Private Foundation Workshop

Richard Arum

April 4, 2013
Steinhardt – NYU
Outline

- Private Foundations – organizational cultures, history and ecology
- Grant office resources and administrative procedures
- Process issues – project fit, program officer project development, project alignment
- Proposal writing – audience
- Project budgets – indirects and expenditures
- Final comments
Private Foundation History

- U.S. exceptional in the role of private foundations
- Emergence of early private foundations after Civil War (e.g., Peabody and Slater)
- Progressive Era: Carnegie, Rockefeller and the General Education Board, Rosenwald Fund, etc.
- “Scientific philanthropy” – defined missions, professional staff and processes, data and evaluation on programmatic investments
<table>
<thead>
<tr>
<th>Rank</th>
<th>Foundation Name</th>
<th>Total Assets</th>
<th>Rank</th>
<th>Foundation Name</th>
<th>Total Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bill &amp; Melinda Gates Foundation (WA)</td>
<td>$34,640,122,664</td>
<td>11</td>
<td>The Andrew W. Mellon Foundation (NY)</td>
<td>$5,262,632,426</td>
</tr>
<tr>
<td>2</td>
<td>Ford Foundation (NY)</td>
<td>$10,984,721,000</td>
<td>12</td>
<td>The William Penn Foundation (PA)</td>
<td>$4,370,508,965</td>
</tr>
<tr>
<td>3</td>
<td>J. Paul Getty Trust (CA)</td>
<td>$10,483,398,708</td>
<td>13</td>
<td>The Leona M. and Harry B. Helmsley Charitable Trust</td>
<td>$4,143,880,203</td>
</tr>
<tr>
<td>4</td>
<td>The Robert Wood Johnson Foundation (NJ)</td>
<td>$8,967,712,917</td>
<td>14</td>
<td>Tulsa Community Foundation (OK)</td>
<td>$3,828,264,000</td>
</tr>
<tr>
<td>5</td>
<td>The William and Flora Hewlett Foundation (CA)</td>
<td>$7,296,506,125</td>
<td>15</td>
<td>The California Endowment (CA)</td>
<td>$3,660,548,000</td>
</tr>
<tr>
<td>6</td>
<td>W. K. Kellogg Foundation (MI)</td>
<td>$7,256,863,114</td>
<td>16</td>
<td>The Rockefeller Foundation (NY)</td>
<td>$3,507,144,871</td>
</tr>
<tr>
<td>7</td>
<td>Lilly Endowment Inc. (IN)</td>
<td>$6,147,545,678</td>
<td>17</td>
<td>The Kresge Foundation (MI)</td>
<td>$3,025,786,097</td>
</tr>
<tr>
<td>8</td>
<td>The David and Lucile Packard Foundation (CA)</td>
<td>$5,797,424,139</td>
<td>18</td>
<td>The Duke Endowment (NC)</td>
<td>$2,837,905,170</td>
</tr>
<tr>
<td>9</td>
<td>The John D. and Catherine T. MacArthur Foundation (IL)</td>
<td>$5,703,076,554</td>
<td>19</td>
<td>Robert W. Woodruff Foundation, Inc. (GA)</td>
<td>$2,795,111,909</td>
</tr>
<tr>
<td>10</td>
<td>Gordon and Betty Moore Foundation (CA)</td>
<td>$5,366,672,508</td>
<td>20</td>
<td>The Bloomberg Family Foundation, Inc. (NY)</td>
<td>$2,734,103,737</td>
</tr>
</tbody>
</table>

*Source: Foundation Center*
A few other smaller foundations supporting social science research

- Spencer
- W.T. Grant
- Russell Sage
Private foundations and education

Foundation Giving by Category
2011 vs. 2010
Foundations up to $50 million

- Education: 23.4% in 2010, 21.4% in 2011
- Public Affairs / Society Benefit: 18.1% in 2010, 16.1% in 2011
- Human Services: 10.7% in 2010, 10.2% in 2011
- Environment & Animals: 10.2% in 2010, 10.1% in 2011
- Arts & Culture: 8.5% in 2010, 11.3% in 2011
- International Affairs, Development and Peace: 6.5% in 2010, 5.5% in 2011
- Health: 5.5% in 2010, 6.2% in 2011
- Religion: 3.4% in 2010, 3.7% in 2011
- Science & Technology: 0.1% in 2010, 0.6% in 2011
- Social Sciences: 0.1% in 2010, 0.2% in 2011
- Other: 15.3% in 2010, 12.3% in 2011

Foundation Source 2011 Index
Corporate foundations and education

Figure 1: "Giving Focus" and "Highest Priority" for Corporate Philanthropy, 2002

Source: Guthrie, Arum, Roksa, Damaske (2008)
Grant resources and administrative processes

- Foundation databases – ask pre-award or development office for help
- Consult senior scholars and their cv’s to identify potential sources of funding
- Administrative clearance and approvals
Process issues

- identify project fit with foundation interests
- program officer input/guidance
- project alignment
Proposal writing

- Leave your stinkin’ peer review prose at the door!
- Clear/concise writing
- Identify project need (i.e., why this project now?)
- Identify comparative advantage (i.e., why you?)
- Identify impact – practical and applied, not academic (i.e., so what?)
- Identify timeline, deliverables and budget justification
Budget/expenditures

- Indirects
- Expenditures
- Reporting
Final comments

- Junior scholars – start small, build a successful track record, remember the “Mathew effect”

- Your cv only includes your positive accomplishments

- Foundations by law are required to spend 5% of their endowments – you can be a solution to this problem