

**University of Florida Foundation, Inc.
Corporate and Foundation Relations**

Policy #: 2.06
Effective Date: September 8, 2007
Responsible Department: Administration

1. PURPOSE

To provide for effective, coordinated management of corporation and foundation fundraising.

2. APPLICABILITY

All faculty, staff, development officers, and volunteers engaged in solicitations from the corporate and foundation sectors.

3. POLICY

Corporate and Foundation Relations (CFR) is responsible for enhancing the University's relationships with corporations and foundations, and for coordinating fundraising strategies, proposals, and solicitations to the corporate and foundation sectors. Effective, coordinated management of corporate and foundation fundraising is increasingly requested by many donors. In order to maximize the University's chances for receiving such support, and recognizing that the optimum results will often come from joint efforts involving the colleges and units, their development officers, and the appropriate deans or directors, CFR will assist and advise all unit development officers in effective cultivation and solicitation strategies, and, where appropriate, assist with proposal development.

CFR will work closely with other University administrative units that interface regularly with corporations – including research, vending, and student recruitment – to leverage effectively a company's total involvement, generate increased financial support, and develop comprehensive, long-term university-corporate partnerships.

All faculty, staff, development officers, and volunteers are encouraged to work with CFR to coordinate development efforts to ensure effective solicitations. Development officers are asked to utilize CFR as a resource in planning communications and strategies. Using CFR as a resource will ensure that the proposed project or solicitation meets the donor's guidelines and interests, and also prevent multiple simultaneous solicitations of a particular prospect.

CFR maintains an updated list of the University's key multi-unit corporate and foundation prospects. Development officers are encouraged to assist CFR in updating these records. Faculty, staff, and development officers having ongoing or potential relationships with

these prospects are encouraged to collaborate with CFR in developing solicitation strategies.

4. **CLARIFICATION**

Requests for clarification of this policy should be sent to the Assistant Vice President, Corporate and Foundation Relations (cneedles@uff.ufl.edu).

Certified as approved by the Executive Committee of the UFF Board of Directors on:
September 8, 2007

A handwritten signature in black ink, appearing to read "Susan G. Goffman". The signature is written in a cursive style with a large, looping initial "S".

Susan G. Goffman, Secretary

Revision history: Original version