



WELCOME TO THE UNIVERSITY OF IOWA FOUNDATION

Our success
depends on
service
to the *University*,
our donors,
and each other.

How may we serve you?

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OUR PURPOSE AND OUR PARTNERS

The University of Iowa Foundation was formed in 1956 by a group of alumni and volunteers to maximize private gift support for The University of Iowa. In our more than 50-year history we've been very successful in doing so: Total Foundation fundraising productivity in fiscal year 2008 reached nearly \$162 million, with outright gifts from more than 64,000 contributors. In 2005, we successfully completed the University's historic *Good. Better. Best. Iowa* campaign (1999-2005), raising more than \$1.058 billion for UI students, faculty, research, the campus environment, outreach services, and scores of other important initiatives.

But gifts don't happen as a result of Foundation activities alone.

Central to our success is the University itself, and the remarkable people and programs that make this the kind of institution alumni and friends want to support, and to continue supporting, year after year. Students and faculty, deans and department heads, administrators and staff throughout the University play an integral role in telling the University's story, staying involved with alumni, and proudly representing the UI throughout the country and around the world.

Of course, our contributors are central to fundraising success as well—not only through their financial support, but often as key volunteers. Whether they serve as student mentors, members of collegiate advisory boards, or leaders of UI-wide campaign committees, alumni and friends demonstrate extraordinary loyalty, generosity, and commitment to this University. They inspire us to do our best as we seek their ongoing support, steward their gifts, and keep them informed about the difference their contributions are making across the UI campus.

The Foundation's success depends on the time, talents, and resources shared by our UI colleagues and by alumni, donors, and friends. Just as important, our success depends on the service that we in turn provide to our fundraising partners, both on and off campus.

This document outlines those services; gives a brief overview of the Foundation's history, mission, and primary functions; and provides contact details for further information.



SERVICE-RELATED QUESTIONS AND ANSWERS

How does the UIF help UI colleges, departments, and other units increase private support from their alumni and friends?

By serving as a centralized, easily accessible resource for a wide array of fundraising expertise, the UI Foundation assists all areas of the UI in efficient and cost-effective ways. UIF services range from providing guidance on communicating with contributors to consulting with donors on complex deferred gift instruments. In seeking gift support, most of the UIF's fundraising activities fall within one of three categories:

- (1) Major gift solicitation is the main focus of the UIF's development officers, many of whom are assigned to a UI college or other major unit. In close collaboration with UI deans and directors, development officers work with individual or corporate contributors who are interested in and capable of gift commitments of \$100,000 or more. Major gifts are critical to advancing the UI's strategic priorities, from endowed scholarships and faculty chairs to support for facilities and programs.
- (2) Planned giving is the term used to describe the process whereby contributors, working with their financial advisors and UIF staff, develop plans to achieve their philanthropic objectives, including estate plans. The UIF's Planned Giving staff work on deferred (future) gifts, such as those made through bequests and trusts, as well as gifts that may combine both outright (current) and deferred provisions. As the U.S. population ages, gift planning will become far more prevalent in the decades ahead, accounting for an ever-increasing portion of UI gift support.
- (3) Annual fund campaigns are conducted by the Foundation on behalf of all UI colleges, major units such as Hancher and the UI Libraries, as well as scores of other departments and programs across campus. Although annual giving programs generate significant gift dollars, their primary purpose is to acquire, retain, and upgrade contributors, gradually moving more of today's \$25 givers into the life-long "donor pipeline" that may someday result in major gift support. Annual fund campaigns are conducted via direct mail and Telefund (using trained UIF student employees) with increasingly frequent use of e-mail and web-based giving options. UI collegiate annual funds are consolidated within the UIF's "I Fund Iowa" marketing program, which allows for greater cost efficiencies, improved UI brand identification, and a more targeted focus on donor preferences.

How does the UIF report to donors on the uses and outcomes of private support?

We do so in a number of ways: through ongoing publications sent to broad segments of our donor base, such as our *Annual Report on Giving* and *Advancing Iowa* newsletter; frequently updated "How Your Gifts Help the UI" sections on the UIF web site; and giving-related stories in UI publications such as *Spectator* and the UI Alumni Association magazine. Our colleagues in UI colleges, departments, and other units also assist in this regard by publishing gift-related stories in alumni newsletters and/or corresponding directly with donors about accomplishments made possible through private support.



In addition, the UIF sends personalized donor reports to high-level contributors and others associated with significant endowed funds at the end of each fiscal year, detailing the ways in which their gifts have been used, including the names of endowed scholarship recipients, etc.

What role can UI units play in thanking and recognizing contributors?

Although the UI Foundation sends receipts and/or thank-you letters to all contributors (most gifts are acknowledged within three to five working days), we've found that what matters most to contributors is knowing how their gifts are being used to further the mission and goals of the UI units they choose to support.

Toward that end, UI units can play an important role in thanking contributors and encouraging ongoing support by communicating about the importance of gift support. Whether it's a note from the dean or an e-mail from a student who's benefited from a scholarship or other resource, hearing from UI units is very meaningful to contributors. UI administrators have access via a password-protected UIF web site to donor names and gift amounts for their units (<http://www.uifoundation.org/finance/>).

In addition, UIF staff work with UI colleagues on other ways of thanking and recognizing donors, particularly those making substantial gift commitments. These post-gift activities can be very gratifying for contributors, and can also help lead to ongoing support. In collaboration with the UI, the UIF has developed guidelines to assist UI units in offering donor recognition opportunities, from plaques and facilities to named scholarships and professorships. It's important that donor recognition activities be conducted in a campus-wide context to assure fairness and consistency.

Does the UIF keep track of students and faculty who've received endowed scholarships, professorships, and/or other forms of private support?

Working with the UI Provost and the Office of Student Financial Aid, as well as various colleges and departments throughout the UI, the UIF maintains lists of individual students and faculty who have benefited from private support, particularly named, endowed funds. These recipients are encouraged by their departments and by the UIF to correspond with donors to relay their thanks and report on the activities and progress made possible through private support. Among the most meaningful donor contacts we foster each year are those that bring "givers and receivers" together; for example, through collegiate investiture ceremonies for faculty who are appointed for the first time to privately-endowed chairs or professorships, to which the donors are also invited; and the UI-Wide Student Scholarship Luncheon. We encourage UI units to host similar events as time and resources allow.



How can UI units learn more about potential sources of external support?

It's important to clarify that the UI Foundation works only with individuals and organizations making charitable gifts and grants to benefit the University, while the UI's Division of Sponsored Programs (<http://research.uiowa.edu/dsp/>) works with external funding agencies such as government bodies (National Science Foundation, National Endowment for the Arts, National Institutes of Health, etc.) and other organizations for which the UI performs specified services (e.g., sponsored research) in exchange for grants or contracts.

For UI units interested in sources of charitable giving, the UIF can provide a number of services and resources. Chief among these is the UIF's Institutional Advancement Database, which contains the names, addresses, degrees, and other public-record information about the UI's 233,000 living alumni (95 percent of whom have current mail addresses), as well as several hundred thousand non-alumni contributors and other entities (such as corporations and foundations) that have some tie to the UI. The UIF's Development Research and Records staff work regularly with UI departments in identifying, locating, and learning more about their graduates. Our Corporate and Foundation Relations staff works with UI units to help develop relationships with organizations that might have an interest in supporting key initiatives such as scholarships, fellowships, or internship programs.

Does the UIF offer event services or staffing?

The Foundation's Donor Relations and Event Services staff, as well as other UIF staff who provide development support for UI units, is available to advise campus units holding events that are donor-or fundraising related; e.g., a dinner for a collegiate Dean's Club or a reception celebrating the creation of an endowed faculty chair. For example, we can assist with audience selection (names, addresses), speaker suggestions, and ideas for menu, décor, and other logistical details. UIF staff involvement increases on events that are jointly sponsored by a UI unit and the UIF, such as groundbreaking ceremonies for new facilities. Events held at the University-owned Levitt Center for University Advancement usually are staffed by both UIF and Iowa Memorial Union employees.

How can I obtain information about my department's UIF gift accounts?

Information about gifts, account balances, and other details are available to all UIF account representatives in UI units via the UIF Finance department's password-protected web site at <http://www.uifoundation.org/finance/>.



We want to mail a newsletter to alumni; can the UIF supply us with address labels?

For alumni communications that are primarily informative in nature (that is, not development-related), contact the Division of Alumni Records at 335-3297. If you have a fundraising mailing in mind, please contact your assigned UIF development officer or development associate, or our director of Annual Giving Programs, at 335-3305.

What else can the UIF do for UI units interested in fundraising or alumni relations?

Members of the UIF staff are always happy to meet with UI colleagues who are interested in learning more about the field of advancement (which generally includes fundraising, alumni relations, and public relations), as well as what UI units can do to increase their involvement in securing private support. (Note: Questions specifically related to alumni relations should be directed to the UI Alumni Association.) We're also eager to help UI units "spread the word" about private giving by furnishing or editing text for alumni newsletters, for example, and preparing news releases (distributed through University News Service) about major gifts.

In addition to staff expertise, the UIF has access to numerous resources (in print and online) that may be of assistance. We occasionally sponsor educational programs for deans, directors, and other UI staff on topics such as major-gift fundraising, and we may offer such sessions more broadly in the future through the UI's staff development program. Please let us know if there are specific topics about which you'd like to learn more.

Will my unit be charged for the various UIF services described above?

In general, no. Due to the resources provided by the current UIF funding formula (see page 8), we do not charge UI units for UIF staff time or services that are clearly development related. We do charge for out-of-pocket costs, such as materials (envelopes, brochures); and for work on large-scale projects that may be development related but require considerable UIF staff time.

UI FOUNDATION FAQs

What is The University of Iowa Foundation?

At the request of then-UI President Virgil Hancher and with the help of dedicated alumni and volunteers, The University of Iowa Foundation (UIF) organized in 1956 as a nonprofit IRC Sec. 501(c)(3) organization. The UIF is structurally separate from The University of Iowa and is governed by a 30-member board of directors that elects its officers and appoints its staff (currently about 150 full-time employees).

The Foundation's sole purpose is to maximize private gift support—which includes soliciting contributions, thanking and recognizing donors, carefully stewarding funds raised, and operating efficiently—for The University of Iowa. Through annual giving programs, planned gifts (via wills, trusts, and other methods of giving), and special-purpose campaigns, the UIF works with all 11



UI colleges and many other units (such as the UI Libraries, arts facilities, athletics programs, and the UI Hospitals and Clinics) to generate private support from alumni and friends.

What are the advantages to having a separate foundation?

Although fundraising (development) functions in many U.S. colleges and universities are located within the institutions themselves, it's quite common in the Big Ten and elsewhere for fundraising to be handled by separate university foundations. There are a number of advantages to this system.

Most important, fundraising expertise and activities (from coordinating major-gift solicitations to appropriately recognizing contributors) can be centralized and thus shared more consistently and cost-effectively by the entire campus. We have also found that some donors prefer contributing to an organization that is governed by a volunteer board of directors made up of their peers, rather than to a governmental body.

What are the UI's fundraising priorities and who sets them?

Because the UI Foundation was established to help the UI achieve its mission and goals, the Foundation's major initiatives, such as the recently completed *Good. Better. Best. Iowa* campaign, are set by the University's president, provost, and central administration with the concurrence of the Foundation's management group and board of directors.

College and department fundraising priorities are recommended and approved by deans and the UI administration with advice and cooperation from the UI Foundation's development staff (see JDC, below). However, some fundraising projects evolve from the ideas of prospective contributors or other constituencies. Foundation staff members work with donors who demonstrate an interest in supporting any part of the University.

The UI-UIF Joint Development Committee (JDC), consisting of the UI Provost and Senior Vice President for Finance and the UIF's Management Group, is charged with evaluating proposals from UI deans and directors for all major fundraising initiatives. If the JDC finds a proposal to be feasible, reasonably assured of success, and in keeping with the UI's strategic goals and priorities, the committee will recommend to the UI president that the proposal be approved and the initiative move forward.

How is the UI Foundation funded?

The current UI Foundation funding plan was developed in 2003 to reduce dependence on sometimes volatile stock market performance and rely more on the UIF's annual fundraising productivity. This formula was recommended by a task force of UI deans and directors, and was approved by the University and by the executive committee of the UI Foundation's board of directors. The eight sources of revenue that cover our fundraising service costs now include:

1. Fee on non-endowed invested funds (22%): The UIF allocates an annual 2.5% service fee on all non-endowed invested funds based on the fund's current market value. The allocation is taken from the investment's earnings prior to distribution.



2. Fee on endowed invested funds (28%): The UIF allocates an annual 1.0% service fee on all donor-directed endowments based on the fund's current market value. The allocation is taken from the investment's earnings prior to distribution.
3. Income on gifts awaiting investment or expenditure (13%): Restricted gifts are received daily throughout each calendar quarter and are deposited into the designated accounts as they are received. The UIF immediately invests all cash and receives interest generated until the cash is expended or invested (on a quarterly basis).
4. Tiered fee on non-endowed outright gifts (8%): The UIF charges a fee on all outright non-endowed gifts. Gifts are assessed 5% on the first \$500,000, 2.5% from \$500,000 to \$1 million and 1.0% thereafter.
5. University of Iowa/University of Iowa Foundation Development Services Agreement (10%): The UI and the UIF have entered into a Development Services Agreement engaging the UIF to staff, manage, and administer a comprehensive fund raising and development program on behalf of the University through centralized services such as gift planning, gift acknowledgements, alumni records, development research, and others. In addition, the UI has agreed to implement items 2 and 4 to eliminate any differential.
6. Constituent-assigned staff reimbursement (12%): The UIF charges 50% of the cost of salary and benefits for each constituent-assigned development officer and development services associate.
7. Reimbursement for constituent-directed specialized services (6%): The UIF charges out-of-pocket only costs for constituent-directed specialized services provided by its departments such as Communications and Annual Giving.
8. Rental revenue for use of LCUA space (1%)

These funding sources help the UI Foundation provide the UI with a wide array of professional staff and services that benefit our contributors' areas of interest and the entire University. Without these resources, the UI Foundation could not engage in an active fundraising program to support the mission and goals of the University.

How is the UI Foundation related to the UI Alumni Association?

Like the UIF, the UI Alumni Association (UIAA) is a separate, IRC Sec. 501(c)(3) organization; unlike the UIF, however, UIAA staff are UI employees. Both organizations are housed in the Levitt Center for University Advancement and both work with alumni and other friends of the University to further the institution's mission and goals. The UIAA, which is largely supported through dues paid by its more than 55,000 members, brings Iowa graduates and friends together through programs such as Iowa Clubs, alumni travel programs, on-campus reunion weekends, and through its *Iowa Alumni Magazine*.



How does the UI Foundation interact with UI students?

The UI Foundation's *Student Philanthropy Initiative* (SPI) is designed to engage UI students in all aspects of philanthropy. The SPI project seeks to help students understand how contributors to the UI have enhanced students' experience at Iowa, and it encourages students themselves to become givers, whether of time or resources, while they're here on campus and after graduation.

Through SPI and other means, the UI Foundation connects with UI students in a variety of ways, including:

- The Foundation is a key sponsor of Welcome Week, including the UI President's Block Party, and our staff members contribute volunteer time and other forms of support to several student-led activities, including the 10,000 Hours Show and Dance Marathon.
- Future plans include a UI-wide undergraduate student survey to assess student interest in philanthropy, and organization of a UI Foundation student group whose members will have the opportunity to gain in-depth knowledge of higher education philanthropy and how it impacts the UI, to interact with UI alumni and friends, and to assist in future student-focused initiatives.
- A large proportion of the gifts made through the Foundation each year are designated for UI scholarships, awards, loan funds, and other student-support resources, and we sponsor a UI-wide scholarship luncheon each year to connect scholarship recipients with donors.
- We count more than 100 students as valuable part-time employees in our Telefund program and other departments.
- Presidential Scholarship recipients and other students regularly speak at fundraising events on the Foundation's behalf.
- The Foundation often assists with UI colleges' annual class-gift campaigns.



UIF DEPARTMENTAL CONTACT INFORMATION

For a complete listing of UIF regular staff, visit our web site at <http://www.uifoundation.org/contactUs/>.

- **Annual Giving/Telefund**

Key contact: Charlene Sauer, Director, Annual Giving Programs; Ext. 625, charlene-sauer@uiowa.edu

The UIF's Annual Giving staff conduct mail and phone solicitations among alumni and friends of all UI colleges and more than 80 other UI units each year, with increasing use of e-mail and web-based giving options.

- **Communications**

Key contact: Forrest Meyer, Director, Communications; Ext. 661, forrest-meyer@uiowa.edu

The UIF's writers, designers, photographers, and web developers create a wide variety of development-related communications for UI and UIF needs, ranging from annual fund letters and major-gift proposals to the UIF's award-winning web site.

- **Corporate/Foundation Relations**

Key contact: Greg Lamb, Assistant Vice President, Corporate/Foundation Relations; Ext. 268, gregory-lamb@uiowa.edu

Staff in this area work with all UI colleges and other units in seeking support from corporations (local, regional, and national) as well as private, corporate, and family foundations.

- **Constituent Development Programs**

Key contact: Rich Wretman, Vice President, Constituent Development Programs; Ext. 822, rich-wretman@uiowa.edu

Development officers in this area are assigned to UI colleges (except for medicine and public health; see "medical center" below) and other major units, such as athletics. All focus their efforts on cultivating, soliciting, and stewarding major-gift contributors.

- **Development Research & Records**

Key contact: Scott Johnson, Director, Development Research and Records; Ext. 887, scott-johnson@uiowa.edu

This department helps maintain the UIF's Institutional Advancement Database and central files of donor correspondence and clippings; researchers assist development staff and UI colleagues in learning more about potential sources of private support.



- **Donor Relations & Event Services**

Key contact: Erin Thomas, Associate Vice President, Donor Relations; Ext. 323, erin-thomas@uiowa.edu

Staff in this centralized resource department help development officers and UI colleagues to consistently and effectively thank, recognize, cultivate, and steward our contributors, whether via thank-you letters, annual gift fund reports, honor rolls, plaques, special events, or other means.

- **Facilities (LCUA events, Mail Center, Purchasing, Inventory, Telecommunications)**

Key contact: Helen Dailey, Director, Operations and Facilities; Ext. 857, helen-dailey@uiowa.edu

The University's Levitt Center for University Advancement was built not only to house the UIF and UIAA, but to serve the UI's need for high-level donor event facilities. LCUA's meeting rooms also are available to the public on a limited basis.

- **Finance**

Key contact: Sherri Furman, Assistant Vice President, Controller and Assistant Treasurer; Ext. 487, sherri-furman@uiowa.edu

Questions about UIF account balances, disbursements, and endowment performance should be directed here, along with general finance questions.

- **Gift Accounting**

Key contact: Mary Gilroy, Director, Gift Accounting, Ext. 833, mary-gilroy@uiowa.edu

Gift Accounting staff provide answers to inquiries about outright gifts, gifts-in-kind, and payroll withholding.

- **Human Resources**

Key contact: Mary Greiner, Assistant Vice President, Human Resources; Ext. 815, mary-greiner@uiowa.edu

Staff in this department work with UI colleagues during searches for UIF development staff assigned to colleges and other major UI program areas.

- **Information Technology**

Key contact: Terry Knecht, Assistant Vice President, CIO; Ext. 842, terry-knecht@uiowa.edu

While primarily responsible for supporting the UIF's technology infrastructure, IT staff also work with the Division of Alumni Records and the UIF's Research and Records staff to answer database inquiries (e.g., alumni demographics) from UI clients.



- **Management Group**

Key contact: Dusti Cermak, Assistant to the President; Ext. 729,
dusti-cermak@uiowa.edu

The UIF's five-member Management Group includes Lynette L. Marshall, President and CEO; Flynn Andrizzi, Senior Vice President, Development Programs; Tiffani K. Shaw, Executive Vice President, COO & CFO; Susan M. Shullaw, Senior Vice President, Strategic Communications; and Jennifer Smith, Assistant Vice President, Legal.

- **Medical Center Development**

Key contact: Erin Minné, Vice President, Health Sciences Development; Ext. 828,
erin-minne@uiowa.edu

Development staff in this area help generate major gift support for the UI Roy J. and Lucille A. Carver College of Medicine, the UI College of Public Health, and University of Iowa Hospitals and Clinics.

- **Planned Giving**

Key contact: Susan Hagan, Executive Director of Development, Planned Giving; Ext. 696,
susan-hagan@uiowa.edu

Development officers in this centralized department assist contributors and their financial advisors to devise charitable giving plans that may include deferred support (bequests), life-income gifts, as well as sizeable outright contributions

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