)
- MSUF (gifts) vs. OSP (grants)

# GRANTS VS. GIFTS

- Don't be confused by what the funder calls it. Most Foundations call everything a grant, even if it's actually a gift
- Things to look for:
  - Governmental/public funder
  - Deliverables (IP, technical reports)
  - Returning funds
  - Disposition of property
  - Performance period
  - Charitable intent
    - Voluntary and irrevocable
- More guidelines in the OP
- Some projects fall in a gray area – evaluated on a case-by-case basis



# ABOUT PRIVATE OR FOUNDATION FUNDERS

## Types of Foundation Funders:

- Family Foundations
- Community Foundations/Donor Advised Funds
- Local/Regional Foundations
- Corporate Foundations
  - Community Oriented
  - Business Oriented
  - Philanthropic
- National/International Foundations (e.g. Gates, Kellogg, Ford)

## Common threads:

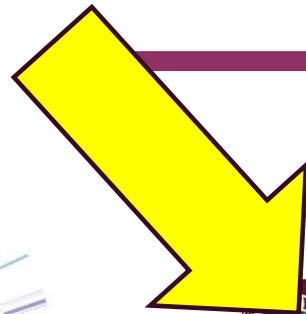
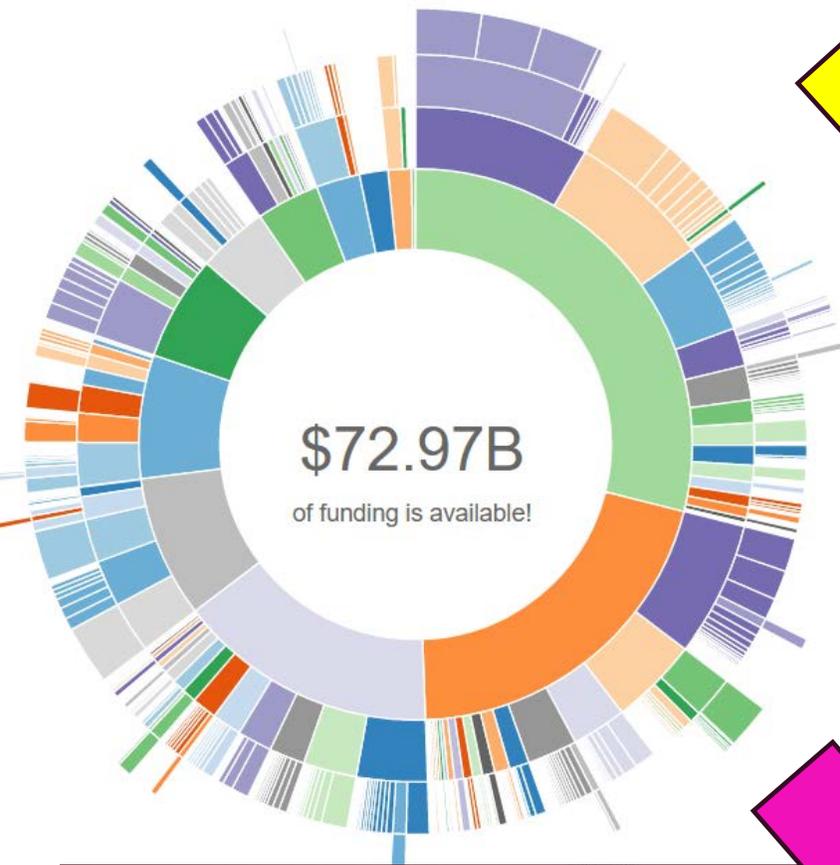
- They want to advance **their** priorities, not yours. You must align proposals as such.
- Approach is very different from one to another

# IDENTIFYING FUNDING AND ALIGNING YOUR GOALS



- No “one right way”
- Pivot and general searches for “known entities”
- Using the Foundation’s tools (iWave)
- Have a consultation – with Foundation, ORD or both!
- Peers, colleagues, and professional networks
- Impact chain/beneficiaries
- Taking time to understanding the funders’ priorities and their purview is key.

# PIVOT -RP



MISSISSIPPI STATE UNIVERSITY  
Office of Research Development Office of Sponsored Projects

Funding Profiles Conferences Awarded Grants

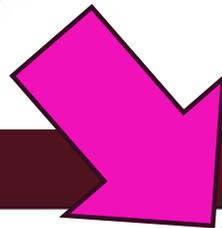
Announcements HELP

Hyché, Stephanie (sth207@msstate.edu) is signed in

## Search for Funding

Search Funding Opportunities

Advanced Search



MISSISSIPPI STATE UNIVERSITY  
OFFICE OF RESEARCH DEVELOPMENT

Office of Research Development

We support individual and institutional efforts to attract external funding through development of quality, competitive proposals, strategic collaboration, and providing expert support to foster professional development and build capacity.

Services

- Finding Funding
- Proposal Preparation
- Education and Events



## Welcome, Please Sign In

Create an account or sign in to be able to track and share opps, save searches, get automatic alerts, edit your profile, view groups and more.

### My Funding Opportunities

Curated Opps

### My Profile & Groups

My Profile

## Pivot Tips & Resources

If you have questions, please Contact ORD.

The following tips and resources are available to help you:

- "How to" documentation: Visit the Knowledge Center
- Tips for searching for Funding and Profiles
- Videos: Short YouTube videos to help you learn how to edit your profile, search for funding, set-up alerts and other features. Visit the YouTube channel.

# DOING YOUR HOMEWORK

## What can you learn from funders' websites?

- Priorities and initiatives and limitations (“Investment Areas”)
- Where their money comes from (trickle down and partners)
- Review processes and expectations of deliverables, if required
- Program representative contact info
- Info on current and previous awards (abstracts/links to press releases, geographic distribution of awards, funding amounts)
- Preferred or example data sources and related literature
- Proposal/application preparation and submission guidance



# PREPARING APPLICATIONS/APPLYING FOR FUNDING

Considerations unique to foundations/private sources:

- Eligibility
- Donor preferences (geographic limitations, investment priorities aligned with MSU)
- Very individualized processes by funder
- Limitations on number of applications per cycle
- Foundations/private funders are typically small organizations with small staff
- Brevity and compliance with instructions are key!
- Compelling idea! Must have a memorable summary/hook. Even in an LOI or concept paper, if you have a great idea, they may ask for more.

# PREPARING APPLICATIONS/APPLYING FOR FUNDING

## Start early and consult with both **OSP/ORD** and **MSU Foundation**

- Submitting, reporting & tracking these proposals and awards is unique from federal funders
- Make sure the right documentation is available and included in your package (letters, board members, 501c.)
- “Help us help you” be more strategic: Knowledge of funder priorities to avoid efforts in vain, current trends/ opportunities/ new sources of money
- Select funders require/request administrative screening/prioritization by MSU Foundation
- Awareness of your activities enables us to adequately leverage our full capacity and resources; helps identify collaborators and resources

**FIND THE NEEDLE IN A  
HAYSTACK**



# PREPARING APPLICATIONS/APPLYING FOR FUNDING

## Consult with OSP/MSU Foundation/ORD

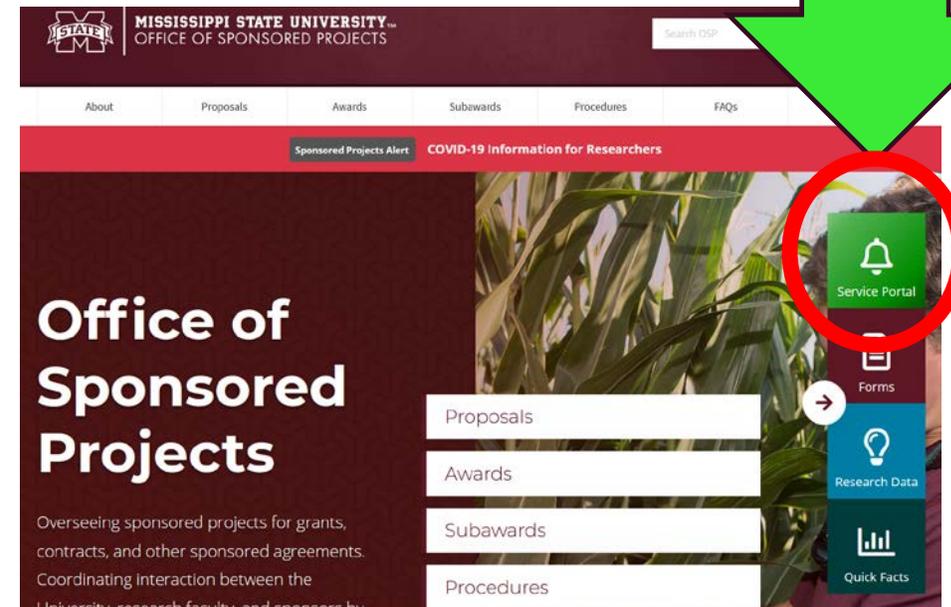
- Heather Andrews, MSU Foundation
  - Director of Development Strategy
- Angie Templeton, MSU OSP
  - Grants & Contracts Administrator
- Haleigh Fason, MSU OSP
  - Grants & Contracts Administrator



Heather Andrews

## Logistics of submitting

- Does it go through OSP?
- Routing through/approval by Heather at the MSU Foundation
- Type of submission: “platform” vs email
- Parts of proposal/application



Angie Templeton



Haleigh Fason

# HOW WE CAN HELP YOU

- Facilitate introductions across campus – peers, colleagues, embedded support (foundation officers, ADRs, grants and contracts specialists, research librarians)
- Leverage resources to strengthen your ideas and proposals
- Provide templates, required documentation, examples (where available), and help with things like boilerplate language, opportunity analysis and writing assistance/prompts, sources of relevant data and institutional and/or target demographic information
- “Competitive Intelligence” – the art of strategically assessing the competition and your chances of getting funded
- Talk you through the bigger picture and potential broader impacts of your idea for related funding sources



# A FEW EXAMPLES OF FOUNDATIONS

- The Kellogg Foundation - <https://www.wk kf.org/grants>
- The Gates Foundation – <http://www.gatesfoundation.org>
- The Spencer Foundation – <http://spencer.org>
- The Ford Foundation - <https://www.fordfoundation.org/work/our-grants/>
- Howard Hughes Medical Institute – [www.hhmi.org](http://www.hhmi.org)
- The Field Museum – [www.fieldmuseum.org](http://www.fieldmuseum.org)
- Smithsonian Museums – [www.si.edu](http://www.si.edu)
- Gulf of Mexico Research Initiative – [www.gulfresearchinitiative.org](http://www.gulfresearchinitiative.org)
- American Hospital Association – [www.aha.org](http://www.aha.org)
- Robert Wood Johnson Foundation – [www.rwjf.org](http://www.rwjf.org)

# NOTABLE CORPORATE GRANTMAKERS

- Target
- Walmart
- Dollar General
- PepsiCo
- Coca-Cola
- Wells Fargo
- State Farm
- Tyson Foods
- ExxonMobil
- PNC Financial
- Chevron
- Goldman Sachs
- Pfizer
- JPMorgan Chase
- Microsoft
- Google
- Citigroup
- Merck
- AT&T
- General Mills
- Kroger
- Morgan Stanley

NOTE! If a company has a professional sports facility named after it, there is a pretty good chance it offers grants!

“You miss 100%  
of the shots you  
don’t take.”

-Wayne Gretzky

-Michael Scott



# QUESTIONS?

PLEASE USE THE CHAT BOX OR UNMUTE AND FIRE AWAY!



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