



Item: SP: I-3

STRATEGIC PLANNING COMMITTEE

Wednesday, October 24, 2007

SUBJECT: FAU FOUNDATION UPDATE

PROPOSED COMMITTEE ACTION

None. Informational purposes only.

BACKGROUND INFORMATION

To provide an annual update on accomplishments and goals of the Florida Atlantic University Foundation (FAUF).

IMPLEMENTATION PLAN/DATE

N/A.

FISCAL IMPLICATIONS

N/A.

Supporting Documentation: To be distributed at the October 24, 2007 Strategic Planning Committee Meeting

Presented by: Dr. Ken Jessell, Interim VP of University Advancement Phone: 561-297-3266



- **Encourage, promote, and solicit** private funds and other resources for the benefit of Florida Atlantic University and the advancement of higher education.
- **Build and steward** relationships with all constituencies.
- **Communicate** critical and ongoing fundraising needs necessary to advance the goals and objectives of the University and the FAU Foundation including scholarships, professorships, teaching, research, facilities, academics, athletics and public service.



GOAL 1: Providing Increased Access to Higher Education

GOAL 2: Meeting Statewide Professional and Workforce Needs

GOAL 3: Building World-Class Academic Programs and Research Capacity

**GOAL 4: Meeting Community Needs and Fulfilling Unique Institutional
Responsibilities**

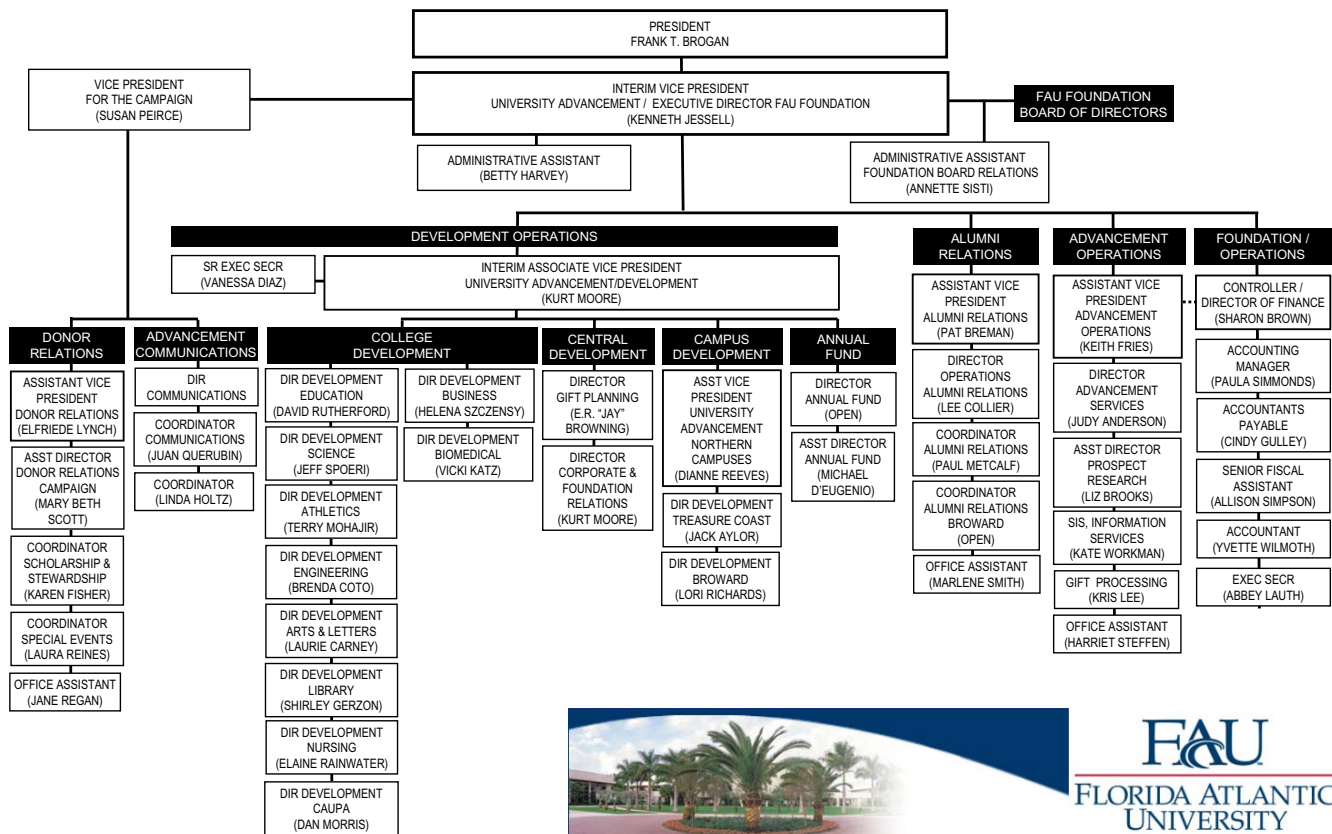
GOAL 5: Building a State-of-the-Art Informational Technology Environment

GOAL 6: Enhancing the Physical Environment

GOAL 7: Increasing the University's Visibility

UNIVERSITY ADVANCEMENT ORGANIZATION CHART

as of 10/19/07



FAU
FLORIDA ATLANTIC
UNIVERSITY

University Advancement



FAU
FLORIDA ATLANTIC
UNIVERSITY

FAU FOUNDATION, INC.

Board of Directors

EXECUTIVE COMMITTEE

University President: Frank T. Brogan '81
 Executive Director: Dr. Kenneth Jessell (Interim)
 BOT Representative: Rajendra Gupta, MD

OFFICERS

Chair: Leslie M. Corley
 Vice Chair: Richard A. Murdoch
 Treasurer: Thomas Workman '71
 Secretary: Michael I. Kaufman

COMMITTEE CHAIRS

Audit: Willard B. Soper
 Investment: Thomas E. Lynch
 Development: Virginia I. Miller
 Real Estate: Michael Davis
 Finance: Thomas Workman '71
 Nominating: Dr. Ira J. Gelb
 By-Laws and Governance: Christopher C. Wheeler

BOARD MEMBERS

Bruce H. Allen
 M. J. Arts
 Anthony Barbar (Ex Officio)
 Barry S. Berg
 Frank T. Brogan '81 (Ex Officio)
 Daniel C. Chabot
 Leslie M. Corley
 Michael L. Davis
 Jorge A. Dominicus
 Dr. Ira J. Gelb
 Suheyly F. Gencsoy
 Rajendra Gupta, MD (Ex Officio)
 David J. Gury
 Marlis Hadeed (Ex Officio)
 Cecelia James
 Dr. Kenneth Jessell (Ex Officio)
 Michael I. Kaufman
 Charna C. Larkin
 Walter Lipkin (Ex Officio)
 Peter LoBello
 Thomas E. Lynch
 Luis J. Mago
 Virginia I. Miller
 Richard A. Murdoch
 Eric H. Shaw (Ex Officio)
 Willard B. Soper
 Tony Teixeira (Ex Officio)
 Christopher C. Wheeler



FAU FOUNDATION, INC.

Major Gift Highlights 2006-07

- ❖ Received single largest gift to FAU from Barry Kaye for the naming of the College of Business.
- ❖ Received \$3 million gift from the Toppel Family Foundation for the creation of Early Childhood Education Institute.
- ❖ Received \$1 million gift from Arthur Weiss for scholarship support.
- ❖ Received \$600,000 from Renaissance Charitable Foundation for Endowed Professorship in Biomedical Sciences.
- ❖ Received \$250,000 from Quantum Foundation for Nursing Education.
- ❖ Received \$200,000 from California Community Foundation for Graduate Student Support in CAUPA.



FAU FOUNDATION, INC.

New Gifts

Campaign Counting - New Gifts (Gift receipt amt, not adjusted for write-offs)						
Gift Category	Source	2003-04	2004-05	2005-06	2006-07	2007-08*
Deferred	Private Giving			\$1,010,000	\$10,450,000	
Gift-in-Kind	Private Giving	\$595,988	\$211,049	\$6,335,512	\$797,479	\$7,324
New Cash	Private Giving	\$10,555,029	\$5,643,105	\$6,897,354	\$7,012,694	\$900,399
New Cash	State Matching	\$1,890,860	\$13,381,205			
New Pledge	Private Giving	\$2,362,184	\$2,876,530	\$2,332,858	\$20,742,111	\$583,350
New Pledge	State Matching	\$4,302,660	\$1,425,702	\$4,523,037	\$3,515,813	
		\$19,706,721	\$23,537,590	\$21,098,760	\$42,518,097	\$1,491,073
						* to 9/30
	Total Private Giving	\$13,513,201	\$8,730,683	\$16,575,723	\$39,002,284	\$1,491,073
	Total State Matching	\$6,193,520	\$14,806,907	\$4,523,037	\$3,515,813	\$0
		\$19,706,721	\$23,537,590	\$21,098,760	\$42,518,097	\$1,491,073



FAU FOUNDATION, INC.

Contributions Received

Cash in the Door (Gift receipt amount)						
Gift Category	Source	2003-04	2004-05	2005-06	2006-07	2007-08*
Cash Payments	Private Giving	\$3,361,347	\$5,745,619	\$4,166,856	\$2,888,318	\$1,011,729
Cash Payments	State Matching	\$2,102,159		\$3,086,202	\$1,998,037	
Gift-in-Kind	Private Giving	\$595,988	\$211,049	\$6,335,512	\$797,479	\$7,324
GIK Payments	Private Giving	\$53,678		\$12,265		
New Cash	Private Giving	\$10,555,029	\$5,643,105	\$6,897,354	\$7,012,694	\$900,399
New Cash	State Matching	\$1,890,860	\$13,381,205			
		\$18,559,060	\$24,980,977	\$20,498,189	\$12,696,528	\$1,919,452
						* to 9/30
Total Private Giving		\$14,566,041	\$11,599,772	\$17,411,987	\$10,698,491	\$1,919,452
Total State Matching		\$3,993,019	\$13,381,205	\$3,086,202	\$1,998,037	\$0
		\$18,559,060	\$24,980,977	\$20,498,189	\$12,696,528	\$1,919,452



FAU FOUNDATION, INC.

Contributions Received

Const Code	DONORS					DOLLARS				
	03-04	04-05	05-06	06-07	07-08	03-04	04-05	05-06	06-07	07-08*
Alumni	1471	1677	1773	1992	242	\$363,094	\$2,214,031	\$326,904	\$394,628	\$33,408
Consortia	2	2	2	3	1	\$16,592	\$9,600	\$5,703	\$1,035	\$1,695
Corporation	411	290	371	517	108	\$1,951,910	\$1,444,466	\$3,402,654	\$3,505,350	\$302,515
Estate	4		1			\$36,350		\$72,036		
Event Registrant	4	8	8	12	16	\$2,029	\$2,157	\$1,559	\$1,515	\$1,434
Faculty and Staff	288	319	299	314	191	\$175,533	\$135,493	\$137,860	\$413,146	\$18,341
Family Foundation	2	1	13	29		\$3,500	\$6,833	\$1,641,517	\$1,246,260	
FAU Affiliated Organization	8	3	2	1	1	\$48,300	\$262,250	\$283,000	\$3,000	\$310,000
Foundation	121	100	110	133	17	\$2,741,741	\$4,134,766	\$1,449,273	\$1,812,024	\$852,603
Friend	1295	1421	1421	1735	343	\$8,957,694	\$3,017,447	\$9,636,922	\$2,156,568	\$189,372
Government Entity	7	6	7	7	2	\$60,028	\$170,534	\$111,120	\$62,372	\$15,549
Other Organizations	56	82	139	73	16	\$206,512	\$194,109	\$330,683	\$236,452	\$193,545
Parent	11	15	75	68	14	\$2,758	\$8,085	\$12,756	\$866,141	\$989
State Matching	1	1	1	1		\$3,993,019	\$13,381,205	\$3,086,202	\$1,998,037	
	3681	3925	4222	4885	951	\$18,559,060	\$24,980,977	\$20,498,189	\$12,696,528	\$1,919,452
										* to 9/30



❖ While not a component of the FAU budget, the Florida Atlantic University Foundation makes expenditures that directly benefit the University.

❖ Expenditures on behalf of the University during 2006-2007 are estimated as:

• Salaries, Wages and Benefits	\$3.55 million
• General Expenses	\$8.54 million
• Scholarships	<u>\$2.56 million</u>
Total	\$14.65 million*

* This number does not include gift-in-kind or the Foundation's budget for operations nor for the Capital Campaign.



At the request of the Foundation, members of the University Advancement staff have formed the **Fundraising Policy Committee** to re-evaluate and revise the 8 year old fundraising policy. The end result will be a comprehensive interactive fundraising policy that will establish guidelines to govern the acceptance, administration, and disposition of philanthropic gifts and provide guidance to the Foundation Board, its members and staff, and to University personnel assigned with fundraising responsibilities.

The revised Policy will address such areas as:

- Gifts of Real Estate with an environmental audit
- Gifts of Tangible Personal Property
- Gifts of Life Insurance, Annuities, Trusts, and Bequests
- Gifts of Intellectual Property
- Gifts of Natural Resources
- Business Continuity and Disaster Recovery Plans
- Data Management and Gift Processing



FAU FOUNDATION, INC.

**Comparative Data FY07
(Florida Universities)**

FLORIDA UNIVERSITIES / FY2007					
Institution	Endowment Per Student	Endowment per FTE	Enrollment: Total Headcount	Endowment Market Value	% Change in Endowment Last Year to This Year
University of Florida (Gainesville, FL)	\$24,004	\$35,038	50,785	\$1,219,025,979	22.40%
Florida State University (Tallahassee, FL)	\$13,564	\$19,823	40,474	\$548,994,117	9.70%
Florida Atlantic University (Boca Raton, FL)	\$7,414	\$12,941	25,657	\$190,213,000	12.80%
Florida International University (Miami, FL)	\$2,376	\$9,047	38,537	\$91,581,609	14.50%
University of North Florida (Jacksonville, FL)	\$4,937	\$6,776	15,420	\$88,785,081	16.60%
Florida Gulf Coast University (Ft. Myers, FL)	\$4,725	\$5,982	8,316	\$39,289,385	30.90%
New College Foundation (FL)	\$44,992	\$44,992	746	\$33,564,000	YTR
Florida A&M University (Tallahassee, FL)	DNR	DNR	DNR	DNR	DNR
University of Central Florida (Orlando, FL)	\$2,046	\$2,722	46,719	\$95,580,670	YTR
University of South Florida (Tampa, FL)	\$7,490	\$12,197	44,038	\$329,832,102	YTR
University of West Florida (Pensacola, FL)	\$5,700	\$7,973	9,655	\$55,035,529	YTR
Mean	\$11,725	\$15,749	28,035	\$269,190,147	17.80%
Max Value	\$44,992	\$44,992	50,785	\$1,219,025,979	--
75th Percentile	--	--	--	--	--
50th Percentile (median)	\$10,489	\$16,382	32,097	\$91,581,609	--
25th Percentile	--	--	--	--	--
Min Value	\$2,046	\$2,722	746	\$33,564,000	--
Total Number of Institutions	11	11	11	11	11

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DNR - Did not Report; YTR - Yet to Report
Red Figures are Data Reported FY2006



FAU FOUNDATION, INC.

**Comparative Data FY07
(Comparison Universities)**

COMPARISON INSTITUTIONS / FY2007					
Institution	Endowment Per Student	Endowment per FTE	Enrollment: Total Headcount	Endowment Market Value	% Change in Endowment Last Year to This Year
University of Louisville (Louisville, KY)	\$36,482	\$48,341	21,841	\$796,812,000	17.10%
Virginia Commonwealth University (Richmond, VA)	\$10,819	\$13,350	30,381	\$328,705,000	11.20%
University of Akron (Akron, OH)	\$9,011	\$12,919	23,539	\$212,100,000	13.90%
University of Memphis (Memphis, TN)	\$10,066	\$12,980	20,562	\$206,976,487	15.00%
Florida Atlantic University (Boca Raton, FL)	\$7,414	\$12,941	25,657	\$190,213,000	12.80%
Old Dominion University (Norfolk, VA)	\$8,246	\$11,930	22,256	\$183,525,053	17.20%
University of Nevada, Las Vegas (Las Vegas, NV)	\$4,812	\$6,633	27,912	\$134,323,861	10.80%
Georgia State University (Atlanta, GA)	\$3,839	\$4,411	26,134	\$100,334,859	12.90%
University of North Florida (Jacksonville, FL)	\$4,937	\$6,776	15,420	\$88,785,081	16.60%
University of Wisconsin-Milwaukee (Milwaukee, WI)	\$2,400	\$3,030	28,356	\$68,066,000	14.30%
George Mason University (Fairfax, VA)	\$1,574	\$2,079	29,728	\$46,781,583	YTR
Portland State University (Portland, OR)	\$1,394	\$1,962	22,204	\$30,951,498	YTR
Univ. of Texas at Arlington (Arlington, TX)	\$2,044	\$2,210	24,829	\$186,200,000	YTR
University of Toledo (Toledo, OH)	\$7,187	\$8,578	19,201	\$59,570,000	YTR
Mean	\$7,873	\$10,581	24,144	\$188,096,030	14.20%
Max Value	\$36,482	\$48,341	30,381	\$796,812,000	--
75th Percentile	--	--	--	--	--
50th Percentile (median)	\$8,246	\$12,919	24,598	\$186,869,027	--
25th Percentile	--	--	--	--	--
Min Value	\$1,394	\$1,962	15,420	\$30,951,498	--
Total Number of Institutions	14	14	14	14	14

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YTR - Yet to Report
Red Figures are Data Reported FY2006



FAU FOUNDATION, INC.

**Comparative Data FY06
(Florida Universities)**

FLORIDA UNIVERSITIES / FY2006				
Institution	Alumni Giving as a Percentage of Total Giving	Largest Gift from Living Individual	Largest Gift from Foundation	Largest Gift from Corporation
Florida A&M (Tallahassee, FL)	DNR	DNR	DNR	DNR
Florida Atlantic University (Boca Raton, FL)	1.80%	\$3,797,725	\$150,000	\$2,000,000
Florida Gulf Coast University (Ft. Myers, FL)	0.10%	\$5,000,000	\$800,000	\$5,100,000
Florida International University (Miami, FL)	2.70%	\$1,024,920	\$700,010	\$1,001,800
Florida State University (Tallahassee, FL)	37.30%	\$1,000,000	\$601,950	\$500,000
New College Foundation (FL)	DNR	DNR	DNR	DNR
University of Central Florida (Orlando, FL)	5.10%	\$2,500,000	\$3,000,000	\$6,334,580
University of Florida (Gainesville, FL)	23.00%	\$6,530,166	\$4,133,333	\$1,300,482
University of North Florida (Jacksonville, FL)	2.80%	\$2,000,000	\$600,000	\$600,000
University of South Florida (Tampa, FL)	9.40%	\$5,360,100	\$1,735,655	\$8,752,000
University of West Florida (Pensacola, FL)	11.90%	\$100,000	\$50,000	\$150,000
Mean	10.50%	\$3,034,768	\$1,307,883	\$2,859,874
Max Value	37.30%	\$6,530,166	\$4,133,333	\$8,752,000
75th Percentile	--	--	--	--
50th Percentile (median)	5.10%	\$2,500,000	\$700,010	\$1,300,482
25th Percentile	--	--	--	--
Min Value	0.10%	\$100,000	\$50,000	\$150,000
Total Number of Institutions	11	11	11	11

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DNR - Did Not Report



FAU FOUNDATION, INC.

**Comparative Data FY06
(Comparison Universities)**

PEER INSTITUTIONS / FY2006				
Institution	Alumni Giving as a Percentage of Total Giving	Largest Gift from Living Individual	Largest Gift from Foundation	Largest Gift from Corporation
University of Wisconsin-Milwaukee (Milwaukee, WI)	42.50%	\$10,000,000	\$1,000,000	\$1,076,150
University of Toledo (Toledo, OH)	38.60%	\$328,523	\$91,168	\$500,000
Georgia State University (Atlanta, GA)	31.40%	\$761,499	\$600,000	\$205,750
University of Louisville (Louisville, KY)	28.50%	\$4,639,820	\$1,373,780	\$1,208,247
University of Akron (Akron, OH)	22.10%	\$1,878,360	\$600,000	\$2,674,025
Old Dominion University (Norfolk, VA)	17.30%	\$389,102	\$250,000	\$246,122
Univ. of Texas at Arlington (Arlington, TX)	16.50%	\$250,000	\$519,942	\$706,761
Portland State University (Portland, OR)	13.50%	\$569,912	\$1,200,000	\$200,500
Virginia Commonwealth University (Richmond, VA)	12.00%	\$6,976,760	\$1,050,000	\$4,241,667
University of Memphis (Memphis, TN)	9.30%	\$125,000	\$1,020,000	\$1,796,309
George Mason University (Fairfax, VA)	3.20%	\$1,115,300	\$3,817,500	\$160,000
University of North Florida (Jacksonville, FL)	2.80%	\$2,000,000	\$600,000	\$600,000
University of Nevada, Las Vegas (Las Vegas, NV)	2.70%	\$1,250,000	\$10,000,000	\$584,250
Florida Atlantic University (Boca Raton, FL)	1.80%	\$3,797,725	\$150,000	\$2,000,000
Mean	17.30%	\$2,434,429	\$1,590,885	\$1,157,127
Max Value	42.50%	\$10,000,000	\$10,000,000	\$4,241,667
75th Percentile	28.50%	\$3,797,725	\$1,200,000	\$1,796,309
50th Percentile (median)	15.00%	\$1,182,650	\$800,000	\$653,381
25th Percentile	3.20%	\$389,102	\$519,942	\$246,122
Min Value	1.80%	\$125,000	\$91,168	\$160,000
Total Number of Institutions	14	14	14	14

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FLORIDA UNIVERSITIES / FY2006	
Institution	Total Dollars
University of Florida (Gainesville, FL)	\$156,528,568
Florida State University (Tallahassee, FL)	\$50,244,834
University of South Florida (Tampa, FL)	\$46,346,593
Florida Gulf Coast University (Ft. Myers, FL)	\$31,356,659
University of Central Florida (Orlando, FL)	\$31,099,415
Florida Atlantic University (Boca Raton, FL)	\$17,441,987
University of North Florida (Jacksonville, FL)	\$16,224,759
Florida International University (Miami, FL)	\$13,891,812
University of West Florida (Pensacola, FL)	\$2,286,778
Florida A&M (Tallahassee, FL)	--
New College Foundation (FL)	--
Mean	\$40,602,378
Max Value	\$156,528,568
75th Percentile	--
50th Percentile (median)	\$31,099,415
25th Percentile	--
Min Value	\$2,286,778
Total Number of Institutions	11

COMPARISON UNIVERSITIES / FY2006	
Institution	Total Dollars
Virginia Commonwealth University (Richmond, VA)	\$65,107,123
University of Louisville (Louisville, KY)	\$61,142,151
University of Nevada, Las Vegas (Las Vegas, NV)	\$40,996,281
University of Wisconsin-Milwaukee (Milwaukee, WI)	\$31,371,799
University of Akron (Akron, OH)	\$25,226,405
George Mason University (Fairfax, VA)	\$23,282,698
University of Memphis (Memphis, TN)	\$17,594,669
Florida Atlantic University (Boca Raton, FL)	\$17,441,987
University of North Florida (Jacksonville, FL)	\$16,224,759
Old Dominion University (Norfolk, VA)	\$11,355,395
Georgia State University (Atlanta, GA)	\$11,323,190
Portland State University (Portland, OR)	\$10,828,793
University of Toledo (Toledo, OH)	\$7,717,182
Univ. of Texas at Arlington (Arlington, TX)	\$5,829,351
Mean	\$24,674,413
Max Value	\$65,107,123
75th Percentile	\$31,371,799
50th Percentile (median)	\$17,582,065
25th Percentile	\$11,323,190
Min Value	\$5,829,351
Total Number of Institutions	14

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- 1. Develop a compelling case for support**
 - based on transformational initiatives that advance FAU's strategic plan and resonate with philanthropists
- 2. Identify and recruit effective campaign leadership**
 - philanthropic leaders who, through their time, financial support and position in the community engage others in the campaign
- 3. Develop a deep prospect pool based on the case for support**
 - 3:1 prospect ratio for every gift
 - leadership gifts are secured before public announcement



4. Develop comprehensive staff and systems

- staffing and infrastructure are in place to advance the processes of prospect identification, cultivation, solicitation, and stewardship at every level

5. Identify budget resources

- standard is 10% of campaign goal

6. Prepare the campaign strategic plan

- conduct feasibility study
- develop cultivation and solicitation strategies
- prepare communication and stewardship strategies
- develop campaign timetable
phases: planning, organizing, advanced gifts, public, closing