

**USM BOARD OF REGENTS  
ADVANCEMENT COMMITTEE  
February 10, 2022, 11:00 am**

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**Zoom Details to be Provided to Committee**

**Public Listen-Only Access:**

**Dial-in Number: 443-353-0686  
Conference ID: 380 201 360**

**AGENDA FOR PUBLIC SESSION**

Call to Order

Chairman Gill

1. Fundraising Updates
  - a. Year-to-date fundraising December FY22 (information)
2. Discussion of the USM BOR IX – 2.00 – Policy on Affiliated Fundraising Foundations (information)
3. Quasi endowment summary report for 2021 (information)



**BOARD OF REGENTS**

SUMMARY OF ITEM FOR ACTION,  
INFORMATION OR DISCUSSION

**TOPIC:** Year-to-date Fundraising Report

**COMMITTEE:** Advancement Committee

**DATE OF MEETING:** February 10, 2022

**SUMMARY:** The attached table shows fundraising progress (as compared to FY21 and against the FY22 goal) for December 2021.

**ALTERNATIVE(S):** This is an information item.

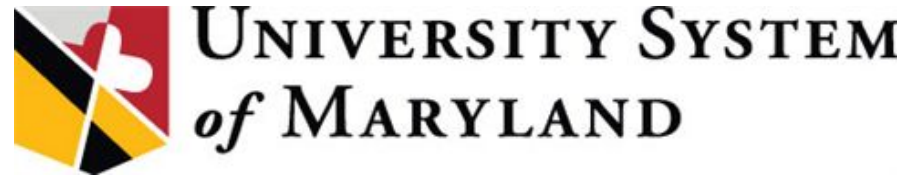
**FISCAL IMPACT:** This is an information item.

**CHANCELLOR’S RECOMMENDATION:** This is an information item.

COMMITTEE ACTION: Information item DATE: 2.10.22

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, [raleym@usmd.edu](mailto:raleym@usmd.edu)  
301-445-1941



**FY22 FUNDRAISING**

| <b>Institution</b>                                       | <b>FY21<br/>Results<br/>31-Dec</b> | <b>FY22<br/>Results<br/>31-Dec</b> | <b>FY2022<br/>Goal</b> | <b>Percentage<br/>to Goal<br/>FY22</b> |
|--|------------------------------------|------------------------------------|------------------------|--|
| Bowie State University                                   | \$1,067,784                        | \$3,658,072                        | \$6,000,000            | 60.97%                                 |
| Coppin State University                                  | \$793,780                          | \$3,548,288                        | \$2,500,000            | 141.93%                                |
| Frostburg State University                               | \$1,126,341                        | \$2,038,299                        | \$3,200,000            | 63.70%                                 |
| Salisbury University                                     | \$2,946,716                        | \$2,435,474                        | \$11,000,000           | 22.14%                                 |
| Towson University  | \$12,556,667                       | \$7,948,435                        | \$15,000,000           | 52.99%                                 |
| University of Baltimore                                  | \$6,438,938                        | \$3,727,595                        | \$5,000,000            | 74.55%                                 |
| University of Maryland, Baltimore                        | \$49,469,510                       | \$47,408,310                       | \$85,000,000           | 55.77%                                 |
| University of Maryland Baltimore County                  | \$7,362,997                        | \$10,804,420                       | \$13,000,000           | 83.11%                                 |
| University of Maryland Center for Environmental Sciences | \$1,391,036                        | \$820,831                          | \$1,125,000            | 72.96%                                 |
| University of Maryland College Park                      | \$133,235,852                      | \$149,321,211                      | \$175,000,000          | 85.33%                                 |
| University of Maryland Eastern Shore                     | \$1,867,057                        | \$4,083,507                        | \$3,500,000            | 116.67%                                |
| University of Maryland Global Campus                     | \$1,699,596                        | \$1,645,594                        | \$2,300,000            | 71.55%                                 |
| University System of Maryland                            | \$1,594,520                        | \$1,058,315                        |                        |  |
| <b>TOTAL</b>   | <b>\$221,550,794</b>               | <b>\$238,498,351</b>               | <b>\$322,625,000</b>   | <b>73.92%</b>                          |



**BOARD OF REGENTS**

SUMMARY OF ITEM FOR ACTION,  
INFORMATION OR **DISCUSSION**

**TOPIC:** Discussion of the key issues of the USM BOR IX – 2.00 – Policy on Affiliated Fundraising Foundations

**COMMITTEE:** Advancement Committee

**DATE OF MEETING:** February 10, 2022

**SUMMARY:** The USM Policy on Affiliated Foundations is being updated to ensure stronger partnerships between the foundations and the universities they serve and to provide clear guidance defining the role of the affiliated foundations. The committee will receive a brief overview of the policy, an update on the revision process, a summary of the key issues being addressed in a revised policy and participate in a discussion.

**ALTERNATIVE(S):** This item is presented for discussion purposes.

**FISCAL IMPACT:** This item is presented for discussion purposes.

**CHANCELLOR'S RECOMMENDATION:** This is an information item.

COMMITTEE ACTION: DATE: 2.10.22

BOARD ACTION: DATE:

SUBMITTED BY: Leonard Raley, Vice Chancellor for Advancement, [rale@usmd.edu](mailto:rale@usmd.edu)  
301-445-1941

## **DRAFT**

### **Key Issues—Affiliated Foundation Policy**

#### Key Principles:

- Affiliated Foundations may not operate using the name or resources of the affiliated university without Regents' approval, and the right to use the name or resources may be revoked if the affiliated foundation does not fully comply with Regent's policy.
- The need to manage real, potential, or perceived conflicts of interest is critical; the interests of the university or System supersede the interests of the affiliated foundation in all cases.
  - Affiliated foundations exist to support the mission and priorities of its affiliated university (or system); interests should always be aligned.
- Affiliated foundations may not be used to circumvent state procurement or other regulations: affiliated foundations should not provide a function that the university can do on its own.
- The roles and responsibilities between the affiliated foundation and the university/System must be clearly delineated and understood.
  - Annual operating agreement, to be signed by the Responsible Office and the authorized foundation officer underscores this.
  - The new requirement to enter into an affiliated agreement with the Board of Regents designed to ensure understanding of and compliance with BOR policy.
- Economic development related entities will fall under a different (new) policy.

#### Key Policy Changes/Highlights:

- Procedure to Establish a New Foundation: Universities retain the right to establish an affiliated foundation without Regents' approval, however, policy institutes requirements before the Regents will recognize the new foundation and authorize use of the university name and resources.
- Procedure to Recognize Existing Affiliated Foundation: Requires operating agreement between the foundation and university AND affiliated agreement between foundation and Regents, as well as key corporate documents.
- Financial and Business Operations: Most of the requirements remain the same.
- Real or Personal Property Acquisition: The acquisition of personal or real property assets for the eventual transfer to, or purchase by, the USM or its institutions must follow and comply with public ethics law provisions and prohibitions that would apply if the USM or its institutions were directly acquiring said property.
- Grants/Contracts: Acceptance of certain grants and contracts that the affiliated university cannot accept is allowable in the policy but raises concerns with the Attorney General's office. (May need to discuss verifying procedures around accepting these funds.)
- New Under Reporting: Foundation board chair, executive director and Responsible Official affirm in writing that they have read, understand, and have complied with the provisions of the policy.



**BOARD OF REGENTS**

SUMMARY OF ITEM FOR ACTION,  
INFORMATION OR DISCUSSION

**TOPIC:** Quasi Endowment Grant Award Summary Report

**COMMITTEE:** Advancement Committee

**DATE OF MEETING:** February 10, 2022

**SUMMARY:** The Quasi-Endowment Fund, initiated in FY15, was established with \$50 million committed by USM institutions and the USM Office. Spendable income from this quasi-endowment funds two components: a competitive grant program administered through the USM Office of Advancement, and direct funding of institution fundraising programs. This report provides an overview of activities in progress made because of funding from the USM’s quasi endowment fund for FY21.

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**COMMITTEE ACTION:** Information **DATE:** 2.10.22

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**USM Quasi-Endowment Grant Program  
2021 Grant Reports**

In FY15, the USM and its institutions established a \$50 million quasi-endowment in support of endowment-building at each USM institution. The USM Office administers a grant program funded by its \$10 million commitment to this quasi-endowment. Approximately \$425,000 in funds are available through this competitive grant process. USM staff makes funding recommendations, which are reviewed and approved by the Board of Regents Advancement Committee. Below is a summary of projects funded in 2021.

| INSTITUTION                          | DESCRIPTION   | Funding Amount   |
|--------------------------------------|---|------------------|
| Bowie State University               | Bowie was able to accelerate its yearly fundraising results during the quiet phase of its campaign: BSU Bold: The Campaign for Excellence. The grant also developed and implemented a one-of-a-kind, three site virtual-hybrid launch event engaging prospective alumni and donors in three local sites uniquely connected to the university. Due to the momentum gained in recent years, and despite the pandemic, BSU announced that \$40M has been secured towards its \$50M goal.   | \$58,500         |
| Coppin State University              | Coppin requested support for digital storytelling with a major gifts focus, in particular on endowment. With new leadership in place, the advancement office asked to change the focus slightly to hire a marketing professional dedicated to this effort. Despite the challenges of the current labor market, they believe an individual will be recruited in February, 2022.  | \$55,500         |
| Frostburg State University           | FSU used funds to create communications about the impact of giving and to support specific fundraising initiatives and also created a Student Engagement Ambassadors program. New endowment funds established grew from 8 in 2020 to 29 in 2021; new endowment funds grew from \$50,000 in 2020 to \$560,000 in 2021.   | \$55,500         |
| Salisbury University                 | Salisbury University's original plan to hire a major gift officer focused on endowment giving was disrupted due to Covid restrictions and a challenging employment market. The advancement office used the grant to fund the costs of Gravyty, an artificial intelligence platform that will help all gift officers with discovering and qualifying major gift prospects. This platform allows gift officers to move through their prospect portfolios more efficiently and effectively. It is anticipated that about half of funds raised with the help of this technology will be for endowment.  | \$40,000         |
| Towson University                    | The grant from the University System of Maryland facilitated Towson University's ability to extend their contract with Gravyty to continue to improve suspect discovery and qualification, and to improve the effectiveness of gift officer stewardship and cultivation of existing prospects. In TU's second year on the program, a team of nine gift officers generated 6,510 outbound contacts with suspects, prospects and donors. These touches enabled TU to enhance our ability to raise \$647,000 in commitments from 776 individuals, including 384 new donors or donors who increased their giving. Almost \$100,000 of these gifts were contributed from suspect individuals and added to gift officer managed portfolios. | \$20,000         |
| University of Baltimore              | The grant continued support of a communications professional, which has allowed UB to update its advancement and external relations website, deliver an upgraded annual report, improve annual fund appeals, and upgrade alumni communications. The work of this professional also helps frontline fundraisers focus on their work, which contributed to the strongest fundraising year ever for UB.  | \$65,000         |
| University of Maryland, College Park | UMD's grant supported setting up an integrated platform to better award, steward, and report on donor-funded scholarships and gifts. More than 350 scholarships accounting for \$1.4 million in spendable income from 258 endowments were loaded to the platform in 2021 and will be awarded in 2022 (including Maryland Promise scholarships). Student scholarship recipients will use the platform to create thank you packages to be shared with donors. A donor portal launch is planned for later in 2022.   | \$55,000         |
| University of Maryland, Baltimore    | UMB's grant supported three separate items: hiring a content writer; contracting with part-time gift officer, and implementing a test message platform. In addition, UMB used surplus funds to introduce a new artificial intelligence platform (Gravyty) that aids frontline gift officers. These efforts have resulted in significant corporate funding and improved online, print, and social media communications, as well as an expansion of annual giving text-messaging capabilities.  | \$53,500         |
| The Universities at Shady Grove      | USG's quasi-endowment grant augmented the work of its small advancement team and resulted in a number of high-level corporate and foundation grants, increased engagement with the community, renewed and increased giving from Entrepreneurship Advisory Council members, and a successful introduction of their new Executive Director to the community.  | \$22,000         |
| <b>TOTAL REQUESTED</b>               |   | <b>\$539,000</b> |
| <b>TOTAL AWARDED</b>                 |   | <b>\$425,000</b> |