

# Corporate & Foundation Engagement

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UNIVERSITY *of*  
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# OCFE Overview

- The Office of Corporate & Foundation Engagement (OCFE) manages the university's top corporate and private foundation partnerships on behalf of UNCW in partnership with Sponsored Programs & Research Compliance (SPARC).
- OCFE engages corporations and foundations as strategic partners by facilitating the alignment of their holistic needs with university initiatives and resources to include research, community service, executive education, internships and philanthropy.

# OCFE Overview

OCFE prospects are strategically selected according to various criteria including:

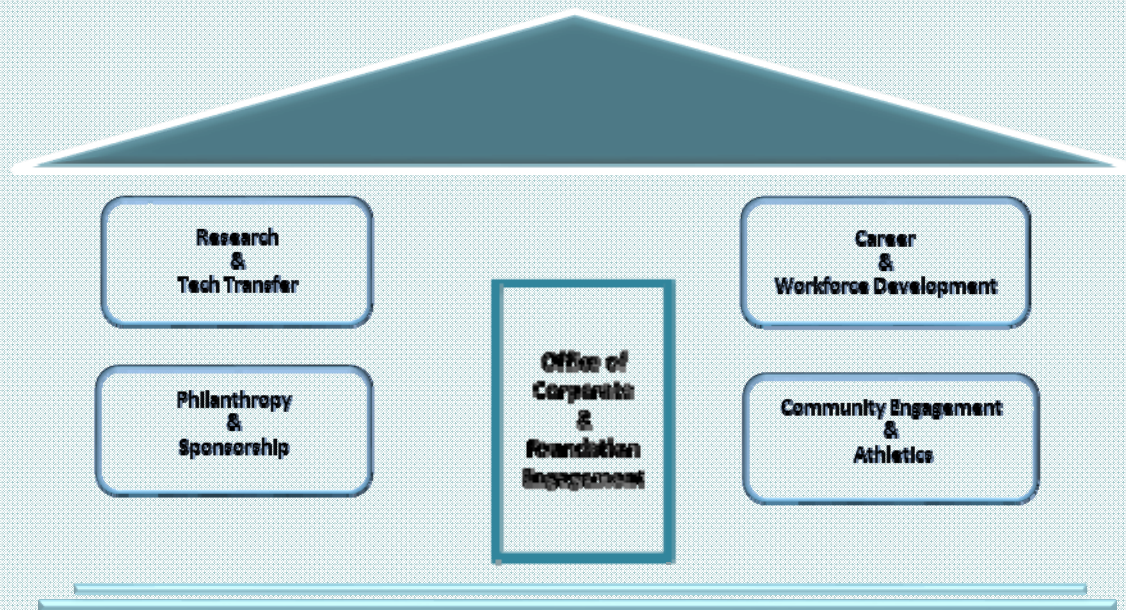
- Giving capacity (> \$500,000)(gift/grant/other)
- University affinity
- Local, regional or national presence
- Mutual program interests in any area of the university (academics, athletics, sponsored research, etc.)

# OCFE Overview

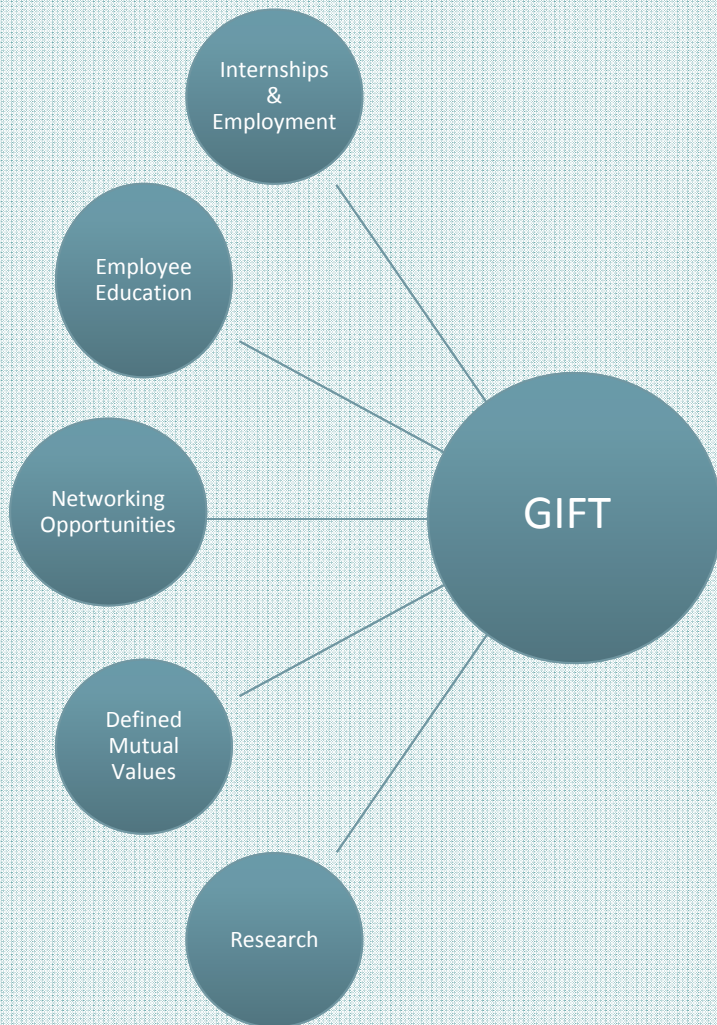
Serving as a liaison between corporate and foundation officers and university leadership, faculty members and program directors, OCFE:

- Reaches out to corporate and foundation officials on a regular basis to proactively explore possible areas of synergy.
- Develops and manages relationships with a broad array of corporations and foundations to ensure a diverse range of topics and opportunities are identified and cultivated.
- Engages with the campus community to stay informed of faculty projects and institutional initiatives that might align well with corporate and foundation interests.
- Works with leadership, faculty and administrators to develop and implement customized strategies for developing and advancing strategic corporate and foundation partnerships.

# OCFE External View



# Corporate Relationships



The corporate/foundation gift is a mutually beneficial outcome of a synergistic relationship – not the focus of the relationship.

# OCFE Internal View



# Working with OCFE

OCFE works with deans from each school/college and SPARC to source funding opportunities for our corporation and foundation prospects.





# OCFE+ SPARC Resources

OCFE and SPARC offer shared resources for pursuing and sustaining high-return funder relationships.

- Funding strategy sessions
- RFP distribution
- Proposal & Letter of Inquiry development
- Process training
- Relationship management
- Site visit preparation
- Reporting support

# Proposal tips

- Align proposal with themes and priorities in the university's strategic plan and campaign materials
- Write proposals for a non-academic audience
  - corporate executives
  - bank trustees
  - corporate social responsibility managers
  - PR managers
- Show collaboration with other departments or organizations
- Emphasize UNCW's skin in the game: budget & narrative
- Minimize requests for operating costs
- Project sustainability and ROI
- Read funder websites and materials thoroughly
- Follow funder instructions precisely
- Follow funding trends: STEM, population health, workforce development

QUESTIONS  
&  
CONVERSATION