Programmatic Funding Exchanges

Robert E. Hanyak, Au.D., ASHA Fellow
Dept. of Speech-Language Pathology
University of the Pacific
3601 Pacific Avenue
Stockton, CA 95211
rhanyak@pacific.edu

FINANCIAL REALITY!

Departments of Communicative Sciences and Disorders need external sources of funds to accomplish their academic and research missions.

Revenue Enhancement Methods

- SLP Alumni Association Fundraising
- Continuing Education Program
- Private Practice Office Lease
- Scottish Rite Contract
- Golf Tournament
- Hearing & Balance Center

Revenue Enhancement Methods

- SLP Operating Endowment
- Endowed Scholarships (Tolley, Puich, Nimtz & Smith-Stubblefield)
- Super Bowl Raffle
- Pacific Fund
- Timmons Student Research Endowment

SLP Alumni Association

- Annual Fund Goal: $20,000 annually
- support student attendance at state convention, fund alumni breakfast at state convention, sponsor graduation banquet
- 2011 - $15,000

Continuing Education Program

- Summer Colloquium Program
- 42nd Annual (2nd week of June)
- Current Issues in SLP presented by nationally-recognized experts
- 2011 - $8,000
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<tr>
<th><strong>Private Practice Office Lease</strong></th>
<th><strong>Clinic Contracts</strong></th>
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<tr>
<td>• Lease office space to SLP who has full access to University clinic materials for evaluations and treatment</td>
<td>• SLP Department professionally manages the Stockton Scottish Rite Language Center</td>
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<td>• Benefit – added revenue plus in-house part-time clinical instructor</td>
<td>• 15th year of contract worth more than $3 million; provides services to approximately 300 children a year &amp; therapy for 75 children a week at no charge to families</td>
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<td>• $9,600 - annually</td>
<td>• Benefits – Increased staff, clinic supplies &amp; student awards</td>
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<tr>
<th><strong>Golf Tournament</strong></th>
<th><strong>Hearing &amp; Balance Center</strong></th>
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<tr>
<td>• Golf Tournament to support the Scottish Rite Language Center</td>
<td>• Opened in 2005; provide hearing and balance assessments and treatment (primarily hearing aids) to the local community</td>
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<td>• SLP faculty and students assist during the tournament and sale of raffle tickets during the evening banquet</td>
<td>• FY11</td>
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<td>• Contribution to clinic for operating funds</td>
<td>– Provides approximately $75,000 annually to fund quasi-endowment student scholarship funds</td>
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<td>– over $250,000 in endowed graduate scholarship funds provided since 2007; able to award $10,000 in student scholarships in 2011-2012 academic year</td>
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<tr>
<td>• $37,000 – first year - 2011</td>
<td><strong>Endowed Scholarships</strong></td>
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<th><strong>Speech-Language Pathology Operations Endowment</strong></th>
<th><strong>Endowed Scholarships</strong></th>
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<td>• Local businessman with ties to the department (daughter and niece are Pacific graduates) and recent hearing aid client at the Hearing &amp; Balance Center</td>
<td>• Tolley Awards – started 1980; provide three $2,500 scholarships annually</td>
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<td>• Gave $1 million to the Business School for student investment fund</td>
<td>• Puich Award – started 1999; provide up to $5,000 scholarship annually</td>
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<td>• 33% of annual revenue given to the SLP</td>
<td>• Nimtz Award – established 2007; provide 1st $2,000 scholarship in 2012</td>
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<td>• 2011 - $7,500</td>
<td>• Smith-Stubblefield Award – endowed 2010; will begin providing up to $5,000 scholarship in 2013.</td>
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Roy & Jan Timmons Graduate Student Research Endowment

- Established in 2008 with an initial gift of $26,000 to create graduate student research fund endowment
- Additional gift in 2011 as part of estate planning
- Funds used to support student research projects and travel support to present results at national and state conferences.

Pacific Fund

- University’s annual fund drive
- Each department receives gifts directed directly to the department and a portion of undesignated gifts (determined by the number of undergraduate students enrolled in the department)
- Funds used to support student conference attendance and student research projects

United Way Super Bowl Raffle

- Invited in 2010 to participate in a United Way fundraiser for local non-profits
- Local businessman (owner of San Diego Chargers) provides Super Bowl tickets that are packaged for raffle with 4 winners: 2 Super Bowl tickets plus $2,000 cash for travel expenses
- 95% of raffle tickets sold ($100) is returned to the sponsoring non-profit; raised $11,000 in 2010 and $10,000 in 2011

Speech-Language Pathology External Funding

- 2011 Annual Goal – $100,000
  - Clinic Operations - $35,000
  - Clinic Materials - $20,000
  - Scholarships - $20,000
  - State Convention - $10,000
  - Student/Alumni Events - $10,000
  - Student Research - $5,000
- 2011 Annual Total – $128,100

Future Directions

- Major Gift Support - $25,000 gifts or pledges over a 5-year time frame
- PHS Dean has hired a part-time (50%) major gifts officer to focus entirely on the departments of speech-language pathology and physical therapy

CASE Conference - 2012

- Council for Advancement and Support of Education (www.case.org)
- Dean pay for SLP and PT chair to attend the 2012 Winter conference in San Francisco to develop fundraising skills as university plans for a major campaign
CASE Conference – 2012
Donald Gray – U. Wisconsin Foundation

- Must have a relationship with the donor
- A gift is a values connection between the donor and your project

CASE Conference – 2012
Donald Gray – U. Wisconsin Foundation

- A GIFT is a tangible symbol of feeling between people.
- A DONATION is a tangible symbol of support to a cause.

CASE Conference – 2012
Donald Gray – U. Wisconsin Foundation

- What priorities are donors likely to fund?
  1. Faculty Support
  2. Student Support
  3. Program Support
  4. Facilities
  5. Equipment

CASE Conference – 2012
Donald Gray – U. Wisconsin Foundation

- Annual Donations
  - Frequently given/asked
  - Discretionary income
  - Unrestricted fund
  - Mailings, event, phone
  - Internet, social networking
  - 2-5% of income
  - 90% gifts; 10% dollars
  - 1st step to major gift
  - Very, very important

- Major Gifts
  - Infrequently given/asked
  - From assets; stop/think
  - Relationship required
  - Targeted/restricted projects
  - 10-20x annual gift fund
  - 10% gifts; 90% dollars
  - Often repeated over time
  - Critical to success

CASE Conference – 2012
Ed Kvet; Provost, Loyola Univ. New Orleans

- Top Five Reasons People Give Major Gifts
  1. Belief in Mission & Stability of the Organization
  2. Sense of Civic Responsibility
  3. To Invest in Projects with Significant Social Return
  4. High Regard for Staff and Volunteer Leadership
  5. Makes them feel good about themselves

CASE Conference – 2012
Donald Gray – U. Wisconsin Foundation

Academic Leaders: Roles in Development

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<td>Create a compelling vision</td>
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<td>Manage the academic priority-setting process</td>
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<td>Articulate the case for support</td>
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<td>Collaborate with professional development staff</td>
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<td>Facilitate faculty partnerships</td>
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<td>Identify prospects</td>
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<td>Maintain relationships for the long term</td>
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<tr>
<td>Ask</td>
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<td>Thank and recognize givers</td>
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• Academic Leaders who like development say…
  • “One of the best parts of my job.”
  • “Everyone out there loves me,…”
  • “There’s no other way to get what I need for my school or college.”
  • “There’s no better way to get to know my most successful alumni.”
  • “It’s a challenge worth the effort.”

• Academic Leaders who don’t like development say…
  • “I just don’t have the time.”
  • “This is not a department chair’s job.”
  • “I don’t like to ask anyone for money.”
  • “That’s what my development office is supposed to be doing. Just show me the money.”
  • “Just have your campaign and give me my share.”

• Showing Gratitude
  – Phone calls on Friday afternoons
  – Hand-written notes to annual fund donors
  – Phone calls when visiting a city
  – E-mails to donors about important news
  – Call: out-of-the blue
  – Intellectual/Recreational Life – make it revolve around the university

• You must earn the right to ask
• The giver has to the right to enjoy the giving
• It is NOT about the money
• It IS about relationships
• Givers don’t give because you need the money
• Giver’s give because they “follow their bliss”
• Find the intersection of your priorities with the giver’s bliss
• Don’t have expectations: Have hope!
• Development is more art than science
• What we do: “crystallize and materialize dreams”

Bliss – what will make them feel happy about giving their money away