



EMORY  
UNIVERSITY

# FUNDING OPPORTUNITIES & GRANT CULTURE

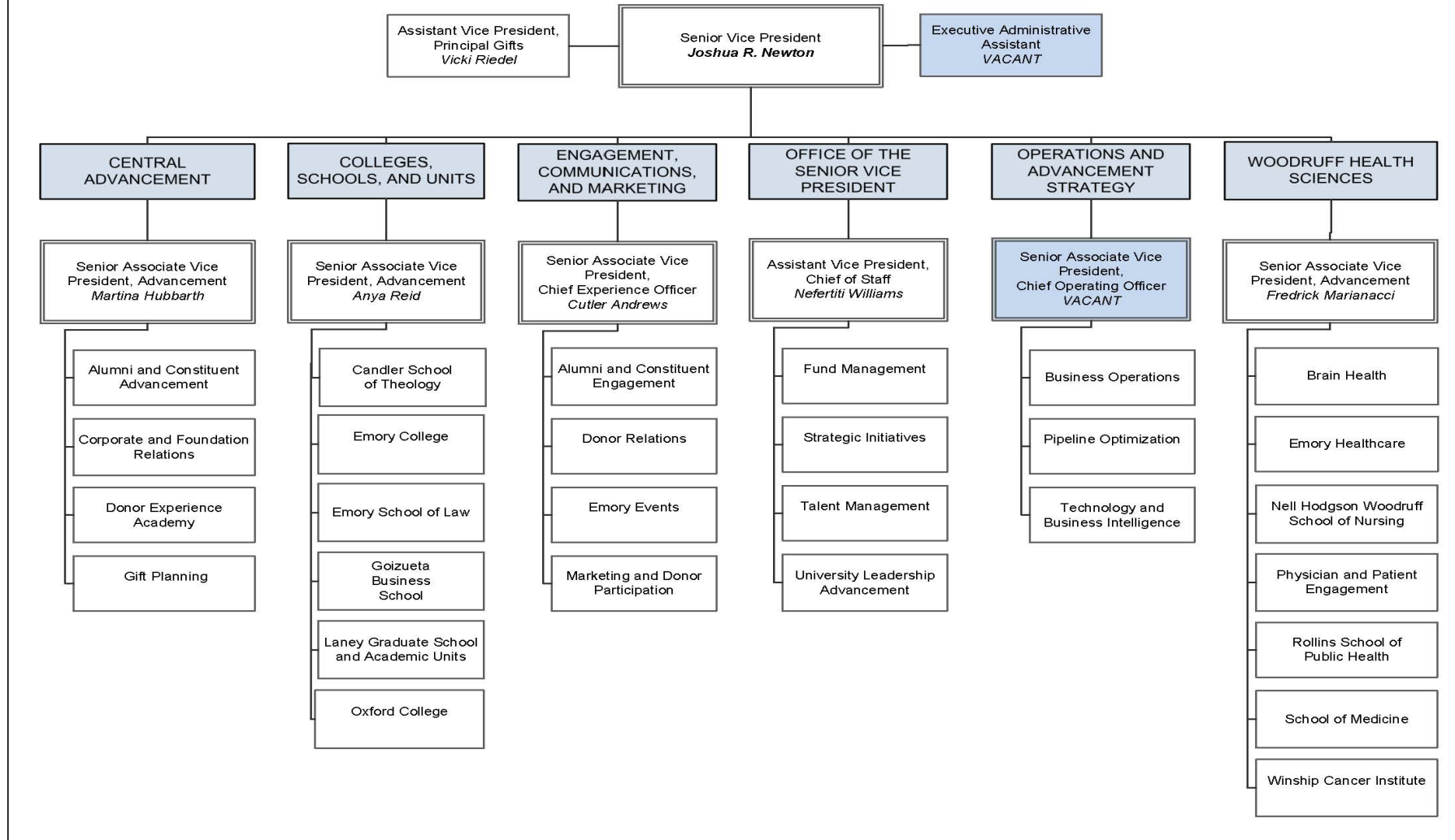
April 2025

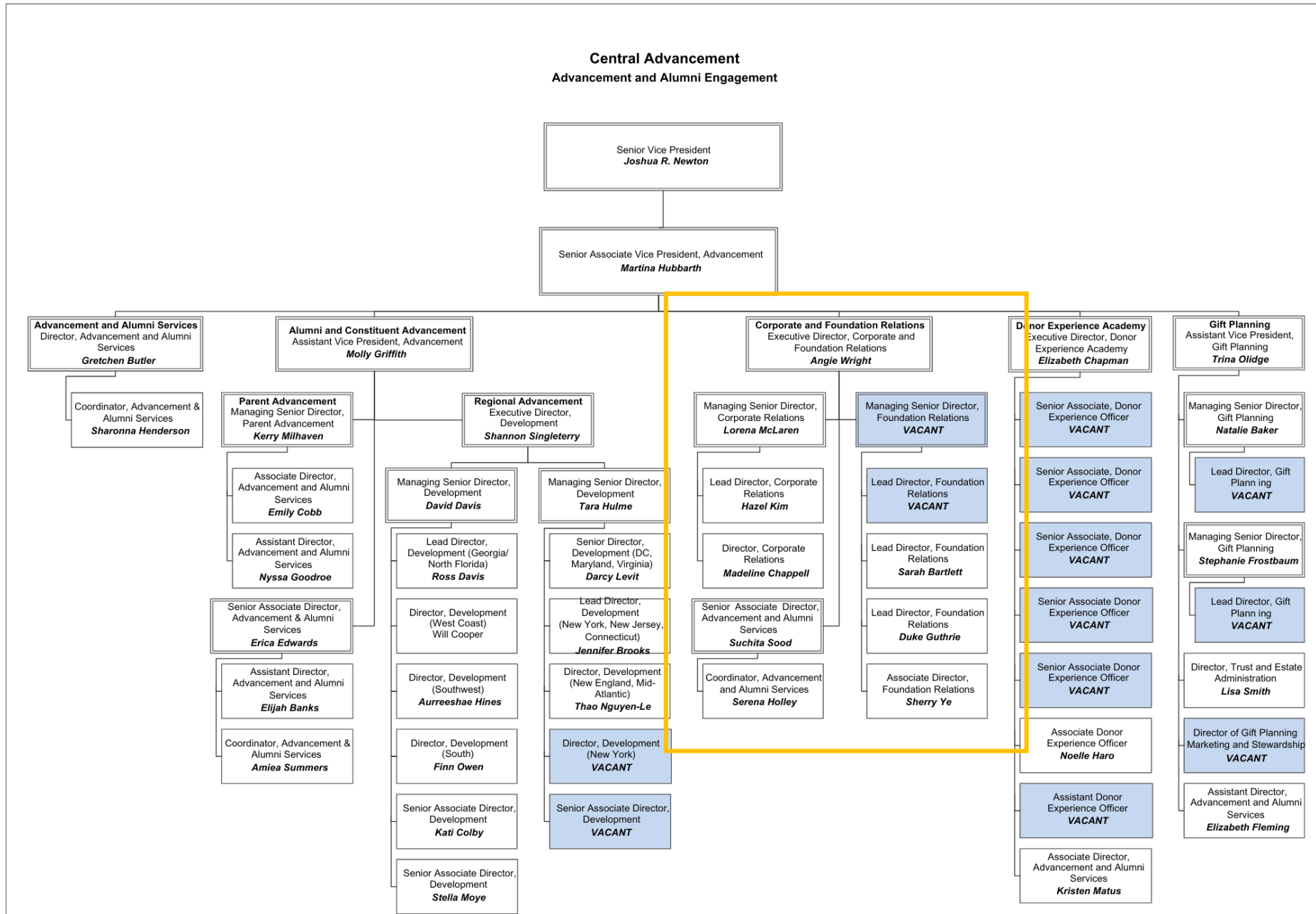


# Overview of Objectives

- **Our Structure**
  - **Pressures of the Moment**
  - **Partnership with OCFR**
  - **Working Together**
  - **Discussion**
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## Emory University Advancement and Alumni Engagement







# Pressures of the Moment

- **Gaps in Funding**
  - Research, indirects
  - Operations vs aspirations
- **Unpredictable environment**
  - Corporations and foundations
  - Individual donors
- **Endowment tax**
  - Impact on institution
  - Influence on donors



## Office of Corporate and Foundation Relations

Unique, central role as the conduit between industry partners, private foundations, faculty, research administration, sponsored research, and university leadership.

We act as university-wide ambassadors with corporations and foundations and aim to build long lasting and mutually beneficial partnerships.



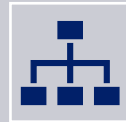
## Why Corporate and Foundation Funding?

External funding is increasingly important

Federal funding remains critical, but unique opportunities reside with corporations and foundations



Typically fund "higher risk" projects



Can be less bureaucratic



Relationship driven



Smaller awards, but less time consuming



## CORPORATIONS

- Ultimately tied to shareholders
- Motivated by brand visibility
- Cultivation timelines can be lengthy (avg. 9 months – 2 years)
- Engagement includes funding (gifts or sponsored research), internships, no-cost collaborations, sponsorships, hiring students, etc.

## FOUNDATIONS

- Philanthropic by nature, mission driven
- Employ program officers who are field experts
- Longer timelines avg. 12 months – 3 years, this includes identifying prospects, LOI and/or proposal development, submission, award setup etc.
- Awards are often grants as they involve reporting requirements and terms.



*How is this different from public funding?*

- *Organizations are mission and impact driven*
  - Future-suspect more mission-focused than before
  - OCFR is here to help you objectively ascertain if a corporation or foundation is aligned with your work.
- *Previous times of uncertainty (Great Recession)*
  - More competition for grants
  - Faculty must submit more often
  - During times of crises, the government has been a resource (ARRA funding)- juxtaposition to today
    - No expectation that foundations are going to step in and solve these funding gaps
    - Their funding is also in jeopardy





## A Culture of Collaboration

- Faculty
- Chairs
- Advancement Colleagues
- Office of the Provost
- Deans
- Deans of Research
- RAS
- OSP
- OTT
- CFDE
- Office of Research Development



## Communication

### TWO-WAY STREET

- [OCFR Sharepoint](#) list of RFPs
- **Inform us before applying- We have insight**



### LIMITED SUBMISSIONS

- Some funders limit the number of submissions per institution
- OCFR coordinates (and more)
  - Pew Research Scholars
  - Keck Foundation
  - Truist
  - Coca-Cola



# Discussion

- What are you observing?
  - What's working? What isn't?
  - What are the challenges?
  - What have you seen be successful?
  - What resources might help?
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