Welcome to the Office of Institutional Advancement!

I take this opportunity to introduce myself and to express how honored I am to serve as Loyola’s Vice President for Institutional Advancement. What a great year to be joining the university’s board of trustees! We have a lot of work to do, and I appreciate your willingness to devote your efforts to the university’s endeavors.

The office I am privileged to lead seeks to develop understanding and support among the constituencies of the university - alumni, students, parents, and friends - in order to secure the resources required to fulfill Loyola’s educational mission. My team also supports the university’s strategic goal of achieving national recognition as one of the leading, private, master’s level universities in the nation.

The Office of Institutional Advancement strives to achieve these goals through rigorous fund development, stewardship, alumni and parent relations programs as well as through the implementation of a university-wide marketing communications program focusing on consistent messages and identity, public affairs, publications, advertising, and web online communication.

My objectives for the Office’s activities during my recently completed forth year as its vice-president were to: (1). Successfully complete the Leadership Phase of the Faith in the Future campaign. (2). Plan for and successfully execute the launch of the “public phase” of the Faith in the Future campaign. (3). In coordination with other members of the university’s Strategic Planning Team, formulate a university strategic plan that will guide the university’s activities through the remainder of this decade. (4). Adapt the organizational structure of the OIA to the priorities of the comprehensive fundraising campaign and to the economic realities of the next strategic plan. (5). Initiate the first phase of activity to begin cultivating a culture of philanthropy that will serve to advance Loyola. (6). Improve the return on the resources invested into the Office of Advancement by securing $1.9M in unrestricted annual gift support and budget relief dollars. Achieve an undergraduate degree holder alumni participation rate of approximately 14%.

Through the efforts of my team and the guidance and counsel of other members of the Loyola University team, progress toward the accomplishment of these goals was achieved.

As you are joining the board during the university’s most auspicious fund raising activities in more than a decade, the Faith in the Future comprehensive fund raising campaign, I present the following brief update on its status: as of June 16, 2014, approximately $41M has been committed to the campaign’s working goal of $100M. The launch of the public phase of the campaign is now established for October 9, 2014 – the date of the first meeting of the board for
AY 14-15. I’ll provide you with more details about the campaign and the outline of the activities associated with the public launch at the forthcoming orientation sessions.

You will play an integral role in the execution of the campaign, and – at the appropriate time – you will be asked to support it not only with your time and your talent but philanthropically as well.

Moving forward into AY 2014-2015, the Office of Institutional Advancement will focus its efforts in the following areas:

1. Successfully complete the Leadership Phase of the Faith in the Future campaign.

2. Launch the public phase of the campaign with a fiscally prudent event that has attendees, viewers, and participants finishing the event feeling inspired and hopeful about Loyola's future.

3. Raise $17 million in new gifts and pledges.

4. In coordination with other members of the university’s Strategic Planning Team, develop action plans to implement the university’s strategic plan that will guide the university’s activities through the remainder of this decade.

5. Adapt the organizational structure of the OIA to the priorities of the comprehensive fundraising campaign and to the economic realities of the next strategic plan.


7. Develop and begin to implement a comprehensive brand, positioning, and marketing strategy for Loyola University New Orleans, using inputs from the university's consultants; the strategic plan; and faculty, student, and alumni focus groups.

8. Improve the return on the resources invested into the Office of Advancement by securing $1.9M in unrestricted annual gift support and budget relief dollars. Work to achieve an undergraduate degree holder alumni participation rate of approximately 12% - 14%.

9. Determine whether staff alignment across Development, Marketing, Alumni Relations, Advancement Research, and Advancements Records is correct given our new budgetary realities and the demands of the university at this time. Implement changes if necessary.

10. Continue our work to cultivate a culture of philanthropy that will serve to advance Loyola.

In the pages that follow Chris Wiseman, Associate Vice President (AVP) for Development; Terry Fisher, AVP for Marketing and Communications; Laurie Leiva, Director of Alumni Relations; Monique Gardner, Director of Planned Giving; and Martha Bodker, Director of Advancement
Records; provide you with general information about their areas of responsibility. I also ask you to familiarize yourself with the university’s official Gift and Pledge Policies and Procedures and its official Naming Policy found in a later section of this report.

The Office of Institutional Advancement also staffs the following committees:

1. Committee on Institutional Advancement for the Board of Trustees

2. Visiting Committees

3. Named Gifts Program Committee

4. University Campaign Council

5. Campaign Volunteer Committees

The members of my team and I look forward to working with you throughout the coming year. Thank you for your leadership and your support.
Bill Bishop assumed the position of Vice President for Institutional Advancement at Loyola University New Orleans on July 19, 2010. Prior to his appointment, Bill served as the Associate Vice President for Medical Center Advancement at Georgetown University from January 2008 through June 2010. He also served as Vice President for Development at The University of Texas Southwestern Medical Center from 2003 – 2007, and Director of Development and Administration for the National World War II Memorial Project from 1997 – 2003.

Prior to that Bill served in the United States Army, where he had tours of duty in Greece, Italy, and the United States. His duty positions included artillery battery and detachment commander; assistant/associate professor of political science at the United States Military Academy; Assistant Army Attaché, US Embassy, Rome, Italy; Instructor, Command and General Staff College, Ft. Leavenworth, KS; U.S. Army’s Training and Doctrine Command’s Liaison Officer to the Italian Army Staff, Rome, Italy; and Director of Administration for International Assignees, Fort Monroe, VA.

Bill has a bachelor of science degree from the United States Military Academy, a laurea in scienze politiche dall’universita’ degli studi di firenze; a MA in Political Science from Tulane University; and a MA in Management from Webster University. Bill is an Olmsted Scholar.

Bill is married to the former Cynthia Grace Dalton of Shreveport, Louisiana. They have three children – Anthony, Christina, and Michael – and seven grandchildren.
Visiting committees are designed to bring external perspectives to the campus, to inform the community of the varied academic activities of the university, and to raise funds for the colleges at Loyola University New Orleans.

Committee members are appointed by the president from among alumni and other friends of the university. At least 20, but no more than 50 members are appointed to rotating three-year terms. Recommendations are made by the deans of the colleges and the vice president for Institutional Advancement. Visiting committees have played an important role in helping volunteer leaders to become more involved with the university. Many recent trustees began their volunteer involvement with Loyola with service on visiting committees.

Reports from the committees are made periodically to the president. These reports are intended to give an objective view of the program to the president.

Although the visiting committee serves as an important external advocate for the particular college in the community, the visiting committee is not to be considered an internal advocacy group for the college on the campus, nor does it determine academic policies reserved to the trustees. Through its external fundraising and advocacy work, however, the visiting committee should reflect the abilities of the university to respond to the challenges and opportunities presented in educating young men and women in the Jesuit tradition to serve society and their communities.

The following visiting committees currently are in service to Loyola:

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The Department of Advancement Records serves as the foundation for most activities within the Office of Institutional Advancement in its efforts to secure the resources required to fulfill Loyola's educational mission. The department consists of a Director, Assistant Director, Gift Coordinator, Online Transactions Coordinator and Database Coordinator.

This department maintains a database of approximately 99,000 records, consisting of 48,000 active alumni records as well other constituencies which include corporations, foundations and friends of the University.

The Department of Advancement Records’ main functions are as follows:

1. The administration and maintenance of the alumni/development database with the primary responsibility of insuring addresses, phone numbers and email addresses are as current as possible. Information on education, organizational and individual relationships, giving, and other biographic and demographic data are maintained as well. Our document imaging software allows us to store current and historic correspondence which provides Development and Alumni staff with the information needed in their decision making processes as well as supporting documentation for internal and external audit substantiation. The department is reviewed annually by external auditors to ensure database accessibility is secure and complies with industry standards.

2. The administration and reporting of all contributions received by the University. The department works closely with Financial Affairs and Internal Audit to ensure donors’ wishes are strictly adhered to and meet all CASE and IRS guidelines in gift acceptance and receipting practices. The Department is reviewed annually by both Internal Audit and the University’s external auditors, Deloitte & Touche, who not only review our supporting documentation, but also our gift handling procedures to ensure we are in compliance with industry standards. Additionally, the department is certified for Payment Card Industry (PCI) compliance as is required to ensure no credit card data is captured or stored in the
database or on any computers within the department. Approximately 13,000 gift and pledge transactions are handled annually by the department.

3. All reports on contributions and gift commitments as well as alumni participation rates are prepared by the Advancement Records Department. Data on fundraising activities are used in the annual preparation of CASE/VSE, U.S. News & World Report and AJCU surveys. Additionally, the preparation of approximately 200 alumni mailing lists, invitation lists, direct mail and telephone solicitation exports are the responsibility of the department.
Development represents the private philanthropic operations of the university. All private solicitations of funds are coordinated through the Development staff. Key goals for the Development and Annual Giving office include:

- support of Loyola’s funding priorities via methods such as the current comprehensive campaign, entitled “Faith in the Future”;
- increasing the number of alumni who give annually to the university;
- increasing gifts to the Loyola Fund, our name for unrestricted gifts to the university;
- seeking leadership and major gifts for the fund raising priorities in the colleges and all other academic programs, Mission and Ministry, Athletics, Student Affairs, the Monroe Library, and other university strategic priorities that require philanthropic support;
- and carefully stewarding donors’ philanthropy to Loyola to help ensure that gifts are making the impact that our donors intend.

The fundraising work of Loyola is organized into two areas--Development and Annual Giving--and the staffs in these areas work together toward the shared goal of increasing philanthropic support for Loyola’s students and faculty. The associate vice president works with the vice president and other university leaders to engage leadership donors for Loyola’s priority areas. Each college at Loyola is assigned a development officer, who works with the dean to secure major gift and annual support from donors for specific college programs. The Development Office also includes staff working to secure support from foundations and corporations. Development staff working in Stewardship perform critical work to ensure that Loyola thanks donors regularly, as well as to ensure that donor funds are used as the donors intend.

Development Officers (four, each of whom focuses on major gifts for specific colleges or programs at Loyola)
Corporation and Foundation Fundraising, including Grant Development
Campaign Communications
Stewardship and Donor Relations
Annual Giving:
Annual Giving, with a focus on Alumni
Direct Mail, Phonathon, and E-Solicitation
Faculty/Staff Philanthropy
Student Philanthropy
Parent Philanthropy

The Loyola Fund
Loyola Fund (unrestricted annual fund) dollars are a part of the operating budget of the university. These vital, unrestricted dollars support every student by bridging the gap between tuition revenue and the actual cost of providing a Loyola education. Each year, all members of the university community—trustees, alumni, parents, board members, faculty, staff, students, and friends—are asked to support the university with a gift to the Loyola Fund. An unrestricted gift to the Loyola Fund allows the University to meet its goals and direct resources where needed most.

Opportunities to Give
The Annual Giving program solicits support through the following methods: Volunteer Engagement, Direct Mail & E-Solicitation Campaigns, the Phonathon Campaign, Faculty Staff Campaign, Senior Class Gift Campaign and Other Student Philanthropy, Parent Giving Campaign.

Volunteer Engagement
Working closely with staff in Alumni Relations, Loyola’s Annual Giving staff is renewing the university’s work to engage volunteers in the fund raising efforts of the university. The Faith in the Future campaign offers a major opportunity for university staff to help create a stronger culture of philanthropy among Loyola’s alumni and friends.

Direct Mail, Email, and Social Media Campaigns
Loyola’s direct mail campaign program sends thousands of pieces each fiscal year. These mailings are coordinated with Office of Marketing and Communications and used as information pieces as well as solicitation pieces.

Loyola’s email campaign sends periodic email solicitations to over 20,000 alumni, parents, and friends of the university (for whom we have valid mailing addresses). Social media (Facebook, Twitter) are also utilized to encourage donors to support the university.

Phonathon
The Phonathon program serves as a means for alumni, parents and friends to make an annual pledge of support to the university. Alumni, parents and friends can also obtain information about university news and events, ask questions, offer suggestions, and update their contact information. The Phonathon program works to build and strengthen the relationship between
Loyola alumni, parents, and friends and current students, while simultaneously generating monetary support.

**Faculty Staff Campaign**
The goal of the Faculty and Staff Campaign is to raise gifts and pledges that support Loyola. The main campaign objective is not to raise a certain amount of money, but is to encourage all faculty and staff to contribute at a level at which they are comfortable. When faculty and staff show their support, it demonstrates to alumni and friends that those closest to the university believe in the mission and encourages them to do the same.

**Senior Class Gift Campaign and Other Student Philanthropy**
The Senior Class Gift Campaign is a student-led campaign to raise money for Loyola. This tradition, dating back to 1998, unites seniors to give back to Loyola in support of undergraduate education. The main purpose of the campaign is to educate students on the need to support financially their alma mater. Previous gifts have included the Jesuit Ideals Walkway, the Hurricane Katrina Memorial in the University Sculpture Garden, and need-based scholarships for undergraduate students.

**Parent Giving**
Gifts from parents support acquisitions for the university library, athletics, information technology, and the purchase of scientific and technological equipment. Parents are contacted by students during the Phonathon Program and parents also write letters on behalf of the university to solicit other parents for gifts.
The Office of Planned Giving facilitates gifts to Loyola University New Orleans, and assists the donors and their representatives in the structuring of deferred gifts. The office is committed to educating donors and prospective contributors about the various ways of making gifts to Loyola. This includes endowment funds, naming opportunities, and memorial gifts, among others. The office is responsible for the cultivation, solicitation and stewardship of planned gifts, and the demonstration of the mutual benefits created by these gifts, including possible tax consequences to the donors. The office also administers planned gifts until their maturity, including investment of funds and tax reporting to donors.

Fundraising at Loyola includes the three traditional giving strategies: annual giving, major or programmatic giving, and planned giving. The planned gift is the “ultimate” opportunity for a donor to benefit Loyola, as it is generally his or her last chance to make a contribution. In fact, many donors utilize all three strategies, starting with annual giving and ending with a gift from their estate.

Planned giving is one of the most significant philanthropic activities a donor can undertake, one that we believe represents the highest ideal of charitable giving. Planned gifts may not be “realized” by Loyola for decades; however, history has shown that they have a substantial effect on the financial condition of the university. These gifts provide the long term security assuring that Loyola University New Orleans will be around for future generations.

Today’s reality will often dictate whether a gift is made, the size and the timing of it and the intent of the donor concerning what the gift is to accomplish at Loyola. The wealth of the donor may indicate a current capacity to make a gift, but economic uncertainty, family and business concerns, life expectancy, health care and retirement needs may result in a cancelation or deferral of philanthropy. Tax legislation may also effect the donor’s decision of what and when to make a gift. A properly structured gift, whether outright, life-income or deferred, should provide the donor with the confidence that he or she has made the best philanthropic decision.
America encourages philanthropy, and Congress has enacted legislation to facilitate giving through tax incentives. While tax consequences may not be determinative, they often will dictate the size and timing of the donation. Part of the gift planning process is an analysis of these tax benefits in an effort to maximize tax savings and thereby reduce the “cost” of the gift to the donor. Structuring the gift with the donor, often with his or her professional advisors, can result in a larger donation.

In recent years, Loyola has received several large estate gifts that will change the lives of many Loyola students and their families for decades to come. In FY13, the estate of Dr. Everett L. Drewes established the $2.4 M Drewes Scholarship Fund, and later in FY14, the final distribution from the Clem Tricon Sehrt trust and succession, totaling more than $2.6M, will be received to enhance a scholarship fund in the College of Law that he established while living. The generosity and vision of Dr. Everett L. Drewes and Clem Tricon Sehrt, J.D. ’71 in establishing scholarship funds allow us to attract students who achieve great feats that enliven the campus and inspire us all. These bequests, and others like them, enable Loyola to remain an excellent university, as well as a vital part of the city of New Orleans and our region.

Every year, we host the Heritage Society Reception to thank our donors of all ages who have made planned gifts. This year’s event was held on Friday, May 16, 2014. Jennifer and Dennis Lauscha, M.B.A. ’93 graciously agreed to host the reception at their Garden District home.
Office of Alumni Relations Mission –
The Office of Alumni Relations is dedicated to supporting Loyola University New Orleans through programs, benefits, services, and communications designed, developed, and implemented to create and enhance lasting and mutually beneficial relationships between the University and members of its Alumni Association.

Loyola University New Orleans Alumni Association Mission –
Guided by the Jesuit principles of men and women with and for others, the Loyola University New Orleans Alumni Association is organized to serve alumni, promote a spirit of cooperation and fellowship among alumni, encourage the development of lifelong relationships between alumni and the University, and foster philanthropic loyalty and support for the University.

Office of Alumni Relations An Overview –
Recognizing that our greatest assets are the members of the Alumni Association, the Office of Alumni Relations is developing a membership of committed, trained volunteers who enjoy their post-graduate experience, are proud to be Alumni Association members, and feel that their volunteer time is used efficiently and effectively. The staff oversees and manages three alumni boards- Alumni Association Board of Directors, College of Business Alumni Board, and Young Alumni Pack- and oversees 24 national chapters, each with its own leadership, and more than 15 active volunteer committees, including our newest committee, the Loyola Loyal Committee.

The Office of Alumni Relations works in conjunction with the Annual Fund Office to promote The Loyola Fund. Board members and chapter leaders are expected to make an annual contribution to The Loyola Fund. Alumni volunteers are empowered to act as Loyola Fund ambassadors in New Orleans and around the country. Maintaining 100% participation in The Loyola Fund is a source of pride for our alumni boards and a commitment that they reaffirm annually. Their success is celebrated at the Annual Alumni Association Jazz Brunch each summer.
We are also working with the Office of Development to plan for the public phase of the Faith in the Future Campaign. In Fiscal Year 2012-13, we established the Loyola Loyal Program. Loyola Loyal volunteers are committed to increasing alumni engagement. Increased alumni engagement is measured, in part, by an increased percentage of alumni participation in The Loyola Fund. Loyola Loyal volunteers host fêtes and call or email their friends, neighbors, and co-workers to share Loyola news and encourage them to donate or attend Loyola events. The goal of the Loyola Loyal Program is to aid the Office of Annual Giving in inspiring 20% of undergraduate alumni to contribute annually to Loyola and to raise a combined total of $10,000,000 by 2017. In Fiscal Year 2013-2014 the Loyola Loyal program tripled in size.

Through board service, committee work, and chapter development, the alumni staff encourages volunteers to plan and execute activities, which will establish the connection between their peers and Loyola. Through our chapters, we are building a Loyola presence in various cities while providing a forum for educational and social activities, a contact for career and other services for alumni and students, a recruiting center for admissions, and conduit for communications between alumni and Loyola.

Through print and online publications, which include editorial support for the university magazine, preparing the alumni monthly Pack Press e-mail newsletter, and through social media, we keep our members informed of activities and news from campus. The alumni website serves to enhance communication among members and provides an effective forum for member input, ideas, and feedback.

Alumni events also serve as vehicles for communication. We bring university updates and provide opportunities for members to sample the recent research and top-notch teaching emerging from the University. We utilize trained volunteers to deliver the fundraising message at each event. We strive to provide a balance of programing through alumni events that offer spirituality based programing as well as educational.

We also deliver stewardship which includes sending letters of congratulations and notes of appreciation. We recognize and honor life’s milestones and send prayer cards and honor alumni successes on the website, through our publications, and through the awards program. We offer a travel program for the entire Loyola community, reinforcing the Loyola's traditions and values. Our affinity partners offer useful benefits to the Loyola family while providing generous support for alumni programs.
Loyola University New Orleans Alumni Association has 24 active chapters in Louisiana and throughout the United States. Alumni, parents and friends of the university are encouraged to attend local functions and build strong networks, which will help the efforts of Institutional Advancement. During Fiscal Year 2014-2015 we will be conducting a comprehensive survey and evaluation of the Alumni Chapter Program to ensure that we are providing the best possible programs, services, and benefits to our Alumni Chapters and ensure that we allocate chapter resources appropriately.

Chapters and clubs located in the state of Louisiana include:

Northshore (Mandeville, Covington, Slidell)

Chapters and clubs located in other states include:

Atlanta, GA
Austin, TX
Boston, MA
Central Florida (Orlando)
Chicago, IL
Dallas, TX
Denver, CO
Houston, TX
Jackson, MS
Kansas City, MO
Las Vegas, NV
Los Angeles & Orange County, CA
Miami, FL
New York City, NY
Phoenix, AZ
Puerto Rico
Raleigh, NC
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<td><strong>71</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>241</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>41</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>South America</th>
<th>Central America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghana</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Nigeria</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>South Africa</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Tanzania</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Uganda</td>
<td>1</td>
<td>21</td>
</tr>
<tr>
<td>Zambia</td>
<td>0</td>
<td>25</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peru</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Uruguay</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Venezuela</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>11</strong></td>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>North America</th>
<th>Australia</th>
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</thead>
<tbody>
<tr>
<td>Mauritius</td>
<td>2</td>
<td>94</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>Philippines</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>5</strong></td>
<td><strong>TOTAL</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>5</strong></td>
</tr>
</tbody>
</table>

**GRAND TOTAL:** 922
The Office of Marketing and Communications works to translate Loyola’s mission and work into a message that attracts new students, donors, and friends who are excited to join the university in its work. The university’s integrated marketing strategy results in a website, publications, and general communications efforts that offer a distinctive Loyola image and branding that increases the profile of the university’s students and faculty in the wider community.

This office is responsible for establishing and enforcing communication and media relation policies to ensure that all official Loyola publications, both print and online, and external communications project a consistent editorial and graphic identity that upholds the image of the university.

The Associate Vice President (AVP) of Marketing and Communications supervises the university’s official integrated marketing communications program through the departments of Creative Services, Web Communications, and Public Affairs. The AVP is charged with the responsibility of creating and enhancing the overall institutional image and brand to achieve university goals and objectives.

**WHAT WE DO**

- Branding and Positioning / Graphic Identity
- Official University Messaging
- Advancement Communications
- Media Relations/Promotion of News
- Neighborhood Relations
- Photography Services
- Internal Communications
- Crisis Communications / Media Relations
- Print Production Management
- Official Communication Policies

- Alumni Publications
- Special Events Coordination
- Enrollment Recruiting
- Strategic Marketing
- Social /Interactive Media
- Media Buying
OFFICES OF MARKETING AND COMMUNICATIONS

• The Office of Publications and Creative Services (PUBS/CS)
  o Advertising, Promotions, Design, Marketing Strategy, Recruiting, Alumni Publications

• The Office of Web Communications (WEB)
  o Interactive/New Media/ University Website/Analytics /E-Communications

• The Offices of Public Affairs and External Relations (PA)
  o Publicity, Media and Neighborhood Relations, Special Events, Crisis Communications

• Responsible for the creation and implementation of university-wide marketing strategies that incorporate media relations, media buying, promotional videos, direct mail, advertising, special events, news and event promotion, and web-based promotion (AVP).

• Responsible for establishing and managing the budget for the university’s official publications, and advertisements (AVP).

• Assist admissions recruitment, fund development, and alumni events promotional materials (ALL).

• Work with vice presidents, deans, administrators, and department heads to facilitate marketing communications strategies and implementation/purchases for their specific areas, including publicity, media buying (ALL).

• Responsible for producing (writing and/or editing, designing, printing and mailing) three official alumni magazines for the university: LOYNO Magazine, Loyola Executive and the Loyola Lawyer (PUBS/CS).

• Responsible for establishing and managing the budget for public affairs which includes specific special events for the university, photography services, media monitoring and dissemination services, printing and mailing of external communications, media and neighborhood relations efforts. (PA Director/AVP)

• Responsible for producing or approving all official publications and advertising required by all divisions and departments (WEB/PUBS/CS/AVP).

• Develop and manage online and on campus graduate, summer sessions, evening programs and certificate recruiting strategies and implementation and partner with Admissions on strategic planning and implementation of undergraduate recruitment campaigns (AVP/PUBS/CS/WEB).

• Annually produce over 750 university publications including brochures, catalogs, posters, signage, newsletters, invitations, advertising, recruitment and commencement materials, and promotional videos, among others (PUBS/CS).

• Photography services for publicity, publications, website, marketing and stewardship purposes (PA).

• Manage, promote and coordinate select donor and alumni-related events, and special university wide events such as the President’s Guest Series, dedications, and commencement exercises (PA/PUBS/CS).
• Disseminate official university, student, faculty, and staff news and announcements internally and externally to the university communities and to local, regional and national news media (PA).
  o LoyNews, a weekly e-newswire that targets news media,
  o Loyola at a Glance, a weekly e-newsletter sent to faculty, staff, and students
  o Direct pitches to local, regional and national news media
  o University-wide email communications (PA/WEB)

• Responsible for university crisis communications planning, training, and implementation in partnership with the Office of Emergency Management (PA).

• Coordinates official internal and external communications and media relations for the university and the president (PA).

• Assists the president with university-wide email correspondence (PA/WEB/AVP).

• Design, program, maintain and/or oversee the official university website (18,000+ pages) to market the university to various constituents (WEB).

• Provide technical support and training to departmental web administrators [updating of web content is the responsibility of colleges, departments, and centers] (WEB).

• Create websites, online graphics and forms, information architecture, e-newsletters, blogs, social media branding, internet ads and more (WEB).

• Complete over 1,000 web-related jobs per year; including websites, website maintenance requests, e-mail/e-newsletter production and design, blog design and updates, forms, social media account design, analytics reports, trainings, and online media design. (WEB)

• Design and account set up for official university e-newsletters (WEB).

• Develop and oversee implementation of university social media strategies (AVP/WEB).

• Manage and oversee social/interactive media programs for official university sites (WEB)

• Responsible for the marketing and promotion of Montage, the College of Music and Fine Arts annual Performing Arts Series (AVP/PA)
RESOLUTION

WHEREAS, the leadership study conducted by Grenzebach Glier and Associates in 2009 produced a clear demonstration of the community’s high regard for the University, and a general encouragement to proceed with an effort as soon as it is prepared to; and

WHEREAS, the Trustees are convinced of the importance of ensuring the continued existence of Loyola University New Orleans as a distinguished center of learning in the Jesuit tradition, and are further convinced that a substantial infusion of funds from private sources will enhance greatly the future of the University as it enters into its second centennial; and

WHEREAS, the Committee on Institutional Advancement of the Board of Trustees has been delegated by this Board the responsibility for the conduct of the campaign; and, therefore, be it

RESOLVED that the Trustees affirm their personal and joint commitment to a comprehensive campaign, entitled Faith in the Future: The Campaign for Loyola University New Orleans, that would be successfully completed by July 31, 2017, with a tentative goal of $100 million; and be it further

RESOLVED that the Leadership/Quiet/Silent Phase of the campaign will commence no later than August 1, 2011, and that the Board of Trustees, will make its final determination as to date of the initiation of the Public Phase of the campaign, tentatively planned for the spring of 2013, and the formal announced goal of the campaign no later than the December 2012 meeting of the Board.

Approved by Board of Trustees, May 20, 2011
RESOLUTION

WHEREAS, since August 1, 2011, Loyola University New Orleans has been engaged in the execution of the Leadership Phase of a comprehensive fund raising campaign, entitled Faith in the Future: The Campaign for Loyola University New Orleans, and as a result of these efforts more than $32.6M in philanthropic commitments have been received to support the university’s philanthropic priorities through April 14, 2013.

WHEREAS, it is appropriate at this juncture of the campaign to give serious consideration to the launch of the campaign’s public phase.

RESOLVED that, in order to provide the president of the university the maximum flexibility and to allow him to respond to the changing philanthropic landscape, the Board of Trustees of Loyola University New Orleans delegates to the president of the university the authority to determine and announce the date of the public launch of the campaign, the stated public fund raising goal of the campaign, and the end date of the campaign.

RESOLVED that the president of the university in making his determination will seek and consider the recommendations of the chairman of the Faith in the Future campaign, the university’s vice president of the office of institutional advancement, and the university’s campaign counsel.

Approved by Board of Trustees, May 17, 2013
# Faith In The Future

**Campaign Total Received as of: June 16, 2014**

<table>
<thead>
<tr>
<th>Overall Goal: $100,000,000</th>
<th>Faith in the Future Campaign Total*</th>
<th>% of Goal Achieved: 40.96%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40,961,409</td>
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</tbody>
</table>

## Gifts by Priorities

<table>
<thead>
<tr>
<th>Academic Affairs</th>
<th>Scholarships</th>
<th>Mission and Ministry</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40,000,000</td>
<td>$20,000,000</td>
<td>$16,000,000</td>
</tr>
<tr>
<td>Goal $16,000,000</td>
<td>Goal $7,000,000</td>
<td>Goal $16,000,000</td>
</tr>
<tr>
<td>Monroe Hall</td>
<td>Financial Aid/Need</td>
<td>Jesuit Center</td>
</tr>
<tr>
<td>CMFA</td>
<td>Merit/Talent Scholarships</td>
<td></td>
</tr>
<tr>
<td>$7,300,000</td>
<td>$13,000,000</td>
<td></td>
</tr>
<tr>
<td>HUNS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4,500,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Center for Entrepreuership</td>
<td>To Date $13,792,500</td>
<td>To Date $9,054,760</td>
</tr>
<tr>
<td>Academic Success Center</td>
<td>To Date 68.96%</td>
<td>To Date 56.59%</td>
</tr>
<tr>
<td>$3,000,000</td>
<td>$1,200,000</td>
<td></td>
</tr>
<tr>
<td>Multimedia Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library</td>
<td>$2,500,000</td>
<td></td>
</tr>
<tr>
<td>$2,500,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honors Program</td>
<td>$1,200,000</td>
<td></td>
</tr>
<tr>
<td>Student Affairs</td>
<td>$17,000,000</td>
<td>Unrestricted $7,000,000</td>
</tr>
<tr>
<td>Goal $17,000,000</td>
<td>Goal $7,000,000</td>
<td></td>
</tr>
<tr>
<td>Athletics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Amount Received</td>
<td>To Date $13,324,051</td>
<td>To Date $4,324,315</td>
</tr>
<tr>
<td>% of Goal To Date</td>
<td>33.31%</td>
<td>61.78%</td>
</tr>
</tbody>
</table>

## Major Gift Activities - Campaign Proposals 8/1/2011 to 5/13/2014

<table>
<thead>
<tr>
<th>Proposals</th>
<th>Number</th>
<th>% Proposals Submitted</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted</td>
<td>386</td>
<td>******</td>
<td>$141,734,178</td>
</tr>
<tr>
<td>Funded</td>
<td>167</td>
<td>43.3%</td>
<td>$24,253,987</td>
</tr>
<tr>
<td>Being Considered</td>
<td>61</td>
<td>15.8%</td>
<td>$52,280,933</td>
</tr>
<tr>
<td>Not at This Time</td>
<td>158</td>
<td>40.9%</td>
<td>$31,877,955</td>
</tr>
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</table>

## Other Campaign Data

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount Anticipated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planned Gift Expectancies</td>
<td>$1,448,000</td>
</tr>
<tr>
<td>(excluded from Campaign Totals)</td>
<td></td>
</tr>
</tbody>
</table>
Over the past few years, we at Loyola University New Orleans have been working with our friends on the early stages of a fundraising campaign. Thanks to the generosity of many, we can now report that the leadership phase of the Faith in the Future campaign has been very successful thus far, with record-breaking results and over $40 million in gifts and commitments raised. With this campaign, our vision is fixed clearly on a future in which Loyola will continue to improve the lives of our students, their families, and the communities we serve, with faculty, staff, and loyal alumni who find new ways to realize our Catholic Jesuit tradition.

As a Trustee of the university, we hope that you can join us, along with Loyola’s campaign leadership, alumni, friends, and the entire campus community, for the public launch of

*Faith in the Future: The Campaign for Loyola University New Orleans*

**SAVE THE DATE**

Thursday, October 9, 2014
12:30 pm to 1:30 pm
Danna Student Center
Loyola Main Campus
Gift and Pledge Policies and Procedures
LOYOLA UNIVERSITY NEW ORLEANS

Approved by the Board of Trustees on May 18, 2012

**Introduction**

The following policies and procedures are set forth: (a) to define the working rules for fundraising at Loyola University New Orleans; (b) to protect the university, its Board of Trustees, staff, and volunteers; and (c) to inform the university’s advisers, donors, and prospective donors.

It is the general policy of Loyola University and its Board of Trustees: (1) to offer diverse opportunities for gift support of the university; (2) to communicate such opportunities to constituents on a regular basis; and (3) to provide the resources for a full and effective development program for the benefit of both donors and the university.

The Office of Institutional Advancement is the clearinghouse for all fundraising activities of the university. It shall be the responsibility of the Office of Institutional Advancement and its staff, under the direction of the president of the university:

A. To maintain and increase philanthropic financial support for the university;

B. To develop and propose to the Board of Trustees plans for a comprehensive development program, including annual, capital, and planned gift efforts;

C. To advise the Board of Trustees, senior staff, and other volunteers on matters relating to the cultivation, solicitation, and acceptance of gifts in support of the university;

D. To inform, serve, guide, and assist the university’s constituents in fulfilling their family, financial, and philanthropic objectives;

E. To coordinate all fundraising efforts as may involve the several constituencies (Trustees, staff, friends, alumni, corporations, foundations, etc.) of the university by matching donor interests with specific funding opportunities so that prospects and donors are not solicited by multiple individuals on behalf of the university;
F. To undertake research on prospects and donors so as to identify donor interests and to maintain confidentiality with regard to research findings and donor records; and

G. To report regularly to the Board of Trustees regarding gifts, grants, pledges, and planned gift commitments received by Loyola University.

I. **General Policies and Guidelines**

A. Loyola University welcomes expressions of interest and financial support, regardless of size or form, from any individual, family, business, corporation, foundation, or similar source. The development office staff and volunteers are available to meet with any prospective donor(s) and their financial advisers, without obligation, to discuss areas of interest, the plans of the university, types of gift commitments, options for payment, estate planning, and the tax planning consequences of a possible gift commitment so as to provide every possible assistance to a prospective donor.

Although representatives of Loyola University will provide all appropriate assistance, the ultimate responsibility regarding asset evaluations, tax deductibility, and/or similar federal, state, and/or local legal compliance issues rests with the donor(s) and/or with such financial advisers as the donor(s) shall secure.

All donors need competent financial advisers, and representatives of the university will always recommend potential donors obtain such assistance.

B. Gifts to the university should be made in the name of Loyola University New Orleans. All gifts to the university are to be directed in their entirety (including envelope, check, and written correspondence) to the Office of Institutional Advancement, where they will be accepted, acknowledged, and administered in accordance with the policies of the administration and the Board of Trustees.

C. No solicitation of donations or gifts of funds or real property for the benefit of the university shall be made by anyone without the approval of the president of the university, vice president for institutional advancement, or the vice president for institutional advancement’s designated representative.

D. Commitments to Loyola University and/or payment of same may take the form of one, or a combination, of the following:

- Cash;
- Multi-year pledges;
- Appreciated securities or other personal assets;
- Deferred or planned gifts including:
Gift and Pledge Policies and Procedures
Approved by the Board of Trustees on May 18, 2012

Trusts,
Annuities,
Insurance policies,
Gifts of residence with or without a retained life interest,
Bargain sales,
and/or
Bequest intentions and other revocable deferred gifts.

E. Pledges of outright gifts should be written and should commit to a specific dollar amount that will be paid according to a preferred time schedule.

<table>
<thead>
<tr>
<th>Preferred Schedule for Pledges</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pledge Amount</strong></td>
</tr>
<tr>
<td>Less than $5,000</td>
</tr>
<tr>
<td>$5,000 to $24,999</td>
</tr>
<tr>
<td>$25,000 and above</td>
</tr>
</tbody>
</table>

* Exceptions can be made for pledges of $1 million and larger.

F. The president of the university, vice president for institutional advancement, or vice president for finance shall have authority to sign planned giving agreements on behalf of the university. Any agreement that does not meet the requirements of the current guidelines shall require the approval of the vice president for institutional advancement, the president, and, if appropriate, the Board of Trustees.

G. The Board of Trustees and/or appropriate university officers as authorized by the president of the university reserves the right to accept (or, in cases where absolutely necessary, to decline) any commitment that is offered. (See K for discussion of unacceptable gifts.) They also reserve the right to determine how any commitment will be credited and/or how such commitments will be recognized.

Requests by donors for anonymity will be honored.

H. The university will not knowingly seek, nor accept, any commitment regardless of size, designation, or other condition, which it believes is not in the potential donor’s best interest.

I. Conflicts of Interest. (See Loyola University’s Conflict of Interest Policy, approved by the president, June 7, 2011.) Note that acts or allegations of self-dealing are covered by, and should be addressed in accordance with, Loyola’s Conflict of Interest of Policy.
J. Due to the potential conflict of interest and scope of duties required, Loyola and its representatives shall be prohibited from serving as an executor of any estate in which Loyola University is named as a beneficiary.

K. Unacceptable Gifts. Loyola reserves the right to refuse any gift that is not consistent with its mission. In addition to and without limiting the generality of, the following are examples of gifts that will not be accepted by Loyola:

(1) Gifts that create scholarships, fellowships, professorships, chairs, or lecture series with restrictive clauses that:
   • Give the donor or his/her representative the right to designate the recipient.
   • Do not meet the academic priorities of the university.
(2) Gifts that compromise the university’s academic integrity or interfere with the university’s academic freedom.
(3) Gifts that require an arrangement to do business with a specified person or company or future employment at the university.
(4) Gifts that are financially unsound or could expose the university to liability or embarrassment.
(5) Gifts that rely on a third party appraisal provided to the donor that is perceived to be inaccurate or unreliable.
(6) The size or benefit of gifts is perceived to be disproportionate to the work or cost required to sustain the gifts.
(7) Gifts that violate any federal, state, or local statute or ordinance.
(8) Gifts that contain unreasonable conditions (e.g., a lien or other encumbrance) or gifts of partial interest in property.

L. Gifts are invested according to policies established by the Board of Trustees.

M. Loyola expresses its gratitude for certain gifts by naming buildings, rooms, programs, scholarships, or other endowments in honor of donors. This practice is governed by the Naming Policy of Loyola University New Orleans, which was approved by the Board of Trustees on May 18, 2012.

II. Policies Pertaining to Certain Types of Commitments

Gifts shall be valued on the date the donor(s) relinquished control of the assets in favor of the university. In cases where gifts are made with assets other than cash, the following guidelines will be observed:

A. Gifts of publicly traded securities will be recorded at the average of the high- and low-market value on the date the donor relinquished control of the assets in favor of the university or other valuation techniques approved by the IRS; such securities will be conveyed to the university’s brokerage account or business office for immediate sale, consistent with the established policies of the university.
B. Gifts of closely held stock will be recorded at the per-share cash purchase price of the most recent transaction. Normally, this will be the buyback transaction of the donor. If no buyback is consummated, a gift of closely held stock may be recorded at the value determined by a qualified independent appraiser. All such gifts of closely held stock will be held until liquidated, at which time the funds will be used consistent with the gift intentions of the donor and the established policies of the university.

C. Outright gifts of real estate, bargain sales, and/or partnerships will be recorded at fair market value at the time such gifts are transferred to Loyola University, less any encumbrances. The fair market value of the property shall be determined by an independent, qualified appraiser paid for by the donor. Appropriate environmental hazard appraisals are also required and are to be paid for by the donor.

Gifts of real estate must be accepted by Loyola University in accordance with federal, state, and local laws governing the university’s acquisition of real property. The Board of Trustees will consider gifts of real property, both improved and unimproved, including gifts subject to a retained life estate, only after a thorough review of the criteria for acceptance set forth in (1) below under the direction and supervision of the assistant vice president for administration, physical plant.

Loyola University shall use extreme caution in accepting gifts of real property that are not in the immediate vicinity of the university since management and oversight of remote properties could impose unacceptable risks and liabilities on the university.

Outright gifts of hard-to-value assets such as mineral rights or limited partnerships will be recorded at $1, and additional credit will be given as the proceeds are received.

(1) Criteria for acceptance of gifts of real estate:

(a) Market Value and Marketability. The assistant vice president for administration, physical plant, must receive a reasonably current appraisal of the fair market value of the property and interest in the property the university would receive if the proposed gift were approved. Development officers will inform the donor that, if the gift is completed, the IRS will require an appraisal made within 60 days of the date of gift. Development officers will communicate to donors that it is the university’s policy to dispose of all gifts of real estate (other than property which the university wishes to retain) as expeditiously as possible. Thus, regardless of the value placed on the property by the donor’s appraisal, the
university will attempt to sell at a reasonable price in light of current market conditions, and the development officer will inform the donor of any such sale occurring within two years of the date of gift and that such sale will be reported to the IRS on Form 8282.

(b) Potential Environmental Risks. All proposed gifts of real property, including gifts from estates, must be accompanied by a Phase I environmental audit performed at the donor’s expense. The only permitted exception to this requirement is for residential property which has been used solely for residential purposes for a significant (at least 20 years) period of time. In cases where this exception applies and no environmental audit is undertaken, the donor/executor must have outside parties complete an Environmental Checklist prepared by the assistant vice president for administration, physical plant, and may be required to execute an environmental indemnity agreement. Even in cases where a Phase I audit is submitted, the general counsel may require that the donor sign a letter indemnifying and holding the university harmless from any and all liability arising from acts occurring prior to the university’s ownership of the property.

(c) Limitations and Encumbrances. The existence of any and all mortgages, deeds of trust, restrictions, reservations, easements, mechanic liens, and other limitations of record must be disclosed. No gift of real estate will be accepted until all mortgages, deeds of trust, liens, and other encumbrances have been discharged, except in very unusual cases where the fair market value of the university’s interest in the property net of all encumbrances is substantial.

(d) Carrying Costs. The existence and amount of any carrying costs, including but not limited to property owners’ association dues, country club membership dues, and transfer charges, taxes, and insurance, must be disclosed.

(e) Title Information. A copy of any title information in the possession of the donor, such as the most recent survey of the property, a title insurance policy, and/or an attorney’s title opinion, must be furnished.

(f) The information required in (a) through (e) above should not be considered as all inclusive. The offices of the general counsel, institutional advancement, the assistant vice president for administration, and the vice president for finance and
administration, may request additional information be submitted to ensure that due diligence is executed prior to the acceptance of any gift of real estate.

(2) Approval/acceptance process for gifts of real estate:

(a) The assistant vice president for administration, physical plant, with the assistance of the development officer will prepare a written summary of the gift proposal and submit that summary to the general counsel through the director of planned giving. At a minimum, the summary shall include the following information:

(i) description of real property;

(ii) the purpose of the gift (e.g., an unrestricted gift, a gift to fund an endowed chair, a deferred gift) and the department(s), program(s), or endowment(s) to benefit from the gift;

(iii) an appraisal of the property’s and, if different, the university’s interest in the property’s fair market value and marketability;

(iv) any potential for income and expenses, encumbrances, and carry costs prior to disposition;

(v) any environmental risks or problems revealed by audit or survey;

(vi) any potential university use; and

(vii) any special arrangements requested by the donor concerning disposition (e.g., price considerations, time duration prior to disposition, potential buyers, realtors, or brokers with whom the donor would like the university to list the property, etc.).

(b) The general counsel will provide legal advice to the president regarding the proposed property. The president shall communicate the final determination to the vice president for institutional advancement. The vice president for institutional advancement shall communicate the university’s decision to the donor in writing, including any conditions imposed by the president and/or general counsel prior to acceptance.
(c) If a proposed gift of real property is approved by the president, the director of advancement records will record the gift on behalf of the university upon notice by the general counsel that the property has been properly recorded in the local Conveyance Office or Registry of Deeds. The university will not appraise or assign a value to the gift property. It is the donor’s responsibility to establish a value for the gift and to provide, at the donor’s expense, a qualified appraisal required by the IRS.

(d) The execution and delivery of a deed of gift or other appropriate conveyance will complete the gift. The costs associated with the conveyance and delivery of the gift, including but not limited to recording fees and, if deemed necessary by the general counsel, a current survey, title insurance and/or an attorney’s title opinion, will be either paid by the donor or charged to the fund code of the department(s), program(s), or endowment(s) to benefit by the donation. In addition, the IRS for gifts of real property requires the filing of Form 8283 by the donor. This form should be sent to the director of planned gifts for execution by the university.

D. Outright gifts of tangible personal property for which donors qualify for a charitable gift deduction under current IRS rules will be recorded at the appraised value of the property at the time it is transferred to Loyola University, less any encumbrances. Unless otherwise authorized by the president, and where appropriate, the Board of Trustees, the university will seek to liquidate such assets in order to secure the cash needed to fund its programmatic and/or facility priorities and/or to invest such assets in ways consistent with the currently authorized investment strategies of the university. The preceding sentence shall not apply to gifts of tangible personal property intended by both the donor and Loyola University New Orleans to be retained for the use of the university.

The following are general guidelines or considerations in connection with gifts of tangible personal property:

(1) Generally, the university’s acceptance of such gifts cannot involve significant additional expense for their present or future use, insurance, maintenance, or administration.

(2) Generally, no burdensome financial or other obligations can be incurred, directly or indirectly, by Loyola University as a result of its acceptance of such gifts.

(3) Gifts of real and personal property (land, houses, jewelry, paintings, antiques, rare books, etc.) exceeding $5,000 in value shall be recorded at
the fair market value placed on them provided that the university receives a copy of the appraisal conducted by an independent, expert appraiser, paid for by the donor, at the time the donor relinquished control. Gifts less than or equal to $5,000 may be reported at the value declared by the donor or a qualified on-campus expert (e.g., librarian, art professor, etc.).

(4) The university will not accept gifts of tangible personal property (such as books, paintings, etc.) if such gifts are to be made on the condition, understanding, or expectation that the gifted items will be loaned to the donor or to persons designated by the donor for life or for an extended period of time as determined by the donor.

(5) Any gifts-in-kind which could be liquidated will be recorded on an item-for-item basis.

E. Fully paid up, or otherwise vested, insurance policies for which Loyola University is owner and sole beneficiary will be recorded as “future” expectancies of the university at the unrealized death benefit (face value) of the policy in cases when the insured is age 65 or older, and at the replacement value for donors younger than 65. See Section III, D below for administrative procedures related to gifts of life insurance.

F. Bequest intentions, commitments of unpaid insurance policies, and other revocable deferred gifts will be recorded as “future” expectancies of the university at the value established in writing by the donor through a bequest intention form, a deferred pledge agreement, a contract to make a will, a letter, or a copy of appropriate sections of the will or of the insurance or trust document, etc.

(1) Such revocable gift commitments will be permanently commemorated, subject to the donor’s specific request and intent, only when the funds are irrevocably committed to the university or when the gift matures. The preceding will not apply to commemoration of planned gifts through membership in any planned giving recognition society; the Heritage Society, as an example.

(2) Bequest intentions and other revocable deferred gifts for which the donor does not indicate a specific gift value and/or does not provide an estimate of a residuary bequest will be recorded as future expectancies at a minimum value level of $1,000.

G. Bequests and other deferred gifts will be recorded as received, if not reported in a previous campaign. Such gifts will be recorded at the value established at the time of probate and/or at the fair market value on the date of the transfer of the asset(s).
H. All gifts that will, or may, require expenditure of funds either at the time of the gift or at some future date (e.g., non-performing assets gifted to fund a charitable trust or charitable gift annuity, bargain sales, outright gifts such as real estate that may impose present obligations on the university) shall require the approval of the Endowment or Institutional Advancement Committees of the Board of Trustees.

I. Gift annuities, irrevocable charitable remainder trusts, and similar life income agreement commitments (whether administered by the university or by others on behalf of the university) will be recorded as follows:

1. At the fair market value of the asset (on the date of transfer, less any encumbrance) being used to “fund” the life income agreement in the case of charitable remainder unitrusts, annuity trusts, and charitable gift annuities for life beneficiary or beneficiaries age 60 and older at the time of their first life income payment.

2. At the discounted present value of the remainder interest allowable as a deduction by the Internal Revenue Code, in the case of charitable remainder unitrusts, annuity trusts, and charitable gift annuities for life beneficiary or beneficiaries below age 60 at the time of their first life income payment.

3. In the case of charitable lead trusts, at the total anticipated payout over the pledge payment period plus (for commitments made during any campaign period) the present value of any remaining income interest.

For purposes of current income tax deductions, such gifts will be receipted at the charitable deduction value as established by law.

Generally speaking, the university does not encourage donors to place encumbered assets into a trust.

When a trust is to be funded with hard-to-value or non-income-producing property, a net income unitrust will generally be used. Such a trust obligates the trustee to pay only the lower of a specified percent of fair market value or actual income. When such a net income unitrust is used, a separate letter of agreement should be signed by the president of the university and the donor, indicating that the donor understands the income concept of the net income trust. A “catch-up” provision as allowed by a unitrust may also be acceptable.

III. Administrative Procedures Relating to Certain Planned Gifts

A. For Life Income Agreements
(1) Proposed charitable gift annuities should be funded initially with assets of at least $10,000 consisting of cash or marketable securities.

(2) The interest rate used in preparing life income agreements will be as follows:

a. For charitable gift annuities, no higher than the rate recommended by the American Council on Gift Annuities.

b. For unitrusts and annuity trusts, a rate of at least five percent. Higher rates may be approved by the Endowment Committee of the Board, based on:

   (1) The ages of the donor and any beneficiaries; and

   (2) income needs vs. tax relief.

However, the director of planned giving will be given authority to negotiate rates on charitable gift annuities, charitable remainder unitrust, and charitable remainder annuity trusts, provided that such rates be within one percentage point of the maximum rates recommended by the American Council on Gift Annuities effective at the time of the gift or the establishment of the trust. Charitable remainder trusts will be marketed with a rate slightly lower than charitable gift annuities because of the higher administrative costs. In the event that the rate does not fall within the limitations above, the director of planned giving will obtain the approval of the vice president for institutional advancement. Any such deviation from this policy will be reported to the Endowment Committee at its next regularly scheduled meeting.

(3) Funds received for annuities and trust agreements are administered by the director of planned giving. Separate accounting is provided to the donor on each life income agreement. Annuity or trust payments shall be made at the donor’s choice: monthly, quarterly, semi-annually, or annually. In order to control the cost of trust and annuity administration, Loyola University prefers to make payments quarterly or semi-annually.

B. For Charitable Remainder Trusts

(1) Proposed charitable remainder trusts should be funded initially with assets of at least $50,000. Trusts may be established for lesser amounts if it can be determined that the charitable remainder portion of the gift is sufficient to handle the administrative costs and provide a substantial future gift to the university.
(2) Trusts should be limited to one or two income beneficiaries and to beneficiaries over 40 years of age (unless some generous outright gift is combined with the trust, in which case trusts can include younger beneficiaries).

C. For Retained Life Estates

The gift of a primary residence, a vacation home, or a farm with retained life interest on the part of the donor shall be arranged without a trust agreement. The donor deeds the property to Loyola University immediately. Calculation of the remainder interest, which is allowed for federal income tax deduction, is based on an IRS formula.

D. For Life Insurance

Gifts of life insurance may be accepted by the university after ownership is transferred to the university, the university is named beneficiary, and cost and/or replacement value has been established by the insurance company. All gifts of life insurance must comply with applicable state insurance regulations, including insurable interest clauses.

IV. Policies Pertaining to Endowment Funds and Restricted Gifts

A. Unrestricted gifts shall be encouraged unless the donor indicates that he or she is only willing to make a restricted gift.

In drafting instruments for the gift of restricted funds to Loyola, donors and their advisers shall be encouraged to use language that would permit application of the gift to a more general purpose if, in the determination of the Board, the designated purpose is no longer feasible or practicable.

B. For the purposes of this policy statement, “endowment fund” shall refer to any fund, or any part thereof, not wholly expendable by the university on a current basis under the terms of the applicable gift instrument.

Endowment funds are invested according to policies established by the Board of Trustees.

C. Endowment gifts may be used to establish a special endowment fund or may be added to an existing endowment fund.

D. Persons interested in establishing an endowment fund are encouraged to consult with the vice president for institutional advancement or his/her designated representative prior to making the gift so that the donor’s intentions are appropriately established in writing through a gift agreement.
any endowment agreement on behalf of the university shall be done over the signature, and with the full knowledge, of the president of the university and in compliance with university policy.

In designating an endowment gift for a specific purpose, the donor is encouraged: (a) to describe that purpose as broadly as possible; (b) to avoid detailed limitations and restrictions; and (c) to provide a clause granting the university maximum flexibility to make use of designated funds in a manner most consistent with the intent of the donor and with the interests of the university should programmatic or other developments make it impossible or impracticable to apply the endowment proceeds to the purpose for which it was originally designated.

E. Gifts to establish endowment funds for specific purposes must meet the minimum dollar requirements set by the Board of Trustees. The principal amount of the original gift need not meet the minimum dollar requirement if the donor agrees to fully fund the endowment at the minimum dollar requirement within a specified and reasonable period of time. Minimum dollar requirements may be changed from time to time at the sole discretion of the Board.

The minimum dollar requirements established by the Board of Trustees for an endowment fund shall not apply to any endowment fund(s) already established at the time these policies are adopted.

Loyola University reserves the right to review the minimum amounts required for endowments periodically and to amend the minimum amount required so as to ensure that endowment proceeds are sufficient to fund the intended purpose(s) of the endowment. If and when the university acts to increase the minimum amount required establishing a particular endowment fund, such action shall not be retroactive to funds already established.

See Naming Policy of Loyola University New Orleans, which was approved by the Board of Trustees on May 18, 2012.

F. Endowment Levels:

1. A minimum of $25,000 is required for a fund to be endowed.

2. The minimum endowment level for a professorship is $100,000 in private funds. Some professorships are eligible to be matched by a grant from the Louisiana Education Quality Support Fund Endowed Professorship Program sponsored by the Endowed Professorship Program of the Louisiana Board of Regents. Once sufficient non-state monies have been raised, Loyola may apply to the Board of Regents for matching funds. (See note in Section V, C and D (12) on matching government funds.)
(3) The minimum endowment level for a chair is $2,000,000 in private funds. Some chairs are eligible to be matched by a grant from the Louisiana Education Quality Support Fund Endowed Professorship Program sponsored by the Endowed Professorship Program of the Louisiana Board of Regents. Once sufficient non-state monies have been raised, Loyola may apply to the Board of Regents for matching funds. (See note in Section V on matching government funds.)

G. Funds that have not reached the minimum endowment level after a period of five years from the initial gift will be released from the endowment fund after the university has made an attempt to notify the donor(s). The funds raised will immediately be available for the purposes that closely approximate the donor’s original intent, if not possible or practicable, shall immediately be made available for current use.

Endowed funds will be held in a holding account until they reach the minimum level.

V. Policies Specific to Comprehensive Fundraising Campaigns

A. Introduction: The purpose of this section is to summarize the guidelines that will be used to count gifts to comprehensive fundraising campaigns for Loyola University New Orleans. These guidelines comply with standard practices for reports on campaign fundraising progress in institutions of higher education. Furthermore, it is intended that these guidelines be consistent with existing Loyola University New Orleans gifts and pledge policies and procedures.

B. Certain planned gifts, like charitable remainder trusts or gift annuities, will be recognized toward the achievement of the campaign goal in a separate category of “future commitments” using either of two values: the face value of the gift and the discounted present value of the gift. While the face value indicates the importance of planned gifts in reaching the goal, the discounted present value distinguishes them from outright gifts available for immediate use. Note that these gifts will not be included in the calculation of the achievement of the campaign’s goal until they are realized.

C. Matching government funds (i.e., Board of Regents) will not be counted in campaign attainment figures, though they will be reported as other funds raised as a direct result of private campaign gifts.

D. All other philanthropic gifts to Loyola University during the campaign period will be counted toward the achievement of the campaign goal, in accordance with the following guidelines:
(1) Cash Payments: All outright gifts by cash or check made during the campaign will be credited to the campaign at face value, provided these gifts are not payments on pledges that were counted in previous campaigns.

(2) Pledges: All pledges of five years or less will be counted toward the campaign goal provided that they are initiated during the campaign, and are documented in writing, including pledge amount, designation, payment schedule, donor signature, matching gift information if applicable, and date.

For promises to give greater than $1M, and on a case-by-case basis, the pledge payment period may be extended to longer than five years.

(3) Securities: Securities will be accepted and counted toward the campaign according to the following:

a) Marketable Securities: Such gifts will be valued at the mean market value on the date the donor relinquishes control to the institution, consistent with existing Loyola University New Orleans gifts and pledge policies and procedures.

b) Closely Held Securities: Gifts of closely held stock exceeding $10,000 in value will be reported at the fair market value placed on them by a qualified independent appraiser as required by Loyola University New Orleans gifts and pledge policies and procedures for valuing gifts of non-publicly traded stock. Gifts of $10,000 or less may be valued at the per-share cash purchase price of the most recent transaction.

c) S-Corporation Stock: Because of significant tax and legal implications for Loyola, proposed gifts of stock in S-Corporations must be authorized in advance by the university’s Board of Trustees and/or appropriate university officers as authorized by the president of the university. For income tax purposes (including substantiation), the donor will need to follow the guidelines for valuation of closely-held stock outlined in paragraph 3b above. For campaign counting and naming opportunity purposes, the donor will be apprised that the gift will be credited at its after-tax value to Loyola.

(4) Property: Gifts of real estate, tangible personal property (e.g. artwork, books, cars, boats, animals, jewelry) and intellectual property valued in excess of $5,000 require an independent appraisal of fair market value.
paid for by the prospective donor before being credited to the campaign goal.

(5) Charitable Remainder Trusts: Charitable remainder trusts (including charitable remainder trusts administered outside the institution) will be credited to the “future commitments” section of campaign totals at the discounted present value of the remainder interest allowable as a deduction by the Internal Revenue Code, provided Loyola is named irrevocable beneficiary.

(6) Charitable Gift Annuities: Gift annuities will be credited to the “future commitments” section of the campaign totals at the discounted present value of the remainder interest allowable as a deduction by the Internal Revenue Code.

(7) Remainder Interest in a Residence or Farm: A gift of a remainder interest in a personal residence or farm will be credited in the “future commitments” section of campaign totals at the face value of the asset transferred.

(8) Charitable Lead Trusts: For lead trusts whose terms extend within the campaign period, the face value of the income stream may be reported under the current “gifts and pledges” section of campaign totals.

(9) Wholly Charitable Trusts Administered By Others: The fair-market value of the assets, or a portion of the assets, of such a trust administered by an outside fiduciary should be counted in the “gifts and pledges” section of campaign totals for the year in which the trust is established, provided that Loyola has an irrevocable right to all or a predetermined portion of the income of the trust.

(10) Limited Partnerships, Mortgages and Notes, Patents and Copyrights: Acceptance of these types of gifts requires prior approval by the university’s Board of Trustees and/or appropriate university officers as authorized by the president of the university, and will be determined on a case-by-case basis. Those that can be assigned a fair market value will be counted toward the campaign.

(11) Non-Government Grants and Contracts: Grant income from private, non-government (domestic) sources, or foreign governments should be reported; contract revenue should be excluded.

(12) Matching Funds: Gifts received in cash from organizations or corporations to match gifts of cash or securities by individuals associated
with that organization or corporation will be credited to the corporate
donor’s gift record for the campaign. The individual donor whose gift is
matched will receive associate and recognition credit for the matching
amount. Matching government funds (i.e., Board of Regents) will not be
counted in campaign attainment figures, though they will be reported as
other funds raised as a direct result of private campaign gifts.

(13) Trust and Estate Distributions: All distributions from estates or trusts
received during the campaign period will be counted at face value to the
extent that no gift amount has been counted in a previous campaign.

(14) Bequest Intentions and Other Revocable Deferred Gifts: Bequest
Intentions and other revocable deferred gifts accompanied by appropriate
documentation within which a defined gift commitment is specified to be
fulfilled by the gift, and adequately documented will be counted to the
future commitments section of the campaign totals as follows, subject to
the limitation below:

a) The donor must be age 60 or older. On a limited case-by-case basis,
properly verified bequest intentions may be recognized and counted
in the campaign future commitments totals for donors who are not
yet 60 but will attain the actuarial age of 60 on or before the end of
the campaign.

b) The commitment is for a single life only or all other beneficiaries are
also over 60.

c) There is a specified amount or percentage specified in the will based
on a credible estimate of the future value of the estate at the time
the commitment is made.

d) The gift amount will be reported at face value in the deferred/future
commitment portion of campaign reports.

e) Verification should be provided in one of the following forms:
   1) A letter from the donor or the donor’s attorney; or

   2) A bequest intention form, a deferred pledge agreement, a
contract to make a will, a letter, or a copy of appropriate sections
of the will or of the insurance or trust document, etc.

(15) Life Insurance: Life insurance policies will be counted in the future
commitments section of the campaign totals only if Loyola is the owner
and irrevocable beneficiary of the policy and the policy is fully paid-up.
a) Life insurance policies will be counted in one of two ways:

1) If the donor is less than 60 years of age, the policy will be counted at the interpolated terminal reserve (approximately the cash surrender value), in the future commitments section;

2) If the donor is 60 years of age or older, the policy will be counted at the death benefit value, counted at the face value in the future commitment totals.

b) Realized Death Benefits: The insurance company’s settlement amount for an insurance policy whose death benefit is realized during the campaign period, regardless of whether the policy is owned by Loyola, will be counted in campaign totals, to the extent that no gift amount was counted in a previous campaign.
Naming Policy
LOYOLA UNIVERSITY NEW ORLEANS

Adopted by the Board of Trustees on May 18, 2012

I. Statement of Policy

Loyola University New Orleans, through the Office of the President and in consultation with the President’s Cabinet, establishes minimum gift level amounts and approval guidelines for naming opportunities, as outlined in this document.

The gift levels are intended as minimum amounts necessary to name physical and academic entities at Loyola University New Orleans. Such minimums are important in order to ensure that the physical or academic entity has sufficient funds available to accomplish the mission of the program or function named by the donor.

This policy also establishes the Named Gifts Program Committee. (See Section V, B)

Loyola University New Orleans, through the Office of the President and, when appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], reserves the right of final approval for the name(s) recommended for any of the opportunities in the sections that follow. University approval cannot be granted until the donor’s name or the name(s) of the person(s) being memorialized are known. In all cases, initial approval must be received prior to any formal solicitation in which any naming opportunity is contemplated, following the procedures outlined in this document.

Additionally, any gift that includes the naming of an endowment or physical space or academic entity or collection must be documented in a formal Gift Agreement. Policies and procedures related to gift agreements are contained in a separate policy document.

The selection process for holders of all endowed faculty positions is coordinated by the Office of the Provost and Vice President for Academic Affairs through specific faculty appointment policies which must, in all cases, be followed for such appointments.

The University may name physical and/or academic entities to recognize exceptional contributions, philanthropic or meritorious [honorific], which honor the University’s heritage and legacy. Naming must be consistent with the overall mission, vision and values of the University.

II. Purpose

It is the policy of Loyola University New Orleans to apply these guidelines for named gift opportunities in order to recognize
- those individuals, businesses, or organizations that have made exemplary or meritorious service contributions or enduring financial contributions to the University;

- those individuals, businesses, or organizations whose extraordinary accomplishments advance the University’s educational mission, its standing in the community, and/or its aesthetic quality.

This policy is intended to encourage private support through naming opportunities. In some circumstances, this policy allows structures, facilities, collections and academic entities to be named without a gift. This policy is consistent with the University’s strategic goal of maintaining fiscal responsibility in all operations, programs, and facilities.

III. Applicability

This policy applies to all situations in which a charitable gift is given with the intention of creating a named endowment or named physical entity (facilities including buildings and structures, interior spaces, landscapes, roads, etc.), academic entity (programs, endowed funds, academic positions, scholarships, schools and colleges on the various campuses of the University), or collection.

IV. Definitions

**Academic Entities**: All non-physical entities, to include: colleges, schools, academic departments, and academic centers, institutes, programs, public information presentations, laboratories, clinics, and equipment, as well as divisions, research centers, chairs, professorships, lectureships, fellowships, teaching awards and prizes.

**Collections**: Libraries or parts of libraries and other collections of significant size and continuing scientific, historic, artistic or cultural value.

**Endowments**: An endowment is a fund that can be established through gifts from private individuals, corporations, foundations, associations, and other organizations, so long as those gifts meet university guidelines on endowment minimums by type (below) and are accompanied by a signed Gift Agreement.

Endowments are invested to allow for the principal to remain intact (nonexpendable) in perpetuity, while a portion of endowment earnings are distributed annually to support the purpose designated by the donor(s) through a formal gift agreement with the University.

Endowments may be designated to benefit academic or non-academic positions, students, programs, physical space (buildings, facilities, and grounds, or portions thereof), or specific academic or non-academic departments and units. They are typically named after their donor(s) or a person(s) the donor wishes to honor.
Endowments may be established by a one-time gift, a series of gifts, a pledge paid over a period of a specific number of years, wills, trusts, gifts of appreciated assets, or by a combination of these. Gifts can be added to an established endowment at any time.

In certain instances, which must be outlined in a gift agreement, a specific amount of the gift commitment must be received prior to the actual naming of the position, program, building, space, or project.

Certain terms are commonly used with endowments. The National Association of College and University Business Officers (NACUBO) provides the following definitions:

**Permanent Endowment**: "Endowment funds are funds received from a donor with the restriction that the principal not be expendable." These endowments are only subject to modification as may be allowed by law and Loyola University New Orleans regulations. Establishment of any endowed fund requires a minimum gift of $25,000.

**Quasi-Endowment**: "A quasi-endowment fund is a fund that functions like an endowment fund but which may be totally expended at any time at the discretion of the governing board." This may be gift funds that the donor did not specifically direct for use as an endowment, or funds available to the institution from other sources that can be designated for an endowment. The funds are invested in the same manner as a true endowment and have the same payout provisions. Establishment of a quasi-endowment requires a minimum gift of $10,000.

**Honorific**: Conferring or implying honor or respect; generally defined as recognizing outstanding individuals distinguished in character or attainments.

**Philanthropic**: The act of philanthropy; generally defined as gifts to the University that have real or in-kind monetary value.

**Physical Entities**: All physical facilities and buildings, to include:

- Buildings or portions thereof – For example - laboratories, classrooms, seminar rooms, meeting rooms, lounges, wings, halls, floors, galleries; structures, including, but not limited to, athletic fields, athletic facilities, and other facilities such as wings of buildings or substantial parts of buildings, residence halls, large auditoria, concert halls, plazas, parks, fountains, gardens, natural landmarks, lawns, courtyards, walkways, pathways, parking facilities, roadways.

V. Procedures

A. **Proposals for Naming**: Proposals for naming of new physical and academic entities and collections, changing the name of an existing physical or academic entity or collection, or naming a previously undesignated physical or academic entity or collection, shall be considered by the Named Gifts Program Committee only upon submission of a written
request by a Trustee, the President, or the appropriate Vice President, Dean or Department Chair of the respective academic area, to the committee. Recommendations of the general public may be considered when they are transmitted through one of the above named officials.

B. **Named Gifts Program Committee:** The Committee shall consist of the Provost, (or his/her designee), the Vice President for Finance and Administration (or his/her designee), the Vice President for Institutional Advancement, the Vice President for Mission and Ministry (or his/her designee), the Vice President of Student Affairs (or his/her designee), the Vice President of Enrollment Management (or his/her designee), a representative of the Office of General Counsel, in consultation with the appropriate Dean or Director for the structure or facility to be named. The Committee shall be chaired by the Vice President for Institutional Advancement.

C. **Named Gifts Program Committee Guidelines:** The Named Gifts Program Committee shall judge each proposal on its own merits. The Committee is empowered to establish guidelines that can include, but not be limited to the following factors: financial contributions made over a period of time or one-time gifts to the University, timeframes for payment of financial contributions, in-kind gifts to the University, the ability of a gift to stimulate gifts by other donors, duration of naming, dignity and significance to the University, honor to the donor, national and international reputation and achievement of the donor, exceptional contributions of an individual while employed at the University, distinction of the donor, whether the gift advances the reputation of the University, whether the gift increases the understanding and public support for the University program, expiration periods on naming, de-naming when an entity no longer meets acceptable University standards, de-naming upon demolishing and/or replacement of a facility, maintenance of records, background reviews on donors, valuation of physical space, marketing space, and timeframes for honorific naming.

D. **Administration:** For administration of this policy, the Named Gifts Program Committee shall review all proposals to name physical and academic entities and collections. The committee then forwards its recommendations to the President for his review. The President will forward to the Board when appropriate [see 2d paragraph of Section V.M.].

E. **Honorary Naming:** Under appropriate circumstances, Physical and Academic Entities and Collections may be named for individuals who have made exemplary or meritorious contributions to the University or society. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the University, must have an established relationship with the University, and must have contributed measurably to the good of society. The recognition afforded the honoree may also include private financial contributions related to the naming opportunity. Honorees may not be in active service at the University or hold elected office in the United States or abroad at the time of the naming, unless the circumstances are exceptional. At its discretion, the University may choose to name something after a donor even if it is not stipulated in the donor agreement but only after consultation with the person to be honored. When an individual is considered for an honorific naming, the proposal shall be reviewed and approved by the President.
F. **Gift-Related Naming:** A gift-related naming occurs when a donor makes a tax-deductible contribution of a significant level to the University and is recognized with a naming opportunity. Decisions regarding such recognition are made on a case-by-case basis in accordance with the approval process contained in this policy and any other applicable University policies, including the *Gift and Pledge Policies and Procedures*, and shall also take into consideration the total cost of the project, the availability of other funds and the level of financial contribution. All gift-related naming must be documented by a written donor agreement.

G. **Naming Related to a Fund Raising Campaign:** When a Naming is contemplated as part of a fund raising campaign, that campaign, the proposed naming and the associated private-fund contributions to be sought shall have prior approval of the President and, when appropriate, the Board of Trustees [see 2d paragraph of Section V.M.].

H. **Corporate Naming:** Each Corporate Naming must be approved by the President. The president will consult with the Board of Trustees when appropriate [see 2d paragraph of Section V.M.]. The Vice President for Institutional Advancement must complete a due diligence review of the corporation prior to any corporate naming. [See Loyola University New Orleans Gift and Pledge Policies and Procedures, May 18, 2012.] Each corporate naming must be analyzed by the Vice President for Institutional Advancement and the Named Gifts Program Committee to ensure that there are no conflicts of interest. Certain restrictions may also apply to any proposed naming of a facility financed with the proceeds of tax-exempt bonds. Any agreements shall be reviewed and approved by the Office of General Counsel. The University President shall have authority to sign such gift agreements.

I. **Announcements:** No College or Department shall announce the naming of any physical or academic entity or collection prior to the final approval required by this policy.

J. **Permanence of Naming:** The naming of physical entities is intended to be in place for the life of the specific physical entity. If, in the determination of the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], circumstances change so that the purpose for which the physical entity was established is significantly altered or if the physical entity is no longer needed or habitable, the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], in consultation with appropriate academic and/or administrative leadership and the donor(s), if possible, will determine an appropriate way to recognize the donor’s naming gift in perpetuity. If the University and the donor(s) previously established a Gift Agreement or contract that provides a practicable course of action, then that action shall be followed.

K. **Removing a Name:** Loyola University New Orleans naming opportunities shall bear only the name of individuals or entities that exemplify the attributes of integrity, character, and leadership consistent with the highest values of Loyola University New Orleans. If, in the determination of the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], those attributes are not maintained, the President and the Board of Trustees reserve the right to remove the donor’s/honoree’s name from a physical entity at any
time. The President may approve removing a name from other entities (e.g., facilities within buildings, academic programs, chairs, scholarships, etc.).

L. Naming Considerations for a Pledge: If a naming will be the result of a total gift pledged to be paid over a period of years, the tying of the official naming must be clearly articulated in a formal Gift Agreement. Two options are: (1) naming will go into effect only after the pledge is fulfilled and the required total amount has been received by Loyola University New Orleans, or the (2) naming will go into effect immediately with a clear and documented understanding that the naming will be altered or removed if the full pledge is not paid in a mutually agreed upon time frame.
If the pledge is not fulfilled, but the naming has been authorized by the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], then this change must be reported to the Board of Trustees – through the appropriate committee – so that it can be reflected in the official minutes. If only partial funding is received that is less than the required naming threshold, yet sufficient for an alternative naming opportunity, the above procedures govern any renegotiation for a suitable naming opportunity.

M. Minimum Dollar Amounts Necessary for Naming – General Considerations: Loyola University New Orleans establishes minimum gift level amounts and approval guidelines for naming opportunities, as outlined in this document. The gift levels are intended as minimum amounts necessary to name the respective fund, program, unit or space. Such minimums are important in order to ensure that the academic unit or program has sufficient funds available to accomplish the mission of the program or function named by the donor. Giving opportunities are based on benchmarking studies and are determined in conjunction with academic leadership and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.].

For naming opportunities associated with gifts of $5,000,000 or greater, the president will confer with the Board of Trustees before granting approval.

Buildings and Other Facilities: Naming of buildings and other facilities must be approved by the President. The criteria for a gift-related naming will consider the value, visibility, improvements and marketability of the location and will be based on a minimum donation valued between 33 percent and 50 percent of the original construction, renovation, or current value of the property.

Areas within Buildings and Other Facilities: Naming of areas within buildings and other facilities such as, but not limited to, atriums, specific rooms, lecture halls, laboratories and workshops must be approved by the President upon the recommendation of Named Gifts Program Committee.

Streets: The naming of all streets located on the campus of the University or on a property owned by the University must be approved by the President upon the recommendation of the Named Gifts Program Committee. The naming of a street is a rare occurrence for which there is not an established gift requirement.

Real Property: Naming of real property must be approved by the President upon the recommendation of the Named Gifts Program Committee. Real property given to the
in consideration of the gift of the donor’s entire interest in the property.

_Programs, Institutes, Centers and Other Organizations:_ Naming of programs, institutes, centers and other entities must be approved by the President upon the recommendation of the Named Gifts Program Committee regardless of the cash value of the gift.

_Colleges and Schools:_ Naming of colleges and schools will consider the value, visibility, improvements and marketability of the college or school and must be approved by the President, upon the recommendation of the Named Gifts Program Committee.

_Academic Positions and Faculty Excellence Funds:_ Naming of academic positions and faculty excellence funds must be approved by the President.

_Financial Aid Funds (Scholarships):_ Naming of financial aid funds must be approved by the President.

_Grounds, Outdoor Renovations, Gardens, Trees and Benches:_ Naming of grounds, outdoor renovations, gardens, trees and benches must be approved by the President regardless of the cash value of the gift.

_Miscellaneous Naming Opportunities:_ Naming opportunities that are not otherwise set forth in this policy must be approved by the President regardless of the cash value of the gift.
Appendix A

Proposed Guidelines for Adaptation by the Named Gifts Program Committee:

A. Naming of Physical Space (Buildings, Facilities, Outdoor Areas, and Portions Thereof)

As delineated in the Naming Policy above, the President and, if appropriate, the Board of Trustees [see 2d paragraph of Section V.M.], will have final approval in any decision to name buildings or grounds. In consideration of such naming, the following guidelines will be followed:

1. When the naming opportunity concerns a new building or substantial renovation of an existing building, a donor will be required to provide not less than 33 percent to 50 percent of the total new construction, renovation or replacement cost, with 10 percent of the gift amount used to establish an endowment to support the overhead and maintenance of the facility. *(Example: A building with a construction cost of $100,000,000 would require a naming gift of between $33,333,333 - $50,000,000. Of that gift, $30,000,000-$45,000,000 would be used for construction and $3,333,333-$5,000,000 of that sum would be dedicated toward endowment.)*

2. For naming of improved outdoor areas (such as landscaping) the minimum required gift will be equal to the cost of the initial improvement project, with an appropriate portion of the gift dedicated to an endowment whose income would provide for the upkeep of the space.

3. If donated funds are for new construction or renovation/refurbishment, they will be directed to the actual cost. If, however, the donated funds are to establish naming for an existing building or space, their specific designation will be determined by the Dean in consultation with the Provost and President. These funds will typically support the unit or department supported by the building or space.

4. Naming of a building or an area requires a completed gift agreement and receipt of cash or assets that can be converted to cash immediately. Generally, buildings will not be named in honor of a donor in return for an estate commitment.

Naming of Colleges, Schools, Departments, Institutes, and University-Wide Centers

The President and, when appropriate, the Board of Trustees [see 2d paragraph of Section V.M.] will have final approval in any decision to name a college, school, department, institute, and university-wide center. In considering the naming of one of these important, socially valuable areas, it is critical that Loyola University New Orleans proceed with extreme sensitivity considering a number of factors in addition to the level of gift. Therefore, in consideration of such naming the following conditions must be satisfied:
1. Naming is already a well-accepted practice among the leaders nationally in the domain of the unit under consideration, or naming is so obviously compatible with the mission of the unit that Loyola New Orleans can be comfortable in taking the lead in setting a new pattern.

2. Any particular proposal for naming is clearly and broadly supported as being consonant with the reputation and aspirations of the unit. Critical voices, of course, include the dean; director or unit head; the faculty leadership; the alumni leadership of the unit; the administrative leadership of the University; and the Board of Trustees.

3. If naming is in recognition of a gift, the scale and nature of the gift should be such that the unit is enabled by the gift itself to improve its competitiveness materially. This criterion implies that the gift will allow the unit to undertake a well-defined series of program improvements that will elevate the unit into a more distinguished group of national peers.

4. The present value of any proposed gift should be used as the basis for testing the potential for material improvement through a well-defined program.

5. The background, character, reputation, and other qualities of the person for whom the unit is to be named are consistent with the reputation of Loyola University New Orleans.

**Minimum Funding Guidelines for Naming Academic Entities**

Listed below are minimum dollar amounts for naming opportunities. The donor shall give at least 50 percent of the gift prior to the official naming opportunity taking effect.

- One of the colleges within the University: $20,000,000-$50,000,000
- A department or school within a college: $5,000,000-$15,000,000
- An institute, program, or center within a college: $3,000,000-$10,000,000

**B. Endowment Funding Minimums by Type**

The dollar amounts listed below represent the minimum funds needed for various sized programs. Depending on program needs and the donor’s objectives, higher amounts may be necessary to achieve the desired outcome.

Note on philanthropic funds matched by governmental funds:

The Board of Regents for the state of Louisiana encourages philanthropic support of scholarship and teaching through a matching gifts program for endowed chairs and professorships.
For endowed chairs, the minimum philanthropic investment at Loyola is $2 million.

For endowed professorships, the minimum philanthropic investment at Loyola is $100,000.

The Board of Regents encourages requests for matching funds at a 40:60 ratio of state matching funds to private donations. Upon receipt of a gift for an endowed chair or professorship, Loyola will apply to the Board of Regents for matching funds. As the matching gift process is competitive, there is no guarantee that Loyola will receive the matching funds.

**Endowed Leadership Positions:**
$5 million minimum gift—or more, depending upon the size and scale of the unit—is necessary.

Purpose: To provide discretionary funds to support the strategic vision of the academic or non-academic unit, as determined by the Dean, Director, or Vice President. In such cases, the position—not the person—is supported by the endowment.

**Endowed Unit Director or Department Chairperson Positions:**
$2 million minimum philanthropic gift—or more, depending upon the size and scale of the unit—is necessary.

Purpose: To provide discretionary funds to support the strategic vision of the unit, as determined by the Unit Director or Department Chairperson. In such cases, the position—not the person—is supported by the endowment.

**Endowed Faculty Chair:**
$2 million minimum philanthropic gift is necessary (to be combined potentially/possibly with a prospective $800,000 match from the Board of Regents).

Purpose: To recruit, retain, and reward superior faculty members. To enhance the faculty member’s scholarly efforts and/or research program. May also provide salary supplemenation.

**Endowed Faculty Professorship:**
$100,000 minimum gift is necessary (to be combined with a prospective $40,000 match from the Board of Regents).

Purpose: To recruit, retain, and reward outstanding faculty members. To enhance the faculty member’s scholarly efforts and/or research program. May also provide salary supplemenation.
Endowed Visiting Professorship:
$3,000,000 minimum philanthropic gift is necessary.

Purpose: To support outstanding, visiting faculty members. Intended to rotate to new visiting faculty on a pre-determined time frame. To enhance the faculty member’s scholarly efforts and/or research program. May also provide salary supplementation.

Endowed Faculty Fellowship:
$100,000 minimum gift is necessary.

Purpose: For any rank of faculty member. For research and teaching efforts, and for visiting scholars while in residence. May also provide salary supplementation.

Endowed Lectureship:
$50,000 minimum gift is necessary.

Purpose: To be used to support expenses associated with planning and implementing lectures in specific areas and/or on specific topics. Can pay administrative costs, publications, advertising, travel, and honoraria.

Endowed Scholarships:
$25,000 is necessary for a scholarship

Purpose: To support an undergraduate, law, or graduate student. Academic merit may be a consideration. Financial need may be a consideration. The donor may suggest other preferential criteria.

Endowed Book Fund:
$25,000 minimum gift is necessary.

Purpose: To purchase books, library technology, or other materials in a specified field. May also be used for preservation of books. May also be used for repair, cataloging, and other expenses of the library.

Program Support Endowments:
$25,000 minimum gift is necessary.

Purpose: To support specific or general programs of Loyola University New Orleans or of a particular unit/department. Can support areas such as faculty, staff, students, operations, research, etc. May be at the discretion of a Dean, Director, Unit Director, or Department Chairperson.
Endowed Laboratory:
$100,000 minimum gift is necessary, depending on the discipline and size and scope of the program.

Purpose: To be used for equipment, research, and general laboratory support.

Naming Through Non-Endowed Funds

Non-endowed funding commitments can, in certain circumstances, qualify for a naming opportunity. In such cases, it is critical that funding streams be committed to—in writing—for a period of no less than five years and that the annual funding amount is equivalent to the approximate payout of the corresponding established endowment minimum.

It is also necessary that the donor and Loyola University New Orleans establish—in writing—that the naming is to last no longer than one year after the end of the fiscal year in which the last payment was received.

Non-Endowed Professorship: To establish a term professorship without any provision for endowment requires a minimum gift commitment of $25,000, payable at a minimum rate of $5,000 a year for not less than five years.

Non-Endowed Lectureship: To establish a term lectureship without any provision for endowment requires a minimum gift commitment of $10,000, payable at the rate of $2,500 a year for a period of not less than four years.

Non-Endowed Scholarship: To establish a term scholarship without any provision for endowment requires a minimum gift commitment of $5,000, payable at the rate of $1,250 a year for a period of not less than four years.

Other Named Funds

The endowed funds and other funding requirements 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 requires funding and offers numerous gift opportunities. Each college, school or department can establish named funds to support the particular activities of its programs so long as the endowment funding minimums stated above are observed and the approval procedures defined in this document are followed.
Loyola University New Orleans
Naming Opportunity Approval Form
(To be used to obtain approval for naming opportunities in accordance with policy and procedure as outlined in the University Naming Policy)

Submitted by: ___________________________ Date: ___________________________

Description of what is to be named: ____________________________________________

Proposed name: __________________________________________________________________

Justification for naming (select as appropriate): _____ Gift _____ In-Honor-Of

Gift Amount: $__________________________

Schedule of Payments: __________________________________________________________________

________________________________________________________________________________

Additional Information (attach supporting documentation): __________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

Approval Signatures and Date:

Dean of requesting unit (if applicable) Date

________________________________________________________________________________

Vice President of requesting office (if applicable) Date

________________________________________________________________________________

Vice President for Institutional Advancement Date

________________________________________________________________________________

President Date

________________________________________________________________________________

Designee of University Board of Trustees (if appropriate) Date

________________________________________________________________________________