

Section 10 Definitions

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ACKNOWLEDGEMENT	Written expression of gratitude for gift or service. Formal documentation of a completed gift.
AD HOC COMMITTEE	A committee formed for a specific task or objective and dissolved upon completion of the specific task or objective.
ANNUAL GIVING	Annually repeating gift programs seeking funds on an annual and recurring basis from the broad constituency of the institution.
ASSOCIATE VICE PRESIDENT FOR DEVELOPMENT	The university employee, who reports to the Vice President of Institutional Advancement, responsible for management and oversight of fundraising and development operations. Abbreviated as AVP.
BENCHMARK	The long-term benchmark is the actual investment objective of the Foundation, currently represented by CPI plus 5.5%.
	The policy benchmark is a diversified benchmark that reflects the underlying exposures of the investment portfolio. This is the benchmark to which the Foundation will be managed. Over time, the policy benchmark should show the benefit of diversification versus the Traditional Benchmark. The current policy benchmark is the weighted average of the underlying target asset class exposures as noted above.
	The traditional benchmark is a commonly used benchmark that gives a general classification of the risk/return profile of the portfolio. The actual portfolio and policy benchmark may deviate from this benchmark over shorter periods of time. The current traditional benchmark is 75% S&P 500 / 25% Barclays Aggregate Index.
BENEFACTOR	One who makes a major gift to an institution or agency.
BENEFICIARY	An individual or organization that receives an interest in property or funds from an estate or a contract such as a life insurance policy or employee benefit plan.
BEQUEST	A transfer of property such as cash, securities and tangible property through a will or trust.
BOARD EMERITUS DIRECTORS	Honorary positions on the Board which may be offered to Directors who have completed three terms on the Board and who may serve until resignation or until removal by a majority vote of the Board. Emeritus Directors may attend all regular meetings and committee meetings but may not vote.
CALL CENTER	The facility, operated by the ISUF, which conducts solicitation calls, year-round. The Call Center is staffed by ISU students which use specialized software to systematically reach all constituents in the database. The student callers also update constituent records, process credit card gifts and thank donors and prospects.
CAMPAIGN	An organized effort to raise funds for a specific project.

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CAPITAL CAMPAIGN	A campaign to raise funds to finance major projects and/or programs such as the acquisition of property or equipment, construction and/or renovation of facilities. Capital Campaigns depend upon leadership giving and major giving in order to achieve goals.
CASE	Carefully prepared reasons why a charitable institution merits support, including its resources, its potential for greater or enhanced service, its needs and its future plans.
CASE STATEMENT	A written document presenting the case for support to potential donors.
CHARITABLE REMAINDER TRUST	A donor creates and funds an irrevocable trust that provides income to beneficiaries for life or a term of years, after which the remainder of the trust is distributed to the ISU Foundation.
COMPENSATION	The act or state of compensating, as by rewarding someone for service or making up for someone's loss, damage, or injury by giving the injured party an appropriate benefit.
CORPORATE FOUNDATION	The philanthropic arm created by a corporation to deal with requests for contributions from whatever agencies, locally regionally or nationally.
CORPORATE PHILANTHROPY	Support through gifts, equipment, supplies or other contributions by business firms to charitable institutions, sometimes through organized programs which may include corporate foundations.
CROWDFUNDING	The practice of soliciting contributions from mass numbers of people, in particular using websites, e-mail and social media to distribute the message.
CULTIVATION	The process by which you improve and grow the relationship with a donor.
DEFERRED GIFT	A gift that is committed to a charitable organization but is not available for use until some future time, usually the death of the donor.
DEVELOPMENT	Refers to all dynamics of a continuing fundraising program including major giving, annual giving, planned giving, campaigns and stewardship.
DEVELOPMENT OFFICER	A staff member of the University charged with soliciting contributions at the University, typically for a particular college or program. Also referred to as directors of development and abbreviated as DO or DOD. At Idaho State University DOs report to the AVP, with a dotted line to the Dean of their unit, and their salaries are equally divided between their unit and the development office.
DIRECT MAIL	Solicitation of gifts and distribution of information pieces by targeted mass mailing.
ENDOWMENT	A fund or collection of funds that produces income for distribution and use at Idaho State University according to a directed purpose.

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ETHICS	Moral considerations. Standards of conduct and methods of doing business that provide assurances of professionalism in relationships.
EXECUTIVE ASSISTANT	The Executive Assistant to the Board is responsible for managing the day to day administrative activities of the board, proper record keeping and recording of minutes. The position is filled by the person holding the title of Management Assistant, a state funded position, within the development office.
EXECUTIVE VICE PRESIDENT	This is the permanent Ex-Officio Officer of the Foundation Board filled by the Vice President of Institutional Advancement. The position, mandated by the Idaho State Board of Education, is the only individual designated to hold a position as an officer of the University and the Foundation. The Vice President of Institutional Advancement, in his or her role at the University, is responsible for oversight of government relations, university relations, marketing and communications, alumni relations and development.
EX-OFFICIO	A member, of the ISUF Board, or of a Committee of the ISUF Board, by virtue of one's position or status who has voting rights unless otherwise noted, and does not negatively affect a quorum.
FEASIBILITY STUDY	An in-depth examination and assessment of the fundraising potential of an institution or agency, conducted by fundraising professionals, and presented in the form of a written report setting forth conclusions about funds which may be expected to be raised, recommendations and proposed plans for the fundraising unit to consider.
FIDUCIARY	An individual, corporation or association holding assets for another party, often with the legal authority and duty to make decisions regarding financial matters on behalf of the other party.
FINANCIAL INTEREST	A person has a financial interest if the person has, directly or indirectly, through business or investment, or a member of the person's family has: a. A position as an officer, director, trustee, partner, employee, or agent of any entity with which the Foundation has or is considering a contract, transaction, or arrangement; b. An ownership or investment interest in any entity with which the Foundation has or is considering a contract, transaction, or agreement; c. A compensation arrangement with the Foundation or with any entity or individual with which the Foundation has or is considering a contract, transaction, or arrangement; d. A potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which the Foundation is considering or negotiating a contract, transaction, or arrangement; or e. Any other direct or indirect dealings with any entity from which he or she knowingly benefitted (e.g., through receipt directly or indirectly of cash or other property in excess of \$500 a year exclusive of dividends or interest) and with which the Foundation has, is considering, or is negotiating a contract, transaction, or arrangement.

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FISCAL YEAR	A 12-month period during which revenue is earned and received, obligations are incurred, encumbrances are made, appropriations are expended, and for which other fiscal transactions are recognized. The fiscal year for the SU Foundation is July 1 through June 30.
FUND AGREEMENT	A contract between the ISUF and a donor that specifies the terms and purpose of a specified fund, which may be an endowment or a spendable fund, which will be separately and particularly accounted for; most often endowments.
FUNDRAISING	The raising of funds for a specific cause.
FUTURE DONOR	An alumnus or friend of Idaho State University for whom a record is on file in the ISUF database, but has never made a gift.
GIFT	Funding given to the University or the Foundation that does not involve any quid pro quo, such as detailed technical reports, licensing of intellectual property rights, or other goods and services.
GIFT AGREEMENT	A contract between the ISUF and a donor that specifies the terms and purpose of a donor's gift.
GIFT ASSESSMENT	The fee assessed on each gift accepted by the ISUF in order to sustain the operations of the organization. The assessment is 3% on gifts of \$25,000 or more, 5% on gifts under \$25,000, 20% on gifts to the I Love ISU Campaign and 25% on gifts accepted through the call center.
GIFT PLANNING	The integration of personal, financial, and estate planning concepts with the individual donor's plans for lifetime or testamentary giving.
GIFT-IN-KIND	Non-monetary items of tangible personal property such as art, collectibles, books, equipment or other physical assets or materials which have value to Idaho State University.
GRANTS	Funds provided by government and nonprofit foundations to support specific research projects. These are often in response to solicitations, include general statements of work, and the deliverables include detailed reports. These will be charged Indirect Costs or a gift assessment fee, depending on the foundation regulations. The ISU Foundation accepts charitable gifts, and does not administer grants.
I LOVE ISU CAMPAIGN	The oldest annual campaign organized and carried out by the ISUF. This campaign involves teams of local volunteers representing local business organizations who call other local businesses and solicit their support for "I Love ISU Scholarships" which benefit students from Idaho. Because the I Love ISU Campaign is volunteer driven it is critical that campaign leadership and countless community volunteers recognize the commitment of the ISUF Board of Directors to its success. Board members are encouraged and expected to make a personal contribution to the I Love ISU Campaign, achieving 100% participation in this community campaign.

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IDENTIFICATION	Process of discovering donors through various strategies including cold calls, online research, interviewing existing donors and data mining.
INTERESTED PERSON	Any director, officer, member of a committee with Board delegated powers, or staff member, who has a direct or indirect financial interest, as defined below, is an interested person.
LAPSED DONOR	A donor who made a gift during a previous fiscal year but not in the immediate past 5 fiscal years.
LEAD GIFT	A gift given early in a campaign that, by its nature and size, tends to lead others to increase their level of giving.
LYBUNT	A donor who made a gift last year but not this year.
MAJOR GIFT	A gift of significant amount to advance a program or mission. The ISU Foundation considers gifts of \$25,000 or greater to be "major gifts."
MANAGED FUND SCHOLARSHIPS	Any scholarship which is funded by a financial corpus which is controlled by a non-university entity and specifically directed to a named individual and issued by an organization not a part of the Idaho State University system. These scholarships are brought into the university by the named recipient and have a finite life span which ends at the termination of the named student's academic association with Idaho State University.
MANAGEMENT FEE	The fee charged to endowments to cover the cost of investment management. Currently the endowment management fee is 1.5% annually of the fair market value of the endowment, charged monthly. Also referred to as Annual Administrative Fee.
MATCHING GIFT	Gifts made with company or corporate foundation funds that match gifts made by a company's eligible employees to the ISU Foundation according to the company's guidelines. The term may also be utilized to describe a special campaign or project for which individual donors have engaged with the ISUF to leverage their own charitable support by offering to match all gifts made by other donors for a specific purpose.
MEMBER OF A PERSON'S FAMILY	The person's spouse, parent, step-parent, guardian, brother, sister, step-brother, step-sister, mother-in-law, father-in-law, child, stepchild, grandmother, grandfather, aunt, uncle, niece, nephew, brother-in-law, sister-in-law, first cousin, or grandchild.
NON-CASH GIFTS (GIFTS IN KIND)	Gifts made to the University that are to become inventoried usable assets of the University.
PERMANENT ENDOWMENTS	Assets designated by the donor to be held in perpetuity. The corpus of these endowments may never be spent. Earnings and capital gains must be expended in accordance with the terms and conditions established by the donor. The corpus may decline in unfavorable market conditions.

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PLEDGE	An orally stated, written or otherwise agreed upon commitment to make a gift over a specified period of time according to terms set by the donor.
PROSPECT	Any logical source of support, whether individual, corporation, organization or foundation. Emphasis on "logical", meaning a prospect has interest and capacity for a gift.
QUALIFICATION	The process of investigating, usually through a personal visit, the readiness of an individual to be a bonafide donor prospect. During qualification the director of development must decide about the interest and ability of an individual or organizational donor to make a major gift.
QUASI-ENDOWMENTS	Assets which, upon designation of the Foundation or upon instruction by the donor, are maintained as endowments and specify the use of the assets and the spendable income, recognizing that the corpus may be invaded to meet intended needs.
QUID PRO QUO	Something in exchange for something; a gift in exchange for specified privileges or services. Quid Pro Quo gifts are not accepted by the ISU Foundation.
RESTRICTED FUNDS	Assets or income restricted in its use by donor intent, typically specified in a fund or gift agreement.
SOLICITATION	The process of asking a donor to consider a specific gift to the ISUF.
SPENDABLE FUNDS	Funds that can be spent in their entirety in a manner consistent with the intentions of a donor.
STEWARDSHIP	The comprehensive process of recognition that continues to convey the appreciation of the ISUF to donors for gifts already completed. Stewardship encompasses a large body of work and business processes including reporting, communications, recognitions, acknowledgements and special programs. The processes which honor, recognize, inform and maintain contact with donors.
SYBUNT	A donor who made a gift in some years but not the current fiscal year.
TERM ENDOWMENTS	Term endowments are established when the donor specifies that the endowment shall terminate following a particular date or event and that the corpus of the endowment may be expended in accordance with the terms and conditions specified by the donor. Until the passage of the specific date or event, term endowments operate in a manner similar to permanent endowments with expenditures made in accordance with the conditions established by the donor.
UNIT	A specific division or College of the University overseen by a Dean. Each College represents a Unit, as does the Library, Museum, etc.

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- UNRESTRICTED GIFTS** Funds and gifts which are not specifically designated for a particular use, therefore allowing the institution to determine the best and highest use of the funds. Unrestricted gifts represent the smallest percentage of gifts made to most charitable institutions, but are very desirable due to the ability to utilize them to address emerging needs.
- UNRESTRICTED GRANTS** Funds that are received by the University that are not formally recognized as gifts to the Foundation, but, for instance, support the research of a particular faculty member, department or center. Although a proposal may have led to the grant, there are no deliverables (except perhaps a report accounting for the expenditure of funds) and no other conditions.
- YEAR END GIVING** The practice among many charitable organizations of seeking gifts, usually via mail campaigns, in the last two or three months of a calendar year on the premise that prospects will take last minute advantage of opportunities to secure tax advantages.

Person responsible for the periodic review of policy - Nominating Committee Chair