

Developing and Managing Relationships with Funders:

Exploring a Range of Funding Mechanisms

NU-RES Conference | June 8, 2022

Advancement: Holly Foskett & Heather Moore

Research Development: Kim Holloway

NU-RES Research Finance: Kalina Mathurin

NORTH-EASTERN

Session Goals

- Support interdepartmental collaboration
- Introduce teams and roles
- Present case studies of the different funding mechanisms
- Share best practice insights
- Connect *funder relationship management* with *internal grant management*

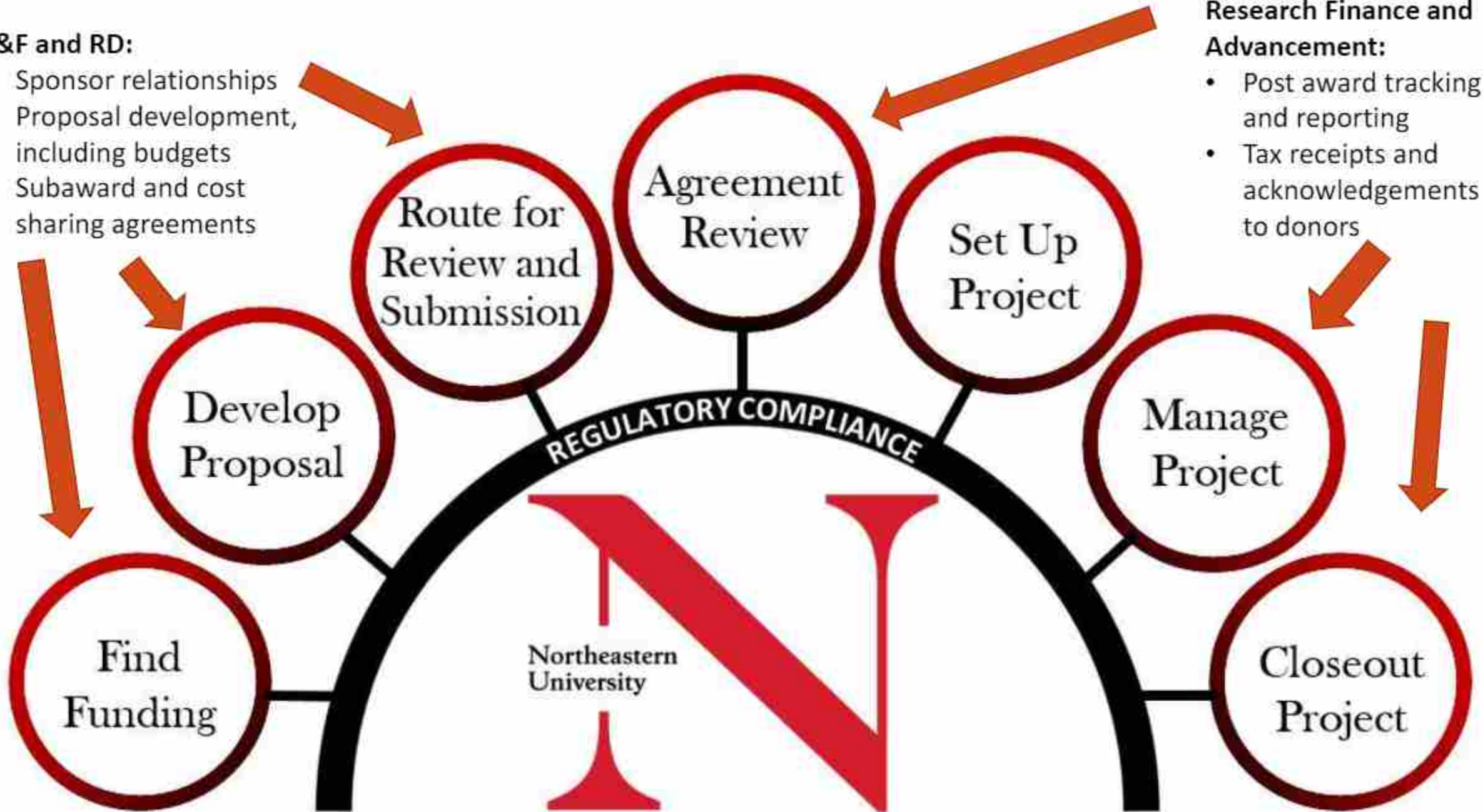



C&F and RD:

- Sponsor relationships
- Proposal development, including budgets
- Subaward and cost sharing agreements


Research Finance and Advancement:

- Post award tracking and reporting
- Tax receipts and acknowledgements to donors





Get to know
our teams!



This session will introduce team members from:

- a. Corporate and Foundation Relations (Advancement) (**Holly Foskett**)
- b. Research Development (**Kim Holloway**)
- c. Research Finance Management (NU-RES and Advancement) (**Kalina Mathurin and Heather Moore**)

What is Advancement's Role?

Division of Advancement

Engage and inspire NU alumni, parents, friends, and partners to help further the university's mission

Raise charitable funds to advance university priorities

Major and Principal Giving

Corporate and Foundation Relations

Parent Giving

International Giving

Estate planning

Board Relations

Alumni Relations

- Annual Fund
- Education Initiatives

Advancement Services

- Communications
- Donor Relations
- Gift systems
- Information systems
- Compliance



Corporate and Foundations Team



Khoury	Rob Silk
Engineering	Marybeth Savicki, Jen Walters, Holly Foskett
Science	Holly Foskett, Karin McEwen
Bouve	Julia Van
CAMD	Rob Silk
DMSB	Marybeth Savicki, Jen Walters
NUSL	Shannon Arnold
CSSH	Shannon Arnold
Professional Studies	Karin McEwen
Team Operations	Heather Moore, Lilah Keegan, Whitney Moss

Corporations and Foundations

Goals:

Raise
philanthropic*
funds for
Northeastern

Create and sustain
organizational
relationships

Activities:

- Meet with **academic leadership** and **faculty** to understand research and program priorities and resources need to achieve these.
- **Partner with faculty** to support corporate and/or foundation collaborations or funding strategies. Advance engagement through relationship-based or competitive formats.
- Conduct **corporate and foundation outreach** & engagement to identify outcomes of shared value (new knowledge, talent generation, etc.).
- Help **coordinate with the NU teams and processes** that correspond to the emerging partnership goals

**philanthropy is defined broadly and often includes corporate sponsored research as well as charitable grants, managed via NU-RES*

Corporations and Foundations

Collaboratively develop engagement and proposal strategies

RELATIONSHIP BASED

- Identify conxns
- Outreach
- Cultivation
 - Site visits, calls
 - Materials
- Solicit
- Steward

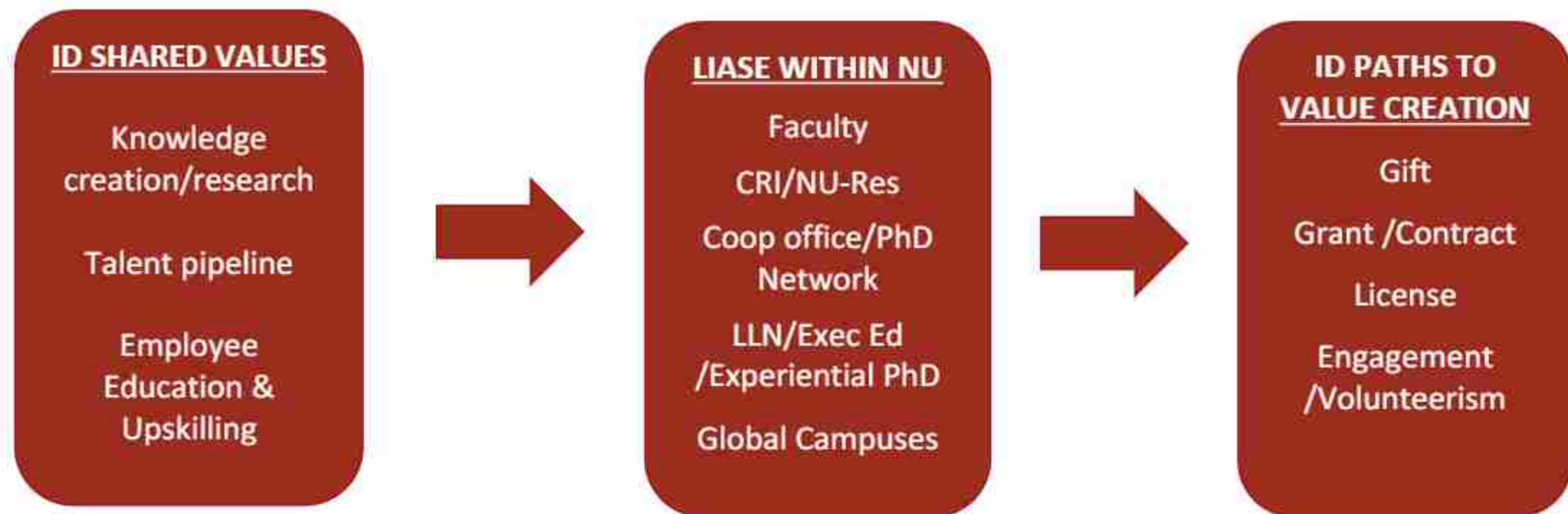


COMPETITIVE

- Distribute RFPs
- Proposal strategy
- Liaise with sponsor
- Support proposal dev
- Coordination with pre-award and NU-RES

Corporations and Foundations

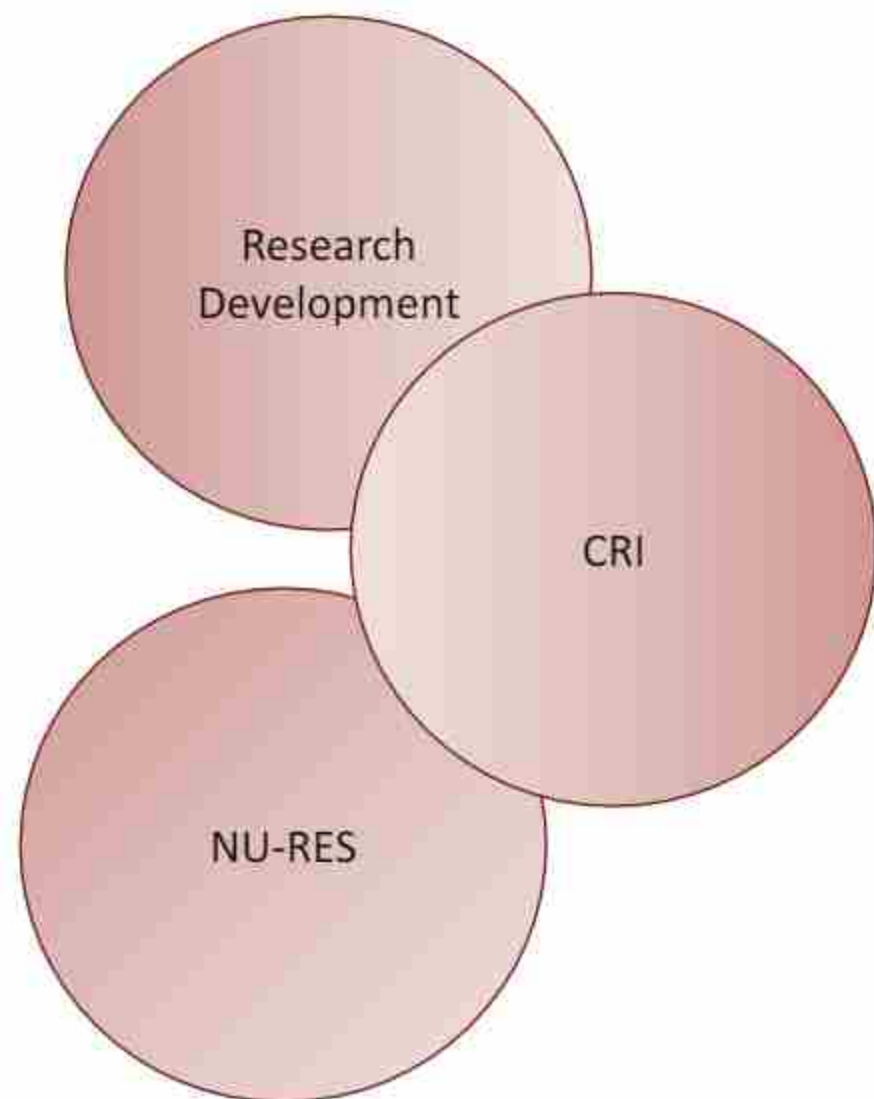
Identifying outcomes of shared value



Corporations and Foundations

Partnering with faculty on fundraising strategies

- Develop your idea
- Prospect Identification (Discovery)
- Prospect Qualification (Evaluation)
- Prospect Engagement
 - competitive RFPs
 - relationship based
 - everything in between
- Proposal Strategy and Development
- Solicitation
- Stewardship



Proposal Strategy and Development – which kind of account?

- We often don't know in advance! But most (not all) corporate and foundation awards have terms involved, and most (not all) of those are managed by NU-RES.
- We try **not** to involve the sponsor or donor in the question of which award mechanism we use – this is an internal decision.
- For any project specific proposals, we encourage faculty to work with their pre-award team before articulating budget estimates to sponsor.

Gift Accounts

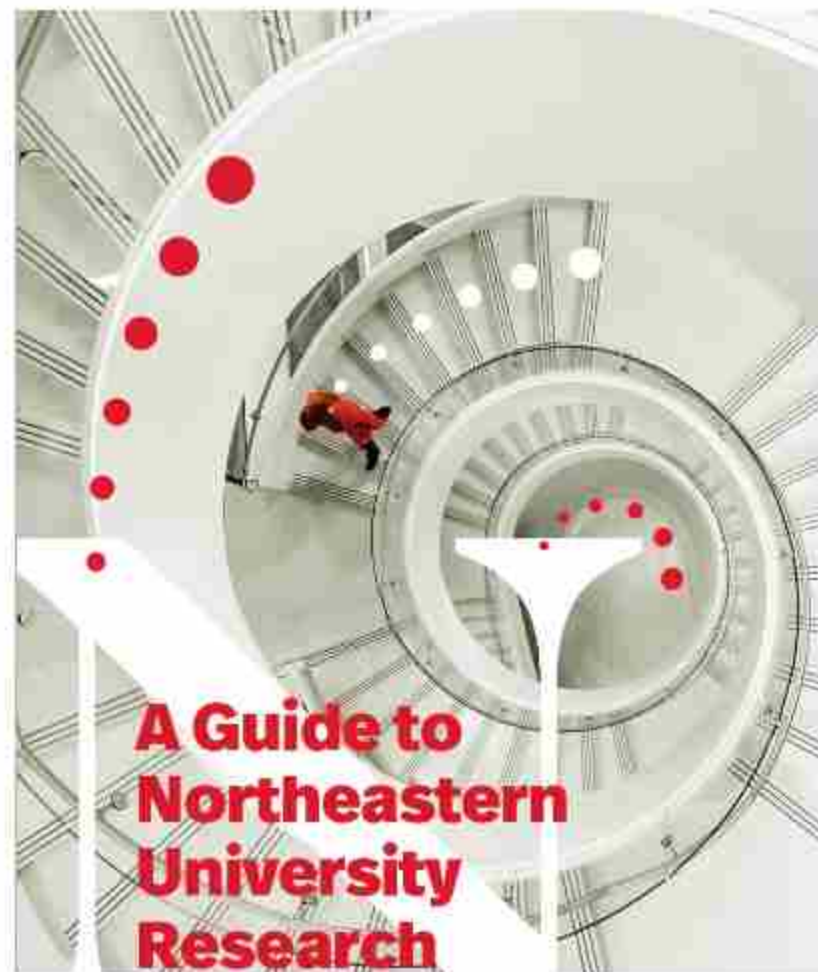
Some levels of analyses for Gift Account determinations

- Are the **award terms** consistent with our University guidelines for philanthropy?
- Does the **management of the funds** require substantial effort, or submitting detailed or frequent financial reports?
- Will the funds be used for activities that require **compliance oversight**?
- Are the funds intended for **scholarships**?

What is Research Development?

Our Vision

Research Development empowers world class researchers through facilitation and partnership to solve global challenges and amplify the impact of the Northeastern University research enterprise.





Our Goals for Research Development at Northeastern



- Convene research leaders and nurture partnerships
- Respond to the evolving funding landscape
- Serve as leaders for equity, inclusion and societal impact



Research Development Team



Research Division (Central)



Kim Holloway, Ph.D.

College of
Arts, Media & Design



Karen Drew

College of
Engineering



Zac Perry, Ph.D.

College of
Engineering



Liz Allen, Ph.D.

College of Science



Trish Curtin

Khoury College of
Computer Science



Jenna Horan

Bouvé College of
Health Sciences



Katherine Calzada



Mariah Nobrega



Jessica Chace, Ph.D.



Vance Blankers, Ph.D.



Andrea Stith, Ph.D.



Melinda Boehm, Ph.D.


Assessing the Federal Funding Landscape

- Partnership with NU Government Affairs and Lewis Burke Associates
- Workshops for faculty about new programs and opportunities (e.g. ARPA-H, NSF TIP Directorate)
- Convene external partners to pursue new collaborations
- Advise and support faculty in responding to funder priorities and review criteria

Interfacing with funding agencies

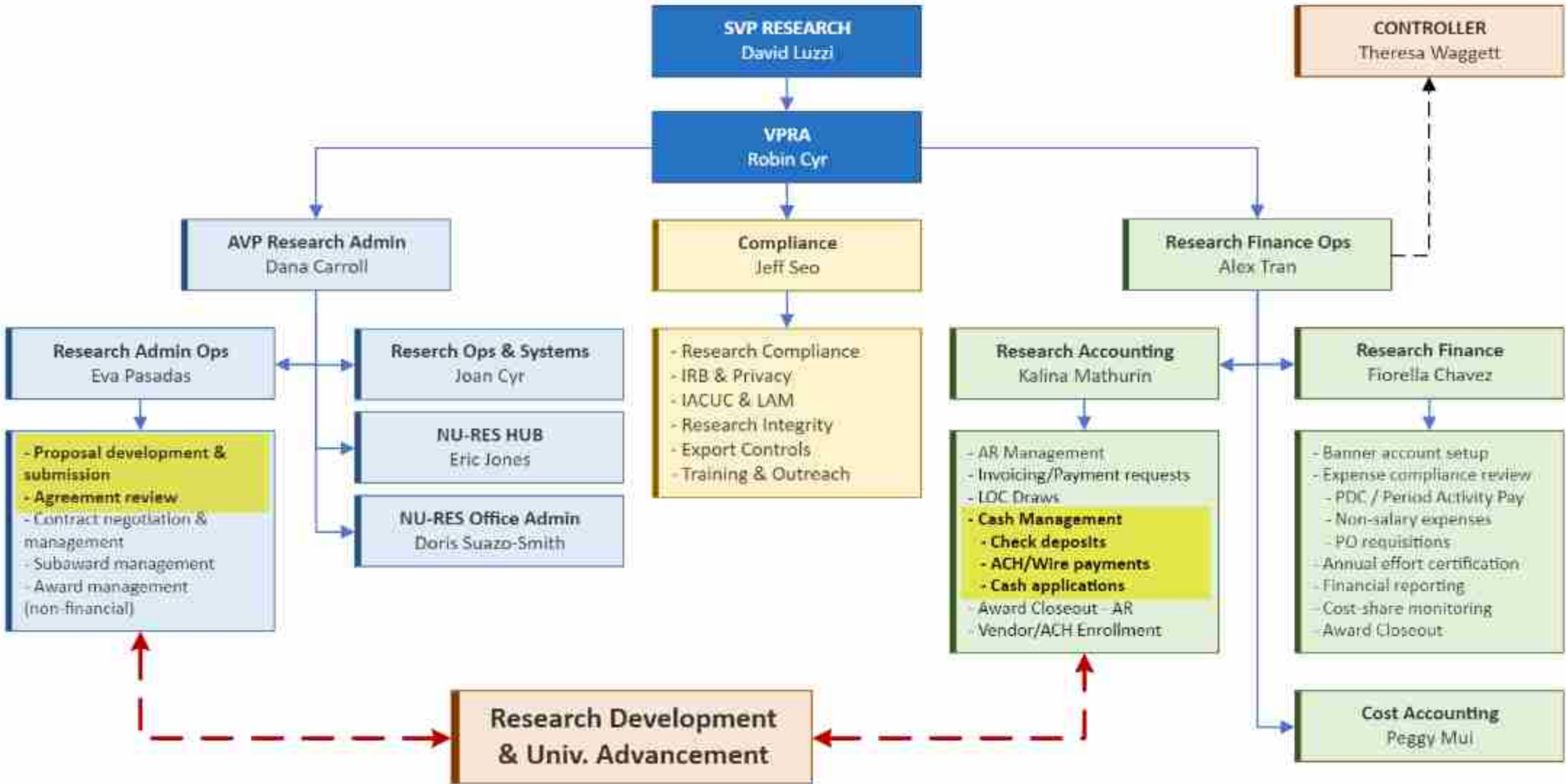
- We help faculty prepare to discuss their research with Program Officers, can sit in on meetings and take notes
- We provide agency-specific templates for 1-page research overviews to share with Program Officers: [Templates for Handouts to Funders and Program Managers.pptx](#) ([sharepoint.com](#))
- We coordinate DC visits for early career faculty to meet with Program Officers

Best Practices: Budget Development for Public Research Funding

- RD can advise on aligning budgets with scope of work and sponsor intent
 - Relationship management and advance planning are key for subaward agreements
 - Begin approval process for cost sharing (cooperative agreements) early
 - RD can support PIs in obtaining vendor quotes and general industry partnership stewardship
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NU-RES Functional Areas



Financial Management

Advancement – NU-RES Overlap

- Ledger 5 review
 - How funds are counted toward philanthropic fundraising goals
 - Agreement review elements
- Pledge accounts receivable tracking
 - Coordination with Gift Processing
- Official university tax receipts & acknowledgement letters to donors



Financial Management

Advancement & NU-RES Collaboration

- NU-RES Research Accounting manage Invoicing and Cash Management
 - Banner Billing
 - Payment application against Research AR
- Advancement processes payments for ledger 5 when...
 - Payment received in Advancement bank account
 - Paper check payment received directly by Advancement
 - Payment received in Research bank account **before** ledger 5 fund is set up **and** the donor requires tax acknowledgment
- Coordination between NU-RES Cash Management & Advancement
 - Ensure payments are not double-accounted in Banner
 - Payments processed directly by Advancement
 - NU-RES books AR, use back-end process to book payment against AR
 - Payment will not be reflected on AR/payment reports until applied in Research AR module
- Payments processed by NU-RES (Advancement needs to count)
 - Back-end process without accounting impact in Banner



Collaboration Success Stories

- State agency grants
(e.g. Mass Life Sciences Center,
Massachusetts Technology Collaborative)
- Pharmaceutical Post-Doctoral Fellowship
Program – PharmD
Bouve College of Health Sciences
- Invitations and nominations
(e.g. Allen Foundation)



Thank you!

