

**Campaign Update 2018/9 & 2020 Plan of Action**

1. **Strategy and Activities 2018/9**

* **Original strategy focused on Top Down/Bottom Up**

**Top Down**

Identifying donors ( for 3 Major Projects)

* Technology and Design Building (Building 10)
* Faculty of Digital Medical Technology (and Living Lab)
* Dormitories

**Bottom Up:**

* Re-activating ‘lapsed donors’ who had stopped supporting HIT
* **Results**

***Fundraising***

* Completion of plans/approvals for two major projects (Building 10 and Faculty of Digital Medical Technology) was delayed
* Helmsley Foundation, which indicated initial interest in Building 10, rejected further efforts (The Foundation changed their focus from universities to hospitals in general, and research into Crohn’s Disease and Diabetes in particular)
* Application was made to Adelis Foundation (previous donor); initially with 4 potential projects, and ultimately for the Living Lab. Our proposal was rejected. Advice from a former Foundation trustee was counterproductive.
* Application was made to the Edmond de Rothchild Foundation for community projects (Design/Social Action). It was rejected.
* Letter of Inquiry was submitted to Sami Sagol for the Digital Medical Technology Faculty, under the auspices of Ronit Pozailov and her partner, and apparently, their ‘mutual contact’ never followed up.
* Initial inquiries to major foundations (Wohl Foundation, Russell Berrie Foundation, Legacy Heritage Foundation, Sam and Bella Sebba Charitable Trust, Pears Foundation, Gimprich Foundation , Gilbert Foundation, BlackmanFoundation, Glencore Foundation, Littauer Foundation) were either turned down or not encouraged by the professional directors.
* Efforts were made to penetrate the UIA-Federation and have them promote HIT projects. They turned this suggestion down, on the grounds that they only advance high impact social projects at the community level, and not individual institutions.
* Contact was made with Keren Yesod, in an effort to secure new channels for overseas distribution of projects. They seek physical projects which have approvals and permits in hand. Convinced them, despite this, to promote
* Application was made to the Eli Hurwitz Foundation for the Living Lab. We were asked to resubmit in November 2019. Application submitted and currently pending review.
* ***Project Development***

**Proposals & Letters of Inquiry**

* + - Living Lab
    - Digital Medical Technology Center
    - Ethiopian Scholarship
    - Innovation Center
    - Inno-Design Hub
    - Ethiopian Scholarships
    - Minority Scholarships
    - Academia Plus
    - Assistive Design
    - Eurasian Academic project

**Brochures**

* + - Image Brochure
    - Jubilee Building Brochure (Building 9, 10, Culture and Heritage + Dorms)
    - Student Village Brochure

**Miscellaneous**

* + - Donor Project Table
    - English PowerPoint General Presentation

***Conclusions***

* Efforts to change the Foundation mindset to fund non-research institutions didn’t succeed; we can’t compete with Technion, Weizmann, HU, TAU and BGU
* Most charitable foundations do not support building or capital projects; basically only 2-3 possibilities identified, with minimal success to date (Helmsley, Azrieli, Sagol)
* No past donor pool at HIT means that we need to begin at the beginning.

***Recommendations***

* Focus on broadening the base with small gifts for scholarships/social action projects

in order to get on their agenda and build trust

* Come up with creative strategies to ‘re-start’ Helmsley gift – we can’t give up
* Create strategic partnerships with hospitals for joint and ‘back door’ submissions
* Significantly increase the ‘critical mass’ of Letters of Inquiry in order to broaden possibilities.

1. **Campaign and Projected Activities for 2019/20**

**Strategy:**

* Increase applications to foundations funding scholarships and social action projects, at a level of $10,000 and above, with a goal of NIS 100,000 a year (which, if properly recognized, will provide a new donor baseline which will be added on each year).
* Identify “markets of one” high-wealth donors for major fundraising projects, and develop appropriate strategy. Activate key Board members when necessary

**Results as at 1/20**

* Gift of NIS 42,000 from the Alen Gindi Foundation for 2 Ethiopian Scholarships
* Pending Gift from the Schocken Foundation of NIS35,000 for 2 Ethiopian Scholarships (answer end February2020)
* Agreement from trustee of Maks Rotstein Foundation to visit campus in July and ‘adopt’ Ethiopian scholarship project in amount of $35-50,000 annually (if approved, to be distributed in November 2020)
* Visit of Rick and Nurit Amdur to campus, and further cultivation as potential donors of the Faculty of Design (first initial gift estimated at $25,000) – in process
* Application to Boxenbaum Foundation in the amount of NIS 300,000 – rejected; consulting Avi Feldman regarding re-submission
* Awaiting response from Hurwitz Foundation for application in amount of NIS 400k
* New letters of inquiry to: Morris Berger Educational Trust, David Berg Foundation, Nash Family Foundation, Weininger Foundation, Melvin S. Cutler Charitable Foundation, Alan B. Slivka Foundation, Jacob and Hilda Blaustein Foundation, Joyce and Irwin Goldman Family Foundation, Henry and Marilyn Taub Foundation, IDT Charitable Foundation, Irving Harris Foundation, Milken Family Foundation, and more
* Pre-application to Arison Foundation in amount of $50,000
* Application to Edmond de Rothchild Foundation in May 2020
* Preparation and Meeting with Avraham Kuznitzky for potential major gift
* Support for President for Pini Cohen pitch
* Deepening support from Keren haYesod for further projects and followup on current projects in pipeline: Library Renovation, Naming of Building 6, Damatov Laboratory
* Establishment of Major Gift ThinkTank with colleagues, board and management

**Brochures and Presentations**

* Update of Image Brochure
* Preparation of Strategic Plan publication by May 2020
* Preparation of Library Renovation brochure
* Preparation of Design Building Brochure
* Assistive Design generic proposal
* Update of statistics in Scholarship proposals