

# East Carolina University®

Tomorrow starts here.®



## University Advancement Corporate and Foundation Relations

### WHAT IS CFR?

For nearly twenty years, the Office of Corporate and Foundation Relations (CFR) at East Carolina University has assisted hundreds of faculty and staff in their quest for corporate and foundation support. CFR supports the work of all three of the university's foundations: the East Carolina University Foundation, the Medical & Health Sciences Foundation, and the Pirate Club. We have secured millions of dollars to enable the "mission doers" at ECU to transform lives in a variety of ways:

- Help young adults with learning differences to succeed in college
- Search for the underlying causes of diabetes and obesity and develop innovative treatments
- Provide Access Scholarships to a historically underserved but greatly deserving group of people—those with demonstrated financial need and proven academic potential
- Open doors to unique research, leadership, and service opportunities for some of our state's brightest students through the East Carolina Scholars Award program
- Assist students pursuing teaching degrees through a unique partnership that provides distance education opportunities
- Increase student scholarships for international experiences
- Generate funding to help Pirate athletics be successful at the highest level of intercollegiate competition

The CFR office is a free resource dedicated to linking corporations and private foundations with the university community. It is our goal to find the best fit between the university's priorities and the investor. Our veteran staff, with more than 40 years of development and communications experience, helps faculty to navigate this process and to tell compelling stories that ultimately lead to support.





## OFFICE OF CORPORATE AND FOUNDATION RELATIONS

**SHARON K. HAMILTON**  
Senior Director  
Greenville Centre, Room 1121  
Mail Stop 301  
Phone: 252-328-9570  
Fax: 252-328-4904  
E-mail: hamiltons@ecu.edu

**PATRICIA D. REIDINGER**  
Senior Associate Director  
Greenville Centre, Room 1120  
Mail Stop 301  
Phone: 252-737-1820  
Fax: 252-328-4904  
E-mail: reidingerp@ecu.edu

*“Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success.”*

— Dale Carnegie

## GETTING STARTED

The first step to begin your search for corporate and foundation support is completion of the Project Concept Form. (Please contact the CFR office for the form.) The purpose of this brief form is to help you organize your ideas for a potential proposal submission. Regardless of the specific proposal format required by the prospective funder, these basic elements should be the basis of your request for corporate and foundation funding. Once this information has been reviewed by the CFR office, we will develop a strategy with you. The result of this exercise will be helpful in the overall prospect identification and proposal development process.

## A FREE RESOURCE

The Corporate and Foundation Relations team is ready to help you identify potential funders, apply for grants, and to share insights and expertise about the process. We are a full-service proposal development and consulting team. Services we typically offer include the following:

- Identifying funding opportunities and gift/grant sources
- Developing funding strategies for specific projects
- Facilitating faculty visits to corporations and foundations
- Facilitating visits by entities to campus
- Reviewing/editing pre-proposals, letters of inquiry, grant applications, and stewardship reports
- Securing letters of support and other necessary documentation to accompany proposals

We are happy to learn about the project, program, or research for which you seek funding. We offer a realistic assessment of its chances of being funded by a particular company or private foundation, based on a number of factors. We do this to maximize your chances for success.

The CFR team works closely with the Office of Sponsored Programs (OSP) to coordinate grant-seeking efforts on behalf of East Carolina University. Members of the OSP staff work primarily with federal and state agencies to submit proposals and manage post-award activities.

## A COORDINATED APPROACH

One of the primary roles of the Office of Corporate and Foundation Relations is to coordinate fundraising efforts. Please communicate with the CFR office if you wish to seek a gift or a grant from a corporation or foundation so that we can assist you, avoid duplication of efforts, and

maximize resources. Directing projects to the right funder at the right time is the most strategic approach. We serve as a campus clearinghouse for information that can efficiently open doors to funders who are the best fit for East Carolina.

## THE GIFT CENTER

Are you searching for a funder for your project? Make an appointment to explore the GIFT (Grant Information—Funding for Tomorrow) Center.

The mission of the GIFT Center is to provide access to research, training, and editing services to support and enhance the efforts of ECU faculty and staff members in obtaining corporate, foundation, and other nongovernmental grants.

The GIFT Center is located in the Greenville Centre. Appointments are required. Please call Tricia Reidinger at 252-737-1820 or e-mail reidingerp@ecu.edu to schedule a convenient time for individual instruction.

## FUNDABLE PROJECTS

Faculty and staff bring many ideas to the CFR office in the hope of securing funding for them. For some projects, we are able to develop a list of funders whose funding interest(s) match the idea. For others, we can find few or no viable prospects for the idea. In other words, the project is not “fundable.”

**Fundability does not refer to the merits of the idea**, but rather the likelihood that corporate or foundation funders will support it. Here are some very general guidelines to gauge whether your project might be suitable for corporate or foundation support:

- The project must address a need recognized by the funding community. If the need is not one recognized by funding agencies, it will be very difficult to succeed in securing financial support for the project.
- Funders want their money to make a measurable difference, or *impact*, on the issues that they care about. If a project benefits only a handful of people, it is not as compelling to a funder as a project that benefits many people.
- For organizations like ECU, foundations expect that we will “pay our own bills.” In other words, routine and ordinary expenses incurred in the process of educating young people generally are not fundable.

Faculty and staff are encouraged to discuss their ideas with Corporate and Foundation Relations staff who can assess the “fundability” of a project, and offer advice on how to proceed.