Office of Foundation Relations

Maureen Scherrer
Assistant Director
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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.
Who We Are

Sarah Fodor, PhD
Executive Director
Institutional Priorities, NU-Qatar, The Graduate School, Feinberg*

Susan Dauber, PhD
Director
Kellogg, Law, SESP, SPS, Weinberg-Social Sciences

Heidi Jurgens, PhD
Senior Associate Director
Limited Submissions, Weinberg-Life and Physical Sciences

Chloe Taft Kang, PhD
Senior Associate Director
Bienen, Block, Communication, McCormick, Medill, Libraries, Weinberg-Humanities and History

Maureen Scherrer
Assistant Director
Student life and scholarships, prospect research, reporting and analytics

Thomas Martin
Program Assistant
Gift/grant processing, stewardship support

*Much of Feinberg’s private foundation and public charity activity is managed by Michelle Melin-Rogovin, Senior Associate Director of Foundation Relations, Feinberg School of Medicine.
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)
FY18 Private Foundation Funding: $54.7M

Feinberg $18.6M
McCormick $6.5M
Weinberg $14.6M
SESP $5.4M

Source: Alumni Relations and Development CATracks Database
## OFR Services

### Strategy and Planning
- One-on-one meetings with faculty
- PI- or project-specific prospect research
- Share relevant opportunities with individual faculty as they occur
- Biweekly RFP newsletter
- Funding opportunities on website
- Presentations at departmental meetings/other convenings

### Proposals and Foundation Communication
- Proposal consulting (strategy/writing/editing) to develop compelling proposals
- LOIs, emails to foundations
- Plan and staff foundation visits
- Grant management advice
- Track all private foundation activity across the University
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
<table>
<thead>
<tr>
<th>FSM Foundation Relations Office</th>
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<tbody>
<tr>
<td><strong>Funding Opportunity Analysis</strong></td>
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<tr>
<td>Analyze RFP blasts &amp; ID candidates</td>
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<tr>
<td>Meet with investigator to search for funding opportunities</td>
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<td>Coord. w/offices on campus &amp; funders to receive notices</td>
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<tr>
<td><strong>Research &amp; Guidance</strong></td>
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<tr>
<td>Research foundation/s to provide best input on fit for funding idea</td>
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<tr>
<td>Provide guidance to investigator on application strategy</td>
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<tr>
<td><strong>Communication &amp; Outreach</strong></td>
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<tr>
<td>Liaise with RA, department, school offices to ensure smooth coordination</td>
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<tr>
<td>Can assist PI with communication with potential funder to answer questions during application process</td>
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<tr>
<td><strong>Editing &amp; Proofreading</strong></td>
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<tr>
<td>Analyze RFP requirements &amp; deadlines with RA and PI</td>
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<tr>
<td>Will read &amp; provide technical edits and comments for PI</td>
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<tr>
<td><strong>Progress Reports &amp; Visits</strong></td>
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<tr>
<td>Assists with writing and review of progress report</td>
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<td>Participates in site visits</td>
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<td>Proactively interacts with foundations and associations</td>
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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 😊
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
• Vocabulary and word usage
• Grammar and punctuation issues
• Late night editing – missing words that the writer can no longer detect
• Word/page count problems – difficulty editing to meet guidelines
• “Jargon” or acronyms not defined

Substantive/Analytical
• 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
Resources

- **OFR Website** – RFPs

- **Sign up** for Email/Listserv for upcoming funding opportunities

- **Foundation Directory Online (FDO)**

- Institutional Documents

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<thead>
<tr>
<th>Deadline</th>
<th>Opportunity</th>
<th>Funder</th>
<th>Status</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>04/01/2019</td>
<td>Sensor Technologies to Monitor Energy or Environmental Systems</td>
<td>Alfred P. Sloan Foundation</td>
<td>Open</td>
<td>Up to $1,500,000</td>
</tr>
<tr>
<td>04/01/2019</td>
<td>Net-Zero and Negative Emissions Technologies</td>
<td>Alfred P. Sloan Foundation</td>
<td>Open</td>
<td>Up to $1,500,000</td>
</tr>
<tr>
<td>04/01/2019</td>
<td>Promoting Positive Cognitive and/or Achievement Outcomes for Children – April</td>
<td>Brady Education Foundation</td>
<td>Open</td>
<td>Not specified</td>
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<tr>
<td>04/01/2019</td>
<td>Research Grants in Human Services – April</td>
<td>Fahs-Beck Fund for Research and Experimentation</td>
<td>Open</td>
<td>$20,000</td>
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<tr>
<td>04/02/2019</td>
<td>Private Higher Education Grants</td>
<td>Arthur Vining Davis Foundations</td>
<td>Open</td>
<td>$25,000 to $300,000</td>
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<td>04/03/2019</td>
<td>Digitizing Hidden Special Collections and Archives</td>
<td>Council for Library and Information Resources</td>
<td>Open</td>
<td>$50,000 to $500,000</td>
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<td>04/10/2019</td>
<td>Increasing Demand for Vaccination Services</td>
<td>Bill and Melinda Gates Foundation</td>
<td>Open</td>
<td>$100,000</td>
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Contact

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

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www.northwestern.edu/foundationrelations
@NUFoundRel