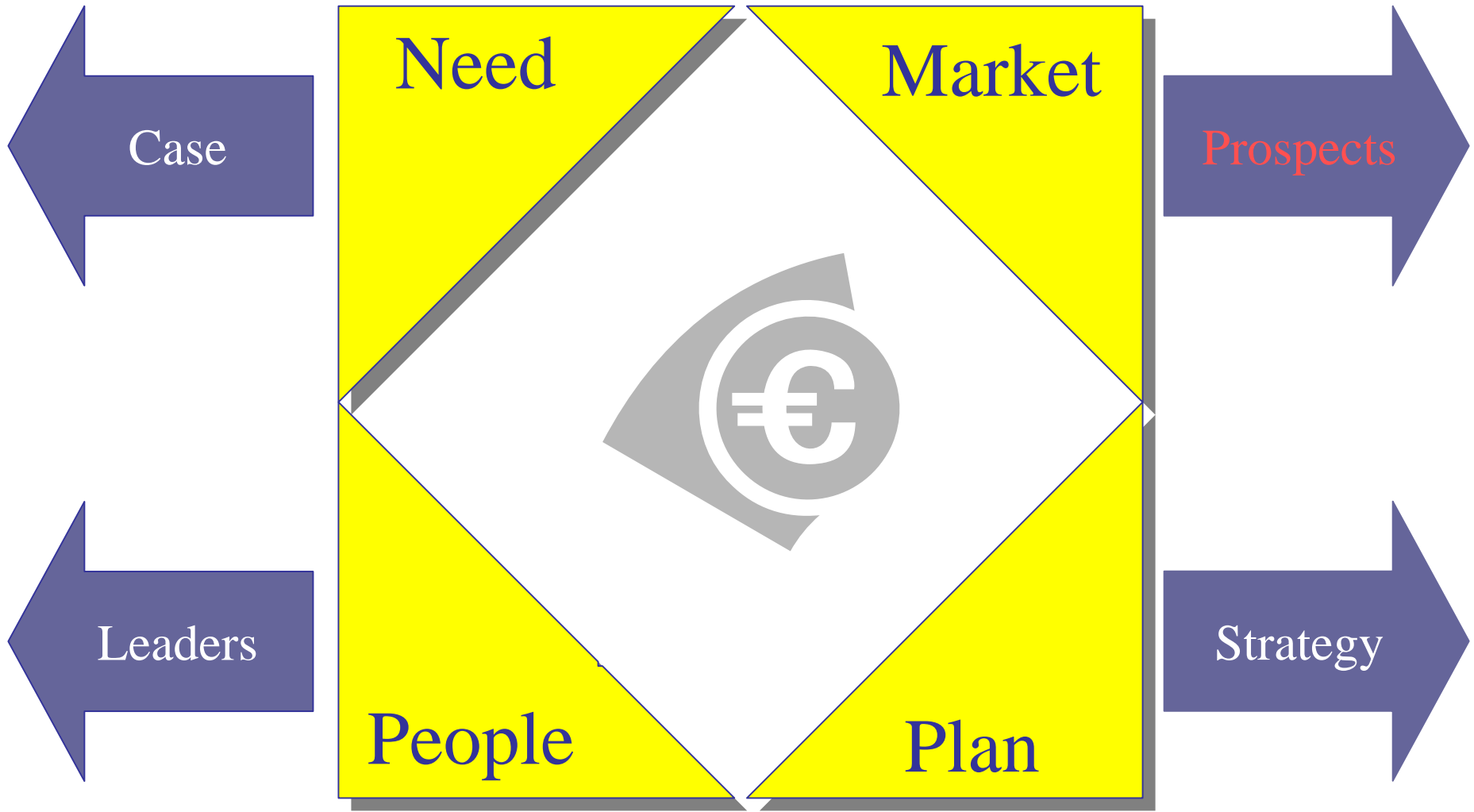
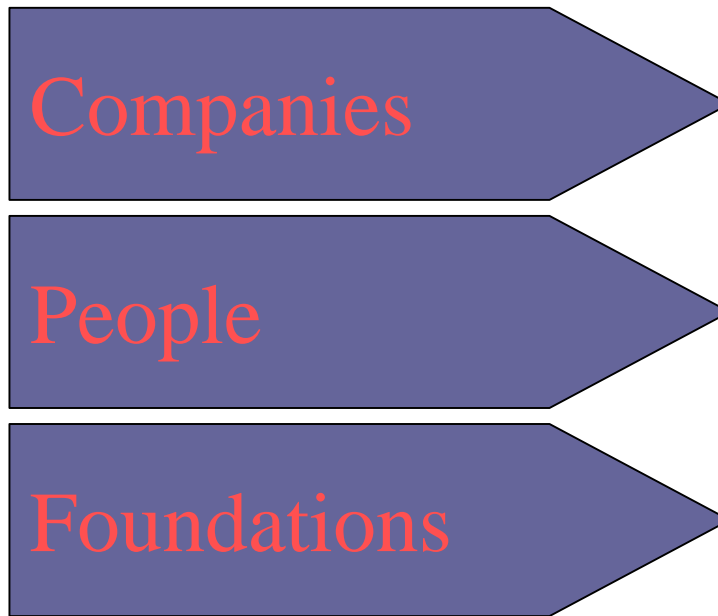


# Strategic Philanthropic Funding Sources for University Research

How to find  
them?



# Strategic Private Sector Funding Sources



# Bernard Arnault (France)

- President of LVMH Group
- Studied at Ecole Polytechnique (promotion 1969)
- Philanthropist (Health, humanitarian aid, arts)
- Fondation LVMH

# Why Research?

- Understand markets
- Segment
- Be more effective
- Reduce costs/risks

# Is it worth the effort?

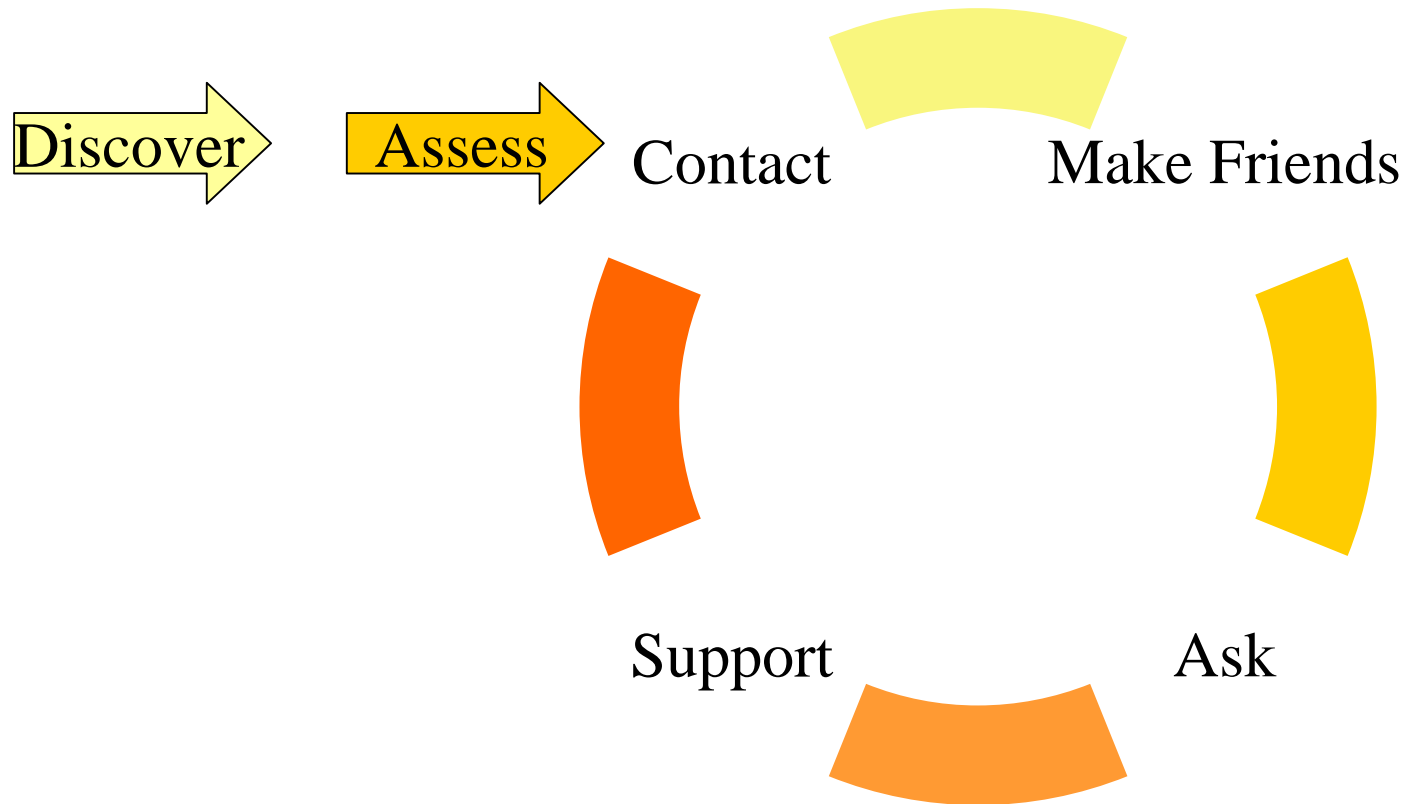
- INSEAD (France)
  - 1992 - 2000 Campaign: €113m
  - 2004 - 2009 Campaign: €80,6m (Oct. 2005)
  - Largest gifts from alumni:
    - €5m by Rudolf Maag to support research in entrepreneurship (Dec. 2005)
    - €5m by André Hoffmann to support research in global family enterprise (Nov. 2004)

Source; [http://www.insead.edu/campaign/news\\_info/index.htm](http://www.insead.edu/campaign/news_info/index.htm)

# Is it worth the effort?

- Solvay Business School (Belgium)
  - Campaign launched 2002 for SBS fund: €17m (Nov.2005)
- Université catholique de Louvain (Belgium)
  - Fondation Louvain 3-year campaign: €25m
- Université catholique de Lille (France)
  - €5,3m

# The Fundraising Cycle



# Discover

## Internal Research

- Databases
- Contact lists
- Colleagues' mind
- Networks

## External Research

- Directories
- Foundation associations
- Corporate citizenship
- Chambers of Commerce
- “Competition”
- Press

Prospect Hypothesis

Prospect Pool

# Assess



# Companies Sources

- Business directories
  - [www.kompass.com](http://www.kompass.com)
  - [www.transnationale.org](http://www.transnationale.org)
- Professional bodies
  - [www.cci.be](http://www.cci.be)
- Management lists
  - [www.topmanagement.net](http://www.topmanagement.net)
- Corporate Citizenship
  - [www.csreurope.org](http://www.csreurope.org)
  - [www.admical.org](http://www.admical.org)

# HNWIs Sources

- Biographic directories
  - [www.whoswho-sutter.com](http://www.whoswho-sutter.com)
- Alumni directories
- Who owns Whom
  - [www.dnb.com](http://www.dnb.com)
- Rich lists
  - [www.bilanz.ch](http://www.bilanz.ch)
  - <http://lemagchallenges.nouvelobs.com>

# Foundations Sources

- Directories
  - International Foundation Directory, Europa
  - [www.fondations.com](http://www.fondations.com)
- European Foundation Centre
  - [www.efc.be](http://www.efc.be)
  - [www.fundersonline.org](http://www.fundersonline.org)
- European Venture Philanthropy Association
  - [www.evpa.eu.com](http://www.evpa.eu.com)
- National Foundation Associations
  - [www.fundaciones.org](http://www.fundaciones.org)
  - [www.centre-français-fondations.org](http://www.centre-français-fondations.org)

# Foundations Sources

- Registers
  - [www.just.fgov.be](http://www.just.fgov.be)
  - [www.zewo.ch](http://www.zewo.ch)
- Magazines
  - [Philanthropy in Europe](#)
  - [www.fm-platform.nl](http://www.fm-platform.nl)

# Thank You!

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[www.factory.com](http://www.factory.com)