University-Sponsored Donor-Advised Funds

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Al Barnett, Director of Gift Planning, NC A&T
Chris Dyba, Vice Chancellor for University Advancement, ECU
David Masich, Executive Director, Office of Gift Planning, NCSU
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Today’s panel experts

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Chris Dyba
Vice Chancellor for University Advancement
East Carolina University

Bryan Robinson
Vice Chancellor for Advancement
University of North Carolina at Pembroke
University-sponsored donor-advised funds

What types of donor-advised fund (DAF) options do I have?

1. **Self–administered**: Harvard and MIT model
2. **Third-Party Administrator**: Outsourced vendor, community foundation, TPA
3. **Turnkey Partner**: TIAA Charitable, Morgan Stanley, State Street, community foundations
Benefits for you and your donors

**University-sponsored DAFs can**
- Help donors manage their overall charitable giving
- Facilitate both annual and planned giving
- Increase knowledge of and communication with donors
- Increase monetary support by donors

**Attractiveness of a university-sponsored DAF for your donors**
- Appeals to donors’ loyalty and passion for your campus, its mission and programs
- Simplifies the annual giving process by facilitating recurring gifts
- Facilitates planned giving and giving level memberships

**Benefits of a university-sponsored DAF for you**
- Deepens relationship with donors
- Increases your capture of fundraising dollars
- Facilitates annual giving
- Facilitates planned giving
- Mitigates 3rd-party involvement in giving
- Confirms donor commitment
Donor-advised funds continue to take a prominent place among the largest charities

Five of the twelve $1M+ U.S. charities were DAFs in 2017 ... with Fidelity Charitable Gift Fund ahead of the United Way for the 3rd year

Private Support in 2017 (Billions)

- Fidelity Charitable Gift Fund
- United Way Worldwide
- Schwab Charitable Fund
- National Philanthropic Trust
- National Christian Foundation
- Vanguard Charitable Endowment Program
- Salvation Army
- ALSAC/St. Jude Children’s Hospital
- Harvard U.
- Mayo Clinic
- Stanford U.
- The Y

Indicates donor-advised fund

The Chronicle of Philanthropy (October 2018)
The country’s top higher education fundraisers are progressively leveraging DAFs

Top 20 institutions In Terms of Funds Raised, 2017 (millions)

- Indiana University
- Ohio State University
- University of California-Berkeley
- University of California-San Francisco
- University of Notre Dame
- University of Michigan
- University of Chicago
- University of California-Los Angeles
- University of Washington
- New York University
- Duke University
- Yale University
- Columbia University
- University of Pennsylvania
- Johns Hopkins University
- University of Southern California
- Massachusetts Institute of Technology
- Cornell University
- Stanford University
- Harvard University

Source: 2017 Voluntary Support of Education (VSE) report and TIAA Charitable research
How it works—TIAA Charitable serves the UNC System

**Administrative features:**
TIAA Charitable handles all front-line donor servicing and back office operations.

**Charitable compliance features:**
TIAA Charitable acts as the underlying 501(c)(3) charity.

**Investment features:**
TIAA Charitable offers a wide range of strategies with funds managed by TIAA’s asset management arm, Nuveen.

**Fundraising features:**
TIAA Charitable supports your fundraising activities.

**Philanthropic services and donor education:**
TIAA Charitable supports your fundraising staff, who retain primary relationships with supporters.
White label: product features of your Giving Fund

What we're hearing: Donors want to give to us but they don’t like handcuffs or forced giving...

**Branding**
- Your University Giving Fund
- Branded website
- Dedicated phones
- Marketing templates

**Support for your Organization**
- Donor contribution
  - X% designated account
  - Y% discretionary account
  - Grants to organization and its programs
  - Grants to any IRS-qualified U.S. charity
- Donor death
  - Organization is automatic beneficiary of balance
  - Donor names account successors and/or charitable beneficiaries

**Reporting**
- Donor profile information
  - Name, address, age, etc.
- Donor contributions
  - $s; type of assets; frequency
- Donor grants
  - $s and average $s
  - Areas of interest
  - Organizations
  - Frequency
  - Special purposes
  - Acknowledgement preferences
All contributions to the Giving Fund are irrevocable contributions to TIAA Charitable. All grant recommendations from donors are subject to review and approval by TIAA Charitable.

TIAA Charitable, Inc. is the Sponsoring Organization of the donor-advised fund. TIAA Charitable has been recognized by the Internal Revenue Service as a tax-exempt public charity under Sections 501(c)(3) and 170(b)(1)(A)(vi) of the Internal Revenue Code of 1986, as amended (the “Code”).

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