



GO GREATER

FUNDRAISING AT UF

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MISSION & VALUES

Advance the university by creating awareness, building relationships, securing private support and recognizing donors

Respect ▶ **Accountability** ▶ **Integrity** ▶ **Stewardship** ▶ **Excellence**



Talent Management
(retain, develop, acquire)



Strategic Communications
(inform, educate, inspire)



Alumni Affairs
(involve, engage)



Development
(advocate, invest)



Advancement Services
(serve, steward)



UNIVERSITY PRIORITIES



- Preeminent Faculty (200 new)
- Exceptional academic environment
- Outstanding & accessible education
- Successful and engaged alumni
- Growth in research and scholarship
- Strengthened public engagement
- Efficient and effective infrastructure



UNIVERSITY of **FLORIDA**
ADVANCEMENT

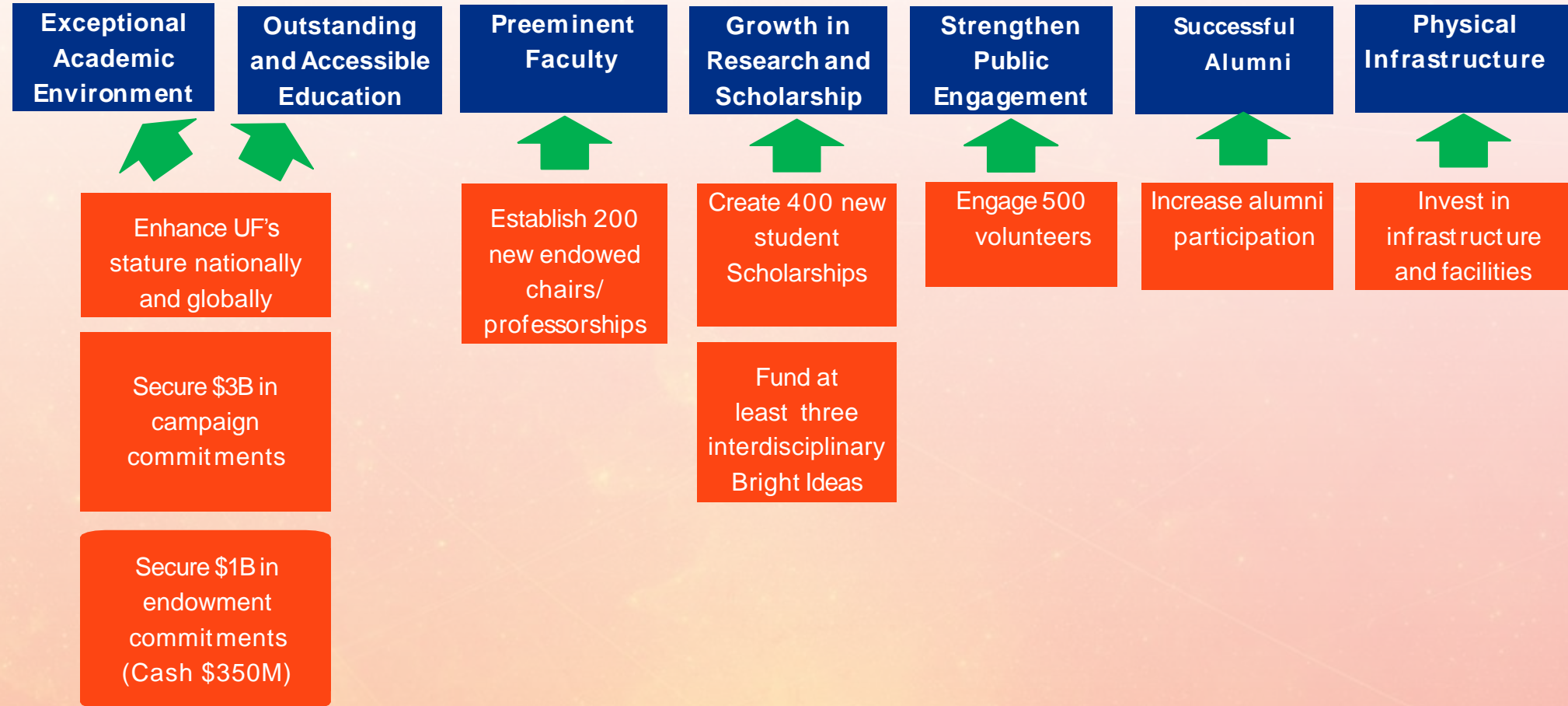
GO GREATER

HISTORY OF UF CAMPAIGNS

	Campaign Name Focus (Length)	Dollar Amount
1	Embrace Excellence College-based Priorities (6 years) <i>1985 - 1991</i>	\$392M
2	It's Performance That Counts College-based Priorities (5 years) <i>1996 - 2001</i>	\$851M
3	Florida Tomorrow College-based Priorities (7 years) <i>2005 - 2012</i>	\$1.72B
4	Go Greater UF Priorities; Bright Ideas; College-based Priorities (8 years) <i>2014 - 2022</i>	\$3B



CAMPAIGN GOALS



- The UF Foundation establishes endowment funds to support donors' purposes in perpetuity
- The current UF Endowment is made up of approx. 3,600 different endowment funds
- Gifts of cash or cash generated from conversion of non-cash assets (stock or real estate) are invested with the UF Investment Corporation (UFICO)



- The UF Foundation is responsible for the administration of all gifts
- Funds are established for endowed (minimum \$30K) and non-endowed (minimum \$2K) gifts
- Each fund has restrictions established by donors, commonly referred to as fund purpose or donor intent.
- Monies are automatically transferred to UF monthly



DEVELOPMENT STRATEGY

Outline
Strategic Goals

Identify **Top 2-3 Ways**
to “Move Academic
Needle” in each College

Deep-dive in **15
Strategic Advancement
Areas** that ground
Successful Campaign

Your Role: Stewardship

- Help be the voice of good stewardship: be aware of the funds available, donor intent and gift restrictions

