President’s Welcome
The University of Northern Iowa Foundation and the next UNI campaign

Bill Calhoun
Vice President
University Advancement
Why do we campaign?

- Raise money – mostly from big gifts
- Encourage participation by alumni and friends (increase the number of givers) through gifts of any size
- Raise awareness of the university
Leading, Building, Sharing
1990 – 1995

Goal: $25 million

Raised: $34 million
  » Scholarships
  » Program support
  » Gallagher-Bluedorn PAC ($9 million)
Students First
1997 – 2005

Goal: $75 million

Raised: $112 million

» $42 million for scholarships
» $39 million for programs
» $31 million for facilities
  » McLeod Center
  » Human Performance Complex
  » Russell Hall Renovation
  » Early Childhood Education Center
Planning UNI’s next campaign

Began in 2005

- Met with deans, department heads
- Received written suggestions from across campus
- Held discussions with UNI Foundation board of trustees
How can we describe these needs in terms of a vision for the University of Northern Iowa?
Vision for the University of Northern Iowa

- Premier undergraduate program
- State and national leader on Pre-K through 12 education issues
- Important player in the cultural and economic development in Iowa
Imagine the Impact
2005-2013

Goal: $150 million

▪ Focus
  » People
  » Endowment

▪ Types of support
  » Student
  » Faculty
  » Program
  » Facilities
Imagine the Impact: Faculty Support

- Directly on recruitment, retention and development

- Indirectly on teaching quality, scholarship and program development

- Uses of funds:
  » Endowed chairs
  » Endowed professorships
  » Endowed faculty fellowships
  » Multiple-year faculty fellowships
Imagine the Impact: Student Support

Directly on:
- Accessibility and affordability
- Diversity of student body
- Quality of students

Uses of funds:
- Merit-based scholarships
- Need-based scholarships
- Scholarships for students entering select programs
Imagine the Impact:
Program Support

Directly on:
» Ability of the faculty to provide a quality educational experience
» Quality and quantity of out-of-classroom learning opportunities
» Overall educational experience for our students

Uses of funds:
» Investment in selected academic programs (e.g., math and science education)
» Experiential learning programs for all majors (e.g., study abroad)

Special university-wide programs (e.g., Honors Program)
How will this money be raised?

- Leadership gifts ≥ $1,000,000 will constitute 65 percent of total dollars raised
- Major gifts between $25,000 and $1,000,000 will constitute 25 percent of total
- Gifts will be obtained through individual requests by gift officers with help of president, faculty, heads, deans, coaches and staff.
<table>
<thead>
<tr>
<th>Level</th>
<th># of Gifts</th>
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<tbody>
<tr>
<td>$1,000,000 – 4,999,999</td>
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<td>$500,000 – 999,999</td>
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<td>$250,000 – 499,999</td>
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Gift table for $150 million campaign

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<th>Level</th>
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<td>≤$25,000</td>
<td>Many, Many</td>
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Gifts for Endowments

- Provide permanent support for university programs
- Grow over time
- Come mostly from individual donors
Planned Gifts

- Enable individuals to make larger gifts
  » May offer financial advantages for donors
- Of special interest to donors age 50+
- In Students First were one-quarter of the total raised
Annual Giving

- Provides immediate support
  » Annual Fund
  » Dean’s Funds
- Helps establish the habit of giving to UNI
- Demonstrates endorsement of UNI
Campaign Timeline

- Fall 2007  UNI Foundation approved goal
- Fall 2008  Campus drive
- Fall 2009  National kickoff
- Fall 2013  Complete campaign
How you can help

- Tell us and talk about the good things your program is doing for UNI students and the state
- Help us identify and cultivate prospects and thank donors
- Give