

**UConn** | UNIVERSITY OF  
CONNECTICUT

DIVISION OF STUDENT AFFAIRS

# Today's Agenda

- **Opening remarks & updates**
- **Foundation Presentation – Josh Newton**
- **Wrap up**



# Division of Student Affairs

## UConn Foundation Overview

Joshua R. Newton  
President and CEO

January 13, 2016

**UCONN**  
FOUNDATION

# UConn Foundation, Inc.

## **501(c)(3) tax exempt corporation**

- Separate legal entity from the University
- May not provide a private benefit to any individual or entity
- May not engage in a substantial amount of lobbying
- May not participate in, or intervene in, any political campaign on behalf of (or in opposition to) any candidate for public office

## **Connecticut non-stock corporation**

- Incorporated exclusively for purposes of supporting the University
- Bylaws and Certificate of Incorporation on file with Secretary of State

## **Subject to requirements under Conn. Gen. Stat. Sec. 4-37e et seq.**

- Established for principal purpose of supporting a state agency

# Board of Directors

- Self-perpetuating volunteer board of elected directors
- Not less than 12 nor more than 50 elected directors
- 9 ex-officio, non-voting members (including elected student and faculty representative)
- 9 standing committees
- 3 full meetings each year
- Action by vote of majority of directors
  - No proxy voting
  - Action by unanimous written consent permitted
- Robert's Rules of Order

# Role of Board of Directors

- Fiduciary responsibility
- Support increased engagement opportunities for constituents
- Help to cultivate, solicit and steward donors
- Prudent investment of assets

# Current Board Composition

- 45 elected directors
- 9 ex-officio members
- President of the University
- The University's chief academic officer
- A senior administrator from the University Health Center (designated by the University President)
- The chief financial officer of the University
- The chief administrator from the Department of Athletics
- Chair of the Institutional Advancement Committee of the University Board of Trustees or his or her designee
- President of the Foundation
- A student enrolled at the University and elected by enrolled students
- A faculty member of the University elected by the faculty

# UConn Foundation Board Committees

- Alumni Committee
- Audit Committee
- Development Committee
- Executive Committee
- Finance Committee
- Human Resources Committee
- Investment Committee
- Nominating and Board Governance Committee
- Real Estate Committee



# Foundation's Current Mission Statement

The mission of The University of Connecticut Foundation, Inc. is to solicit, receive, invest and administer gifts and financial resources from private sources for the benefit of all campuses and programs of the University of Connecticut. The Foundation operates exclusively to promote the educational, scientific, cultural, research and recreational objectives of the University of Connecticut. As the primary fund-raising vehicle to solicit and administer private gifts and grants to enhance the University's mission, the Foundation supports the University's pursuit of excellence in teaching, research, and public service.

# Trends in Higher Education

The “value proposition”

- Tuition increases result in growing student debt
- Job market remains tough for recent graduates

Demographics continue shifting

- Declining number of high school graduate slows enrollment rate

Accountability a must – “Performance-based funding” for publics

- Retention and Graduation Rates
- Faculty/Student Ratios
- Alumni participation

# How do we strengthen alumni giving?

- 50% more likely to stop giving if asked too often
- 35% more likely to give locally
- 33% more likely to give when they see impact of giving
- 32% conduct research before they give
- 23% more focused on cost of fundraising
- Need for increased creativity to attract donors
- Younger donors - (50% of UCONN alumni have graduated since 1989!)
- Lively technology environment

*Chronicle of Philanthropy*  
*September 2013*

# UConn Foundation Staffing

The Foundation has 139 budgeted full-time positions within six departments:

<u>Development</u> <ul style="list-style-type: none"><li>• Fundraising</li><li>• Donor/Alumni/Prospect Engagement</li></ul>	<u>Alumni Relations</u> <ul style="list-style-type: none"><li>• Alumni and Donor Events</li><li>• Alumni, Chapter, and Affinity Group Engagement</li></ul>	<u>Finance</u> <ul style="list-style-type: none"><li>• Investments</li><li>• Fund Administration</li><li>• Disbursements</li><li>• Accounting</li><li>• Payroll</li></ul>
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# UConn Foundation Staffing

## Administration

- HR
- Facilities
- IT/Programming
- Data Services
- Gift Entry
- Research

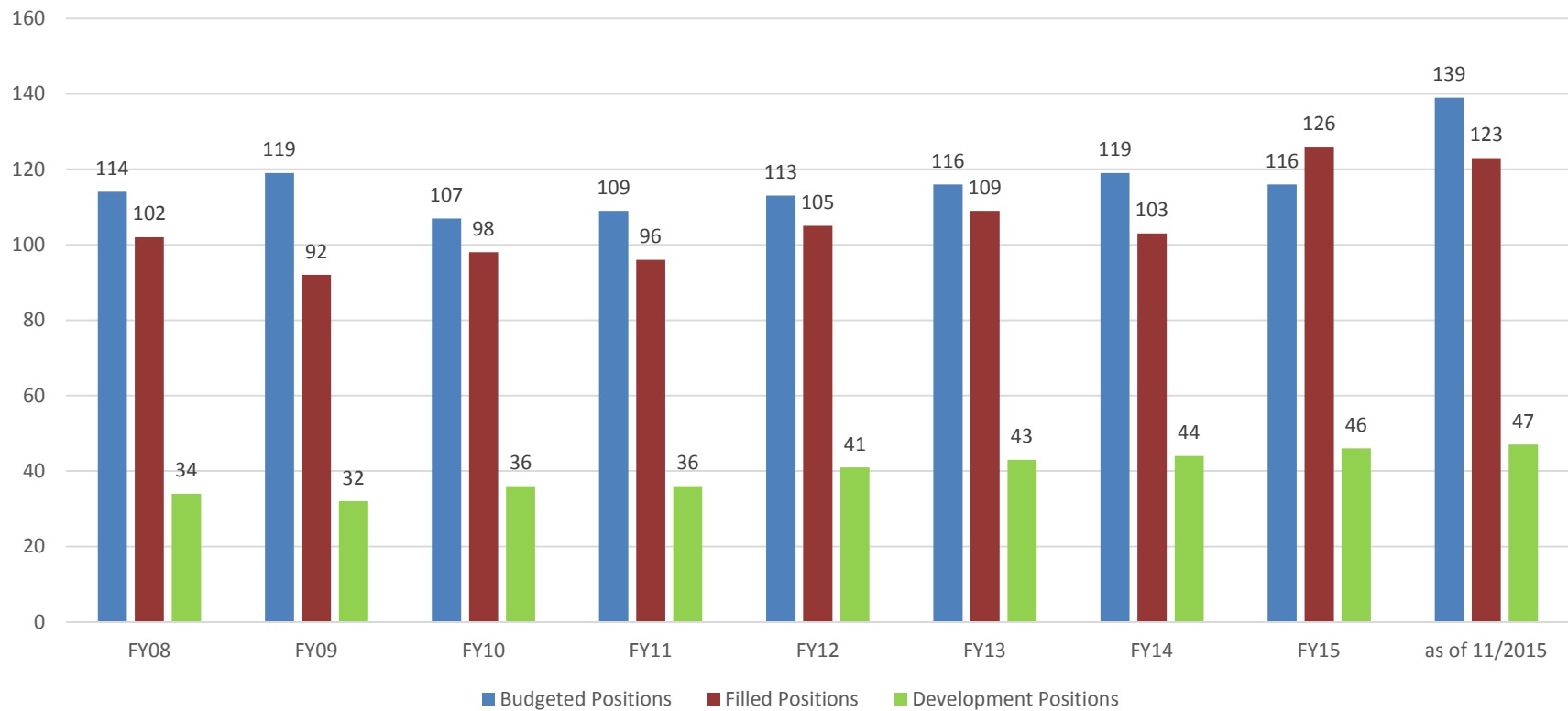
## External Relations

- Digital Engagement
- Media Relations
- Communications
- Stewardship

## General Counsel

- Legal Matters
- Board Governance

# Headcount (FTE's)



# UConn Foundation Databases

- The Foundation fundraising system is the database of record for:
  - Donors
  - Alumni
  - Grateful Patients
  - Corporations and Foundations

***NOTE: While the Foundation stores Parent, Student & Staff data, this is for specific program purposes ONLY and requests to use this data should be directed to the appropriate University office.***

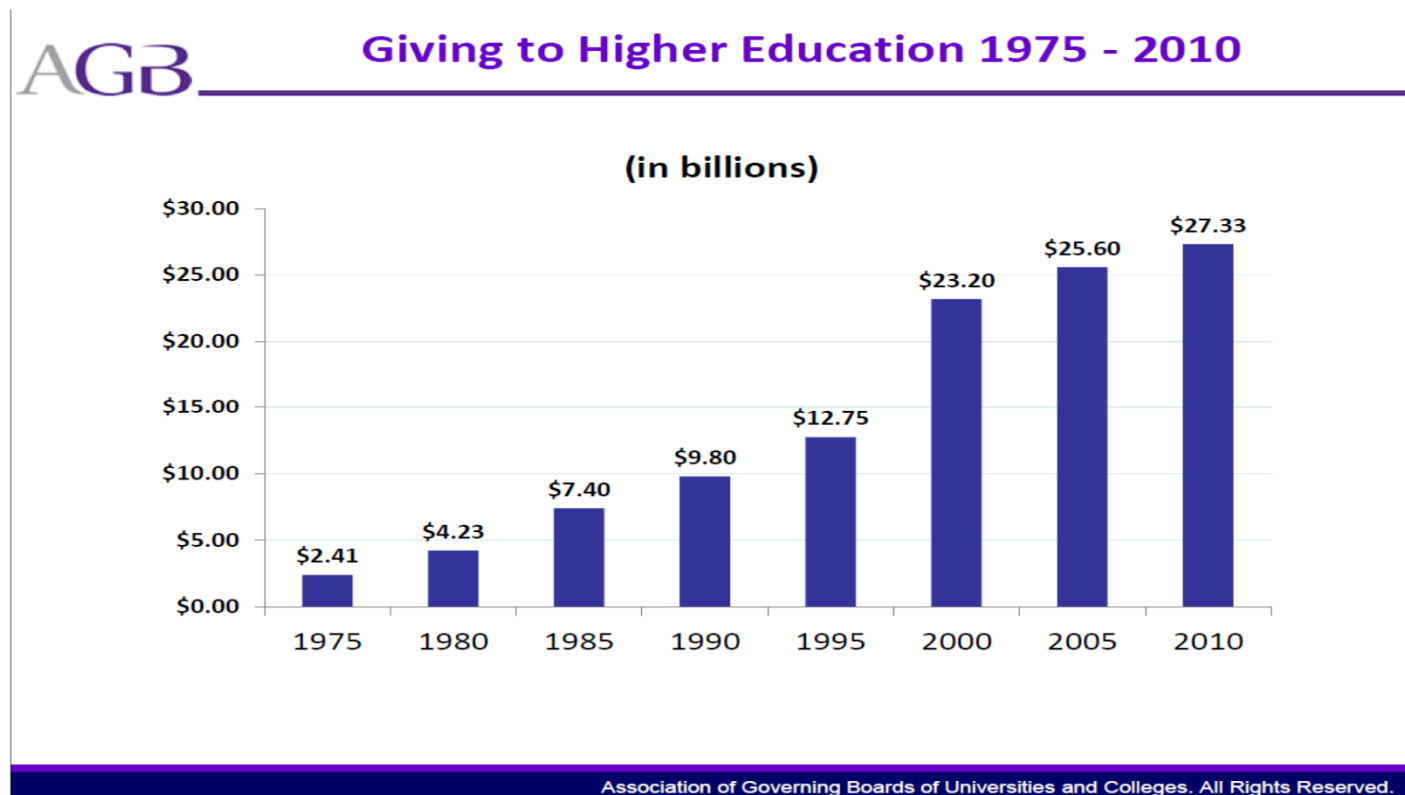
- The Foundation also maintains Accounting and Disbursement systems, as well as investment management and general business systems

# Strategic Goals

- Increase Alumni and Donor Engagement
- Align Fundraising With University Priorities
- Increase Operational Efficiencies
- Enhance External and Internal Communications



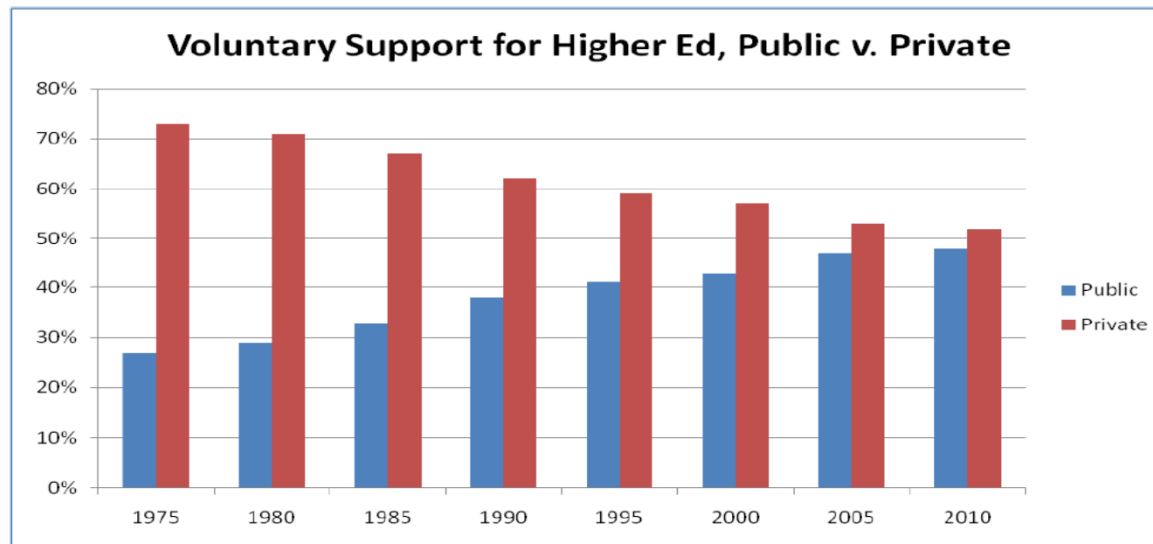
# Higher Education Giving



# Higher Education Giving



## Growth of Public Higher Ed Fundraising

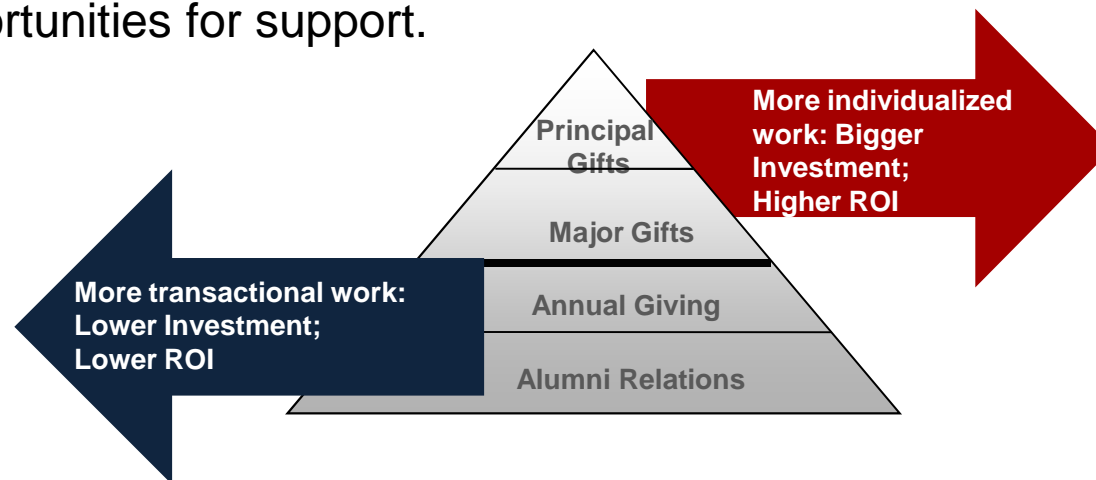


# Public vs. Private Giving

<b>\$5M+ Gifts to Higher Education in 2012</b>		
	Public	Private
# of Gifts	123	115
Average Gift Size	\$20,832,033	\$20,020,870
Total \$	\$2,562,340,000	\$2,302,400,000
% of Total \$	53%	47%

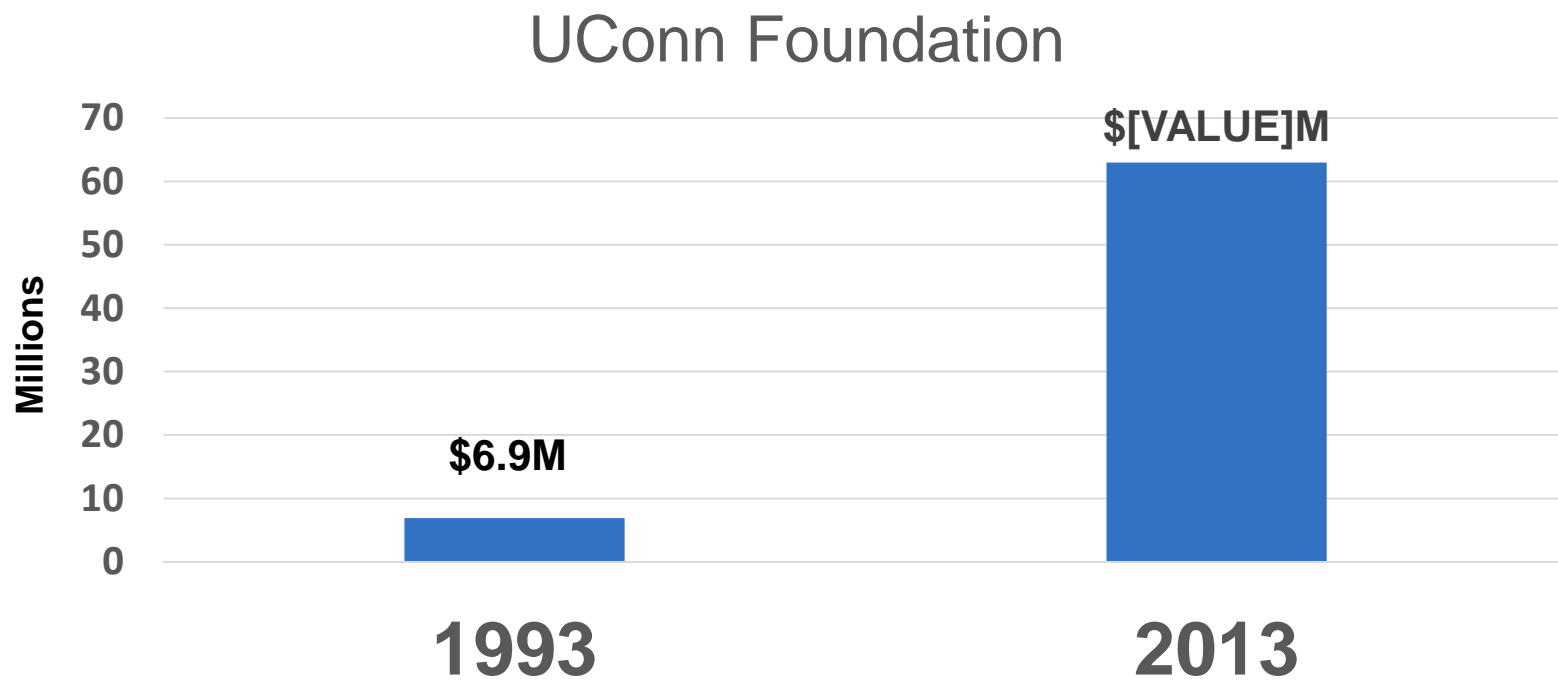
# A Balanced Approach

Principal and Major Gifts rely on life-long relationships with donors; connecting individual passions to the institution's opportunities for support.



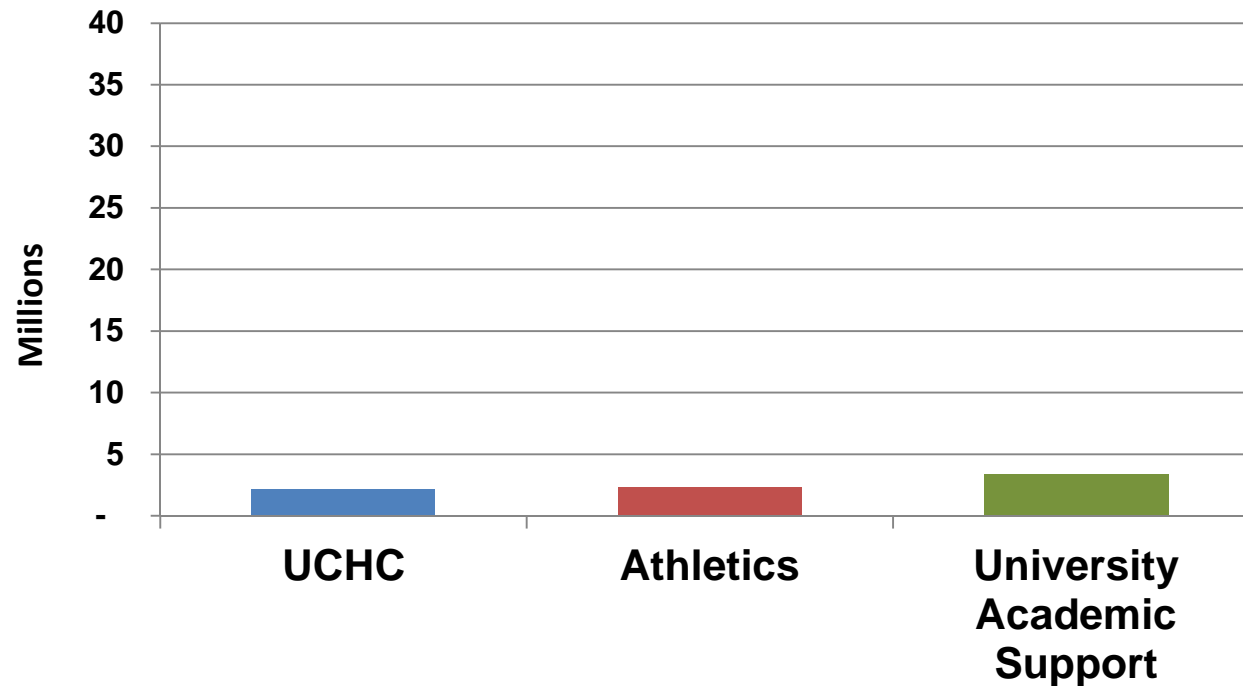
***Did You Know...*** It takes an average of 18.1 “touches” over 2 years to cultivate a first time major gift (of \$25K).

# Fundraising Results



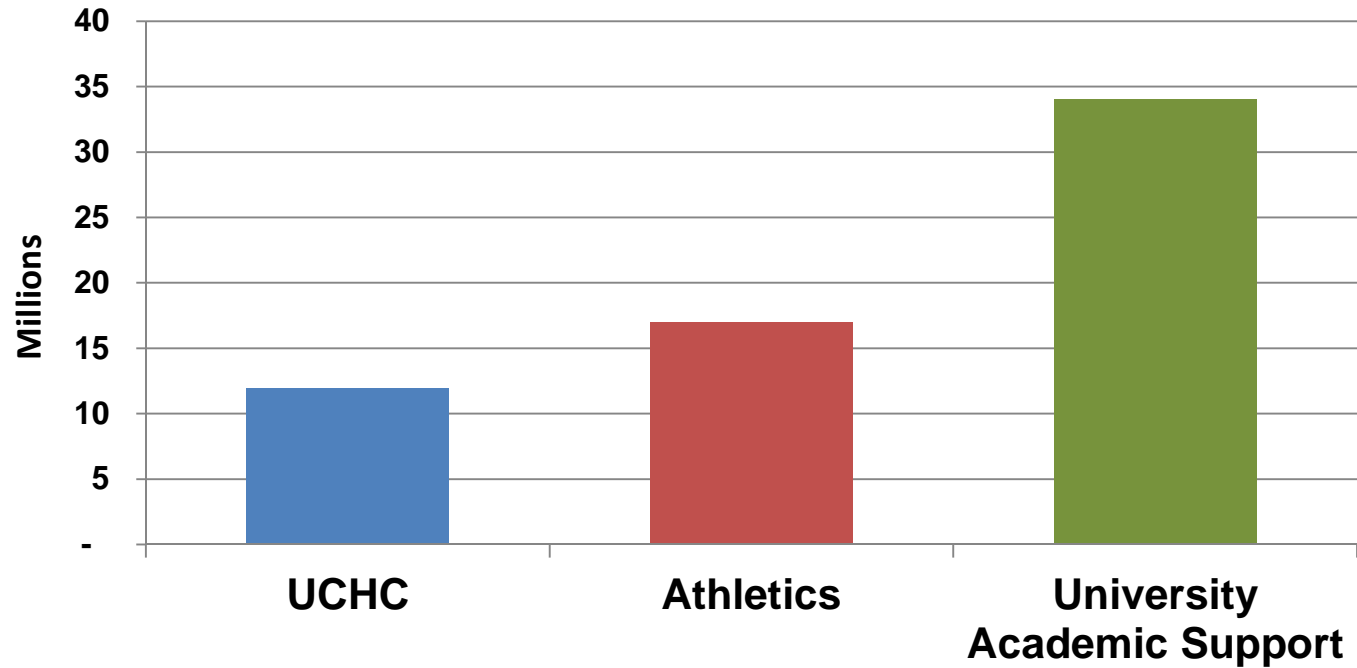
# Fundraising Results by Program FY93

Combined total of \$6.9 million raised in FY93.



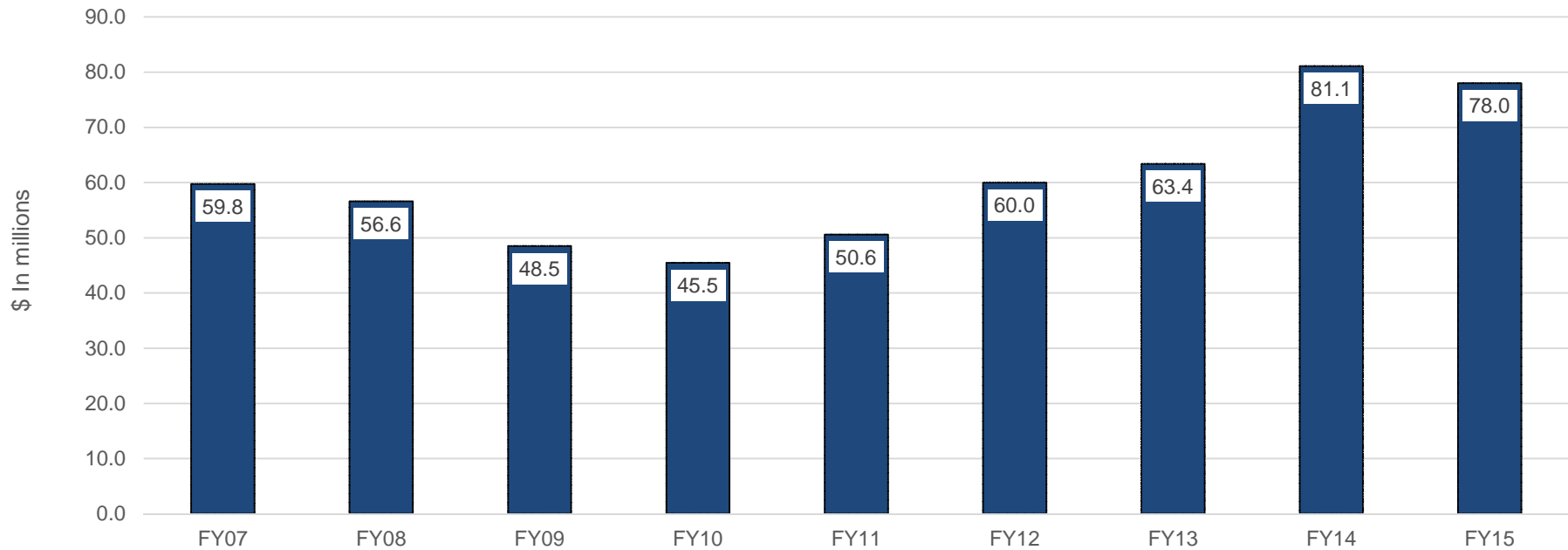
# Fundraising Results by Program FY13

Combined total of \$63 million goal for FY13.



# Fundraising Commitments (FY07-FY15)

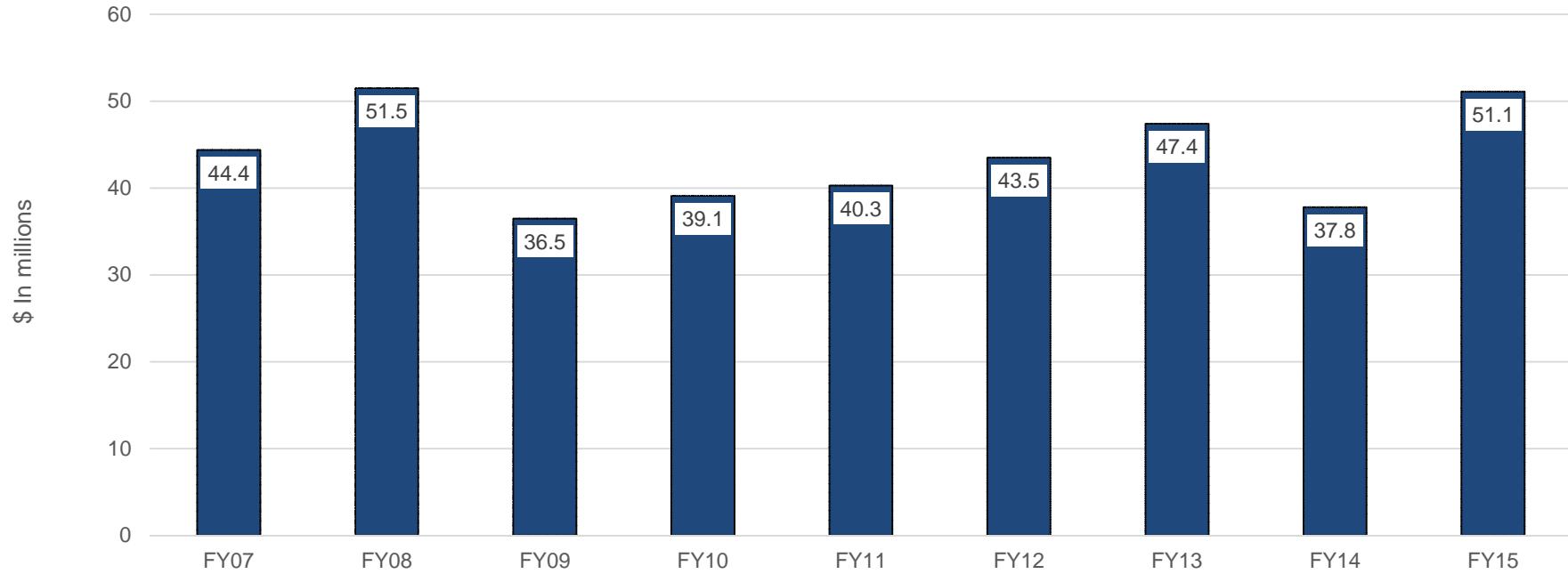
Commitments



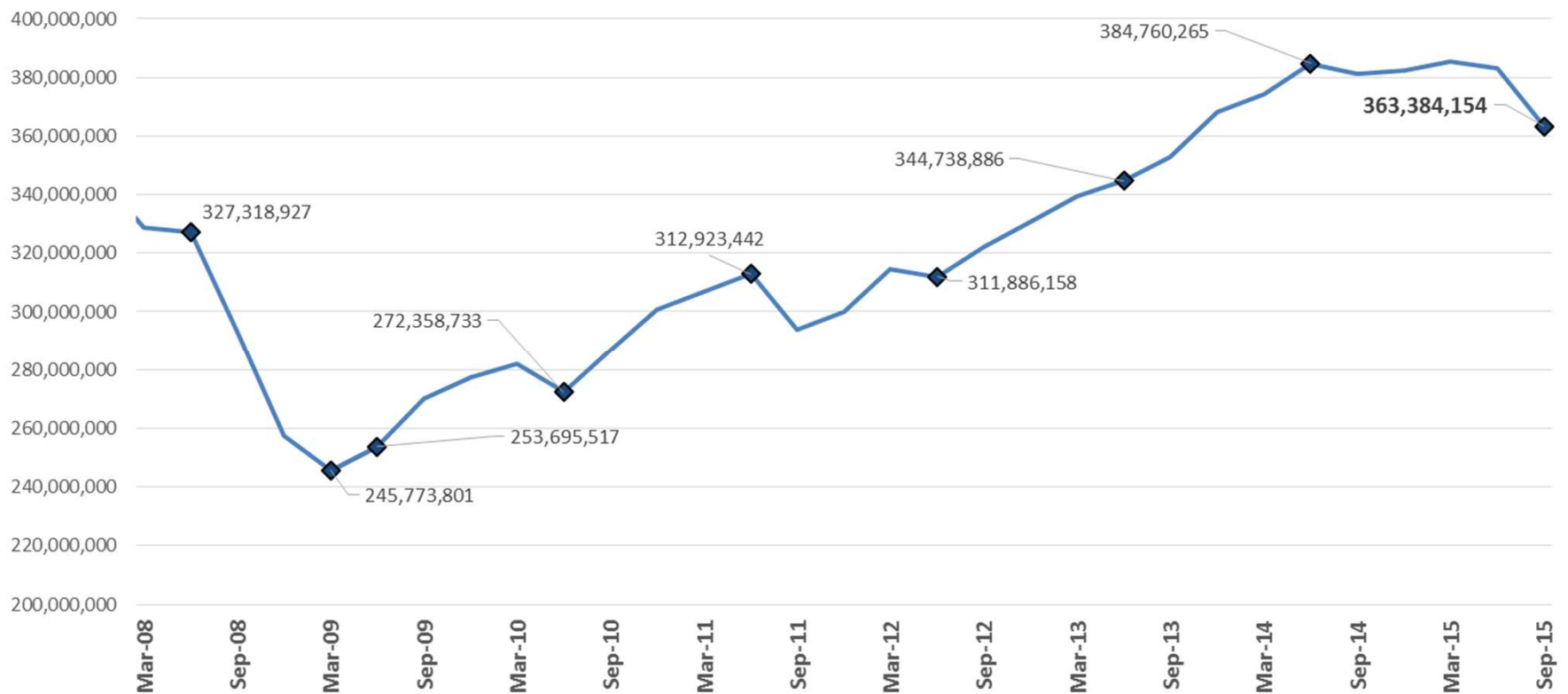


# Cash Received (FY07-FY15)

Cash Received

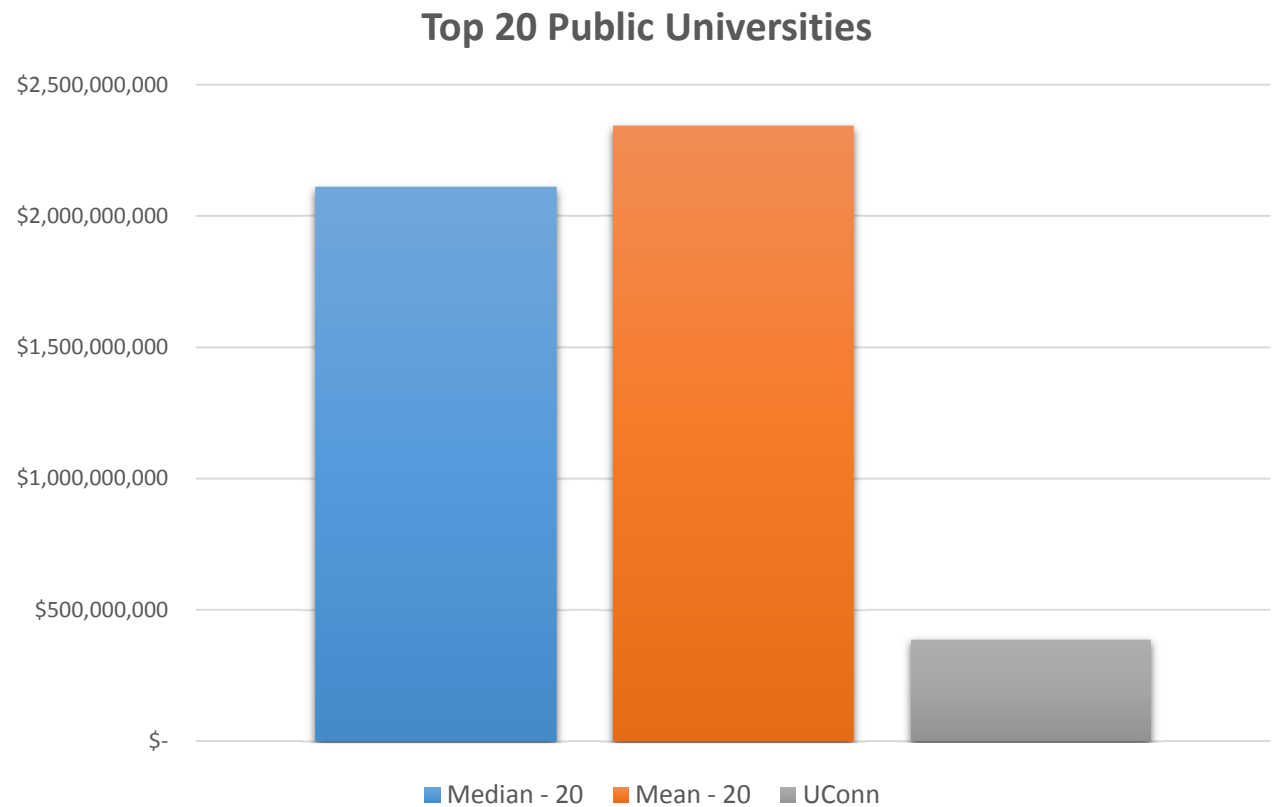


# Historical Total University Endowment



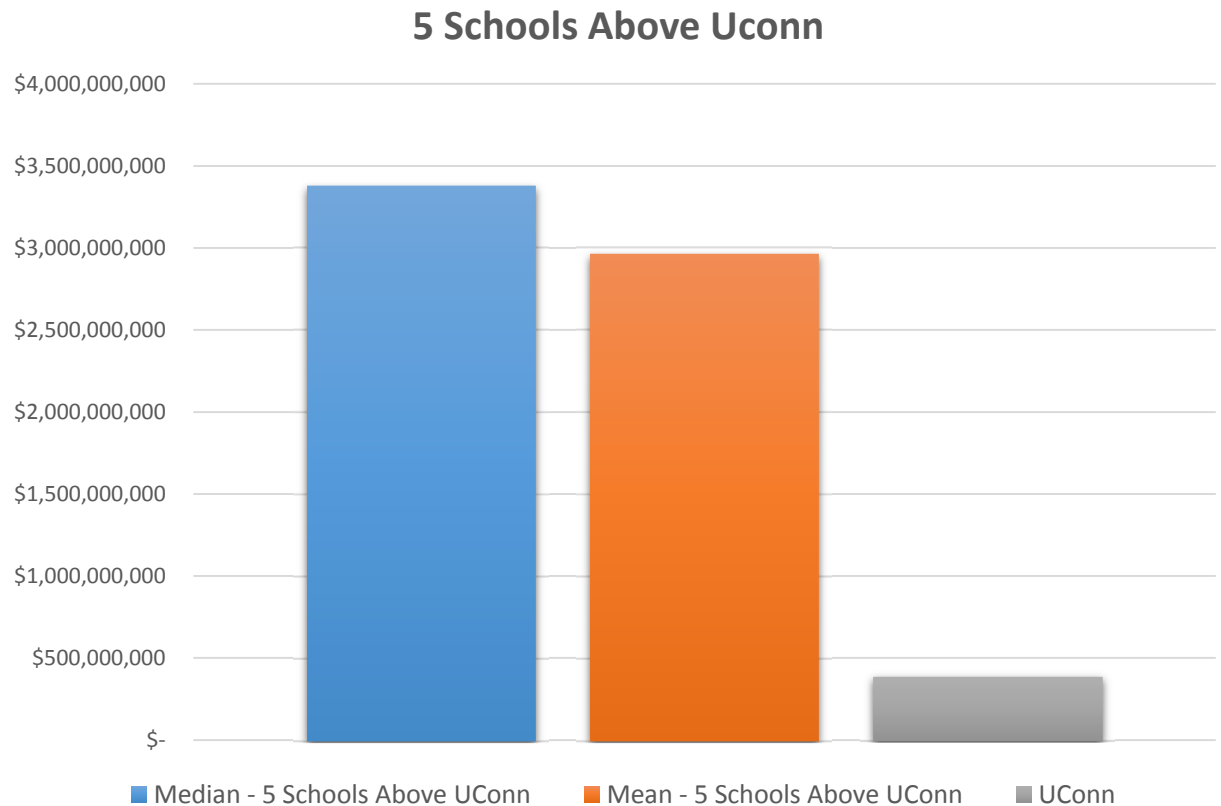
# Top 20 Comparison

The UConn Endowment is nearly **\$2BN smaller** than the Top 20 Public Average



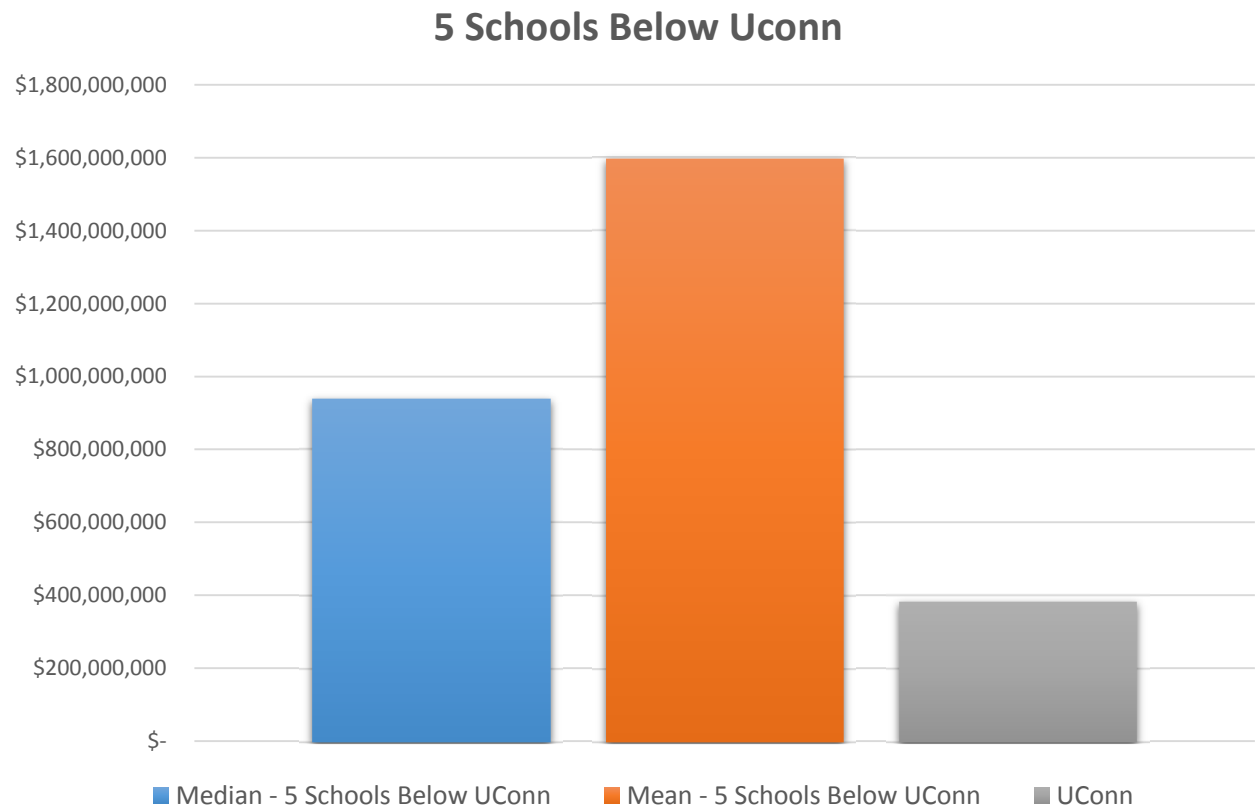
# 5 Schools Above UConn

- Pennsylvania State University
- University of Florida
- Ohio State University
- University of Texas
- University of Washington



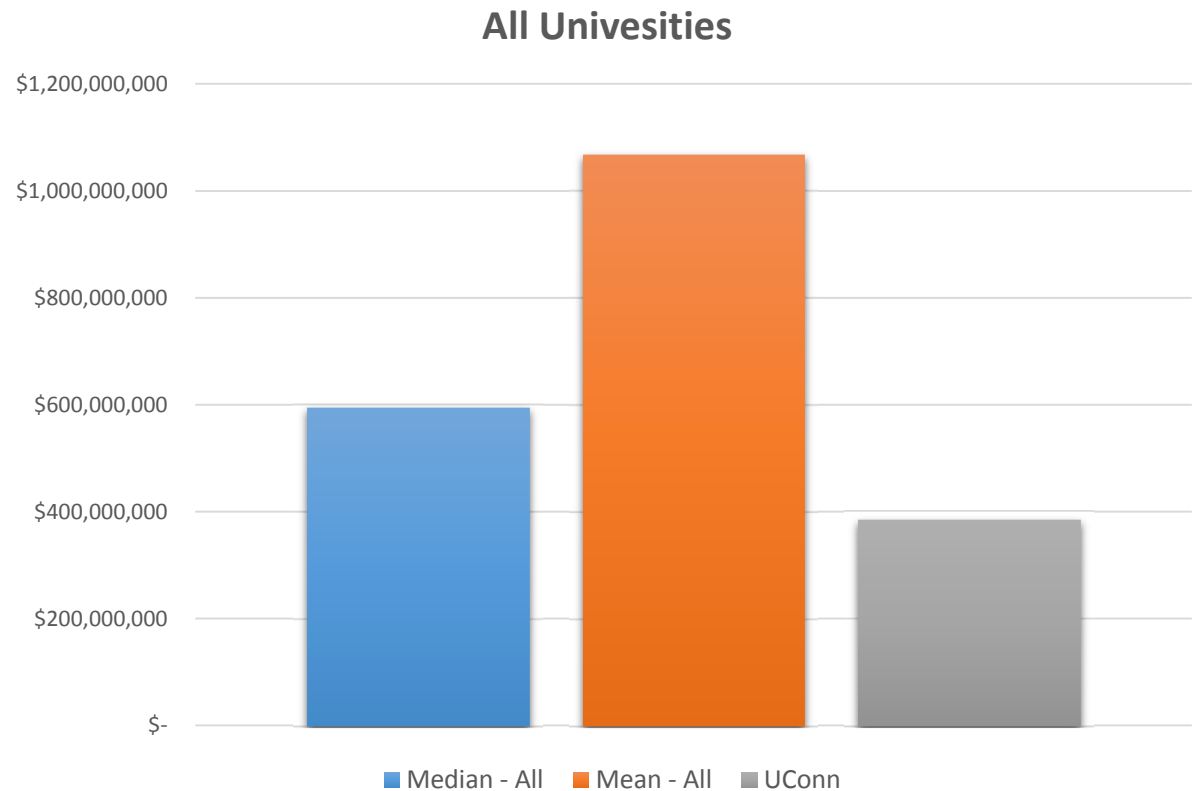
# 5 Schools Below UConn

- University of Maryland
- Clemson University
- Purdue University
- University of Georgia
- University of Pittsburgh



# All University Comparison

The UConn  
Endowment is 64% the  
size of the Median Top  
119 Public Universities



# Facts

- UConn has the smallest endowment in the top 20
- There are only three endowments under \$1Bn in the top 20
- UConn is tied with University of Maryland at rank 19. Maryland has a 26% larger Endowment (\$487M)
- Out of the top 50 Schools UConn has the 42<sup>nd</sup> largest endowment
- Out of the top 75 Schools UConn has the 57<sup>th</sup> largest endowment
- Out of the top 100 Schools UConn has the 70<sup>th</sup> largest endowment
- There are 8 schools ranked below 100 by US News with Endowments larger than UConn (list of 119)

# Fund Administration

## Endowment Funds (1,531 funds) As of September 30, 2015

	<u>Market Value (\$ in millions)</u>			
	<u>University</u>	<u>UCHC</u>	<u>Athletics</u>	<u>Total</u>
<b>Restricted for:</b>				
Scholarships, Fellowships, Awards	78.0	5.4	39.8	123.2
Faculty Support	50.5	43.5	-	94.0
Program Support	<u>61.4</u>	<u>31.4</u>	<u>3.5</u>	<u>96.3</u>
Totals	\$189.9	\$80.3	\$43.3	\$313.5

Non-endowed restricted funds total approximately 1,400 with balances of \$42.4M.

Support provided to University or paid on University's behalf from the above funds totaled \$37.4M during FY15.

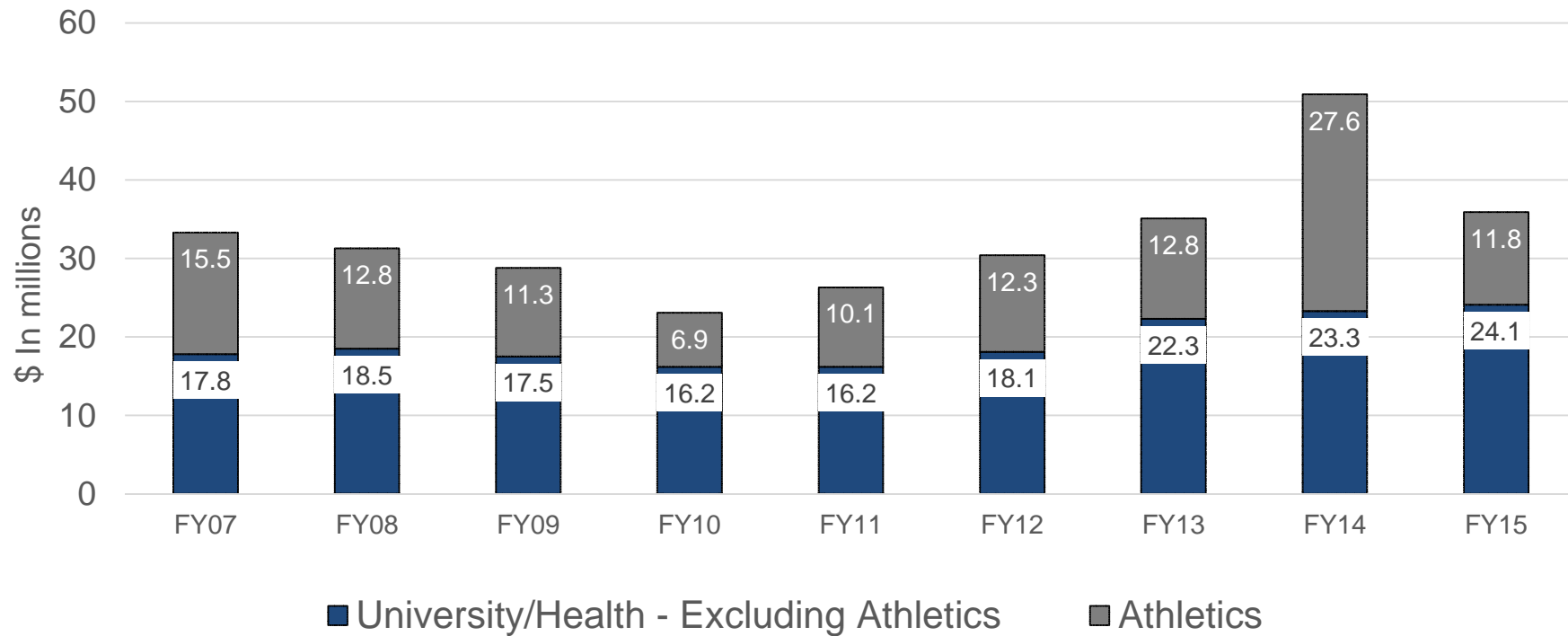
Monies raised totaled \$78.0M in FY15.

Endowment - \$20.3M and non-endowed - \$57.7M.



# Disbursements

Disbursements In Support of the University



# Questions and Answers

Other things you want to know  
about the Foundation?