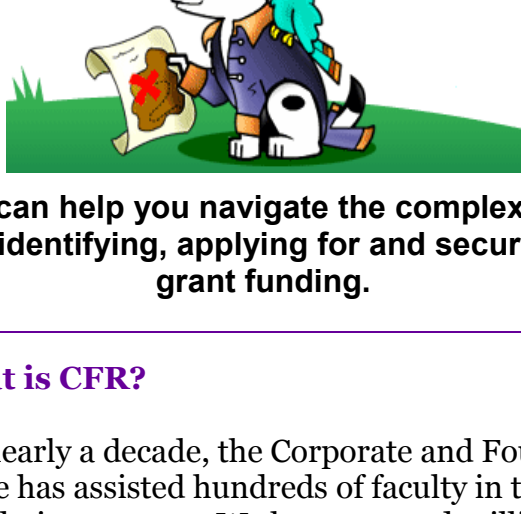


**Don't go it alone...**



**We can help you navigate the complexities of identifying, applying for and securing grant funding.**

**IN THIS ISSUE**

- WHAT IS CFR?
- FACULTY TESTIMONIALS
- RESOURCES AVAILABLE
- CLEARANCE PROCESS
- PROJECT FUNDING
- G.I.F.T. CENTER
- MEET THE TEAM

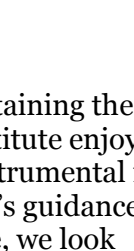
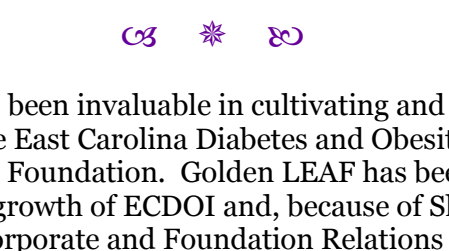
**What is CFR?**

For nearly a decade, the Corporate and Foundation Relations (CFR) Office has assisted hundreds of faculty in their quest for corporate and foundation support. We have secured millions of dollars to enable the "mission doers" of East Carolina University to:

- Help young adults with learning differences to succeed in college
- Search for the underlying causes of diabetes and obesity and develop innovative treatments
- Provide scholarships to a historically underserved but greatly deserving group of people—those with demonstrated financial need and proven academic potential
- Develop and provide school-based case management services to children with chronic illnesses throughout eastern North Carolina
- Build a new Family Medicine Center—a critical component in addressing the shortage of primary care doctors.

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.

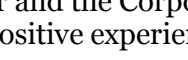
Our veteran staff, with more than 40 years of development and communications experience, helps faculty to navigate this process and to tell compelling stories that ultimately lead to support.



"The Corporate and Foundation Relations Office continues to be a tremendous asset to our fund raising efforts. The staff provides great insight and substantive direction relative to both resource identification and proposal development in support of our programs. Most importantly, the Foundation staff is committed to understanding our programs, priorities and resource needs which has allowed them to make referrals that led to significant grant awards for our office."

**Kenny Flowers**

Director, Community and Regional Development ECU Office of Engagement, Innovation and Economic Development



"Sharon Hamilton has been invaluable in cultivating and maintaining the strong relationship the East Carolina Diabetes and Obesity Institute enjoys with the Golden LEAF Foundation. Golden LEAF has been instrumental in the development and growth of ECDOI and, because of Sharon's guidance and the work of the Corporate and Foundation Relations Office, we look forward to the prospect of continued support from Golden LEAF."

**P. Darrell Neuffer, Ph.D.**

Director  
East Carolina Diabetes and Obesity Institute  
Professor  
Exercise and Sport Science &  
Department of Physiology  
Brody School of Medicine



"Working with Tricia Reidinger and the Corporate and Foundation Relations Office has been an incredibly positive experience - especially for someone new to grant-writing.

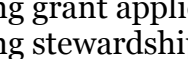
Completing a quick *Project Concept Form* describing my funding interests and meeting with Tricia was time well spent. Tricia took the time to read the concept forms, talk with me, and really understand the purpose and goals of the projects. She followed up by sending descriptions of several potential funding opportunities, and continues to do so now when she learns of new prospects.

The best part is that these updates are always right on point with my interests! Tricia also worked closely with me throughout the grant application process. At one point, she traveled with me to meet with a foundation representative - providing encouragement, support, and solid advice. That grant was funded. Now, each time I have an idea for a project (big or small) that requires funding, I complete a Project Concept Form and send it to the Corporate and Foundation Relations Office.

This is a wonderful resource for faculty members at ECU! It's worth the small amount of time and effort it takes to touch base with someone like Tricia who constantly looks for potential funding opportunities for the work we want to do."

**Dr. Sarah Williams**

Project STEPP  
Program of Special Education  
Department of Curriculum & Instruction



"Sharon and Tricia are a great asset to the Corporate Foundation Office. They are extremely knowledgeable in the nuances of private funding and work with the faculty/investigator every step of the way to ensure a successful application. They make it easier on the faculty to get funded and are always willing to seek out Foundation funding opportunities."

**Sara G. Grossi, DDS, MS**

Department of Pediatrics



"Although I was a faculty member with no prior grant-seeking experience, I was able to secure funding for my current research project with the help of Tricia and my college representative. A bonus is that Tricia periodically forwards information about funding opportunities to me now that she is familiar with my research project goals."

**Dr. Elizabeth Swaggerty**

Reading Education Faculty  
College of Education



"I find supporting the Corporate and Foundation Relations Office with kind words to be easy. Simply, I believe had it not been for the guidance of Sharon Hamilton, particularly in regard to shaping the narrative of our application, we would not have received a \$247,000 grant from KBR Charitable Trust. I found the Office's attention to both large and detail issues to be quite comforting during the stressful time of submitting a grant application."

**Paul Toriello, RhD, CRC, CCS, LCAS**

Associate Professor & Director of Doctoral Programs  
Department of Rehabilitation Studies

**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 cover a wide range and include:

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

We are always 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, to maximize your chances for success.

The CFR team works closely with the Office of Sponsored Programs (OSP) to coordinate grantseeking 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.

**Clearance Process**

The purpose of the clearance process is to coordinate ECU's fundraising efforts to maximize the available resources.

Clearance helps to ensure that faculty members have the best chances of being awarded grants and not being excluded from competition because of institutional miscommunication.

The clearance process ensures that only one investigator - the one who has been granted clearance - can approach a corporation/foundation at a given time. The clearance process also gives us the opportunity to provide faculty and staff with additional information that we may have about the foundation in an effort to help an investigator successfully secure an award.

If you are interested in applying for funding from a private foundation or corporation, you must contact the Corporate and Foundation Relations Office before submitting a proposal.

If you have a project that needs funding or know of an available grant you would like to apply for, contact the CFR team.

**What is a Fundable Project?**

Faculty and staff bring many different ideas to the Corporate and Foundation Relations 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, an *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 are generally not fundable.

Faculty and staff can discuss their ideas with corporate/foundation relations staff who can assess the "fundability" of a project, and give advice on how to proceed.

The first step to begin your search for corporate and foundation support is completion of the **Project Concept Form**.

The purpose of this 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.

The result of this exercise will be helpful in the overall prospect identification and proposal development process.

The Project Concept Form can be downloaded at this web address: [http://www.ecu.edu/cs-admin/devt/upload/Project\\_Concept\\_Form-ONE\\_PAGE.pdf](http://www.ecu.edu/cs-admin/devt/upload/Project_Concept_Form-ONE_PAGE.pdf)

**The G.I.F.T. Center**  
Grant Information – Funding for Tomorrow

**ARE YOU SEARCHING FOR A FUNDER FOR YOUR PROJECT? MAKE AN APPOINTMENT TO EXPLORE THE G.I.F.T. CENTER.**

The mission of the G.I.F.T. 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 non-governmental grants.

The G.I.F.T. Center is located in the Greenville Centre. Appointments are required. Please call Tricia Reidinger at 737-1820 or email [reidingerp@ecu.edu](mailto:reidingerp@ecu.edu) to schedule a convenient time for individual instruction.

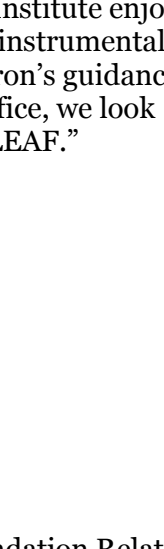
*We look forward to working with you!*

**Meet the Team**

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**PLEASE NOTE:**

This is a Special Edition of the CFR Connections Newsletter. If you would like to be added to the monthly funding opportunities e-mail list, please reply to [reidingerp@ecu.edu](mailto:reidingerp@ecu.edu) with the words "add to list" in the subject line.

