WVUF Corporate & Foundation Relations - Standard Operating Procedure

Proposal Development and Submission

Updated: February 12, 2026

Purpose: Outline the process for developing and submitting proposals with the CFR Team.

Scope: Procedure applies to all university staff, faculty, Principal Investigators, and development officers involved in submitting applications for philanthropic grants to external foundations or corporations.

Definitions: *Principal Investigator (PI)* – lead researcher or project manager for a grant-funded project; *Development Officer (DO)* – director of development responsible for leading and executing fundraising and donor relations efforts specifically for a particular college, school, clinical unit within the university or health system; *CFR Team* – Corporate and Foundation Relations team within the WVU Foundation (WVUF) responsible for managing relationships and applications with external foundations; *Executive Director of Corporate and Foundation Relations (ED of CFR)* – CFR team lead responsible for developing, managing, and executing a comprehensive strategy to secure philanthropic support from corporations and private foundations; drives the overall CFR strategy.

Phase 1: Opportunity Identification and Intake

- *Initial Notification:* When a potential funder (corporation, foundation, or organization) is identified for further development by a faculty member (PI) or a development officer, the CFR Team should be notified.

- *Notification Method:* Advance notification may be sent utilizing the CFR Team dedicated email address: **grants@wvuf.org** and the PI or DO will subsequently complete the "Funder Engagement and Proposal Development Request" form on Foundation Services (New Request→Development→CFR Service Request) or in "Services" on the CFR webpage @ https://wvuf.org/ways-to-give/corporate-and-foundation-relations, which includes details about the project/program such as grant name, dean approval, submission deadline, project abstract, and requested amount.

   Please note that PIs need to notify their Department Head or Dean for initial project approval to proceed with the CFR Team.

- *Internal Intake:* The CFR Team will receive the internal "Funder Engagement and Proposal Development Request" and the Director of CFR Operations and Support will log the request and assign it to the appropriate CFR Team member. The CFR team member will review the request for alignment, existing institutional relationships, potential conflicts, etc. and set up a meeting with the submitter to discuss next steps.

Phase 2: Proposal Development and CFR Management

- *Centrally Managed Funders:* For all centrally managed corporations, foundations, and organizations (those where CFR manages the relationship and submission):

    o Collaborative Development: The Principal Investigator (PI) will work directly with the appropriate CFR Team Member to review application requirements and address all necessary questions on the proposal or application. The appropriate unit DO will be notified.
    o CFR Support: The CFR Team Member will provide essential support by offering feedback and edits on the application narrative and refining budget specifics as needed.
    o Application Handling: (1) Web Portal Submissions: If the application is submitted via a web portal, a CFR Team Member will provide the PI with a copy of the application (template) to complete. Upon completion, the PI will return the copy to the CFR Team Member for review and entry into the portal (using the Institutional Login); (2) Non-Portal Submissions: If the application is not submitted via a portal, the CFR Team Member will work through the process with the PI to ensure all required elements are complete.
    o Final Review and Submission: A draft of the application will be shared before submission for final approval by the PI and the unit DO. Once approval is received, a CFR Team Member will submit the proposal/application and share all submitted documents and the confirmation receipt with relevant parties.

- *Non-Centrally Managed Funders*: For all non-centrally managed corporations, foundations, and organizations

    o Collaborative Development: The Principal Investigator (PI) will work directly with the appropriate unit development officer to review application requirements and address all necessary questions on the proposal or application.
    o CFR Support: The CFR Team Member will provide the appropriate level of support/review of the application and budget based on the needs of the unit DO and PI feedback.
    o Application Handling: (1) Web Portal Submissions: If the application is submitted via a web portal, a CFR Team Member will provide the PI with a copy of the application (template) to complete. Upon completion, the PI will return the copy to the CFR Team Member for review. At this time the CFR team member will add WVU Foundation institutional information and supporting documentation, including but not limited to: 990 (IRS Form), W9, Fiscal Year Organizational Budget, Board of Directors List, IRS Determination Letter, Audited Financial Statements. Following the final review by the PI and unit DO (see below), the CFR team member will submit the proposal/application into the portal (using the Institutional Login);
    (2) Non-Portal Submissions: If the application is not submitted via a portal, the CFR Team Member will work through the process with the PI and unit DO to ensure all required elements are complete and the CFR team member will add WVU Foundation institutional information and supporting documentation, including but not limited to: 990 (IRS Form), W9, Fiscal Year Organizational Budget, Board of Directors List, IRS Determination Letter, Audited Financial Statements.
    o Final Review and Submission: A draft of the application with all institutional information and supporting documentation will be shared with the unit DO in PDF format before submission for them to review with the PI for final approval. Once approval is received, a CFR Team Member will submit the proposal/application and share all submitted documents and the confirmation receipt with relevant parties.

Note: Portal management determination will be on a case-by-case basis for all non-centrally managed funders. Individual requests for portal access or management will be determined by the Executive Director of CFR based on the funder's established relationship and their capacity for involvement with multiple campus units. In very few instances, unit DOs will be granted permission to create a login for their own portal entry purposes.

It is important to note that institutional logins created outside of authorized channels can have significant unintended consequences in terms of access, audit, and authentication in areas an individual PI or DO may not see within the context of their individual unit. Please do not create logins without full coordination with WVUF CFR.

Phase 3: Post-Submission Management

- **Communication:** Any communication received from the funder concerning the request will be shared with all relevant parties.

- **Project Outcomes:**

  - If Funded: The resulting gift will follow the Grant Acceptance and Project Initiation process. The CFR Team will coordinate the official acceptance of the award and notify the appropriate unit DO.
  - If Not Funded: The CFR Team will work with the PI to gather feedback from the funder, informing future efforts.
  - Ongoing Reporting: The CFR Team tracks reporting deadlines and uses the institutional login to submit progress reports, for which PIs must provide content in advance.