

TOPIC: Quasi endowment grants

COMMITTEE: Advancement Committee

DATE OF MEETING: October 11, 2017

SUMMARY: The Quasi-Endowment Fund, initiated in FY15, was established with \$50 million committed by USM institutions and the USM Office. Spendable income from this quasi-endowment funds two components: a competitive grant program administered through the USM Office of Advancement, and direct funding of institution fundraising programs. The USM Office has reviewed and recommended grants for FY18 as summarized in the chart titled 2018 Grant Award Recommendations.

ALTERNATIVE(S):

FISCAL IMPACT:

CHANCELLOR'S RECOMMENDATION:

COMMITTEE ACTION:

DATE: 10.11.17

BOARD ACTION:

DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, raleys@usmd.edu
301-445-1941

**USM Quasi-Endowment Grant Program
2018 Grant Award Recommendations**

INSTITUTION	DESCRIPTION	AMOUNT REQUESTED	STAFF RECOMMENDATION
Bowie State University	Case for support and matching funds for endowment	\$75,000	\$40,000
Coppin State University	Research project for improved employment data	\$75,000	\$30,000
Frostburg State University	Planned Giving Officer	\$40,000	\$25,000
Salisbury University	Leadership/Volunteer Training	\$50,000	\$25,000
Towson University	Parent Giving Program	\$30,000	\$15,000
University of Baltimore	Continued funding for Planned Giving Officer	\$75,000	\$70,000
University of Maryland, Baltimore	Major Gift Officer	\$75,000	\$50,000
University of Maryland, Baltimore County	Development and Alumni Coordinator	\$75,000	\$70,000
University of Maryland Center for Environmental Sciences	Endowment marketing project	\$30,000	\$30,000
Univesity of Maryland	Support for Cybersecurity/ Biotechnology/Bio Devices Endowed Professorships	\$75,000	\$30,000
University of Maryland Eastern Shore	Feasibility Study	\$75,000	\$40,000
The Universities at Shady Grove	Strategic Consulting for Endowment Fundraising	\$75,000	\$0
TOTAL REQUESTED		\$750,000	
TOTAL AWARDED			\$425,000



Guidelines for Quasi-Endowment Grant Program

In FY15, the USM and its institutions established a \$50 million quasi-endowment in support of endowment-building at each USM institution. The USM Office implemented a grant program funded by its \$10 million commitment to this quasi-endowment. Approximately \$425,000 in funds will be made available through this competitive grant process. Proposals will be approved by the Board of Regents Advancement Committee at their fall meeting and are **due September 15, 2017**.

Guiding Principles

1. Activity and/or position should support endowment building efforts.
2. Activity and/or position should have a strong evaluation or benchmarking component to assess success toward measurable goals.
3. Grant requests should not exceed \$75,000.
4. Only one grant request per institution will be considered.
5. Funds should be directed to new programs / projects. Funds should not replace existing or budgeted funds.
6. Requests for continued funding will be considered for a total of three grant cycles.

Process

<u>Date</u>	<u>Action</u>
September 15	Grants due to USM Advancement Office. Email submissions accepted. <i>Please submit to Gina Hossick, ghossick@usmd.edu.</i>
September-October	USM Staff reviews, ranks, and recommends approval of submissions
Fall Advancement Committee Meeting	Advancement Committee accepts recommendations or proposes alternatives
Within 48 hours of Advancement Committee meeting	VPs informed of grant application status in writing
January-December	Grant Projects Implemented
January 30 (after end of grant period)	Reports due to USM Advancement Office

Proposal Format (page limit of 3 pages)

Letter of Submission: A short letter, signed by the vice president for advancement, outlining the amount of request and its purpose.

Abstract: Please describe the activity and/or position.

Need: Please describe how this activity or position will address a specific need within your advancement program. Include any analysis or data that supports your case.

Strategy: Please describe how this activity/position fits within your overall advancement and endowment building strategy.

Impact: What measurable outcomes do you anticipate will result from this activity/position?

Timeline: When do you anticipate seeing measurable progress as the result of this activity/position?

Sustainability: Will this activity/position be integrated into the long-term operations of the advancement program? If so, how?

Budget: Budget form to be provided. Please write a short narrative to accompany budget. (The budget will not be included in the page limit.)

In addition to these questions, please indicate if your institution or another funding source be committing any matching funds to leverage this grant.

Report Format (post grant—due January 30 the year following the grant activity and required in order to receive any additional funds)

1. Describe activity/position and all accomplishments.
2. List your outcomes as stated in your proposal and evaluate progress made towards these goals.
3. Has the funded activity/position been consistent with the proposed objectives, activities and goals? If any revisions to the proposal were necessary, what changed and why?
4. Explain any delay or deficiency in accomplishing the objective(s).
5. Describe all unexpected benefits/outcomes attributable to funding.
6. If there are unexpended funds at the end of the grant period, please provide an explanation of how you propose to reallocate the unspent funds. New allocations must be part of the same project.