

Foundation Relations

Central Development Research
Programs

University Advancement

December 2024



University Advancement Central Development

**Central Development
Research Programs**
Vidusha Devasthali,
Executive Director

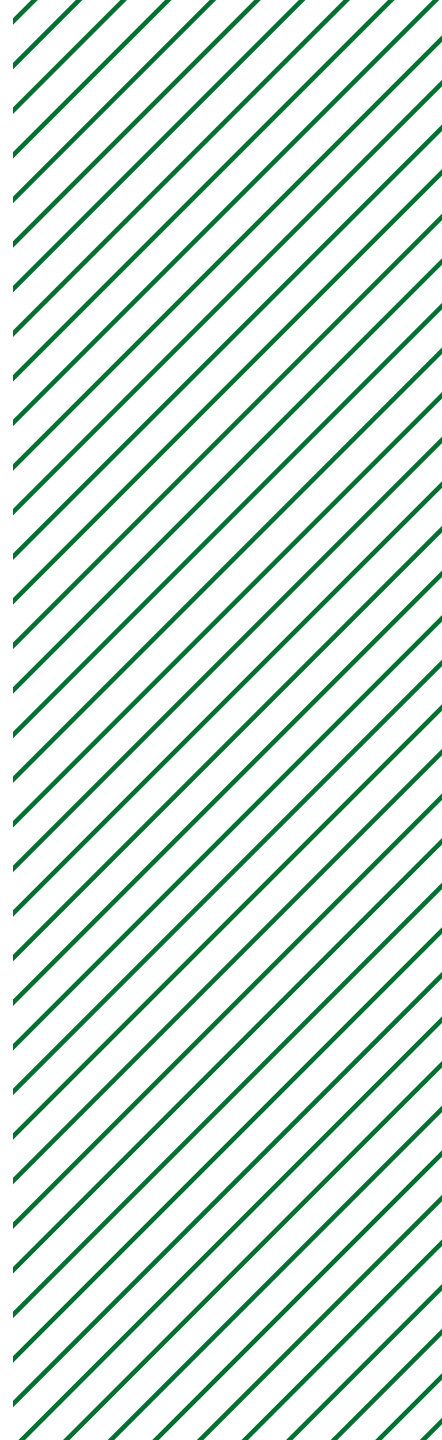
Foundation Relations

Mackenzie Karp,
Director of Foundation
Relations

Ally Cleasby,
Senior Associate Director

Corporate Relations

Tony Schaffer,
Director of Corporate
Relations



Who we are

We are part of University Advancement, a division of the UO which is responsible for institutional fundraising. As part of Central Development, we serve the entire institution.

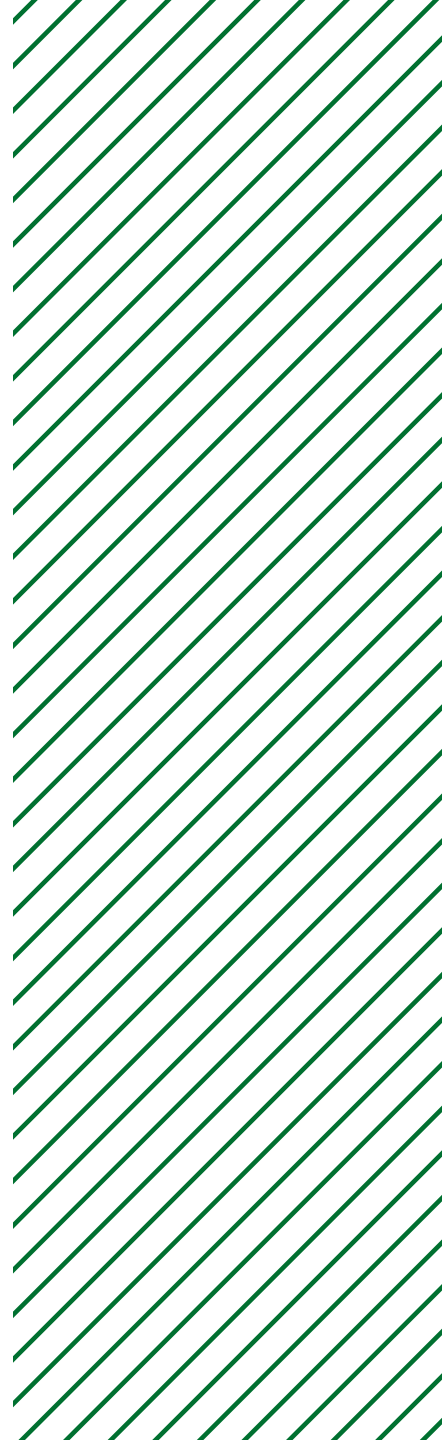
We do not work for the UO Foundation.

Our team connects University Advancement with the VRPI's research mission.



What we do

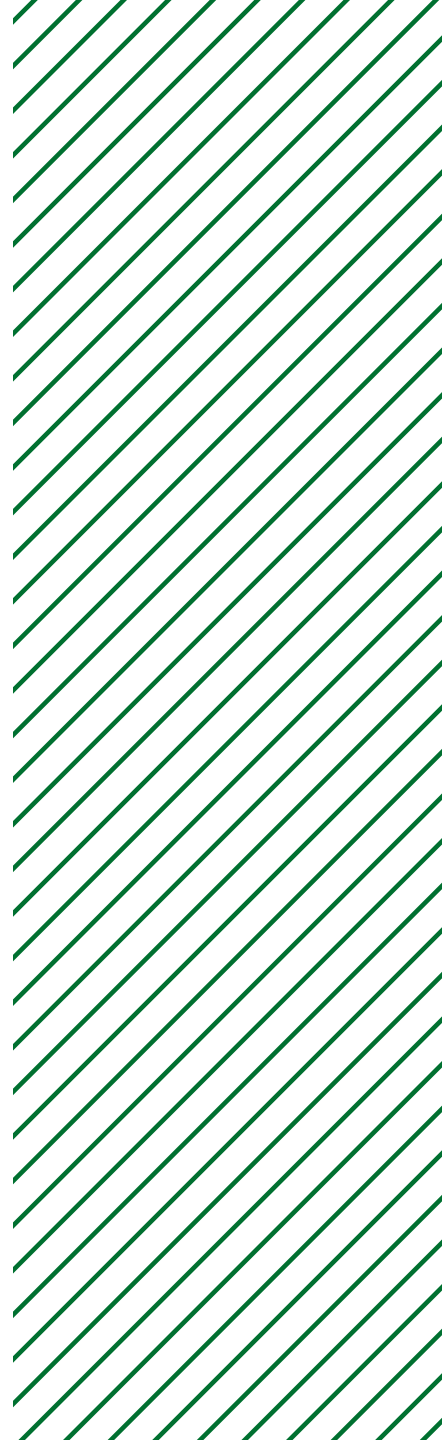
The Office of Foundation Relations serves as a **strategic bridge** between the institution and external funding partners in the nonprofit sector. FR operates as a specialized unit that focuses exclusively on cultivating and managing relationships with private foundations and nonprofit funding sources. We work across the institution to pair UO projects and PIs with funder priorities.



Core Functions

Relationship Management

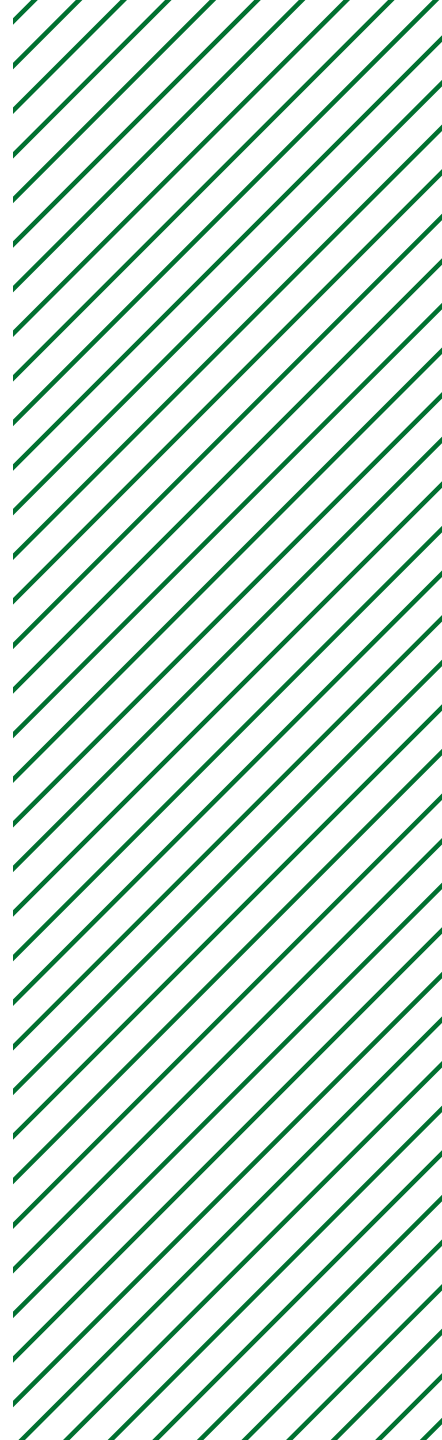
- We prioritize long-term relationship building with foundation program officers. This is distinguished from the SPS function of contractual compliance.
- FR staff maintain ongoing dialogues with funders to understand their evolving priorities and match them with university initiatives and faculty research.
- We often serve as the primary point of contact for foundation interactions across campus.
- We document conversations with foundation staff to help cultivate UO's relationship with these sponsors.



Core Functions

Proposal Development

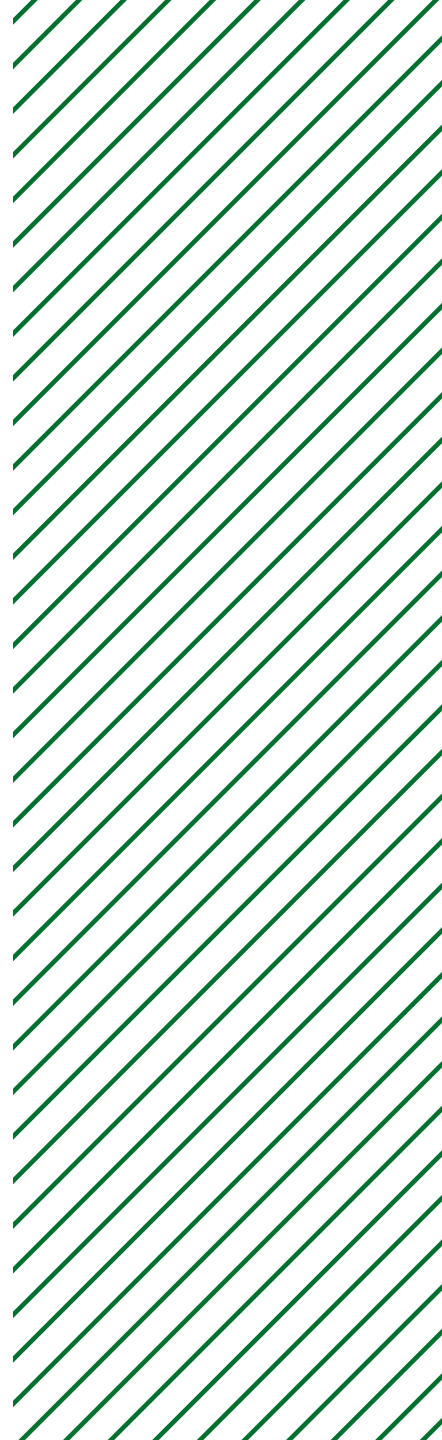
- FR emphasizes narrative development that speaks to funder interests and impact. We work closely with faculty to develop compelling narratives. We do not develop budgets or budget justifications. We direct investigators to their DGAs or SPAs for budget guidance.
- We help faculty translate academic language into compelling cases for support that resonate with funders' priorities
- We coordinate complex private funding proposals that require significant institutional support



Core Functions

Strategic Matchmaking

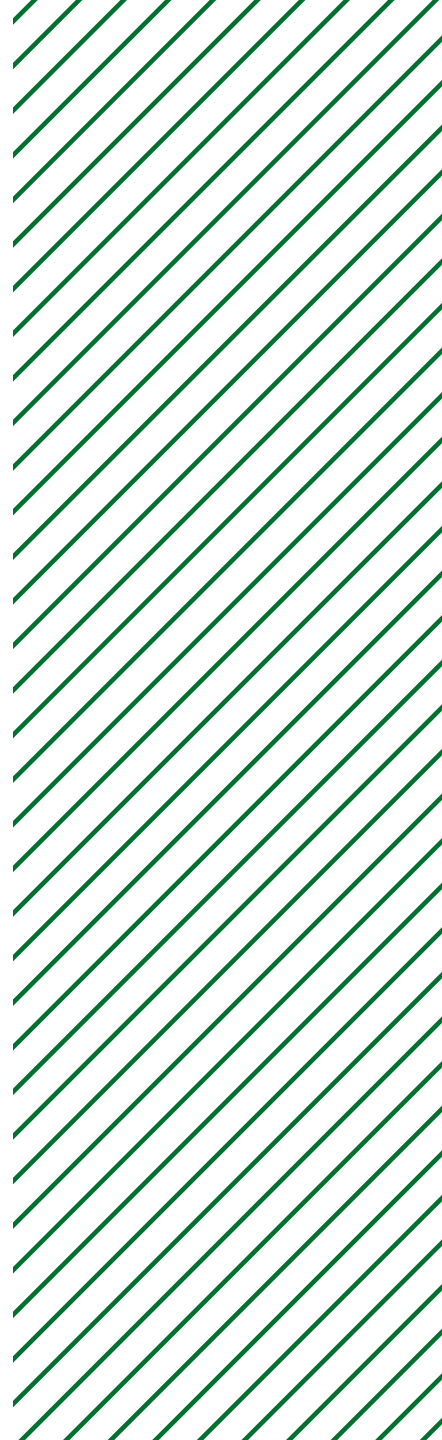
- We actively scan the university landscape to identify projects and faculty research that aligns with private funder interests.
- We work "upstream" of the proposal process, helping shape initiatives to appeal to specific funders.
- We're relationship based. Foundation opportunities often emerge through discussions.



Core Functions

Stewardship

- FR manages ongoing engagement and relationship building beyond any one proposal or award.
- We facilitate site visits, arrange meetings with university leadership, and create opportunities for deeper engagement.
- We grow one-time grants into lasting partnerships through careful and strategic relationship management.



How do we fit into the UO grant ecosystem?

Key partners include:

- SPS and Grants Administrators
- RDS
- The UO Foundation



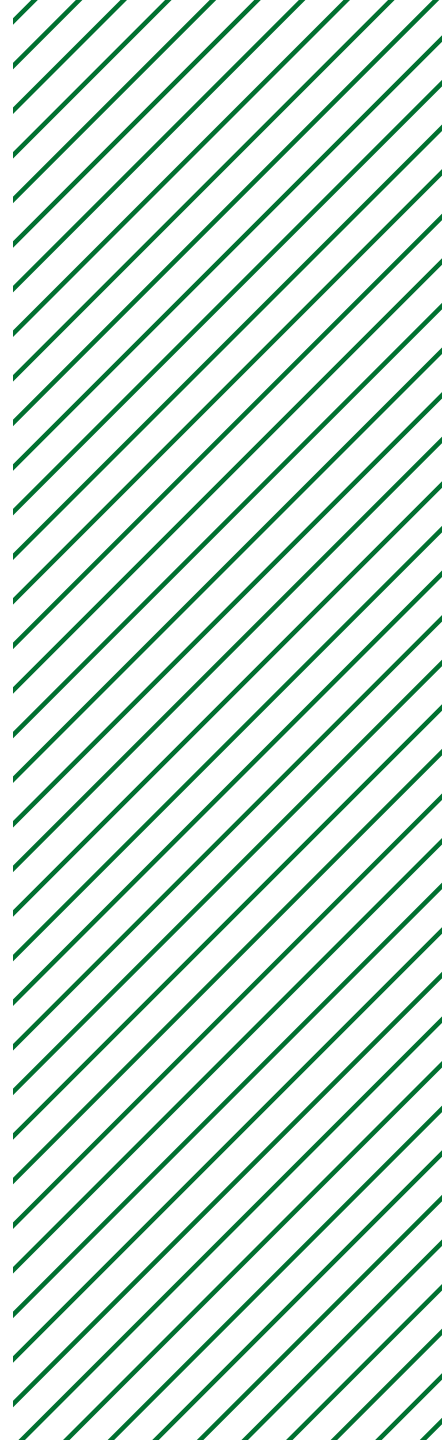
Working with SPS and DGAs

- When faculty begin new proposals to private sponsors
- Determination between gifts, grants and contract; Matrix and smartsheet can be found [here](#)
- Communicating with foundation sponsors about administrative issues (i.e. NCEs, reallocations, prior approvals)



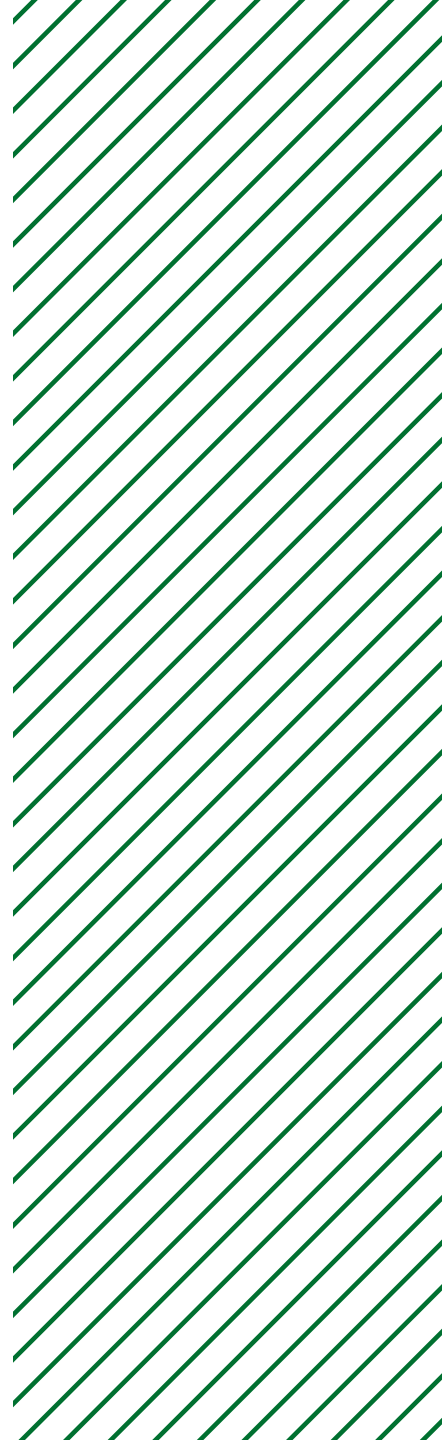
Working with RDS

- Limited submissions to foundations
- Referrals for service
- Funding opportunities
- Multi-sponsor funding strategies



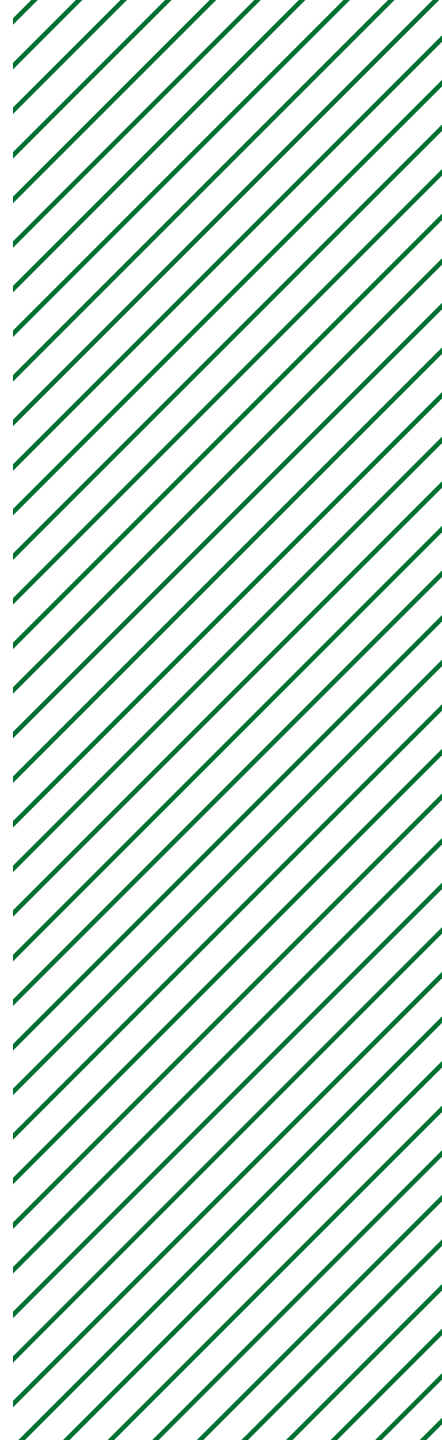
Working with the UO Foundation

- MOU process
- Campus liaison for grants requiring 501c3
- Documentation of philanthropic grant activity



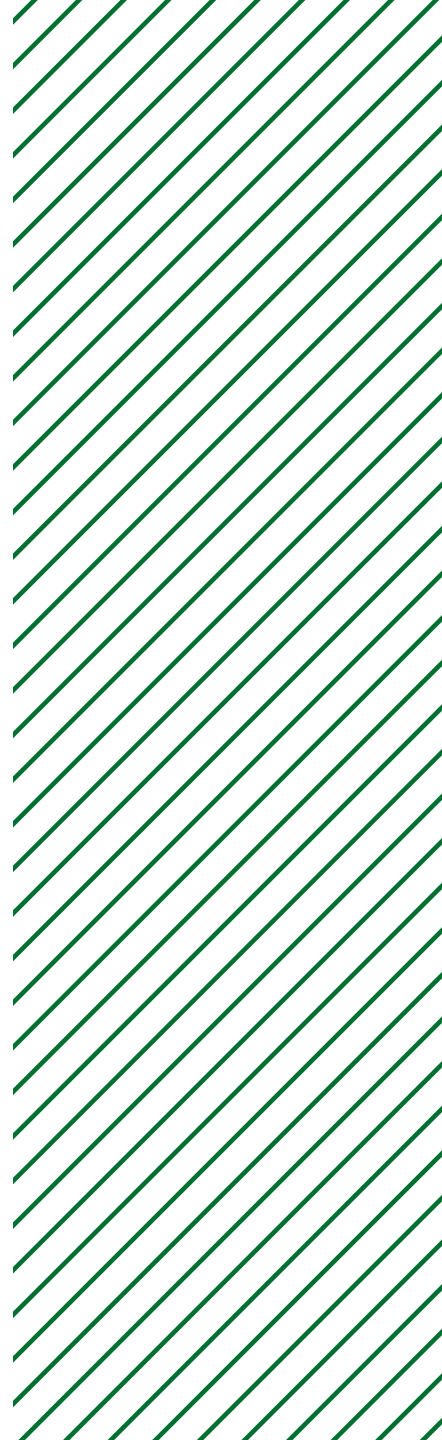
When to contact us

- When a faculty member begins an application to a private foundation
- When a faculty member is looking for advice on private funding sources for their research
- When communication is required with an external foundation sponsor
- When a proposal requires a 501c3 for submission (regardless of source of funding)



Key takeaways

- We work on private funding proposals regardless of whether they run UO direct or through the UOF.
- Our work is relational, internally and externally. Our charge is to know the private funding landscape. Being in the loop on new proposals allows us to not only support the PI with their narrative but also to add institutional knowledge and context to this and other conversations that may be happening with the sponsor simultaneously.
- We are both proactive and reactive. We encourage faculty to think long-term about their funding strategies, while also supporting them with proposal development. Building strong faculty relationships help us matchmake when new opportunities arise.



Thank you!

Contact us:

foundationrelations@uoregon.edu

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