



**USC Viterbi School of Engineering
New Faculty Orientation**

Overview of Corporate & Foundation Relations

**August 16th, 2018
USC Campus**

What is Corporate and Foundation Relations?



- Viterbi Advancement's Corporate and Foundation Relations office;
- Manages some of Viterbi's largest corporate and non-profit partnerships;
- Works with Viterbi Faculty and Administration to secure funding/support for research, educational initiatives, student support and shared facilities;
- Identifies new opportunities and sources of support;
- Qualifies companies and other organizations;
- Facilitates generation of proposals and high-level knowledge exchange with prospective supporters.

Who We Are: Viterbi CFR



Todd Logan

**Executive Director,
Corporate & Foundation Relations**



Work experience, corporate:



Work experience, academic:



Stanford | ENGINEERING **Stanford** | ONLINE

Education:



Masters in Business Administration



BS Environmental Engineering

Who We Are: Viterbi CFR



Maurena Nacheff-Benedict Senior Director, Corporate Relations



Work experience:

Honeywell

AEROSPACE

Experience in Program Management,
Advanced Technologies, University Relations

Education:



Northwestern
University

PhD Chemical Engineering
MS Chemical Engineering



BS Chemical Engineering



Who We Are: Viterbi CFR

Jennifer Lidar

Associate Director, Foundation Relations

Work experience, corporate:

PAUL
HASTINGS



Work experience, academic:

BerkeleyLaw
UNIVERSITY OF CALIFORNIA

Brandeis
University

Education:

Juris Doctor


GOLDEN GATE UNIVERSITY
SCHOOL OF LAW



HARVARD
UNIVERSITY

Masters in Education

BA Psychology (Magna Cum Laude)

HVERFORD

Why work with CFR?



Over \$270M from 100s of companies & non-profits*



* Gift support only from 2011-2018

Viterbi Corporate Advisory Board

Executives representing more than 20 corporations



Advantages of Corporate Partnerships

- Opportunities to increase impact of your research;
- Significant source of support:
 - Financial
 - Scholarships/fellowships
 - Data and other resources
 - In-kind support;
- Provide career paths for your students;
- Real world knowledge informs research;
- Federal funding preference for corporate partners.

Advantages of Foundation Support



- Significant sources of philanthropic support:
 - Major source of funding for specific research domains
 - Often committed to solving major societal issues
 - Open calls for proposal
 - Invitations to submit proposals;
- Requires different approach that Can provide sustained funding for many years;
- Some convey a great deal of prestige.

How to Work with Us



- Look for new opportunities uncovered by CFR in Viterbi Gist;
- Update us on your research so that we can more effectively identify prospective funders for you;
- Share with us which companies and foundations might have overlapping interests with your work;
- Let us know about connections you make with companies at conference and other events;
- We can provide assistance with every phase of the proposal process, from solicitation strategies and articulating the vision to reporting and stewardship.



Contacting Viterbi CFR

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<https://viterbischool.usc.edu/giving/corporate-foundation-relations/>