

Foundation to Foundation

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Vice President for Development and Alumni

Program Outline

- MSU Foundation Structure
- Overview of Philanthropy Terms
- Prospect Management
- Gift Administration
- University Affiliated Foundations that Support Higher Education

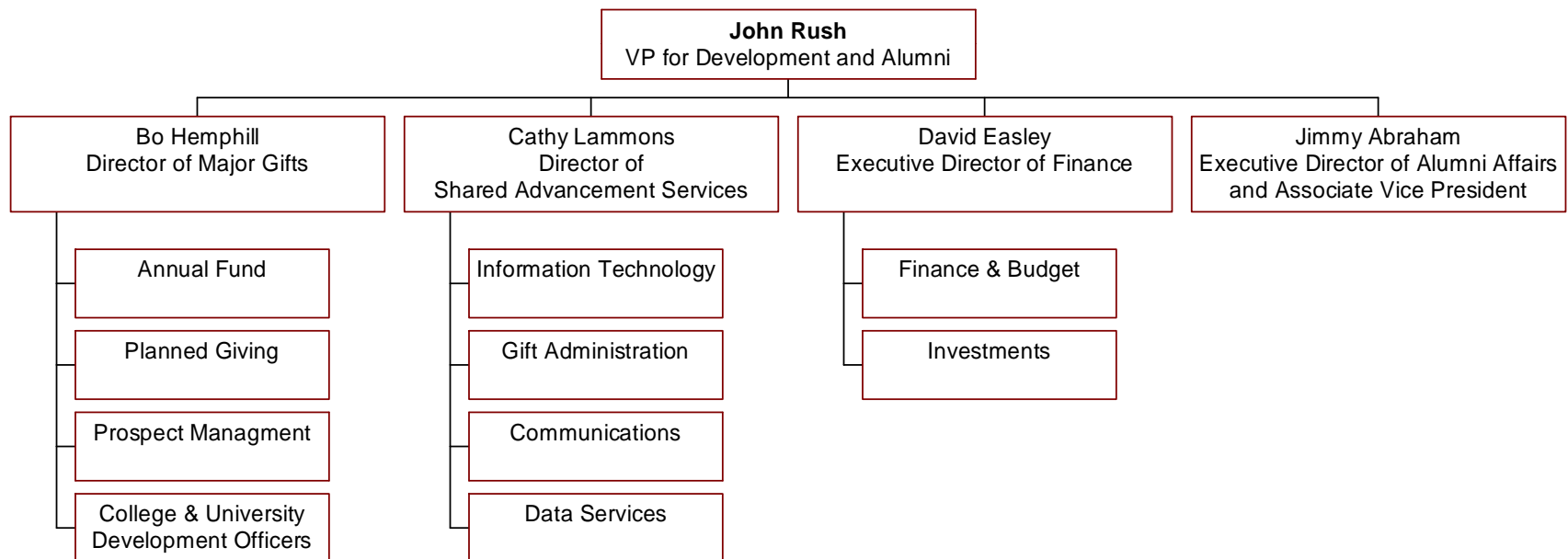
Overview & Purpose

- Non-profit 501(c)(3) organization
- Receive, invest, administer private support consistent with the university's priorities and mission
- 46-member board of directors
- Most work is done at committee level
- Current endowment about \$280,000,000
- Provide \$1.9M in general university support annually
- Provide an additional \$24M annually in scholarship and other support

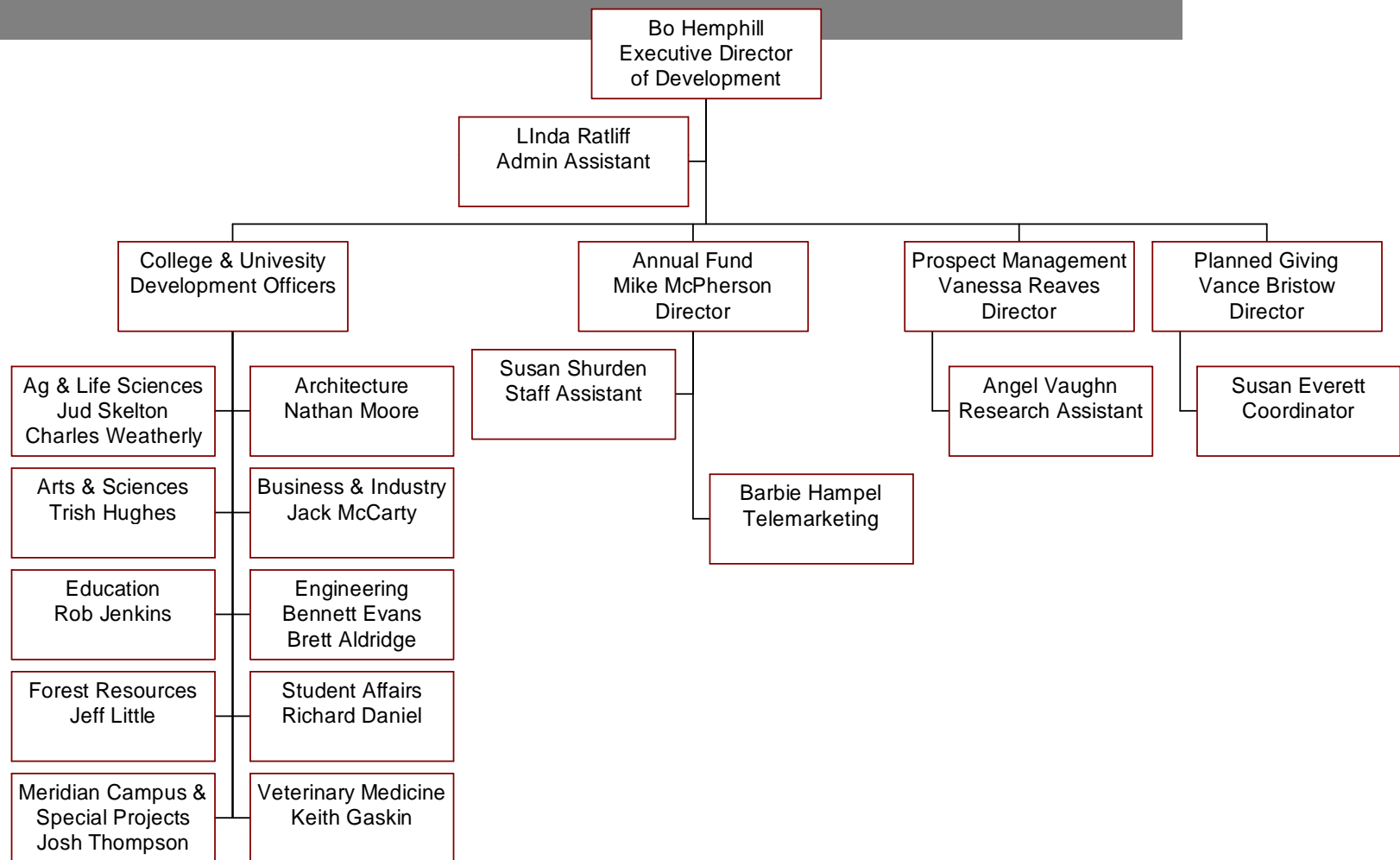
Why a Foundation?

- A foundation keeps private gifts separate from public funds and ensures they are used in the manner intended by the donors.
- As a private organization, a foundation has greater flexibility than the university in the investment and expenditure of funds.
- A foundation provides a vehicle for enlisting high-level volunteers which offer the university a great source of outside expertise, changing our brightest and best alumni from “outsiders into insiders.”

Division of Development and Alumni



Fundraising Staff



Gifts and Donations

- A *GIFT* is a tangible symbol of feelings between people.
- A *DONATION* is a tangible symbol of support to a cause.

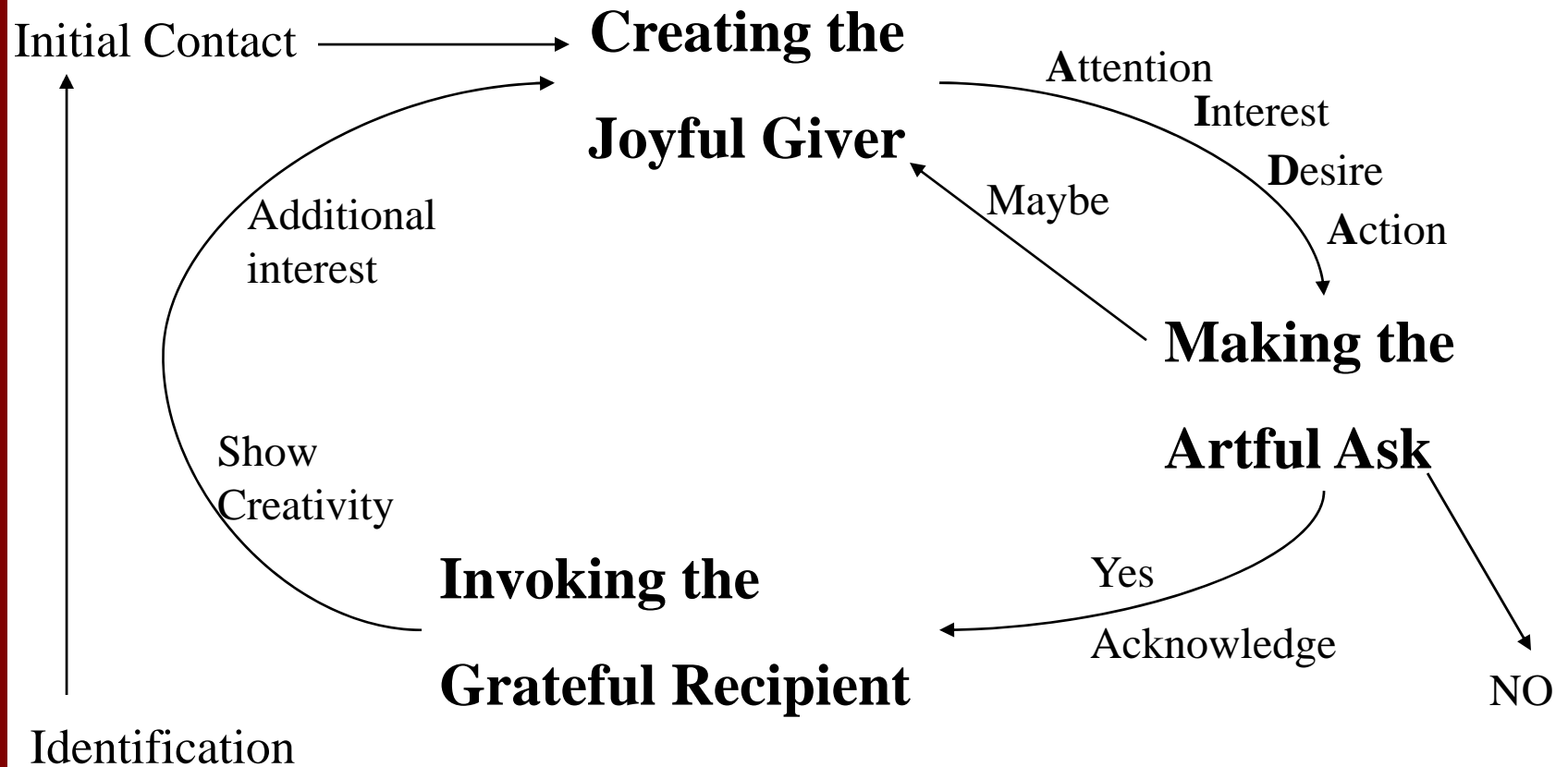
Top Three Reasons People Give Major and Ultimate Gifts

- Belief in mission and stability of the organization
- Sense of civic responsibility
- High regard for staff and volunteer leadership

Bottom Three Reasons People Give Major and Ultimate Gifts

- Guilt and obligation
- Promotional materials and proposals
- Tax considerations

Cycle of Successful Development



MSU OP 41.01

- Policy and procedure for coordination of solicitations for private donations.
- Sponsored Projects vs. Gifts
- Jointly Defined by MSUF AND SPA
- PURPOSE:
 - To develop guidelines for university-wide coordination of the solicitation of gifts from individuals, corporations, and foundations.
- POLICY:
 - Colleges and other university fund-raising units should coordinate prospect solicitation with their respective development officers and keep the foundation office informed of solicitations and proposals. This policy is not intended to curb initiative or interfere with long-standing relationships with prospective donors

PROCEDURE:

- Faculty and staff seeking a gift of \$10,000 or greater must check with their development officer to determine if a prospective donor is the designee of a current or planned solicitation prior to making contact.
- A Prospect Proposal Clearance Form must be submitted to the MSU Foundation. If approved, the prospect will be placed on the Prospect Coordination List and written notice via email to proceed with the solicitation will be provided.
- Prospect lists will be reviewed regularly in order to maintain appropriate unit designation.
- Some prospects will be given reserved status termed "Principal Prospect." Solicitation of these prospects will require prior approval of the president..

PROCEDURE:

- Multiple Solicitations/Conflict Resolution
 - If a unit desires to contact a prospect currently on the reserved list, the unit will be told of the reservation and the request will be placed on a waiting list.
 - If more than one unit desires to solicit the same prospect at the same time, representatives of these units and their fundraiser will meet with the Vice President for Development and Alumni and the director of major gifts to arrive at a decision on priorities and sequences. If the parties cannot agree, a written request for a decision will be forwarded by the Vice President for Development and Alumni to the President.
- Proposals greater than \$1,500,000 require a cover letter from the President and must be forwarded through the dean, director of major gifts and Vice President for Development and Alumni.

Definition of a Sponsored Project

A grant or contract is an agreement formalizing the transfer of money or property from a sponsor in exchange for specified services, sometimes including proprietary rights to and products derived from the services, and including financial and/or technical reporting by the recipient as to the actual use of the money or results. The agreement is enforceable by law, and performance is usually to be accomplished within a specified time frame, with payment being subject to revocation for cause.

Definition of a Gift

A gift or donation is a voluntary and irrevocable transfer of money, services or property (e.g., equipment, personnel time and skill, etc.) from a donor without any expectation of or receipt of direct economic benefit or provision of goods or services from the recipient.

Indicators for administration by Mississippi State University Foundation

- The award is from an individual or non-governmental source.
- The donor specifically intends the award to be a charitable gift as reflected by the absence of any quid pro quo.
- The donor makes the charitable gift to MSU without expectation of direct economic or other tangible benefit commensurate with the value of the gift.
- The conditions or stipulations placed on the use of the award are reasonable and serve to direct the funds to areas such as infrastructure, scholarships or general research support of interest to the donor.

[Home](#) > Foundation Search

[My Saved](#)

Searches:

Grant Visualizer	Grant Analyzer	Foundation Visualizer	Foundation Search	990PF Keyword Search	FoundationNews Search	Global Search	My Foundation Manager (BETA)
Foundation Name**:	With Words:	<input type="text"/>					
	Without Words:	<input type="text"/>					
City**:	In	<input type="text"/>					
County**:	In	<input type="text"/>					
State*:	<input type="text" value="All States"/> <input type="text" value="Alabama"/> <input type="text" value="Alaska"/>						
Zip Code:	<input type="text"/>						
EIN:	<input type="text"/>						
Assets Range*:	<input type="text" value="All Assets Ranges"/> <input type="text" value="\$1 to \$9,999"/> <input type="text" value="\$10,000 to \$24,999"/>						
Income Range*:	<input type="text" value="All Income Ranges"/> <input type="text" value="\$1 to \$9,999"/> <input type="text" value="\$10,000 to \$24,999"/>						
Giving Interests:	AND OR <input type="text"/>						
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Directors**:	<input type="text"/>						
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Type of Foundation*:	<input type="text" value="All Foundations"/> <input type="text" value="Private Foundations"/> <input type="text" value="Public Charities"/> <input type="text" value="Company Sponsored Foundations"/>						
Selection Options:	<input type="text" value="All Foundations"/> <input type="text" value="Include"/> Foundations not accepting unsolicited proposals						
							View results in:
							<input type="text" value="List"/>
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Stewardship What do Donors Want?

- Acknowledgement and thanks for their gifts
- Timeliness of thanks
- Confidence and satisfaction
- Meaningful recognition
- To know they have made a wise investment

Acknowledgements

- Each donor receives some type of acknowledgement
 - Official tax receipt
 - Thank you letters from various individuals
 - Recognition club letters

Recognition Clubs

- Annual Clubs:
 - Dean's Club - \$100-\$999
 - Patrons of Excellence - \$1,000-\$9,999
 - President's Club - \$10,000- \$49,999

Recognition Clubs Con't

- Cumulative Lifetime Clubs:
 - Legacy of Leadership
 - Ben F. Hilbun Torchbearers- \$50,000 - \$99,999
 - Eugene Butler Fellows - \$100,000 - \$499,000
 - Stephen D. Lee Society - \$500,000 - \$999,000
 - Dean W. Colvard Founders - \$1M - \$4,999,999
 - William L. Giles Partners - \$5M - \$9,999,999
 - James D. McComas Benefactors \$10M - \$24,999,999
 - Donald W. Zacharias Roundtable - \$25M and
 - Old Main Society
 - Levels are the same as Legacy of Leadership

Donor Recognition Awards

- Patrons (1,000-9,999) - Lapel Pins and Certificate
- Presidents Club (10,000-49,999) - Lapel Pins/Pendant and plaque
- Ben F. Hilbun Torchbearers (50,000-99,999) - Lapel Pins/Pendant and plaque
- Eugene Butler Fellow (100,000-499,999) - Lapel Pins/Pendant and plaque
- Stephen D. Lee (500,000-999,999) - Lapel Pins/Pendant and plaque
- Dean W. Colvard Founders (1,000,000-4,999,999) - Framed Bulldog Print
- William L. Giles Partners (5,000,000-9,999,999) - Large Crystal Bulldog
- James D. McComas Benefactors (10,000,000-24,999,999) - MSU Wrist Watch
- Donald W. Zacharias Roundtable (25,000,000 and above) - Waterford Clock
- Old Main Society - Copy of Old Main Book

Hunter Henry Center Recognition

- Legacy of Leadership
 - \$50,000 and above – name on Legacy Wall
 - \$1M and above – name on Ring of Honor
- Old Main
 - Old Main members- name on Old Main Wall
- Other
 - Presidential Endowed Scholarship donor names are placed near the Old Main Wall

Stewardship Office

- Manage Gift Agreements
 - Work closely with Development officers on correct wording for gift agreements if needed
 - Scan gift agreements in Banner
- Stewardship Endowment Reports
 - Generally each fall, but a rising interest in distribution for spring and fall

Gift Administration

- Gift Administration is responsible for processing all contributions which include:
 - Designating the gift as directed by the donor
 - Entry into the alumni donor database
 - Acknowledgement of the gift
 - Initiation of the recognition process.

Foundations in Support Higher Education

- History and Purpose
 1. Keeps public and private funds separate
 2. Keeps public and private records separate
 3. Greater flexibility
 4. Opportunity to involve high-level volunteers in university life

Foundations in Support of Higher Education

- Governance Models
 - Independent
 - Dependent
 - Interdependent (most common)
- Funding Models
 - Direct Support From Host Institution
 - Unrestricted Gifts
 - Fees
 - Some combination of above (most common)

Foundations in Support of Higher Education

- Relationship with Host Institution
 - Memorandum of Understanding Critical
 - Interaction with Governing Board
 - Remaining vital
 1. Fundraising performance
 2. Investment performance
 3. Being responsive
 4. Being accountable

Thank You!