Office of Foundation Relations

Michelle Melin-Rogovin
Senior Associate Director of Foundation Relations
Feinberg School of Medicine
What, Who, Where is OFR?

Northwestern University’s central office supporting faculty and staff across all schools and units who seek funding from private, professional foundations.
President – Morton Schapiro

Alumni Relations & Development (Bob McQuinn)
- Foundation Relations
- Corporate Engagement
- Individual Giving

Office of the Provost (Jonathan Holloway)
- Office for Research
  - ORD
  - OSR
Liaison Roles and Responsibilities

- **Sarah Fodor, PhD, Executive Director**
  - Institutional priorities, NU-Qatar, The Graduate School, Feinberg (in partnership with Michelle Melin-Rogovin)

- **Susan Dauber, PhD, Director**
  - Communication, IPR, Kellogg, Law, SESP, SPS, Weinberg—Social Sciences

- **Heidi Jurgens, PhD, Senior Associate Director**
  - Communication—CSD, Limited Submissions, McCormick—Biomedical Engineering and Chemical and Biological Engineering, Weinberg—Life and Physical Sciences

- **Chloe Taft Kang, PhD, Senior Associate Director**
  - Bienen School of Music, Block Museum of Art, McCormick—all other departments, University Libraries, Weinberg—Humanities, Department of History

- **Maureen Scherrer, Assistant Director**
  - Prospect research, reporting and analytics, student life and scholarships

- **Michael Marino, Program Assistant**
  - Gift/grant processing, stewardship support
FY2018 Private Foundation Funding

- $54.7M in private foundation commitments to Northwestern

- 326 proposals **submitted**, requesting a total of $134.4M

- 161 proposals **awarded**
  - Average Grant: $262,435
  - Median Grant: $75,000
  - Largest Grant: $5M

- Assistance to every Northwestern School
What Private Foundations Fund

- **Research/programs** that align with their **mission** and current areas of interest

- Many have programs for **early-career investigators** (windows of eligibility)

- Applying for funding:
  - Open Requests for Proposals (RFPs)
  - Invited/Limited RFPs
  - “Not accepting unsolicited proposals” (but may accept inquiries)
  - Restricted Foundations
OFR Services

• **Identify Potential Funding Sources** - monitor 500+ foundations in our portfolio, disseminate new Requests for Proposals (RFPs)

• **Faculty Outreach/Support** – group/individual meetings, discuss research projects and funding needs; OFR can plan/staff foundation site visits

• **Customized Prospect Research** – PI/project-specific foundation opportunities (fit, eligibility, timing/strategy)

• **Proposal Consulting** – work closely with faculty (strategy/writing/editing) to develop compelling proposals specifically tailored to the foundation audience
Resources

- **OFR Website** – RFPs
- **Restricted Foundations** – contact OFR first!
- **Sign up** for Email/Listserv for upcoming funding opportunities
- **Foundation Directory Online (FDO)**
- **Other Funding Databases/Resources**
- **Grant Writing Guide**
- **Institutional Documents** Provided by OFR
Contact OFR

Please contact our office with any questions you may have about private foundations or whenever a faculty member you are working with is interested in seeking foundation funding.

foundationrelations@northwestern.edu

(847) 491-4590

www.northwestern.edu/foundationrelations
Feinberg School of Medicine
Foundation Relations

Michelle Melin-Rogovin, Senior Associate Director
Foundation Relations
Feinberg School of Medicine

312-503-7072
m-melin-rogovin@northwestern.edu
## FSM Foundation Relations Office

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<th>Funding Opportunity Analysis</th>
<th>Research &amp; Guidance</th>
<th>Communication &amp; Outreach</th>
<th>Editing &amp; Proofreading</th>
<th>Progress Reports &amp; Visits</th>
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<tr>
<td>Analyze RFP blasts &amp; ID candidates</td>
<td>Research foundation/s to provide best input on fit for funding idea</td>
<td>Liaise with RA, department, school offices to ensure smooth coordination</td>
<td>Analyze RFP requirements &amp; deadlines with RA and PI</td>
<td>Assists with writing and review of progress report</td>
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<tr>
<td>Meet with investigator to search for funding opportunities</td>
<td>Provide guidance to investigator on application strategy</td>
<td>Can assist PI with communication with potential funder to answer questions during application process</td>
<td>Will read &amp; provide technical edits and comments for PI</td>
<td>Participates in site visits</td>
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<td>Coord. w/offices on campus &amp; funders to receive notices</td>
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<td>Proactively interacts with foundations and associations</td>
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REASONS THAT PROPOSALS FAIL

1. Does not fit funding priorities for organization (failure to do research).
2. Did not follow directions or guidance for RFP or organization.
3. Poor application quality (writing is poor, budget is calculated incorrectly to such a degree that it casts doubt on the PI).
4. Vague, unclear plan to conduct project.
5. Proposal does not present an approach that builds sustainability (assumes continued funding from organization).
6. PI does not have a good sense of his/her capabilities, team, environment.
7. Application is late.

Top three reasons allow FR, department staff and PI to collaborate and improve funding success!
Common Proposal Writing Challenges

Technical *(Edits made using track changes in Word)*

- Vocabulary and word usage
- Grammar and punctuation issues
- Late night editing – missing words that the writer can no longer detect
- Word count or page count problems – difficulty editing to meet guidelines
- “Jargon” or acronyms not defined

Substantive/Analytical *(Editing suggestions offered using comments)*

- Writing does not address the foundation’s guidelines or stated interests of reviewers
- Building up to the conclusion, or having difficulty persuading the reader
- Knowing when to explain concepts in order to bolster the proposal
How Does FSM Foundation Relations Help You?

1. Helping to identify funding opportunities for investigators
2. Interpreting proposal guidelines, answering questions about proposal requirements, templates and formats for foundation applications
3. Coordinating communication with OSR and other University offices (assist with school approvals, limited submissions, foundations on the restricted list)
4. Administering foundation awards
   - Award set up – reading award paperwork to determine if it’s a gift or a grant
   - Assisting departments when foundations have award set up needs that are out of the norm.
5. Reviewing progress/final reports to funders
6. Any time you need help navigating or figuring out something out of the box 😊
Contact Us!

Michelle Melin-Rogovin, Senior Associate Director
m-melin-rogovin@northwestern.edu
312-503-7072

Sharlene Holly, Program Assistant 3
sharlene.holly@northwestern.edu
312-503-4622

https://www.feinberg.northwestern.edu/sites/foundation-relations/about/
@FSMFoundations on Twitter