



## BOARD OF REGENTS

### SUMMARY OF ITEM FOR ACTION, INFORMATION OR DISCUSSION

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**TOPIC:** Quasi-endowment summary report

**COMMITTEE:** Advancement

**DATE OF COMMITTEE MEETING:** February 10, 2016

**SUMMARY:** In FY 2015, the USM Office awarded \$425,000 to eight USM institutions for projects or positions designed to build capacity for endowment fundraising. These grants ranged from \$25,000 to \$75,000. The funds were to be used during calendar year 2015, and each grantee was required to submit a progress report in January 2016. This is the summary of each grantee's progress report.

**ALTERNATIVE(S):**

**FISCAL IMPACT:**

**CHANCELLOR'S RECOMMENDATION:**

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COMMITTEE ACTION:

DATE: 2.10.16

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BOARD ACTION:

DATE:

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SUBMITTED BY: Leonard Raley, [lraley@usmd.edu](mailto:lraley@usmd.edu), 301-445-1941

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## **University System of Maryland Quasi-Endowment Summary Report FY 2015**

In FY 2015, the USM Office awarded \$425,000 to eight USM institutions for projects or positions designed to build capacity for endowment fundraising. These grants ranged from \$25,000 to \$75,000. The funds were to be used during calendar year 2015, and each grantee was required to submit a progress report in January 2016. Below is a summary of each grantee's progress report:

### **Coppin State University/Church Outreach Planned Giving Project/\$65,000**

Coppin State instituted an outreach program to African-American churches in the Baltimore area to increase planned or deferred gifts to the university. The program resulted in \$150,000 in new gifts to the university, the first gift of a living alumnus of over \$100,000, and six new expectancies for the planned giving program. The program also helped the university add to its alumni and friends prospect list and was beneficial for student recruitment, since between two and fifteen prospective students were identified at each church event. These results are slightly below some of the proposed outcomes for the project, but with a change in university leadership as well as the unrest in the city during the spring, a delay in reaching some proposed outcomes is understandable. The program is continuing in 2016.

### **Frostburg State University/Data Project/\$25,000**

Frostburg State launched an Alumni Discovery Initiative in FY2014-15 to reengage a key group of alumni with high potential to give a planned gift. The project used students to serve as ambassadors; each student was given training, materials, and a script to conduct interviews with alumni. The project also involved contracting with a vendor to provide updated employment information for alumni, which has been, and will be very helpful as Frostburg continues its outreach efforts and launches a feasibility study. Although the project experienced some delays due to a change in leadership at the president and vice president level, the program produced improved employment data, progress in identifying alumni who want to be involved, and a positive experience for student workers.

### **Salisbury University/Planned Giving Officer/\$50,000**

Salisbury University, using grant funds, university funds, and Salisbury University Foundation funds, hired a planned giving officer in July 2015. After just six months in the position, this gift officer has raised \$200,000 in current cash endowment gifts and is in discussions with prospective donors regarding one seven-figure and one six-figure gift.

With a portfolio of 300 planned giving prospects, the officer has made contact with the majority of them; engaged in 130 in-depth exchanges with some (telephone or emails); and visited 48. The gift officer is also developing marketing materials for the planned giving program.

University of Maryland, Baltimore/Planned Giving Initiative/\$26,000

The University of Maryland, Baltimore used its funds to launch a planned giving calling program, using Ruffalo Noel Levitz, a well-known firm in the field. The effort aimed to engage with alumni who were strong planned giving candidates; conducting a telephone campaign for this segment is considered quite innovative. Although the effort involved fewer records and slightly lower contact rates than expected, the results have been impressive. The calling program resulted in two new bequests totaling \$125,000 and built a strong pipeline of prospects for the Dental and Law Schools. There was also a high rate of interest in annuities, which is a promising development.

University of Maryland Center for Environmental Science/Development Officer for Chesapeake Biological Laboratory (CBL)/\$75,000

UMCES hired an assistant director of development, using grant funds as well as institutional resources. This is the first full-time development position dedicated exclusively to the CBL. The assistant director came on board in June 2015 and is working to secure two endowed fellowships in conjunction with CBL's 90<sup>th</sup> Anniversary events and the Reginald Truitt Building dedication, scheduled for May 21, 2016. The Assistant Director is also working with the Lab Director Tom Miller to establish a "Director's Circle," as an advisory body for the laboratory. This group is not explicitly envisioned as a fundraising body, but we anticipate that its focus on external relationships will assist the development enterprise. As the assistant director cultivates relationships with the community, it is expected that major gifts will be secured over the next 18 months.

University of Maryland, College Park/Endowed Professorships Program/\$34,000

UMCP received funds to support activities to increase corporate and business awareness of UMCP strengths in science and technology, in part to better position the university to compete for the State's E-Novate grant program. UMCP proposals in virtual reality and data analytics were awarded a total of \$2.1 million in such funds in 2015. The funds also were used to attract general support for science and technology programs at UMCP, in particular in the areas of autonomous systems, software engineering, cyber security and energy production.

University of Maryland Eastern Shore/Matching Gift Challenge/\$75,000

The Division of Institutional Advancement at the University of Maryland Eastern Shore received an endowment building grant of \$75,000 to assist in its endowment building efforts. The grant, combined with other funds, created a matching fund initiative that served as the impetus for the creation of six new endowments addressing various needs across campus. This initiative allowed UMES to build support among alumni and friends, many of whom had not donated to the university prior to this project. This proved to be the most exciting outcome of the initiative. This effort has raised \$93,000 to date towards a \$115,000 goal.

The Universities at Shady Grove/Planning Grant/\$75,000

This quasi-endowment grant provided the funding for the University System of Maryland's (USM) Universities at Shady Grove (USG) to spearhead the creation of a partnership-driven advancement and endowment-building strategic and implementation plan in support of the Montgomery County Achieving Collegiate Excellence and Success (ACES) program. The grant enabled USG's advancement program to establish systems and agreements with its ACES partners – Montgomery College and the Montgomery County Public Schools – and set the groundwork for fundraising efforts as a new chief advancement officer is recruited. USG has received or expects to final \$2 million in philanthropic funds in support of this program.

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