



*to do the
greatest good*

The Campaign for
Cornell University

University Foundation Relations and Corporate Philanthropy (UFRCP)

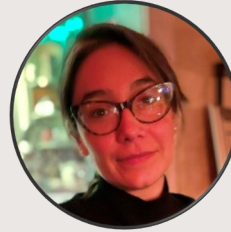
OSP Roundtable: Connecting Faculty and Philanthropy
February 16, 2023

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The UFRCP Team



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College & Unit Liaison Model

BJ
Hoerner

Atkinson Center for Sustainability
Bowers College of Computing &
Information Science
College of Agriculture & Life Sciences
College of Arts & Sciences
College of Engineering
Cornell Tech
Lab of Ornithology
S.C. Johnson College of Business

Rosy
George

Brooks School of Public Policy
College of Architecture, Art and Planning
College of Human Ecology
Cornell Law School
Cornell Library
College of Veterinary Medicine
eCornell
Johnson Museum
School of Industrial & Labor Relations
Student & Campus Life

Our Work

- ❖ Alumni Affairs and Development
- ❖ Fundraise (charitable gifts under federal tax law)
- ❖ Provide strategic leadership for Cornell's engagement with private/corp foundations & corporations
- ❖ Build and maintain relationships with foundations & corporations that have cross-university interests
- ❖ Support faculty and academic leadership



Campaign Update: To Do the Greatest Good

- ❖ **\$5B Philanthropy Goal (7/2018 – 6/2026)**
 - \$3B Ithaca, \$1.5B WCM, \$500M Cornell Tech
 - \$3.7B raised through 1/31/2023
- ❖ **Priority Areas:**
 1. **An Educational Beacon** (access, scholarships and fellowships, DEIB, strategic academic positions)
 2. **A Source of Solutions** (global sustainability, human and animal health, human creativity, social and economic equity, technology and society)
 3. **A Bridge to the World** (communities, NYC, international reach)

Gift vs. Sponsored

❖ Gifts:

- ❖ Philanthropic in nature
- ❖ Donor receives little or nothing of value in return
- ❖ Little or no input into the performance of the supported activity
- ❖ No defined period of performance
- ❖ No formal financial accounting required beyond a general report of expenditures
- ❖ Unexpended funds do not revert to the donor
- ❖ No deliverables
- ❖ No requirements regarding disposition of tangible or intangible property (IP, copyright, data)

Gift vs. Sponsored (cont'd)

- ❖ **Sponsored (Grants/Contracts/Cooperative Agreements)**
 - ❖ Sponsor benefits by furthering its own purposes or programs
 - ❖ Specific statement of work and detailed budget for a specified research project
 - ❖ Terms and conditions on the use of funds and other requirements for the work to be performed
 - ❖ Deliverables defined by formal written agreement (e.g. financial reports, research results, IP rights etc.)
 - ❖ May require detailed financial and other reports
 - ❖ May require the return of unexpended funds
- ❖ Revenue Matrix: <https://www.dfa.cornell.edu/accounting/topics/revenueclass/matrix>
- ❖ When in doubt, ask OSP, SFS, UFRCP

University-Managed Organizations List

- ❖ ~75 org's with university-wide strategic interest
- ❖ Examples: Gates, Mellon, G&B Moore, Robert Wood Johnson, Simons
- ❖ Coordinate with OSP on strategic foundation limited submissions and solicitation strategies
- ❖ What to do with this list?
 - Awareness of tracked prospects with university-wide strategic interests (incl. Cornell Tech and WCM)
 - Reach out to prospect manager first before engaging
 - Engage AAD early to follow solicitation protocols (Policy 3.1)
- ❖ Open RFP's – UFRCP receives reports from OSP every 2 weeks on submission activity

How We Partner With You on Gift Funding

- ❖ Our focus is on private foundations, corporate foundations and corporations
- ❖ Share funding opportunities in your field
- ❖ Connect you with org representatives and help you cultivate and manage relationships (pre and post funding)
- ❖ Provide briefings for corporate and foundation visits
- ❖ Produce org profiles
- ❖ Provide guidance and support navigating university and funder policies/procedures for gift solicitation
- ❖ Interpreting funder's IDC policy



Policy 3.1

- ❖ [University Policy Library](#)
- ❖ Policy for all stages of philanthropic giving: solicitation, acceptance, processing, recording, acknowledgment
- ❖ Protects both the donor and the university
- ❖ Gift Acceptance Committee pre-approves large gifts:
 - \$100K international
 - \$1M+ - Provost and VP AAD
 - \$10M+ - Must be pre-approved by Gift Acceptance Committee
 - \$25M+ - Must be pre-approved by the President and Trustee Executive Committee

UFRCP in Partnership with OSP

- ❖ Strategic Limited Submissions (ex. Hartwell, Keck, Moore Inventor Fellows)
- ❖ Gift vs. Grant determination
- ❖ Faculty information sessions
- ❖ Directing you to appropriate team for budget support – OSP/DFA or college finance specialist



Corporate Relations Ecosystem

- ❖ Research and Innovation – Office of Corporate Engagement
- ❖ Center for Tech Licensing
- ❖ C&U External Relations
- ❖ Career Services
- ❖ Employer Relations
- ❖ Executive Education
- ❖ eCornell – Executive Education

Prospect Research and Analysis

- ❖ Daily CFR News Bulletin
- ❖ Research to inform cultivation and solicitation strategies
- ❖ Org profiles and visit briefings
- ❖ Team liaison for Limited Submissions (ex. Hartwell, Keck)
- ❖ Access to both AAD/OSP systems for accurate forecasting and giving histories
- ❖ Prospect discovery

Sample Org Profile Format:

- ❖ Assets, revenue, # of employees, # of Cornell alum
- ❖ Key relationships (leaders, board members, advisory boards, alum, parent)
- ❖ History of contact reports chronicling key points of engagement (on campus and off campus visits, proposal discussions, presentations, panels)
- ❖ Org's funding priorities and alignment with Cornell's
- ❖ Notable giving to both Cornell (by college/unit) and our peer institutions
- ❖ Analysis of opportunity for partnership

Success Stories

- ❖ Mellon Foundation
- ❖ Keck Foundation

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Opportunities and Initiatives

- ❖ More joint presentations to faculty and Academic Leadership
- ❖ RFP and Stewardship calendars
- ❖ Strategy meetings – collaborative proposals, bringing silos together, visit strategies
- ❖ Quarterly CFR luncheons
- ❖ Feedback and recommendations to re-deploy unsuccessful proposals
- ❖ What else would you like to learn from us? How else can we support you?



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THANK YOU

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