



WELCOME TO THE ENDOWMENT

SAMPLES

DONORRELATIONS.COM



OUR GRATITUDE OVERFLOWS

Thank you to hundreds of talented and generous, industry professionals who took the time to participate in our 2022 sample swap.

Providing the nonprofit industry with free samples of donor communications has been a pillar of the work we do at the DRG Group for more than a decade. We simply cannot do this work with you—the amazing DRG Community.

Your work continues to inspire us—thank you for sharing it with us!

With endless gratitude,

The DRG Group

Endowment Welcome Package Standard Operating Procedure

To expand stewardship and recognition for donors who establish new endowments, Donor Relations will send out a “welcome package” upon receipt of the first payment of a commitment. Sending the package after the first payment is received allows us to provide more details about the donor’s individual endowment schedule and their custom investment timeline (information we wouldn’t necessarily know when the gift is booked).

Welcome Package

- Emory embossed leather document envelope
- Signed letter from the chair of the Board of Trustees Development Committee
- Printed copy of the donor’s gift agreement
- Fact sheet detailing Emory’s annual endowment reporting schedule and process

Background

- Donor Relations will send one welcome package per household
- Donor Relations will send the document envelope only once (for first-time endowment donors) with the exception that it has been 10 years since the previous endowment was created

Notes

- “Organization” entities will not be included in the welcome package, except for family foundations. Family foundations will be reviewed on an individual basis; stewardees will be added as needed and a review to see if entities with the family foundation need to receive an endowment welcome package.
- Entities NOT included in endowment welcome package:
 - Donors to the endowed allocation who are not listed/added/included as stewardees
 - Stewardees who already have one or more endowed allocations
 - *See details above under Background*

Review Process

- New allocations will be reviewed on a quarterly basis to see if entities qualify for a welcome endowment package
- Included in the review process, Donor Relations will closely examine:
 - List of entities on spreadsheet who already have an endowment
 - *See details above under Background and Notes*
 - Following up with entity RM to see if entity needs to be added as a stewardee; for example – one spouse signs the gift agreement, does the other spouse need to be added as a stewardee or is there a reason not to include?
 - Add Entity Note/Allocation Note if spouse should not be added

Welcome Package Execution

1. Create/execute list quarterly
2. Review entities on the list
3. Draft letters
 - a. Three templated letter versions
 - i. Donor to an endowment that is not a professorship or scholarship – generic template
 - ii. Donor to professorship
 - iii. Donor to scholarship
4. Merge letters; Donor Relations reviews letters
5. Letters will be postdated approximately 7-10 business days
6. Josh Newton to review all letters before sending them to chair of the Board of Trustees Development Committee
 - a. Send all letters in one group with track changes turned on
7. Chair of the Board of Trustees Development Committee to sign letters at scheduled Board meeting (quarterly)
8. Save copies of final merged letters as PDF; extract individual files and save each letter to be updated as an attachment for contact report and for OneDrive folder (ECM Updates)

9. Print letters on 2036 Board of Trustees letterhead
10. Print gift agreements on second page 2036 letterhead
11. Welcome packages will be prepared and mailed via FedEx to stewardees
12. Prepare the following for OneDrive: PDF copy of each final letter, notification spreadsheet, Fact Sheet
13. RMs to be notified when a welcome package is sent through monthly link in ECM Updates
14. Contact reports will be entered once the welcome package is sent; final letter attached to contact report

Roles and Responsibilities

1. Senior Associate Director, Operations – runs SQL queries for list generation
2. Assistant Director, Operations – manages and executes project
3. Coordinator – creates contact reports, coordinates and executes mailing of packages

Additional References

Endowment Welcome Package_FY22_Final (updated?)

OneNote: Donor Relations Operations > Non-Endowed Reporting > New Endowment Welcome Packet

2036

THE FUTURE STARTS WITH YOU



UNDERSTANDING THE EMORY ENDOWMENT

A Donor's Guide to the Emory Endowment and Reporting Process

Thank you for playing an integral role in advancing Emory's mission through your support and unwavering confidence in what we do. Your investment not only makes a difference today but has a profound influence on Emory's future. We understand that navigating the endowment reporting process can appear complex. We hope this information will serve as a useful tool as we welcome you into this special group of Emory donors.

What Will My Annual Endowment Report Include?



A financial summary for each endowed allocation



Beneficiary names, impact statements, and photos, when available



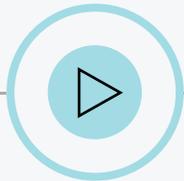
A page with overall Emory endowment financial information

When Will I Receive My Endowment Report?



SEPTEMBER 1

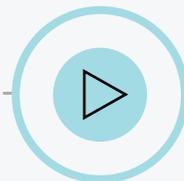
New fiscal year begins.



OCTOBER/ NOVEMBER

Scholarships and other funds are awarded.

Income distributions are complete.



DECEMBER

Beneficiary information is gathered for reporting.

Financials are audited for accuracy.



FEBRUARY

Endowment reports are mailed.

What Are Emory's Investment Priorities?



Balancing the endowment's competing priorities of supporting today's scholars and growing capital for future generations of scholars



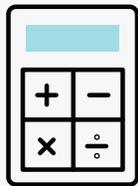
Delivering a real return that exceeds spending over the long term



Protecting on the downside and ensuring the real value of the endowment assets does not decline over the long term

What Is Emory Investment Management? (EIM)

- EIM manages the assets of Emory University, Emory Healthcare, and The Carter Center and facilitates the missions of each by investing assets to meet present and future spending needs.
- EIM's investment strategies aim to produce superior long-term investment results by maintaining a concentrated portfolio of top-tier global investment managers.
- EIM incorporates and continues to evolve in the practice of environmental, social, and governance investing, a methodology that is often used synonymously with sustainable investing, socially responsible investing, mission-related investing, or screening.



What Is Emory's Spending Distribution Policy?

Emory has set a targeted spending rate of 5%. The spending policy establishes a procedure for determining the annual flow of funds from the corpus earnings of each endowment to the operating budget and other restricted funds. In other words, the goal is to spend what is needed for the current generation without diminishing resources available for future generations.

If you have questions, please contact us at **404.727.6200** or **donor.relations@emory.edu** or visit the websites below for additional information.

EIM online: **investment.emory.edu/**

Emory's sustainability initiatives: **sustainability.emory.edu/resources/**

You have invested in a future far beyond Tulane.



WELCOME TO THE TULANE UNIVERSITY ENDOWMENT



YOUR ENDOWMENT

Welcome to the Tulane University endowment.

By establishing an endowed fund at Tulane, you invest in an ever-brighter future for the university, our students, the nation, and the world. You advance the collective Tulane experience and help meet local and global challenges that impact all of us. Your endowed support makes Tulane an inspiring and productive place to live, work, and play for current and future generations of Tulanians. You are a catalyst for positive, lasting change, and we are so grateful that you have entrusted us with your investment. Please know that we take our responsibilities very seriously as we endeavor to manage your fund according to your intent and to report to you annually on its impact.

FUNDING YOUR PHILANTHROPIC PASSION

Creating an endowment demonstrates your commitment to making a lasting impact.

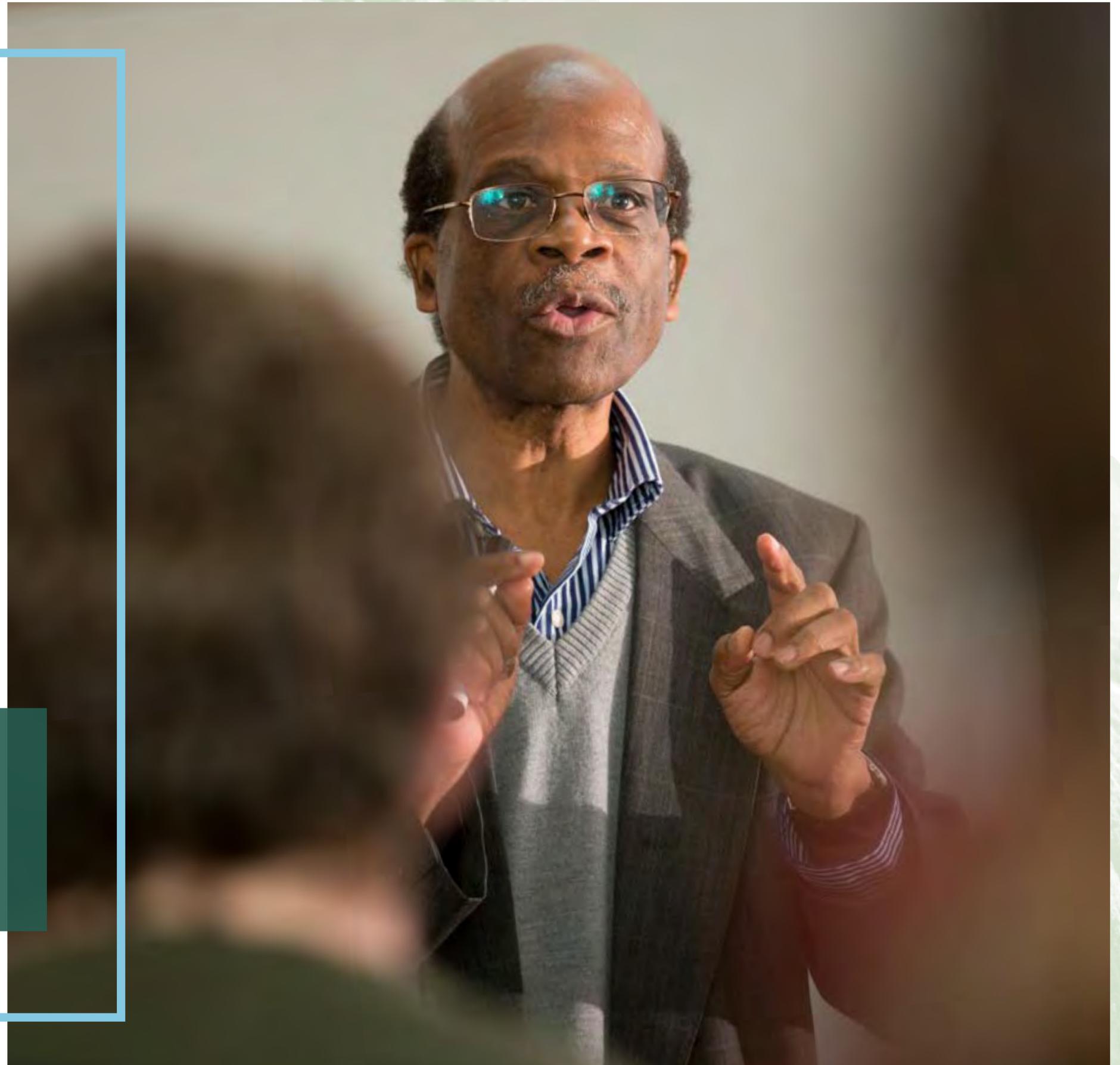
In return, Tulane promises to be a good steward of your investment and to spend the funds in a transparent manner that aligns with your philanthropic intentions.

The annual distribution from the fund is calculated based on the endowment spending policy, which presently allows for five percent of the three-year moving average of the fund's market value on December 31 of the three preceding years.

For more information about the endowment, please contact the Investment Management Office at 203.716.8470 or visit the website at endowment.tulane.edu.

PUTTING THE POWER OF THE ENDOWMENT IN PERSPECTIVE

A \$1.0 million gift made ten years ago and invested in the Pooled Endowment generated more than \$593,000 in distributions. Most importantly, that original gift remains intact today and will continue to fund Tulane in the future.





ENDOWMENTS AT WORK

**Endowments
reflect your priorities
and goals and stand
as an enduring tribute
to your generosity.**

They provide a permanent source of financial stability while enhancing Tulane's prestige. These investments support every aspect of the university, including student scholarships and fellowships, faculty positions, research and programs, and capital improvement.

OUR RESPONSIBILITY TO YOU

Fiscal Responsibility and Accountability

To demonstrate fiscal responsibility and accountability, the Office of Donor Relations generates periodic stewardship reports for the individuals who establish and support these critical funds. You will receive a stewardship report containing:

- Financial performance
- Impact information
- University endowment overview

We begin delivering stewardship reports in the fall. For your new endowment, you can expect to receive the first substantive stewardship report when the fund has matured and begins building a spendable income. The date that a given fund reaches maturity varies greatly, as does the timing to make awards and report on the fund's impact. Your first substantive stewardship report may arrive 12 to 18 months after establishing the fund, or longer depending on funding levels and priorities. The Office of Donor Relations may periodically provide separate reporting on financial performance before the fund has fully matured.

Contact Information

OFFICE OF DONOR RELATIONS
504.865.5744 · sdr@tulane.edu

OFFICE OF ADVANCEMENT
PO Box 61075 · New Orleans, LA 70161-9986
504.865.5794 · 888.265.7576

Please visit giving.tulane.edu for individual contact information





FREQUENTLY ASKED QUESTIONS

When will I receive my stewardship report?

You will receive your first report 12 to 18 months after establishing the fund, depending on the timing of fund expenditures. Every following year, you can expect your stewardship reports to arrive in either the fall or spring reporting cycle, as determined by the fund assignment.

Who can I contact if I have questions about my fund?

The Office of Donor Relations is available to discuss information in your report. Contact us at 504.865.5744 or sdr@tulane.edu.

Who manages the investment of the funds?

The Tulane Investment Management Office manages the endowment assets as governed by the Investment Policy Statement, which is reviewed annually by the Endowment Management Committee of the Board of Tulane.

Who chooses the recipient of the fund that I established?

The university or college selects fund recipients. For scholarships, this selection is in consultation with the Office of Financial Aid. Your stewardship report will include information on your recipient to the extent allowed under the federal Family Educational Rights and Privacy Act.

What is the endowment investment strategy?

While formulated based on long-term data series, the Policy Portfolio is dynamic and responsive in its implementation to prospective economic conditions, risks, and opportunities presented by market dislocations. Additional details on investment strategy and asset allocation are available in the Endowment Annual Report at endowment.tulane.edu/annual-reports.

How do I know the funds are being spent in accordance with my intentions and objectives?

Tulane is committed to honoring your intent in the administration of your endowed fund, and many areas of the university are dedicated to safeguarding your objectives. Within Advancement, the Office of Donor Relations and the Office of Compliance monitor all endowed funds, ensuring your gift is used for its intended purpose. The financial services offices within each school and unit also provide oversight.

Is it possible to send endowment reports to others?

Yes, the Office of Donor Relations is happy to send stewardship reports to the next generation of your loved ones or other individuals of your choosing. Please contact us at 504.865.5744 or sdr@tulane.edu to identify additional recipients of these reports – starting now or in the future.

How do I contact the beneficiary of my endowment?

We endeavor to periodically provide a formal opportunity for you to connect with those who benefit from your fund. The Office of Donor Relations is always happy to coordinate a personal connection with your scholarship recipient or member of our faculty. Under federal educational law guidelines, and with the utmost respect for everyone's privacy, we must first obtain explicit approval to share any contact information for student scholarship recipients.

Can other people donate to my fund?

Of course! We are happy to assist, but please contact the Office of Advancement at 504.865.5744 or sdr@tulane.edu before directing others to contribute to your endowed fund. Our colleagues can assist in making sure gifts are appropriately executed and documented. Without express permission, we do not share the name, personal details, or giving information of any donor with any other entity.

OUR PLEDGE TO YOU: THE DONOR BILL OF RIGHTS

Philanthropy is based on voluntary action for the common good.

It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- To be informed of the identity of those serving on the organization's governing board and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- To be assured their gifts will be used for the purposes for which they were given.
- To receive appropriate acknowledgment and recognition.
- To be assured that information about donations is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of this statement in its entirety was developed by the American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP).





Thank You

We are profoundly grateful for your generosity, your spirit, and your passion for making Tulane the best that it can be.

Your endowment gift shows that you understand the value of financial stability for a research university. In addition to attracting the best students and enhancing our world-class research mission, your commitment also expands Tulane's role in conversations that affect the world and society as a whole. The extraordinary work that is taking place at our university would not be possible without visionaries like you — people who say “yes” to creating profound, lasting change.

Thank you for the lasting impact that your generosity will have at Tulane and beyond.

Tulane's purpose is to create, communicate and conserve knowledge in order to enrich the capacity of individuals, organizations and communities to think, to learn and to act and lead with integrity and wisdom.

Tulane pursues this mission by cultivating an environment that focuses on learning and the generation of new knowledge; by expecting and rewarding teaching and research of extraordinarily high quality and impact; and by fostering community-building initiatives as well as scientific, cultural and social understanding that integrate with and strengthen learning and research. This mission is pursued in the context of the unique qualities of our location in New Orleans and our continual aspiration to be a truly distinctive international university.



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GIVING.TULANE.EDU



Welcome to the Tulane University Endowment

Thank you for the generous and forward-thinking commitment you have made to Tulane University by establishing the **Fund_Name** Endowed Fund. The Board of Tulane approved and established your endowed fund on **Month_DD_YYYY**, and it now falls under the guidance of the Tulane Investment Office as part of the Tulane Endowment. We are honored to provide this booklet detailing our responsibilities to you in the management and stewardship of your gift. We are grateful that you have entrusted us with this investment and look forward to providing you with annual updates on the financial performance and impact of your gift. Please contact us at any time with questions or further needs.



OFFICE OF DONOR RELATIONS

6823 ST. CHARLES AVENUE · NEW ORLEANS · LOUISIANA 70118

**Welcome to
the Endowment**

Welcome to the Tulane University Endowment



HOW DONOR FUNDING ENHANCES YOUR WORK

YOUR ROLE AND RESPONSIBILITIES



THE IMPORTANCE OF ENDOWMENTS

Congratulations on your endowed funding!

Endowments are the hallmark of a great university and the cornerstone for innovative breakthroughs and worldwide impact. Contributed support promotes quality, stability, productivity, and creativity, leaving a lasting legacy on the university and the communities it serves. As an endowed fund beneficiary, you have the great honor and responsibility of advancing Tulane's impact through your teaching, research, or service. We look forward to sharing your successes with the Tulane community.

The Office of Donor Relations has a proud tradition of showing appreciation to donors. You play a crucial role in that process. By sharing the highlights of how your endowment is helping you accomplish your work, you give your donors confidence that their funds are nurturing tangible goals—and you inspire them to keep on giving.

WHAT IS AN ENDOWMENT?

An endowment is a fund that generates a steady income stream in perpetuity to support its specific purpose.

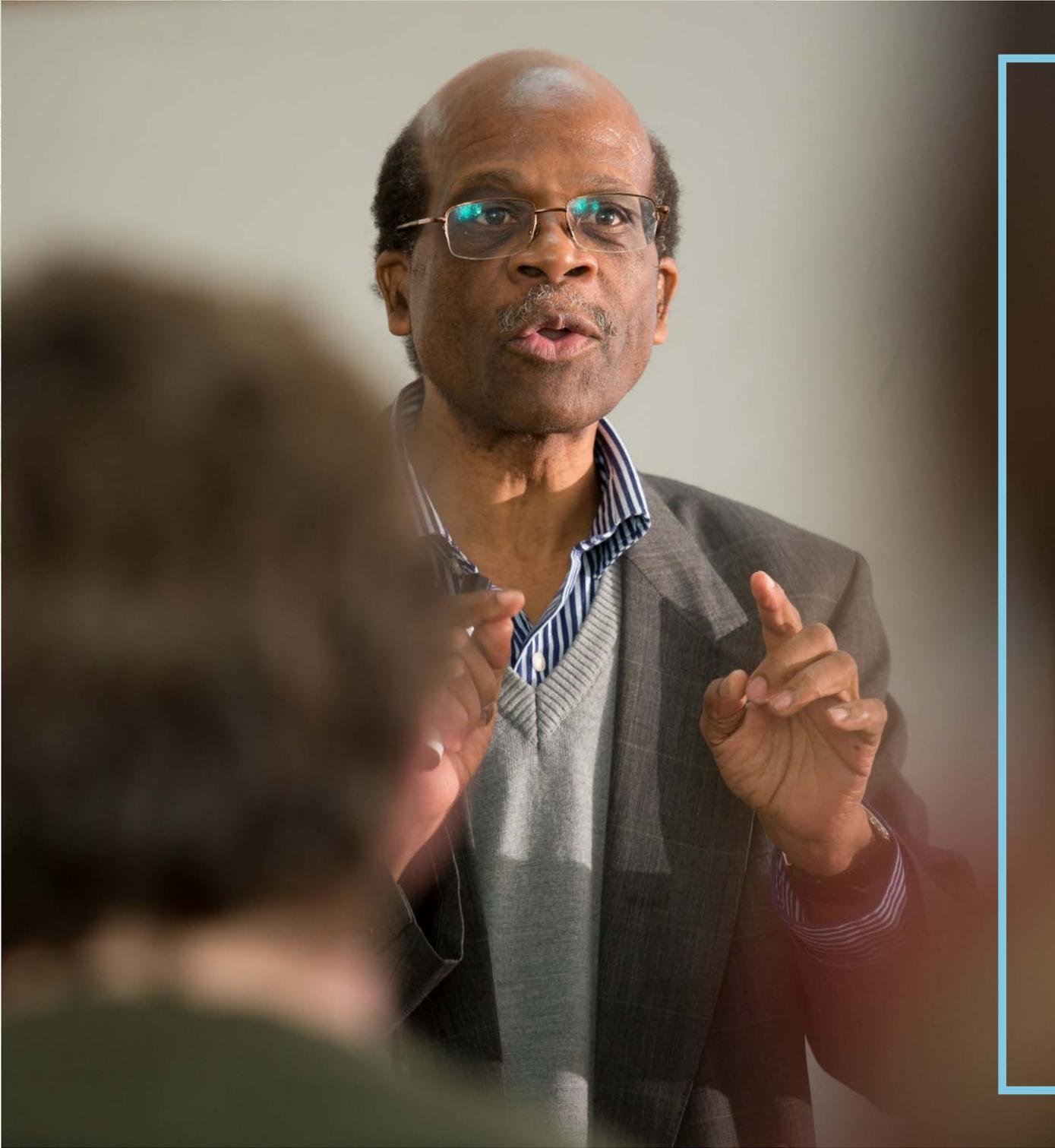
Each endowment generates an annual distribution, calculated according to Tulane's spending policy. The fund is permanent, and only the distribution is available for expenditure.

The annual distribution from the fund is calculated based on the endowment spending policy, which presently allows for five percent of the three-year moving average of the fund's market value on December 31 of the three preceding years.

PUTTING THE POWER OF THE ENDOWMENT IN PERSPECTIVE

A \$1.0 million gift made ten years ago and invested in the Pooled Endowment generated more than \$593,000 in distributions. Most importantly, that original gift remains intact today and will continue to fund Tulane in the future.





Your Responsibilities as an Endowed Fund Beneficiary

Your primary responsibilities as the beneficiary of an endowed fund are to strictly adhere to the established intent for the gift, follow all Tulane policies and procedures, and regularly report on the progress and impact of your work. That information forms part of an important document — known as a stewardship report — that we send to donors.

Every donor who has established or significantly supported a Tulane endowed fund receives a stewardship report. This report is produced by the Office of Donor Relations, in collaboration with you, the beneficiary. The resulting stewardship report provides donors with transparency about how Tulane is using the financial returns from their endowed investment, and it informs them about the real impact you are making in your field in teaching, research, and scholarship.

When you report on your work, you are speaking directly to donors. Keep this point in mind when summarizing your research and deciding what language to use to address your audience. It's safe to imagine that if a donor funded your area of work, they probably have at least a basic understanding and higher than average curiosity about your field.

If this endowed fund awards you with a named chair, professorship, or other titles, you are responsible for utilizing the new, full title in your email signature, digital and paper stationery, signage and nameplates, and publications. Please work with the Office of Donor Relations to identify the full name and in which applications it is appropriate to use a shorthand version.

Annual Endowment Reports

The Office of Donor Relations provides stewardship reports to donors in the fall of each year. In the case of new endowments, donors receive their first stewardship report 12 to 18 months after they established the fund, which gives the fund ample time to generate a distribution amount. All reports, whether for new or existing funds, feature the following content:

- Financial performance
- Impact information
- University endowment overview

The impact information is an integral part of the overall report, and sharing details about your activities, accomplishments, and successes helps a donor to feel their gift is making a difference. Telling a story about how contributed support enriched your work or experience allows you to express gratitude and inform the donor(s) about your annual teaching, research activities, and accomplishments. It is also essential for us to record this narrative for the university so that future generations of Tulanians can understand and reference the use and impact of the fund throughout its history.

The Office of Donor Relations will contact you in early spring and provide you with a link to share your story. The online questionnaire that we provide makes it easy to summarize your activities in a concise but meaningful manner. In the same online portal, you also have the option to upload a document or report that you previously prepared.

The Office of Donor Relations will remind you of the deadline to submit your impact information, which is well in advance of the fall mailing date for donors to receive the stewardship report.





Contact Information

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OTHER WAYS TO CONNECT WITH YOUR DONOR

We encourage you to make meaningful connections with your donor throughout the year.

In addition to providing formal updates, such as the stewardship report, you can provide effective stewardship in other ways:

- Phone calls
- Meetings over meals
- Quick notes or emails when key research milestones are reached
- Invitations to visit a lab
- Introductions to students benefiting from endowment funding

Please contact the Office of Advancement before initiating any of these activities. The advancement office knows which activities your donor prefers and how often the donor likes to be contacted. By coordinating with your partners in Advancement, you ensure that additional stewardship is timely, appropriate, and appreciated.

These additional stewardship activities do not take the place of submitting your impact information. While you may feel that your relationship with the donor is sufficient stewardship, it cannot take the place of the formal documentation that we provide in their stewardship report. The university has a legal responsibility to report to our endowed fund donors, and it is equally essential for the university to record the use and impact of the fund throughout its history.

Proper reporting that shares a great story of impact with your donors validates the gift they have made and creates an opportunity for new gifts down the road.

The Office of Donor Relations will notify you in early spring and provide you with a link to complete your impact questionnaire. We will remind you of the deadline well before fall. We appreciate your partnership in this effort!

FREQUENTLY ASKED QUESTIONS

What is the purpose of donor stewardship?

Stewardship keeps donors informed about the impact of their philanthropy, giving them confidence that they have invested wisely. Your stewardship will develop interest and respect between yourself and your donor(s). It will also educate them on how their funding is being put to work at Tulane. Research shows that 46% of donors stop giving for reasons connected to “a failure to communicate impact.” *

Tulane is responsible for ensuring that we use donor funds to the maximum capacity that donors intended. The Office of Donor Relations is responsible for making sure our donors know the impact of their giving, and that we are spending their funds according to their wishes. Failure to meet reporting requirements can raise questions and affect our ability to fundraise. The university must maintain transparency so we can build trust and ensure future gifts. Ask yourself, “Could I show how my efforts align with the purpose of my endowment?”

What if the donor(s) to my endowment is deceased?

In this instance, the Office of Donor Relations seeks to locate a family member or related contact to receive the stewardship report. If we cannot identify another individual, we will not request an impact questionnaire from you for that fund, and we will not produce a stewardship report. Fund distribution continues regardless of benefactor status. You are expected to follow the fund purpose requirements as long as you receive the endowed funds. We continue to search for family members for future reporting.

What if my donor is a foundation or corporation?

Foundations and corporations have a designated Tulane representative. The Office of Donor Relations and the Office of Corporate, Foundation, and Research Relations will coordinate preparing and mailing a stewardship report to the organization.

What types of expenses are appropriate uses of endowment funding?

The appropriate expenditures are determined by the gift agreement, which established the fund. Advancement’s Office of Compliance communicates with administrators annually to review acceptable spending practices.

The Board of Tulane approves each endowed fund resolution, which is the agreement between the university and the donor, and governs how the fund may be used. Please refer to the enclosed resolution for specifics about your fund. If you have questions about the purpose and allowable use of the fund, please contact your financial officer, Advancement liaison, or the Advancement Office of Compliance: 504.314.7309 · alanaux@tulane.edu.

May I ask the donor for a new gift?

Many donors appreciate the opportunity to make new gifts, especially if they receive excellent stewardship and feel engaged with the university. Please coordinate with the Office of Advancement as soon as you suspect a donor may have an interest in making a new gift, and before you take any action. The Advancement Officer for your school is in the best position to ask a donor for a gift directly and to be sure they



ask for the proper amount. Please contact them first, and if you are unsure who to contact, the Office of Donor Relations is here to make the introduction to our Advancement colleagues.

Who manages the investment of Tulane’s endowed funds?

The Tulane Investment Management Office manages the endowment assets as governed by the Investment Policy Statement, which is reviewed annually by the Endowment Management Committee of the Board of Tulane.

Who administers the Tulane endowment?

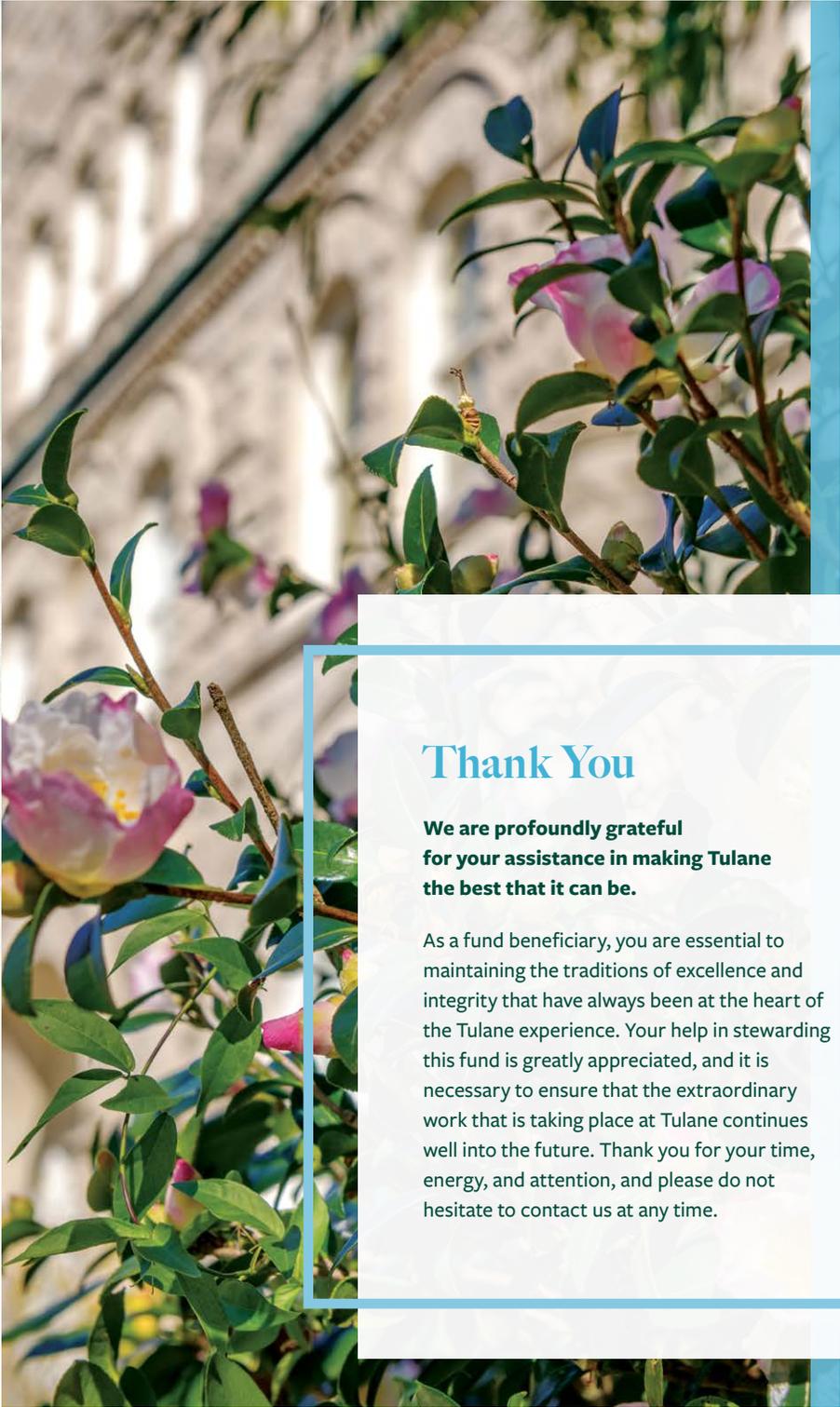
The Tulane University Accounting Office administers the endowment, consisting

of more than 2,300 individual funds with specific purposes established by donors. The Office of Donor Relations stewards endowed gifts and oversees all annual stewardship reporting.

Whom may I contact if I have a question about my fund’s distribution?

The Tulane University Accounting Office is available at 504.865.5371 to discuss any questions you may have. You may also contact the business or budget office in your school or department with questions about fund distribution.

*2003 study by Cygnus Applied Research, cited in “Donor-centered Fundraising: How to Hold on to Your Donors and Raise Much More Money” by Penelope Burke



Thank You

**We are profoundly grateful
for your assistance in making Tulane
the best that it can be.**

As a fund beneficiary, you are essential to maintaining the traditions of excellence and integrity that have always been at the heart of the Tulane experience. Your help in stewarding this fund is greatly appreciated, and it is necessary to ensure that the extraordinary work that is taking place at Tulane continues well into the future. Thank you for your time, energy, and attention, and please do not hesitate to contact us at any time.

Tulane's purpose is to create, communicate and conserve knowledge in order to enrich the capacity of individuals, organizations and communities to think, to learn and to act and lead with integrity and wisdom.

Tulane pursues this mission by cultivating an environment that focuses on learning and the generation of new knowledge; by expecting and rewarding teaching and research of extraordinarily high quality and impact; and by fostering community-building initiatives as well as scientific, cultural and social understanding that integrate with and strengthen learning and research. This mission is pursued in the context of the unique qualities of our location in New Orleans and our continual aspiration to be a truly distinctive international university.



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Welcome to the Tulane University Endowment

Donor_Name recently made a forward-thinking commitment to your work by establishing an endowed fund. The **Fund_Name** provides **resolution_language**. **AS APPLICABLE: Your appointment to this endowed position ends/is up for review on [DATE]**. We are excited to provide this booklet explaining how this funding enhances your work and your role and responsibilities in appropriately using and stewarding this fund. Enclosed you will also find a copy of the Board of Tulane's resolution establishing the fund, which details the donor's background and intentions. Please contact us at any time with questions or further needs.





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