

Developing and Maintaining Corporate Sponsorship

Arizona Project WET

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Arizona Project WET History

- Began in 2000 with funding for the City of Phoenix
- Water Festival Program instrumental to program expansion (contributions from over 70 organizations over last decade amount to \$357,224)
- Arizona Department of Water Resources became a major funder in 2002
- Other Arizona Department of Environmental Quality, city water departments, Salt River Project and Central Arizona Project coming onboard as well
- APW thrives and expands



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Economic Downturn

- In 2008, the ADWR money is pulled due to a state budget crisis
- By the end of 2010, no new funding was available from ADEQ
- June 2011, 5 year million dollar contract with the City of Phoenix ends and due to a rate increase and an election, no new RFP is issued



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The Need

- Diversification of our funding base

The Question

- How do we attract Corporate sponsorship?
- Is it different than governmental sponsorship?

The Answer

- Yes, a corporation is a business with its own mission and goals



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Corporate Giving

Corporate Grants

- Money from the business
- Typically looking for shared value
- e.g. James Bernard at Microsoft (a keynote speaker at the Sustaining the Blue Planet Conference) wants to sell computers and thus teaches people to use them.

Company Foundations

- Company funded
- Addresses a public good/societal issue
- Aligned with business values
- No direct benefit (return on investment) back to the business



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The Bottom Line

So why would a corporation want to invest in an education program?

- They would want to be regarded as a corporate citizen.
- They would want to be known as a positive force in a community, city, state and/or world.

This is positive marketing and it is smart business.



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What do Corporate Sponsors want?

- Return on investment
- Positive publicity/exposure
- Evidence that funding is making a difference
- Reportable numbers
- Real life stories of change
- Promotion of their name (branding and logo)



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How can we attract corporate sponsors?

- **Find your niche.** What you do in education is very different from what corporations do. Discover the essence of what you do best and express it clearly. Have facts and figures that back up your story.
- **Search for corporate sponsors that have an interest in what you do.** Many have interests in education; while some specify STEM education or Environmental Education etc.
- **Research whether they have charitable contribution funds that can be applied for.** Some funds allow you to apply if you see a fit, while some will only accept requested proposals.
- **Respectfully correspond.** Whether it's a formal letter, a phone call, or even talking to a connection in the corporation, get the word out that you have a program that they may be interested in. Inquire as to the best way to inform them about this program.
- **Follow proposal guidelines exactly.** If they ask for no more than 5 sentences don't include a sixth even if it's only three words!
- **Stay in touch by respectfully inquiring about your proposal.** The fund manager that we worked with had been in 6 countries in 7 days when I spoke with her one time. Make yourself available on their schedule!
- **Send gratitude.** Be gracious and be conscious about sending your thanks even for a conversation.



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Finding Your Niche: Three Questions to Ask Yourself

1. Why us?
2. Why now?
3. Why this corporate partner?

Borrowed from Tom Ahren's, *Making Your Case* presentation, 2010



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Why Us?

- What are we doing that's so uniquely wonderful, surprising, great?
- What's our promise?
 - Statewide leader in relevant, research-based water resources education for Arizona



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Why now?

- What's the big hurry? What has changed? Why is this crucial now?
 - Sustained drought
 - Reduced Colorado River flow
 - Regional population growth
 - U.S. falling behind in STEM subjects



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Why this Corporate Sponsor?

- Why are donors/sponsors critical to your vision?
- Research: How does your vision connect with their stated goals (tagline) for a better world?
- What are shared emotional triggers?
 - U.S. Economy - need to maintain our competitive edge as a world leader in a global workforce.
 - Health - World needs people to solve environmental challenges



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Marketing Yourself ... creating an Elevator Speech

1. Does it make people want to be a part of your vision?
2. Is there urgency?
3. Is what you do obviously unique?
4. What is the intended impact?
5. Is there drama? Intrigue?



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So you love our state?

Help us ensure that today's students become tomorrow's leaders, with the knowledge and passion to promote responsible water stewardship. Sustained drought, projections for reduced Colorado River flow and nearly 30% population growth in the last decade have put significant strain on our state's water supply. Distressingly, of the 30 most wealthy and technologically advanced nations in the world, the United States ranks 21st in science literacy and 25th in math literacy. As the state leader in water education, Arizona Project WET at the University of Arizona is working at the nexus of science and society to prepare our future leaders.

You can respond to the critical need by joining us to develop inquiry process and 21st century skills and **STEM** subject knowledge in our students. Our nation needs students that will become **Scientists, Technologists, Engineers**, and **Mathematicians** who communicate effectively, think critically and learn collaboratively to create the new ideas, new products, and entirely new industries of the 21st century. STEM education for all students will enable the U.S. to compete in a global workforce, maintain our competitive edge as a world leader and solve environmental challenges.

With *your* help, Arizona Project WET:

- Supports teachers through professional development
- Educates students through real-life experiences
- Connects communities with K-12 schools and students

...providing the most relevant, research-based water resources education in Arizona.

We know you love our state. Together we can prepare the next generation of leaders to address the challenges of their time for living in a healthy and sustainable environment.



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Corporate Sponsorship Facts and Figures



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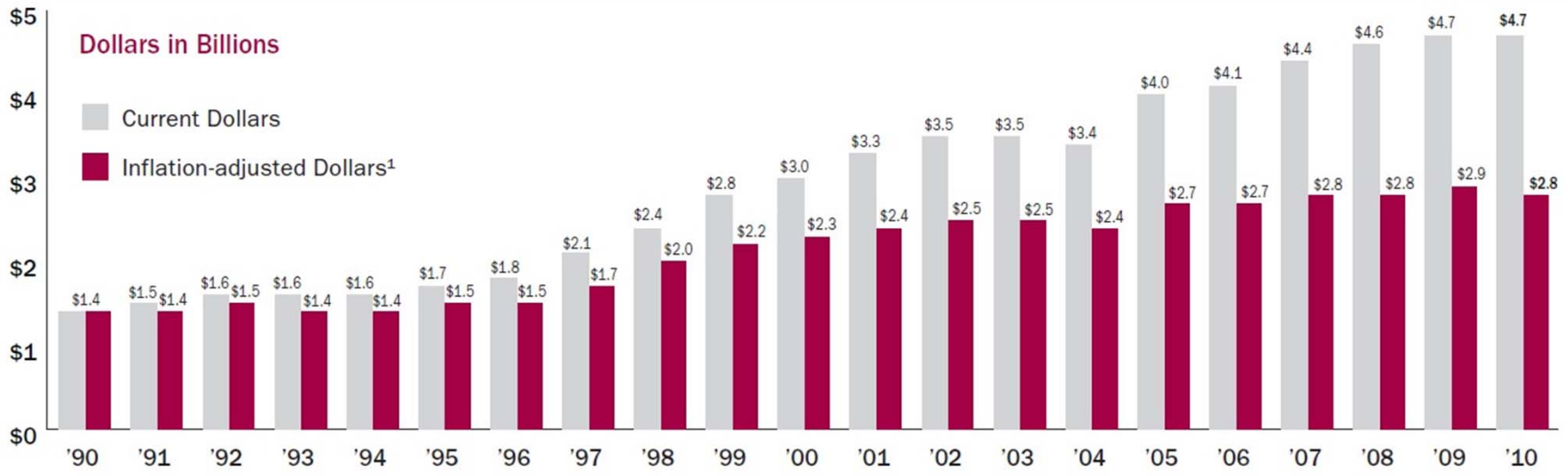
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Developing Corporate Sponsorship

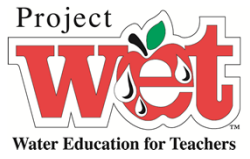
Inflation-adjusted corporate foundation giving has remained flat in recent years



Note: Figure estimated for 2010. Excludes giving by corporate operating foundations.
 1Constant 1990 dollars based on annual average Consumer Price Index, all urban consumers (Source: U.S. Department of Labor, Bureau of Labor Statistics, as of February 2011).

Foundation Center, April 2011

Corporate sponsorship has remained steady while agency funding has dropped!

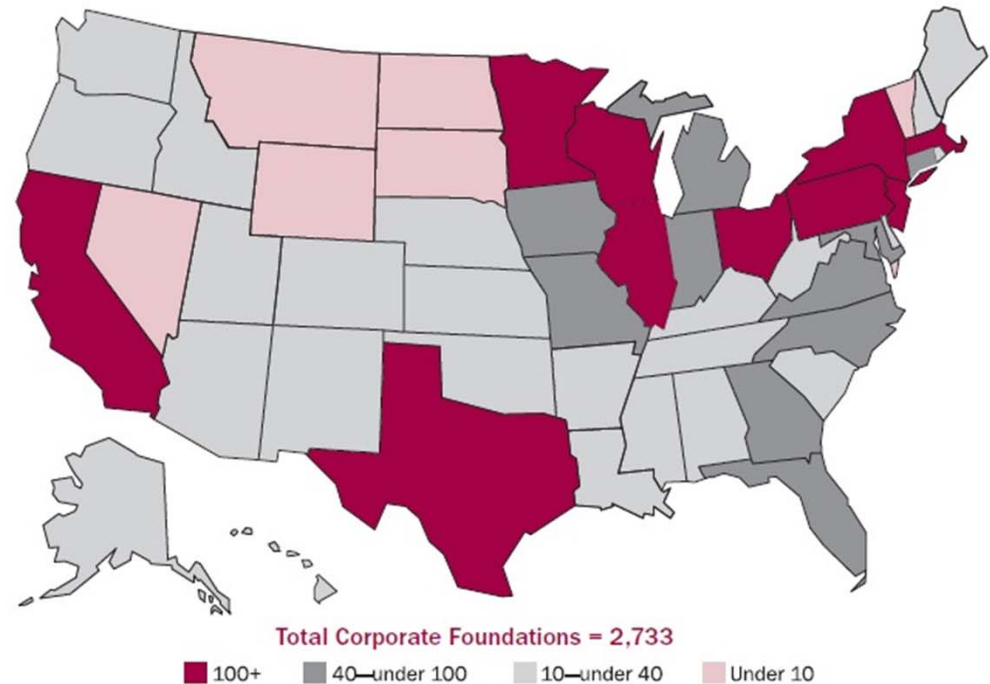


Corporate foundation locations

Summary 2009 Statistics for Corporate Foundations, continued

Corporate Foundations by State, 2009

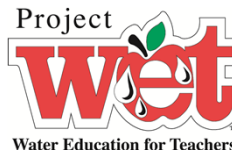
- Look for:
 - Corporate head quarters
 - Manufacturing facilities
 - Distribution centers



Foundation Center, April 2011



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Regional giving patterns

Education was a top priority of corporate foundations in three of the four major regions in 2009



Note: Based on a sample of 193 larger corporate foundations. Excludes giving by corporate operating foundations.
¹Includes civil rights and social action, community improvement and development, philanthropy and voluntarism, and public affairs.
²Includes religion and the social sciences.

Foundation Center
April 2011



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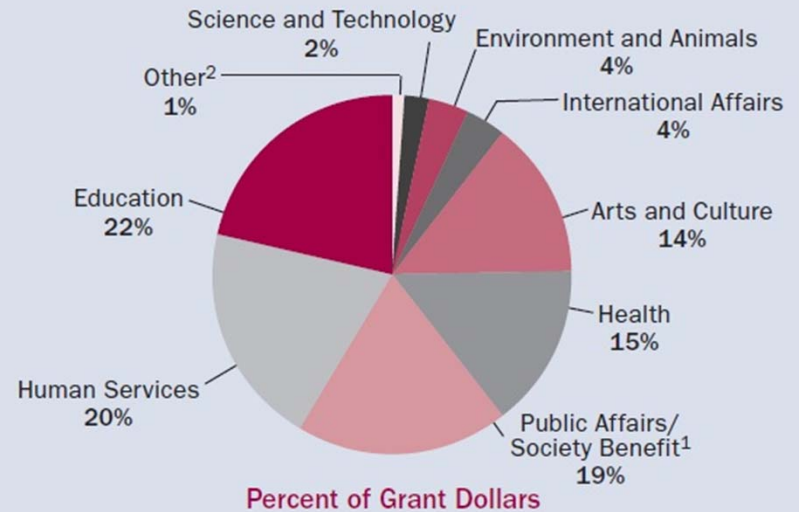
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Giving patterns by sector

- Know what you do best and how to market your program to fit into a **foundation's personal priorities**
- Priorities of foundations often tie more to the **needs of a community** and the **social/environmental impacts** of a corporation than on the actual product/services they offer.
- Water conservation education sells well in an arid region like Arizona, but water supplies are limited all over the world!

Education and Human Services were the top priorities of corporate foundations in 2009



Note: Based on grants of \$10,000 or more awarded by a sample of 193 larger corporate foundations. Excludes giving by corporate operating foundations.

¹Includes civil rights and social action, community improvement and development, philanthropy and voluntarism, and public affairs.

²Includes religion and the social sciences.

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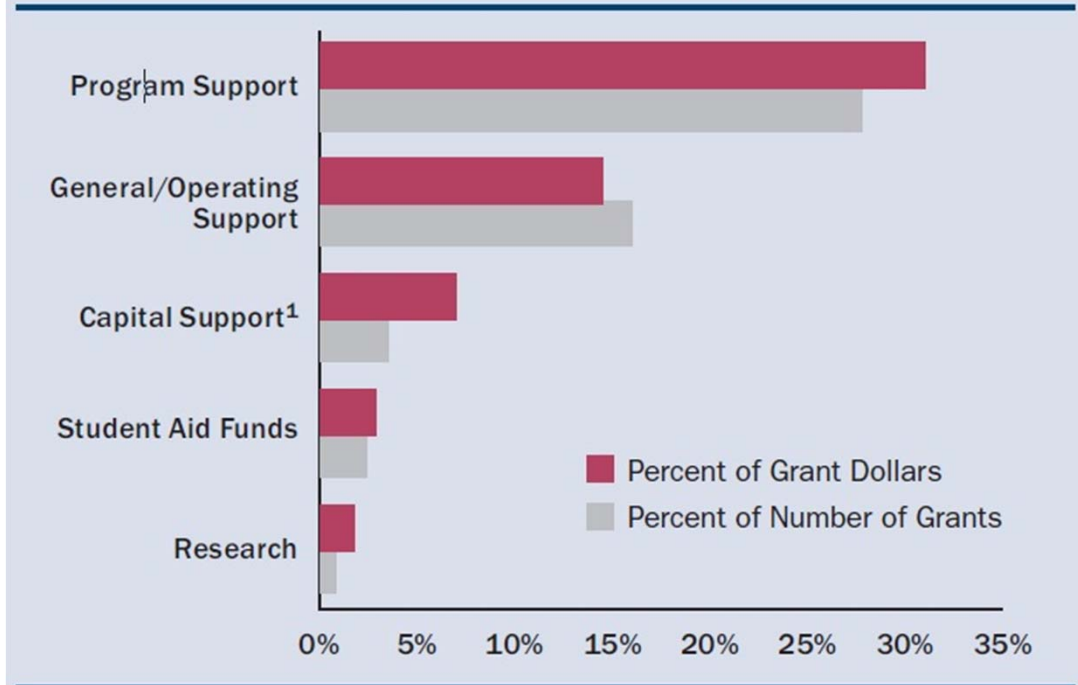
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Giving patterns by support type

- Emphasis on **specific results**
- Provide funding to **support those results**
- Less inclined to support research and student aid funds with less defined results

Nearly half of all corporate grants provided program or operating support in 2009



Note: Based on a sample of 193 larger corporate foundations. Nearly half of grant dollars and grants could not be identified by type of support. Excludes giving by operating foundations.

¹Includes endowment funds.

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Who's giving?

Top 25 Corporate Foundations by Total Giving, 2009

Foundation	State	Total Giving ¹	Qualifying Distribution ²	Assets	Fiscal Date
1. Sanofi-Aventis Patient Assistance Foundation	NJ	\$321,376,881	\$321,376,881	\$ 0	12/31/2009
2. Bank of America Charitable Foundation	NC	186,149,230	186,149,230	25,110,853	12/31/2009
3. Novartis Patient Assistance Foundation	NJ	177,195,258	177,195,258	19,844,478	12/31/2009
4. GE Foundation	CT	103,573,293	105,072,677	22,187,320	12/31/2009
5. Wachovia Wells Fargo Foundation	NC	99,435,085	99,435,085	83,546,364	12/31/2009
6. JPMorgan Chase Foundation	NY	77,145,399	77,145,399	77,079,283	12/31/2009
7. ExxonMobil Foundation	TX	73,544,150	73,882,599	61,693,236	12/31/2009
8. Wells Fargo Foundation	CA	68,367,615	68,367,615	314,171,569	12/31/2009
9. Citi Foundation	NY	66,507,524	66,508,299	60,195,428	12/31/2009
10. Verizon Foundation	NJ	56,289,332	65,077,811	241,741,456	12/31/2009
11. Johnson & Johnson Family of Companies Contribution Fund	NJ	49,556,298	49,558,298	8,647,433	12/31/2009
12. Merck Company Foundation	NJ	42,238,719	42,867,239	332,720,965	12/31/2009
13. Coca-Cola Foundation	GA	40,968,382	40,968,382	119,126,648	12/31/2009
14. Intel Foundation	OR	40,481,300	40,590,568	66,657,695	12/31/2009
15. MetLife Foundation	NY	39,465,498	39,465,498	110,366,885	12/31/2009
16. UPS Foundation	GA	38,913,155	38,930,361	1,563,822	12/31/2009
17. AT&T Foundation	TX	38,176,693	38,177,734	68,650,008	12/31/2009
18. BP Foundation	TX	37,210,977	38,411,733	115,121,028	12/31/2009
19. California Physicians' Service Foundation	CA	34,725,931	38,887,152	54,545,476	12/31/2009
20. Abbott Fund	IL	34,202,053	43,580,165	171,252,256	12/31/2009
21. Caterpillar Foundation	IL	31,239,085	31,675,129	32,093,038	12/31/2009
22. Eli Lilly and Company Foundation	IN	30,345,734	30,345,734	68,512,626	12/31/2009
23. Boeing Company Charitable Trust	TX	30,053,296	30,053,296	12,110,504	12/31/2009
24. PNC Foundation	PA	29,694,921	30,632,837	183,609,085	12/31/2009
25. Nationwide Foundation	OH	27,990,598	28,173,159	110,375,913	12/31/2009

Foundation Center,
April 2011



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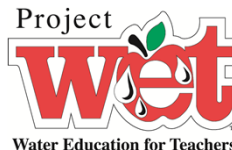
Foundation	Investing
Pfizer	3.0 billion
Oracle	2.3 billion
Merck	1.0 billion
Abbott	625 million
Microsoft	504 million
Wal-Mart	446 million
Bristol-Meyer-Squibb	418 million
Eli Lilly	374 million
Google	198 million
IBM	150 million
Safeway	130 million
Cisco	97 million
Kroger	95 million
Kraft Foods	60 million
Baxter	48 million
ConAgra Foods	20 million
Staples	20 million
CVS Caremark	20 million
Marriott	17 million
Tyson Foods	10 million
BJ's Wholesale Club	9 million

Companies that made 50% or more of donations in products in 2010

Christie Garton, USA Today, 7/25/2011



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Abbott/Abbott Fund Story

- APW partnership with the Abbott Fund began in 2009
 - Have remained primary funder of APW in Pinal County for 3 years
 - Incredible local in kind support and strong relationships
 - Financial support from Abbott Fund



Arizona Project WET
Implementation Team



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The Abbott APW Partnership Goal

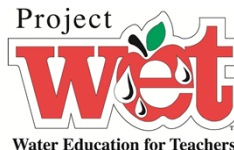
“To increase water conservation awareness to all community stakeholders.”

Students:

- Facilitate teacher professional development that introduces relevant water concepts and changes in-classroom instructional practices,
- Facilitate 4th grade water festivals with Abbott employee participation,
- Facilitate family science nights with Abbott employee participation
- Facilitate the school water audit program with at least one middle school teacher and class.
- Facilitate Water Scene Investigators in schools and 4-H clubs throughout Pinal County



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Goal Cont.

Community:

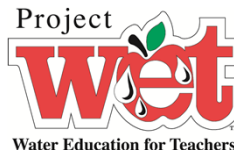
- Participation in community events that engage adults and children in thinking about water conservation while participating in a fun event.
- Publication of monthly Xeriscape articles through Pinal County Master Gardeners.
- Coordination of first Pinal County Water Education Brown Bag series

Business:

- Provide business incentive programs for saving water.
- Participation in Chamber of Commerce events.
- Connect local business leaders to water education through volunteer opportunities



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Keys to Our Success

- Articulating what we do and how we do it better than anyone else
- A detailed work plan with clear objectives
- Regularly set meetings (especially in the beginning)
- Devising quantifiable metrics upfront
- Tracking participant data and follow-up
- Building strong relationships
- Flexibility to achieve mutual goals that benefit the community



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The Outcomes

- Through targeted education programs (community, K-12, residential, and business) a projected water savings of **2,372,671 gallons of water** annually was realized due to the installation of water conserving devices.
- **20+** community, business and school **partnerships** are in place.
- **68 teachers** have engaged in PD (8 to 32 hours each) affecting **2,225 students** annually.
- **5,000 students** have engaged in effective water education programming.
- **10 community action projects** are underway.



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The Corporate Sponsorship Opportunity

- You are a corporation's chance to show the community they care – *and they want to make a difference!*
- Their priority is **investment in the community...**
- You have the effective **programming ...**
- Together you can make a **positive impact** in your community.



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Building Trust - Building Relationships

- Understand that by investing in your programs, they are **gambling on you!**
- **Involve them!** They want to be visible!
 - Regular meetings
 - Quality training to facilitate learning
 - Volunteer opportunities
- Keep your program's mission in mind, but **know their needs.**
 - **Meet their needs!** Corporations are results driven.



Through collaboration you can pool your strengths with the strengths of others and really **make a difference!**



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Our Responsibilities

Our job was to assist Abbott in becoming an education and water conservation **leader** in the community.

We:

- committed fully to the partnership
- worked hard to improve water education and conservation in the community
- attracted media attention to celebrate success
- thanked Abbott and continue to do so!



Through partnership everyone wins!



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<http://cals.arizona.edu/arizonawet/teachersupport/swap>



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