

**University of Florida
Fundraising Policy**

Approved
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University of Florida Foundation, Inc.
Board of Directors

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UNIVERSITY OF FLORIDA FUNDRAISING POLICY

PURPOSE

The purpose of this policy is to:

- establish procedures for all fundraising on behalf of the University of Florida;
- establish guidelines and procedures for the acceptance of gifts;
- establish guidelines for the approval of gift naming opportunities; and
- set minimum dollar totals for gift naming opportunities.

FUNDRAISING POLICIES AND PROCEDURES

The University of Florida Foundation, Inc. (UFF or the Foundation), the fundraising entity for the University of Florida (UF or the University), is managed by the UF Vice President for Development and Alumni Affairs, who also serves as the Executive Vice President of the Foundation. He or she is the chief fundraising officer and reports to the President of the University. The Vice President is responsible for the coordination of all fundraising activities, including the overall supervision and management of fundraising programs, administration of staff, and management of the cultivation, solicitation and proper stewardship of all donors on behalf of the University. All development officers soliciting gifts on behalf of UF or its units report through the Foundation. All college/constituent fundraising programs are subject to the procedures contained in this policy.

By authorization of the Articles of Reincorporation and Bylaws of January 9, 1964, as amended, UFF is UF's official, not-for-profit, 501(c)(3) entity responsible for raising, receiving, and administering gifts and other revenues on behalf of the University. Gifts are outright or deferred contributions received from private contributors (individuals, partnerships, corporations, foundations, trusts, and other organizations, sometimes referred to in this policy as "donors") in which neither goods nor services (other than general reports and fulfillment of donor intent) are expected, implied or forthcoming for the donor (such contributions are sometimes called "grants" by foundations and corporations). All gifts, whether for current use or endowment, solicited in the name of and treated as a gift to any part of the University, must be received and expended

through UFF or in accordance with specific exceptions delineated in written agreements with Gator Boosters, Inc., Southeastern HealthCare Foundation, Inc., the 4-H Foundation, Inc. or other affiliated organizations of UF.

The following general policies and procedures set forth the guidelines for the UF fundraising program. Exceptions to these policies may be granted, where appropriate, by the UFF Board of Directors.

1. **Policy on Ethics in Fundraising:** UFF is dedicated to the highest standards of ethical conduct in fundraising. Staff members advocate these standards by incorporating them into all fundraising activities and by serving as models of professionalism to others. UFF supports and encourages its staff members in these efforts by providing appropriate opportunities for training, education and leadership. Staff members, through training and orientation, are expected to be familiar with professional standards of ethics, including the Donor Bill of Rights (see Appendix).
2. The fundraising program of UF encompasses all gift solicitations on behalf of the University and its units.
3. The fundraising program generally supports and encourages both unrestricted gifts to the University and designated gifts to constituent colleges and units of the donor's choice.
4. All bequests or trust gifts of \$100,000 or more received for the benefit of UF are presumed to be used to establish either endowed funds or fund capital projects, unless specific documentation to the contrary is available. Other proposed uses for such funds must be specifically approved by the UF President.

5. All fundraising projects or campaigns must be pre-approved by the Vice President for Development and Alumni Affairs, and the appropriate Vice President, Dean or Director, and must follow the policies and procedures contained herein.
6. All construction or renovation projects require the approval of the President **before** solicitation begins. The President's approval is to be based on the recommendation of the appropriate Vice President, Dean or Director which should include (a) a list of all proposed naming opportunities in the facility, and (b) endorsement by the Vice President for Development and Alumni Affairs.
7. All proposals of \$50,000 to \$500,000 must be approved by the appropriate Development Manager and the appropriate Vice President, Dean or Director prior to submission to the prospect.
8. Formal solicitations and **even preliminary** discussions with a prospect concerning gifts in excess of \$500,000 must comply with the following procedures. They must be approved in written draft form by the appropriate Development Manager, the Vice President for Development and Alumni Affairs and the appropriate Vice President, Dean or Director prior to the solicitation; and must subsequently be presented to the donor in writing.
9. UFF maintains a Prospect Tracking System (PTS) which records and manages the solicitation of prospects in order to avoid multiple solicitations that could confuse the prospect or diminish the effectiveness of the solicitation. All contacts and solicitations of prospective donors of \$2,000 and above must be reported by unit development officers and coordinated through the PTS. All contacts and solicitations of any unmanaged prospects must be coordinated through and approved by the Florida Fund. Such solicitations require an appeal code assigned by the Florida Fund.

10. Prospect resolution: Many donors give to multiple units on campus and such cultivations are to be encouraged. If two or more development officers or units wish to approach a prospect with a proposal within the same timeframe, the development officers are expected to discuss and resolve the conflict. If a satisfactory resolution cannot be reached, the question will then be considered by the appropriate managers and Deans. Failing satisfactory resolution, further appeals may be made to the Vice President for Development and Alumni Affairs, and ultimately to the UF President.

Fundraising Procedures by Organizational Unit

The Florida Fund (FF)

FF coordinates solicitations of UF alumni and other groups not assigned as major gift prospects on behalf of UF, its colleges and other units. In order to provide the most effective program, the following policies apply:

- All telefunding activities will be conducted by FF on behalf of the colleges, units and general University.
- Alumni, families, students and friends of the University will be solicited in a manner coordinated for optimal effectiveness by FF and in accordance with UFF guidelines.
- Fundraising calling, mailing or e-communications of unmanaged prospects will not be conducted elsewhere on campus unless approved by FF. This will help prevent duplication of effort and confusion among prospects.
- The FF staff will work with colleges or units to develop and coordinate layout, design, timing and message of appeals.
- Coordination of FF prospects among colleges and units will be handled by FF.

- FF staff will evaluate all of its solicitations for effectiveness, efficiency, and overall quality. Periodic status reports will be provided to the appropriate college or unit. Analyses will be used to suggest enhancements to the college's or unit's FF efforts.
- Costs for campaigns on behalf of colleges and units will be budgeted annually and charged to the appropriate college or unit. Statements of these charges will be sent to the appropriate fund administrators in the colleges and units.
- FF will coordinate annual solicitation schedules and strategies for all constituencies.
- FF will assign all appropriate solicitations with an appeal code.

Corporate and Foundation Relations (CFR)

CFR is responsible for enhancing the University's relationships with corporations and foundations, and for coordinating fundraising strategies, proposals and solicitations to the corporate and foundation sectors. Effective, coordinated management of corporate and foundation fundraising is increasingly requested by many donors. In order to maximize the University's chances for receiving such support, and recognizing that the optimum results will often come from joint efforts involving the colleges and units, their development officers and deans, CFR will assist and advise all unit development officers in effective cultivation and solicitation strategies, and, where appropriate, assist with proposal development. CFR will work closely with other University administrative units that interface regularly with corporations – including research, vending and student recruitment – to leverage effectively a company's total involvement, generate increased financial support and develop comprehensive, long-term university-corporate partnerships.

1. All faculty, staff or development officers are encouraged to work with CFR to coordinate development efforts to ensure effective solicitations. Development officers are asked to utilize CFR as a resource in planning communications and strategies. Using CFR as a resource will ensure that the proposed project or solicitation meets the donor's guidelines and interests, and also prevent multiple simultaneous solicitations of a particular prospect.
2. CFR maintains an updated list of the University's key multi-unit corporate and foundation prospects. Development officers are encouraged to assist CFR in updating these records. Faculty, staff and development officers having ongoing or potential relationships with these prospects are encouraged to collaborate with CFR in developing solicitation strategies.

Planned Giving (PG)

PG provides expertise in the planning, cultivation and solicitation of "planned gifts" to UF. Because the documentation and execution of many planned gifts may be complex in terms of protecting both UFF and the donor, PG must review all documents relating to such gifts prior to execution by the donor and acceptance by UFF. The donor will always be advised to seek his or her own outside legal and tax advice before executing a planned gift. Minimum gift amounts and policies for different types of planned gifts are as follows:

Charitable Gift Annuities: The establishment of a charitable gift annuity requires a minimum gift of \$10,000. If the gift is other than cash or publicly-traded securities that can be liquidated promptly, approval will be required by the UFF Board of

Directors for the issuance of the gift annuity. A charitable gift annuity may not be funded with a gift of real estate. The rates paid on charitable gift annuities will follow the suggested rates approved by the Committee on Gift Annuities as modified by policies of the UFF Board of Directors. The minimum beneficiary age is 55 years old.

Charitable Lead and Remainder Trusts: A charitable remainder trust (unitrust or annuity trust) requires a minimum gift of \$50,000 if UFF is to be trustee and at least 50% of the remainder must be irrevocably designated for the benefit of UF. Unitrusts may be established initially for less than the minimum amount provided that the donor commits in writing that gifts comprising the corpus of the trust will eventually exceed the required minimum. UFF will not serve as trustee of a charitable lead trust.

Pooled Income Fund: The minimum initial gift to UFF's pooled income fund is \$5,000 in cash or publicly-traded securities. Additional gifts may be made in minimum increments of \$1,000. This fund is directed toward younger participants (ages 40-55) and will seek to maximize growth for a period of ten to fifteen years.

Bequests: Specific or residual bequests will be recorded by PG. A documented (copy of the estate planning document provision, or Bequest Provision Form) specific or residual bequest of \$10,000 or more will be counted for UF Bequest Society purposes.

Insurance: For insurance to qualify as a gift, whole life, endowment or certain universal life insurance policies must be owned by UFF with UFF also named as

the irrevocable beneficiary of the policy. UFF will not participate in any split-dollar insurance arrangements.

Life Estate: Gifts of property with retained life interests may be accepted. A charitable contribution deduction for a gift of a life estate is available only for a gift of a personal residence or farm.

Donor Advised Fund (The Tigert Fund): The Tigert Fund has a \$100,000 minimum initial gift requirement. The donor must agree that at least 50% of each gift must irrevocably be donated for a UF purpose. The other 50% may be distributed to other non-UF charities, in increments no smaller than \$1,000, in the sole discretion of the trustees of the Tigert Fund; the donor may make suggestions for such additional gifts. All distributions must be 100% gifts (that is, no quid pro quos may be associated with the payment.)

Research

The Research Department provides research services, confidential background materials and informational summaries on prospective donors in connection with fundraising for UF.

Development staff and UF administrators engaged in fundraising are authorized to request confidential prospect research in accordance with policies established by the Research Department.

Restrictions on Gifts

Gift Agreements

The terms of **all** endowment gifts, and all non-endowed gifts of \$100,000 or more, will be specified in a written gift agreement (or other written form) that outlines the program to be supported and the schedule of contributions. The gift agreement should be signed first by the appropriate UF academic officers, then the Executive Vice President of the Foundation, next the UF President and last, by the donor(s). All donors are presumed to have directed UFF to apply for any matching funds from federal, state or private sources that might be available as a result of their gifts.

Restricting Policies

1. All gifts solicited and accepted on behalf of the University must further the mission and strategic initiatives of the University, as articulated by the President and the UF Board of Trustees. Each college's or unit's fundraising goals are developed in conjunction with the approval of the appropriate Senior Vice President and the President and represent the strategic initiatives and goals of the University.
2. The University is fundamentally committed to bringing and maintaining diversity in the university community. Fundraising efforts made on behalf of the University reflect this commitment to diversity, and provide opportunities for donors through support of programs and scholarships that will foster an inclusive environment for aid recipients, enriching the university community with individuals with a variety of geographical, cultural, ethnic, economic and social backgrounds. Provisions that restrict gifts on the basis of race, national origin, color, religion or nationality are

prohibited. Provisions that discriminate based on age, marital status, disability or gender are discouraged.

3. Preferences for relatives or descendants of the donor in the awarding of scholarships or fellowships or in the use of donated funds are not permitted.
4. Gifts from any donor for a fellowship, assistantship or scholarship made on the condition or with the understanding that the award will be made to a student of the donor's choice will not be accepted. Money received subject to such restrictions may be credited to a depository account within the University Office of Student Financial Aid, but will not be recorded as a gift to UF.
5. Gifts from any donor made on the condition or with the understanding that a particular faculty member will be hired or retained will not be accepted.
6. The terms of any gift should be as general and flexible as possible to permit the most productive use of the funds.
7. Gifts that restrict or impede the work or scholarly activity of a faculty member, fellowship holder or student will not be accepted.
8. No fellowship or scholarship gift will be accepted if the terms of the gift in any way include a commitment for the future employment of the student recipient.
9. The donor of a gift may serve on an advisory committee but may not participate in the selection or evaluation of students or faculty members who would benefit from the gift.

Changing Restrictions

The use of donated funds for a purpose other than that stipulated by the donor is prohibited. If another use is deemed necessary, consent for using the funds in a different manner may be sought from the donor or may be altered in accordance with the terms of the gift agreement. If the use becomes impossible or unlawful, court approval may be sought to alter the use. Similarly, for a donor to change the originally stated use of donated funds, the change must first be agreed to by appropriate University officials.

Acceptance of Certain Types of Gifts

Gifts of Tangible Personal Property

A gift of tangible personal property may be accepted on behalf of the University by UFF provided that:

1. such a gift is consistent with the mission of the University, or may be liquidated and the proceeds used by UF;
2. acceptance of such a gift will not involve significant additional expense in its present or future use, display, maintenance or administration; and
3. no financial or other burdensome obligation or expense is or will be directly or indirectly incurred by UFF as a result thereof.

Unless otherwise specified as a condition of the gift, UFF, in assuring that the donor's intent for the gift is honored, is empowered to retain the gift of property, transfer it to the University or liquidate it for the benefit of the University.

Gifts of Works of Art

Gifts of works of art may be accepted by UFF. In addition to the noted policies on acceptance of gifts of tangible personal property, UFF, in accepting works of art, will adhere to the following two-tier approach; note that proof of ownership is a condition of acceptance for any artwork because of increasing problems of repatriation lawsuits for certain ethnic and cultural categories:

1. Works of high quality, individually or in whole collections, may be given to and accessioned by the Samuel P. Harn Museum of Art, the official collector and keeper of important works of art for the University. To be "accessioned" indicates the Museum's commitment to care for and to use the work for Museum purposes. Art accepted by the Museum must be approved by the Museum Director prior to acceptance and, if appropriate, the Museum's Advisory Committee on Collections. The principal criteria for acceptance, besides quality, are condition, ownership, authenticity and relatedness to the purpose and collections of the Museum. In addition, it must meet the following conditions:
 - Generally, it must be unencumbered by any restrictions as to use, attribution, exhibition and disposal. The Museum will, however, honor the donor's wishes regarding gift recognition.
 - Works of art should also be accompanied by a bill of sale or other proof of ownership and a complete provenance (the artwork's history of ownership), where available.
2. Works not meeting Museum standards may still be of value to units of the University for decorative, instructional or resale purposes. However used, title to

these works remains with UFF, and decisions regarding disposition rest with the title.

Gifts of Partnership Interests, Non-publicly Traded Stock and Restricted Securities

An offer of a gift of an interest in a limited or general partnership, or of stock in a corporation that is not publicly-traded, or of restricted or controlled stock of a publicly-traded corporation, may be accepted on behalf of the University by UFF provided that the appropriate due diligence has been performed by a team consisting of the Associate Vice President/COO, the Controller and the Legal Staff. The team will investigate such matters as UFF's possible liability as a partner or owner, the assets of the entity, the liquidity of the assets, the entity's past and current financial condition (based on such things as audited financial statements and filed tax returns), the partnership or shareholders' agreement, the nature of the restrictions and any other information the team deems reasonably necessary. Approval by the UFF staff must be obtained prior to any transfer to UFF of a partnership interest, stock that is not publicly-traded, or restricted or controlled stock.

Gifts of Real Property

Gifts of real property may be accepted on behalf of the University in accordance with UFF policies. Most real property is actively marketed and the proceeds are used for the charitable purposes specified by the donor. A real estate policy has been adopted by the UFF Board relating to the acceptance, management and liquidation of real property.

No interest in real property, whether outright, in trust, by bequest, as a secured interest or otherwise, will be accepted by or on behalf of UFF without first complying with all due diligence requirements as set by the Board. Each real property acquisition requires a site visit by Foundation staff or a qualified consultant, an environmental assessment, and may require an appraisal, survey or title work. Gifts of mortgaged property require additional review.

DONOR RECOGNITION LEVELS

General Recognition Policy

UF wishes to recognize the generosity and commitment of any donor that supports the mission of UF with a gift. In addition to appropriate letters and gift acknowledgements, there are three broad levels of donor recognition: the President's Council, the Bequest Society and the Florida Fund. Unless donors request anonymity, they will automatically be recognized at the appropriate level in one of these groups.

- A. **President's Council** – All donors who support UF with gifts totaling at least \$2,000 per fiscal year will be recognized in the President's Council. Donors will be listed at the appropriate level in the UFF *Honor Roll of Donors*:

Lifetime Recognition: cumulative giving based on gifts contributed in cash, securities, real estate or insurance premiums, or documented bequests or insurance policies at 20 percent of the face value.

Laureate: cumulative gifts of at least \$5 million cash or cash equivalent, or a \$25 million documented bequest or insurance policy.

Cabinet: cumulative gifts of at least \$1 million cash or cash equivalent, or a \$5 million documented bequest or insurance policy.

Academy: cumulative gifts of at least \$500,000 cash or cash equivalent, or a documented bequest or insurance policy of \$2.5 million.

Society: cumulative gifts of at least \$100,000 cash or cash equivalent, or a documented bequest or insurance policy of \$500,000.

Distinguished: cumulative gifts of at least \$50,000 cash or cash equivalent, or a documented bequest or insurance policy of \$250,000.

President's Associates – gifts contributed within a fiscal year (July 1 – June 30) in cash, securities, real estate or insurance premiums, or documented bequests or insurance policies at 20 percent of the face value.

Platinum: \$25,000 contributed within a fiscal year (July 1-June 30) in cash, securities, real estate or insurance premium.

Gold: \$10,000 contributed within a fiscal year (July 1-June 30) in cash, securities, real estate or insurance premium.

Silver: \$5,000 contributed within a fiscal year (July 1-June 30) in cash, securities, real estate or insurance premium.

Bronze: \$2,000 contributed within a fiscal year (July 1-June 30) in cash, securities, real estate or insurance premium. Recent college graduates (bachelor's degree within the past 15 years) and UF faculty and staff qualify by contributing \$1,000 each fiscal year.

B. The Bequest Society

The Society honors alumni and friends who have included the University in their estate planning documents and who document a specific or residual bequest provision of \$10,000 or more at the Bequest Society Member level. Donors with documented bequests of \$100,000 or more will be recognized at the Bequest Society Distinguished level.

C. The Florida Fund

The Florida Fund is the University's annual fund gift club recognizing donors who have contributed within a fiscal year (July 1 – June 30) at the following levels. Donors will be listed at the appropriate level in the UFF *Honor Roll of Donors*:

- \$1,000 to \$1,999
- \$500 to \$900
- \$250 to \$499

STEWARDSHIP

Stewardship is the link between the institution and donors in building trust, credibility and gratitude through acknowledgement, recognition and accountability. UF is committed to an active program of stewardship coordinated by the Director of Stewardship and Donor Relations.

The Stewardship and Donor Relations Department is responsible for ensuring that donors continue to be stewarded after they contribute significant gifts, identifying these donors and implementing plans on how they will be connected to the institution. This connection is maintained, strengthened and cultivated in a variety of ways which include, but are not limited to: personalized acknowledgement letters from the appropriate college/unit contact, annual reports for endowments, building gifts and current use funds, recognition websites, Stakeholders Weekend, Regional recognition events, President's Council recognition and the annual Honor Roll of Donors.

An active stewardship program is the responsibility of all colleges and units of the university. At a minimum, a stewardship program should have systems in place to standardize the acknowledgment and reporting processes in an effort to achieve baseline stewardship for all donors.

As central staff, the department is also charged with:

- Developing acknowledgement, recognition and stewardship programs that are sustainable over time and exhibit accountability for the University of Florida.

- Developing systems and procedures that create a collaborative atmosphere between Stewardship and Donor Relations and development staff, as well as communicating those systems and procedures to development staff and others campus wide.
- Seeking opportunities to collaborate with stewardship and donor relations efforts in the university's colleges and units, offering support and consultation when needed.

ALLOCATION OF CERTAIN GIFTS

1. The UF President will decide the use and allocation of unrestricted gifts to the University. Correspondingly, the use or allocation of funds donated on an unrestricted basis for a particular college or unit shall be determined by the appropriate Vice President, Dean or Director.
2. Fund Administrators (those UF faculty or employees designated by Vice Presidents, Deans or Directors to oversee the disbursement of funds), with the written approval of the appropriate Vice President, Dean or Director, will designate the use and allocation of restricted gift income consistent with the specified intent of the donor.
3. Corporate matching gifts will be credited to the donating corporation's gift record. Such matching gifts will, however, be deposited into the fund for which the individual employee-donor's gift was made, unless the corporate donor specifies otherwise. The employee-donor's gift record receives "soft credit" for the corporate match. UFF is solely authorized to certify, execute and deliver necessary and appropriate affidavits and forms in connection with corporate matching gifts.

4. Unrestricted corporate gifts or grants made or computed on the basis of the number of UF-trained personnel in the corporation's employ or under a similar formula will be allocated to unrestricted University funds unless information is furnished by the corporation indicating a clear intent that the gift should be credited to a particular area.

ADMINISTRATION OF GIFTS

The administration of all gifts is the responsibility of UFF. UFF fund management and investment policies are overseen by the UFF Board of Directors through UFF's Finance Committee. These policies are reviewed and distributed periodically to all Vice Presidents, Deans, Directors and fund administrators.

Donors should not be given assurances that their gifts will be invested in a manner inconsistent with the general policies of UFF. This is particularly true in cases where the donor wishes to:

1. direct that specific investments be made; or
2. direct that a specific investment manager be used.

The UFF Records Department will record all gifts, deposit gifts into the proper funds and issue gift receipts to donors.

CONFIDENTIALITY OF UFF RECORDS

The successful partnership between UF and UFF is based on effective service, trust and accountability. UFF, as a direct support organization of UF, acknowledges the importance of public scrutiny of its financial affairs. UFF's ability to assure donors and prospective donors that their personal or financial information will be held in confidence is essential to fulfilling its primary mission of raising private support for the University. The Legislature acknowledged this need for confidential records in Florida Statutes 1004.28.

Upon receipt of a reasonable and specific request in writing, UFF will provide financial information, such as expenditures from UFF funds, documentation regarding completed business transactions, and information about the investment and management of UFF assets. UFF will furnish this information in a format reasonably responsive, at a reasonable cost to the requesting party. UFF will not, however, release any record or information that includes personal or financial information about a donor, alumnus, prospective donor, volunteer or employee.

All fundraising activities undertaken by UF staff, faculty, students or volunteers are undertaken on behalf of UFF. All records associated with such activities relating to personal or financial information about a donor, alumnus, prospective donor, volunteer, or employee, in the possession of any UF staff member, faculty, student or volunteer are records of UFF and are confidential.

POLICY ON NAMING OPPORTUNITIES AND ENDOWED FUNDS

General Policy

The President of the University sets minimum gift level amounts and establishes approved guidelines for gift naming opportunities. The gift levels described below are intended as minimum amounts needed to name the respective opportunity. **If state matching funds are available, they may be added to the donor's gift for purposes of meeting the minimum naming requirement.**

The amounts listed below are intended to be guidelines for UF's many and varied units and programs. Exceptions may be granted to the endowment minimums stated below by the Vice President of Development and Alumni Affairs, after consultation with the UF President.

ENDOWMENT MINIMUM: A minimum gift of \$30,000 is required to create an endowed fund at UFF.

Endowed Funds:

University Chair: To establish an endowed "superchair," a minimum of \$4 million is required. Such chairs are to be occupied by individuals with the senior rank of associate or full professor.

Chair: To establish an endowed chair (also called an "eminent scholar chair"), a minimum of \$1.5 million is required. Chairs are to be occupied by individuals with the senior rank of associate or full professor.

Professorship: To establish an endowed professorship, a minimum of \$600,000 is required. Such professorship is to be occupied by a UF faculty member.

Term Professorship/Faculty Fellowship: To establish an endowed term professorship/faculty fellowship, a minimum of \$300,000 is required. These positions are to be occupied by UF faculty members.

Deanship/Directorship: To endow a College Dean or Unit Director position, a minimum gift of \$5,000,000 is required. The spendable income may be used for any academic purpose in the College or Unit.

Center: To endow a center, a substantial endowment gift is required, in an amount to be approved by the UF President.

Lectureship: To establish an endowed lectureship, a minimum of \$250,000 is suggested. The spendable income from this endowment may be used to pay for honoraria, publicity and the expenses of a member of the faculty or a visiting professor or lecturer from another institution or organization to present a lecture or a series of lectures on campus.

Research Fund: To establish an endowed research fund, a minimum of \$100,000 is suggested. The spendable income from the endowment may be used to support programs, technology enhancements and research.

Fellowship: To establish an endowed fellowship, a minimum of \$350,000 is suggested. A fellowship is awarded to a student who is working towards an advanced degree in any

graduate program (and this award may include a research or teaching assignment if deemed appropriate for the advanced education of the student).

Assistantship: To establish an endowed assistantship, a minimum gift of \$350,000 is suggested. An assistantship is awarded to a student who is working towards an advanced degree in any graduate program and who is required to work in exchange for this support.

An assistantship may be governed by a Collective Bargaining Agreement between the University and the Graduate Assistants United, if any.

Scholarship: To establish an endowed scholarship, a minimum of \$100,000 is suggested. An endowed scholarship may be awarded to an undergraduate student, graduate or a professional school student on the basis of need, academic merit or a combination of factors.

Libraries or Art Acquisition Fund: To establish an acquisition fund, a minimum of \$20,000 is required. The spendable income from an endowed acquisition fund may be used for the purchase of books, art or other materials in a specified field. It may also be used, to the extent not needed for purchases, for preservation of books or art, and for repair, cataloging and other expenses related thereto.

Other Named Funds: The endowed funds described above are listed because of their broad appeal to the donors of most colleges, schools, departments and other units of the University. A variety of other purposes, endowed and non-endowed, offer numerous other gift opportunities. Each college, school or department may establish named fund opportunities to support the particular activities of its programs so long as the minimum standards stated above are observed.

Colleges, Schools, Departments, Institutes and Centers:

Because of the public visibility, permanence and significance of the naming of University colleges, schools, departments, institutes and centers by virtue of private donations, such naming agreements must comply with the following:

1. The private gift associated with such naming shall satisfy minimum gift amounts specifically established by the UF President in consultation with the Vice President for Development and Alumni Affairs.
2. Each such naming of a college, school, department, institute or center must comply with specific procedures, in the order indicated:
 - a. Approval of the appropriate Vice President, Dean or Director;
 - b. Approval of the Vice President for Development and Alumni Affairs;
 - c. Approval of the UF President;
 - d. Approval of the UF Board of Trustees.
3. Note that the establishment of a center or institute also requires approval of the appropriate Dean, Vice President and Provost and, if State monies are involved, the Board of Governors.

Buildings:

1. The naming of any building (new or existing) as a result of a private gift must be approved by the following:
 - a. the appropriate Vice President, Dean or Director;
 - b. the Vice President for Development and Alumni Affairs.
 - c. the President of UF;

- d. the UF Board of Trustees;
 - e. the naming of any building in honor of a living person(s) requires the additional approval of the Florida Legislature (Florida Statutes 267.062).
2. Naming a portion of a building: The naming of a portion of a building (*e.g.*, a classroom, auditorium or non-academic center), as a result of a private gift, must be approved by the following:
- a. the appropriate Vice President, Dean or Director;
 - b. the Vice President for Development and Alumni Affairs; and
 - c. the UF President.
3. When the naming opportunity concerns construction of a new building or renovation of an existing building, a donor will generally be required to provide fifty percent of the building or renovation cost.
4. Consideration may be given to naming an existing building for an endowment gift equal to half the replacement cost of the facility. Such naming must comply with the procedures set forth above.

Miscellaneous Endowment Policies:

1. UFF shall have the latitude to approve the establishment of an endowed fund in an amount less than that stated above, provided that it is understood that, within a reasonable period of time (generally, five years) from the establishment of the

fund, gifts to the fund shall equal the stated minimum. If the stated minimum is not achieved, then the endowed fund may be closed and the funds expended for the college or unit originally designated by the donor.

2. The President, Vice President for Development and Alumni Affairs and the Board of Directors of UFF retain the right to approve or disapprove any naming, or to return a gift to a donor, in serving the best interests of UF.

Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

To have access to the organization's most recent financial statements.

To be assured their gifts will be used for the purposes for which they were given.

To receive appropriate acknowledgment and recognition.

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of this statement in its entirety was developed by the American Association of Fundraising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP).