

# **CAMPAIGN for UCF**

## **Comprehensive Campaign 2011-2018**

### **❖ Funding Areas**

- Faculty
- Students
- Programs
- Facilities

# Development

- ❖ **Aligning fundraising goals with institutional objectives**
- ❖ **Cultivation and solicitation of donors**

# Institutional Priorities for Fundraising

## ❖ Institutional priorities

- Established by President Hitt and Provost Waldrop

## ❖ College priorities

- Established by the Deans in consultation with the Provost
- Developed by the Deans and Department Chairs

# Fundraising Categories

- ❖ **The UCF Fund – annual giving**
  - Restricted and unrestricted gifts
    - 💰 Named funds established at \$10k>
  - Renewable gifts for needs across the university
    - 💰 Current operations
    - 💰 Scholarships and grants
      - 🎓 First Generation Grant Program
    - 💰 Academic programs



# Endowments

- ❖ **Exists in perpetuity**
- ❖ **Usually restricted in purpose**
  - Faculty support
    - ☞ Chairs, professorships, fellowships
  - Academic program funds
    - ☞ Lectures, seminars, series
  - Student support
    - ☞ Graduate fellowships
    - ☞ Scholarships and grants
  - Academic units
    - ☞ “Naming recognition” for colleges, schools, units

# Establishing Endowments

## Minimum amount to establish an endowment:

- ❖ \$25,000 or greater (funded within 5 years)
- ❖ **NEW Bundled Endowed Funds**
  - **UCF 50 for 50 Endowed Funds**
    - 🌀 Minimum contribution of \$1,000
    - 🌀 Need based scholarships for full-time undergraduate students in each college
    - 🌀 Special funds established for a specific purpose

# Capital Gifts for Facilities

## ❖ Buildings and facilities

- New construction
- Enhancement of current facilities

## ❖ Examples of current capital projects

- Library Expansion
- Performing Arts Center
- Student Leadership Center

# Gift Planning

## ❖ Commitments for future gifts

- Bequests
- Life Insurance
- Trusts
- Annuities
- Other giving vehicles



# The Complete Gift

- ❖ UCF Fund – annual giving
- ❖ Endowment
- ❖ Planned Gift

# Questions

- ❖ How can I become part of the comprehensive campaign?
- ❖ What are the greatest needs?
- ❖ Can I make a commitment now but make a donation later?
- ❖ How can I be sure that my gift will be used as I have intended?