



## Campaign Steering Committee Responsibilities

For most campaigns, the Steering Committee serves as the primary volunteer leadership group. It is the key linkage group between the organization and the prospective donor/leader community. A campaign can succeed or fail based on the community leaders who are recruited to the steering committee.

Typically, campaign steering committee members agree to the following responsibilities:

**Lend Name.** Steering committee members agree to allow the organization to use their names in all public relations materials and in solicitation of key prospects throughout the area.

**Spokesperson.** Steering committee members speak positively about the organization and the campaign, and they are prepared to answer questions they may be asked.

**Open Doors.** After agreeing to serve on the steering committee, members review the prospect list and indicate those prospects with whom they can arrange a meeting. They also suggest new prospects. Members serve as a link to prospective corporations and foundations.

**Solicit Major Gifts.** As agreed upon, steering committee members may be asked to assist with gift solicitation. Ideally, the steering committee member also attends meetings with staff and prospects with whom they have relationships.

**Provide a Leadership Gift.** Each steering committee member will be asked to make a gift, commensurate with their financial ability.

**Attend Meetings.** The steering committee will meet regularly as a group. Our goal is to utilize your time most productively. Your help is most needed in providing direction and opening doors to prospects we wouldn't otherwise be able to reach.



## Social Sciences Building Fundraising Planning Information

### *Fundraising Goal*

Currently \$2 million in support of a new Snow College Social Sciences building

### *Project Description*

The proposed social science building would allow for all programs in the social sciences to be united. The building is projected to be 45,000 square feet and provide 12 classrooms, 6 labs, and 34 offices with an estimated cost totaling \$17.2 million.

### *Campaign Steering and Planning Committee*

#### Foundation Board Members

LeAnn Stoddard, Chair  
David Blackham  
Tim Blackham  
Randy Cox  
Beverly Nielsen  
Dave Parrish

#### Other Committee Members

#### Snow College Staff

Gary Carlston  
Rosie Connor

### *Potential Campaign Major Donors*

Snow College Alumni  
Six County and Utah Corporations  
Snow College Donor Prospects

### *Project Narrative*

By 2025, Snow College will need additional space to account for a projected 25% increase in enrollment on the Ephraim campus. Currently, 42% of Snow College students take social science courses to fill general education requirements. The College is proposing a new social science and general classroom building with 45,000 square feet. The new social science building would be constructed where the current Family Life (9,600 sq. ft.) and Greenwood Hall (4,200 sq. ft.) buildings are located. Greenwood Hall serves as married housing with six usable apartments, but with the necessary upkeep, it does not pay for itself.

The College has an early childhood lab in the Family Life building that only accommodates four infants and 25 young children. Due to licensing and space constraints, we are unable to expand the services. Child care services are offered to students, faculty, staff, and the community. The lab also provides students the opportunity to complete early childhood clinical work. The proposed facility would accommodate at least 40 children, allowing us to serve more college students. Additionally, the space would allow for learning space for the criminal justice program.

Currently, our social science and family life programs are divided. The proposed social science building would allow for these programs to be united. The building is projected to be 45,000 square feet and provide 12 classrooms, 6 labs, and 34 offices with an estimated cost of \$17.2 million. Having philanthropic funds to assist with the construction project helps the College acquire the additional state funds needed.



## Urgent Care Facility Fundraising Planning Information

### *Fundraising Goal*

Currently \$3 million to include a public/private partnership

### *Project Description*

Two-levels

10,000 square feet (5,000 each level)

Elevator

Location to be determined

#### **Upper Level**

Six exam rooms, three doctors' offices, business office, x-ray suite, minor lab, waiting room, nursing station, minor procedure room, and break room

#### **Lower Level**

Laboratory with bacteriology, on-call doctor's suite, lab/classroom for Allied Health, office space, CT scan room with reception space, and ultrasound

### *Campaign Steering and Planning Committee*

#### Foundation Board Members

Jim Tatton, Chair

Mark Howard

Leonard Blackham

#### Snow College Staff

Gary Carlston

Rosie Connor

#### Other Committee Members

### *Potential Campaign Major Donors*

Intermountain Health

Central Valley Medical Center

Rural Health Foundation

Mountain Star Healthcare

Revere Health

### *Project Narrative*

Snow College has experienced astounding growth in the last two decades, and as a result, multiple programs have been created. The Wellness Center is one of the developments that has essentially been "swamped" since opening. One glaring deficiency on campus is a student health facility, which other administrations have attempted to resolve, but were unfortunately blocked by a prominent not-for-profit organization.

Now is the moment to address those needs. This sketch of a suggested floor plan has all that is needed for student health and will also be made available to the surrounding communities. It is proposed that this be termed as an "Urgent Care" facility with no appointments necessary, but still available with early and late hours when physician's offices are generally closed.

The upper level will consist of six exam rooms, two bay procedure rooms, minor lab, X-ray, and offices for up to three physicians. The lower level includes a full medical laboratory, as

well as a radiology suite that includes a CT scanner and ultrasound. A lecture/laboratory area for 25 students will be available for nursing, radiology tech, laboratory tech, and health courses as part of Allied Health and Health Education/Community Health. Office space is also provided.

The financing for the upper floor Urgent Care will be a public/private venture where, after a 30-year mortgage, the entire debt is satisfied and Snow College will become the owner. The lower floor, elevator, etc. will be generated by donated funds. It is anticipated the CT scanner, ultrasound, and laboratory equipment will be donated and therefore, a significant reduced charge to patients for the laboratory and imaging of this new "Diagnostic Center."

The education opportunities for this area will complement the Allied Health program that is based in Richfield to embody the concept: one college with two campuses.



## Scholarship Fundraising Planning Information

### *Fundraising Goal*

Currently \$3.5 million to include a focus on building the endowment base at Snow College

### *Project Description*

**The Snow College Scholarship Initiative** is a fundraising campaign with the goal of generating \$3.5 million in new scholarship funding over the next three years. These funds will primarily support need-based scholarship aid to reduce the burden of graduating students' debt and decrease the College's need to direct operating funds to financial assistance. The aim is to increase the Snow College endowment base to at least \$10 million.

### *Campaign Steering and Planning Committee*

#### Foundation Board Members

Lori Nay  
Roger Thompson  
Leonard Blackham  
Brent Thorne  
Eddie Cox

#### Other Committee Members

#### Snow College Staff

Gary Carlston  
Rosie Connor

### *Potential Campaign Major Donors*

Snow College Alumni  
Six County and Utah Corporations  
Private Foundations  
Snow College Donor Prospects

### *Project Narrative*

Perhaps no other philanthropy has as rich and deep an effect as providing scholarship money. The Snow College Scholarship Initiative will serve to fortify our position as a leader in higher education and uphold our core commitment to transformative education.

The success of the Snow College Scholarship Initiative depends on fundraising for our largest and most pressing goal: permanent endowment for need-based student scholarships. Dedicated to student support in perpetuity, scholarship endowment funds are the foundation of a strong financial aid program. Over time, the successful investment of endowment funds increases resources year after year and provides scholarship support for generations to come. Our aim is to raise an additional \$3.5 million to achieve a \$10 million endowment base within the next three years.

The increased cost of tuition over the past 10 years has greatly outpaced our endowed scholarship funding. Like many colleges and universities, Snow College's endowment lost value during the economic downturn. All of this makes raising additional endowed scholarship funds one of our highest priorities.



General Funds	Name/Description	Maturity Date	Yield/Return	Book Value	Beg. FMV Fiscal Year	Interest Prem/Disc	Dividends	Capital Gain/(Loss)	Service Fees	Annual Accumulated Activity			Ending FMV
										Net Deposit Transfers	Sales	Unrealized Gain/(Loss)	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
1	Zions Money Market		0.03%	106,439.52	106,396.28	93.24							106,439.52
2	PTIF		1.51%	4,123,166.24	4,605,985.50	17,180.74							4,123,166.24
3	PTIF		1.51%	325,411.47	324,176.20	1,235.27							325,411.47
4	Zions Gold International		0.06%	932,701.65	932,701.65	1,047.16							932,701.65
5	Zions UT St Treasurer's Public Inv Pool		1.29%	705,301.49	1,262,623.52	23,592.17							705,301.49
6	Bank Montreal		1.80%	250,000.00	250,379.25								250,000.00
7	FNMA	7/51/2018	1.75%	250,000.00	250,085.25								250,000.00
8	Utah St BRD of RGTS Revenue	3/27/2020	2.25%	200,000.00	248,711.25								248,711.25
9	FHLMC	9/12/2021	1.70%	250,000.00	250,000.00								250,000.00
10	FHLMC	3/27/2020	1.85%	250,000.00	249,303.50								249,303.50
11	FHLMC	9/28/2020	2.00%	150,000.00	250,000.00								150,000.00
12	FHLMC	4/27/2021	2.00%	250,000.00	250,000.00								250,000.00
13	FHLMC	1/28/2020	2.00%	250,000.00	248,561.00								248,561.00
14	FHLMC	5/28/2021	1.80%	250,000.00	250,000.00								250,000.00
15	FNMA	6/14/2021	2.25%	250,000.00	250,000.00								250,000.00
16	FHLMC	7/27/2022	2.17%	250,000.00	250,000.00								250,000.00
17	FHLMC	8/15/2022	2.17%	250,000.00	250,000.00								250,000.00
18	FHLMC	10/23/2019	2.17%	250,000.00	253,126.75								253,126.75
19	Goldman Sachs Group Inc	1/8/2020	1.78%	240,000.00	241,163.78								241,163.78
20	Daimler Finance NA LLC	11/3/2020	1.74%	250,000.00	250,740.00								250,740.00
21	Nissan Motor Acceptance	1/3/2020	1.85%	250,000.00	251,627.25								251,627.25
22	Wells Fargo & Company	1/30/2020	1.99%	250,000.00	251,025.00								251,025.00
23	Morgan Stanley	2/14/2020	1.86%	250,000.00	250,439.75								250,439.75
24	National Australia Bank	5/22/2020	0.06%	250,000.00	250,556.50								250,556.50
25	Nordea Bank AB	5/29/2020	1.79%	225,000.00	225,730.58								225,730.58
26	National Bank of Canada	8/12/2020	1.73%	250,000.00	250,636.75								250,636.75
27	Citibank NA	6/12/2020	0.00%	530,558.65	318,372.22	13,183.43							318,372.22
28	Zions Bank Business Interest		6.00%	100,000.00	100,867.90								100,867.90
29	Bank of America Corp 06/05/20H4	9/1/2017	2.13%	70,000.00	70,230.86								70,230.86
30	Morgan Stanley 6174467L7	4/25/2018	1.70%	250,000.00	249,993.00								249,993.00
31	Credit Suisse New York 2254/ROAV8	4/27/2018	5.65%	300,000.00	309,420.90								309,420.90
32	Bank of America 06/05/10DX4	9/12/2018	5.95%	200,000.00	207,466.20								207,466.20
33	Bank of America 06/05/10DX4	9/12/2018	5.95%	100,000.00	100,000.00								100,000.00
34	Trust-Canada Pipeline 09/352/AF8	8/15/2018	3.05%	100,000.00	101,262.90								101,262.90
35	Santander UK PLC 02/03/10AV5	6/23/2018	1.96%	500,000.00	501,750.00								501,750.00
36	North Davis City 65/907/8BF3	3/12/2018	1.96%	100,000.00	99,082.60								99,082.60
37	FHLMC 3134/GBSU7	6/29/2022	2.20%	100,000.00	99,082.60								99,082.60
38	General Elec Corp 38/962/G6L3	12/7/2017	0.71%	411,000.00	411,691.30								411,691.30
39	Zions Direct Investments	10/2/2017	1.11%	131,000.00	118,196.31	1,003.25							118,196.31
40	Santander UK PLC 02/03/10AE3	8/29/2017	1.01%	500,000.00	500,238.50	1,995.75							500,238.50
41	CitiGroup Inc 17/2967/JD4	11/24/2017	1.36%	900,000.00	901,738.10								901,738.10
42	Toronto-Dominion Bank 89114QB23	3/13/2018	0.96%	450,000.00	450,469.05								450,469.05
43	HSBC USA INC 404298/HPK2	9/24/2018	1.51%	600,000.00	606,165.90								606,165.90
44	Goldman Sachs 38/141EB73	11/15/2018	1.72%	850,000.00	858,933.20								858,933.20
Total Investments													16,231,433.41
45	Housing Bonds		1.51%	940.50	517.26	423.22							940.50
46	PTIF			(0.00)	(0.00)								(0.00)
47	PTIF			(0.00)	(0.00)								(0.00)
Total Housing Bonds													917.26
Total													16,232,350.67
Total Housing Bonds													917.26
Total													16,233,267.93
Total													16,233,267.93

Name/Description	Maturity Date	Yield/Return	Book Value	Beg. FMV Fiscal Year	Interest Prem/Disc	Dividends	Capital Gain/(Loss)	Service Fees	Annual Accumulated Activity			Ending FMV	
									Net Deposit Transfers	Sales	Unrealized Gain/(Loss)		
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
48	Fidelity - Cash & Equity		0.00%	180,357.32	373,707.57	75.21	15,684.65						180,357.32
49	Equities		4.66%	1,863,643.05	2,208,821.51		11,300.20						2,497,169.87
50	Fixed Income		0.71%	2,594,304.80	2,300,513.07		11,151.65						2,318,813.89
51	Exchange Traded Funds		3.17%	2,624,155.86	3,218,182.82								3,308,587.33
52	Fidelity - Cash & Equity (Foundation)		0.00%	4,408.28	4,733.22	0.85	283.17						4,408.28
53	Fidelity - Real Estate Income FRIFX		1.56%	4,500.00	5,260.05		83.24						5,330.27
54	Artisan Mid Cap ARTMX		1.81%	6,500.00	7,488.78								7,600.70
55	Granite Peak Global Stalwarts Investor		5.99%	9,000.00	11,000.00								9,538.89
56	Oakmark Fund 1 OAKMX		1.10%	6,020.00	6,008.67		88.14						6,078.07
57	Saillant MLP & Energy Infrastructure		-0.64%	4,500.00	4,851.25								4,851.25
58	Wasatch Small Cap Growth WAAEX		0.50%	9,209.75	9,209.75								9,209.75
59	American CashStk Div Intl APOIX		-0.03%	13,525.00	13,892.15								13,892.15
60	Harford World Bond Fund -HWDX		0.88%	14,878.11	14,878.11								14,878.11
61	JPMorgan Strategic Income JSOSX		0.85%	13,525.00	14,112.59		100.81						14,112.59
62	Metropolitan West Total Return MWITX		4.96%	3,903.33	4,678.74		75.13						4,678.74
63	Elkhorn ETF TR Lunt LW VUHG LWHB		4.89%	4,415.86	4,432.00								4,432.00
64	Inhares Inc MSCI Emerg Mkts EEMV		8.72%	5,119.86	5,119.86								5,119.86
65	Inhares Core SAP Small-Cap ETF IUR		0.66%	5,368.60	5,368.60								5,368.60
66	Inhares Trust MSCI EAFE Min EFAV		0.46%	22,678.74	22,678.74								22,678.74
67	M D U RES Group Inc		1.81%	27,085.00	27,085.00								27,085.00
68	General Electric Co		0.00%	484,688.15	484,688.15								484,688.15
69	Wells Fargo CO New Com		0.15%	8,881.60	8,385.32								8,385.32
70	CVB - CUJF		8.86%	30,000.00	56,347.76								56,347.76
71	Wasatch Funds Micro Cap		5.12%	38,046.95	74,554.48								74,554.48
72	AT&T			968.24	968.24	3.84							968.24
73	AT&T			36,892.33	36,892.33								36,892.33
74	AT&T			27,063,969.17	27,063,969.17								27,063,969.17
75	AT&T			163,588.43	163,588.43								163,588.43
Total													24,639,408.94



## CASH MANAGEMENT POOL UPDATE

September 30, 2017

### Monthly Investment Performance Report

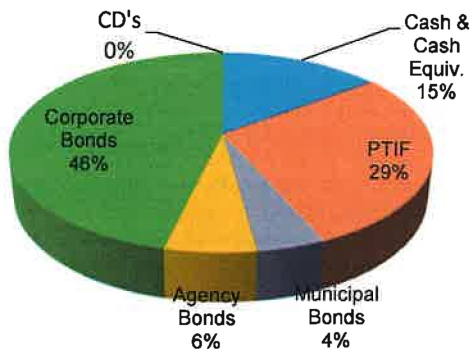
#### OVERVIEW

The College manages the Cash Management Pool according to the following objectives:

- Investments are made in accordance with the Utah State Money Management Act as well as other applicable laws, rules, policies, and regulations
- Protection and safety of principal
- Liquidity or availability of funds
- Maximization of the rate of return consistent with objectives stated above
- And with the exercise of judgment, care, and due diligence.

#### INVESTMENT ALLOCATION

Target allocations are 20-25% immediate liquidity (Cash & Cash Equivalents, PTIF), 30% agency bonds, 45% corporate bonds. Actual holdings for the current period ended are:



Cash & Cash Equiv.	14.6%	2,274,001
PTIF	28.7%	4,449,518
Municipal Bonds	4.5%	700,560
Agency Bonds	5.8%	898,031
Corporate Bonds	46.4%	7,201,130
CD's	0.0%	-
<b>Total Investment</b>		<b>15,523,241</b>

#### ACTIVITY

\$520,000 matured and was deposited into the college's main bank account. There will be a transfer from the main account to PTIF in October

#### RETURNS



#### Market over Book Value:

	Sep-17	FY '17	FY '16
Book Value	16,000,520	18,177,608	18,384,730
Market Value	16,019,998	18,211,911	18,909,113
Unrealized Gain/(Loss)	0.1%	0.2%	2.9%

Things have been a little more sideways in the markets over the past few weeks. We did get a couple days of volatility as there was some geopolitical risk coming into the market around some headlines in North Korea, but generally the market's been pretty placid. The broad trends that we've been talking about over the course of the year remain intact. We've got steady growth, low inflation, and low interest rates. It's been a good backdrop overall for assets across the board. – Fidelity

#### Investment Returns:

	Period Ending: 9/30/2017		
	Sep-17	FY '18 YTD	FY '17
Income	34,421	65,027	272,697
Unrealized Gain/(Loss)	(8,924)	(7,538)	(1,083)
Rate of Return	0.15%	0.32%	1.44%

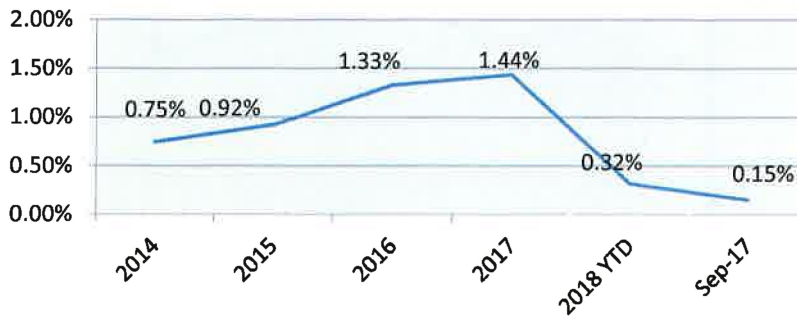
	FY '16	FY '15	FY '14
Income	261,916	235,841	218,874
Unrealized Gain/(Loss)	(32,297)	(76,534)	(79,251)
Rate of Return	1.33%	0.92%	0.75%



Monthly Investment Performance Report

RETURNS (continued)

Rate of Return



PTIF

"The Utah Public Treasurers Investment Fund (PTIF), or the 'Pool,' invests to maintain safety of principal, liquidity and a competitive return on short term investments."

The current PTIF 360 day rate is 1.50711753

The allocation of PTIF funds as of 6/30/17 is:

- 77.03% Corporates
- 9.34% Commercial Paper
- 10.49% Money Market
- 0.89% CD's
- 2.25% Repos

MARKET OUTLOOK

Although the outlook for solid real economic growth and continued below-target inflation in the second half of the year remains intact, the policy outlook is quite fluid. The fundamentals of employment, manufacturing and construction picking up provide the backdrop for a positive economic outlook. Our outlook is for GDP and real final sales growth in the second half at 2.5 percent plus, with solid contributions from the consumer, business and government sectors.

As for inflation, we anticipate that the PCE deflator, the Fed's benchmark, will remain near 1.4 percent for the rest of the year, comfortably below the Fed's 2 percent target. However, labor costs will drift upward. Given the growth and inflation outlook, we expect the FOMC to move ahead with policy normalization by announcing the start of its balance sheet reduction program in September and raising the fed funds rate in December. For the dollar, we anticipate relative weakness. Meanwhile, corporate profit gains remain modest given a cap on top line nominal GDP growth and rising unit labor costs.

However, the outlook on policy going forward is very uncertain. We expect only two rate increases by the FOMC in 2018—not the three the FOMC has currently penciled in, simply because our inflation outlook remains modest compared to the 2 percent target. As for fiscal policy, Congress will begin to tackle a long to-do list of legislative deadlines this month. We assume a tax cut for 2018, but on a far more modest scale than campaign proposals would suggest. – Wells Fargo Advisors

AVERAGE ANNUAL RETURN

	Month	Fiscal YTD	FY '17	FY 3 Years	FY 5 Years
Total Investments	0.15%	0.32%	1.44%	2.83%	3.32%
S&P 500	1.93%	3.96%	15.46%	23.63%	77.91%
ACWI Index	1.88%	5.08%	16.47%	8.68%	49.28%
Barclays Agg. Index	-0.31%	0.07%	-2.93%	-0.50%	-1.65%

LIQUIDITY OF INVESTMENTS

	0-3 Months	3-12 Months	1-3 Years	3-5 Years
<b>Investment Types</b>				
Cash & Cash Equiv.	2,274,001	-	-	-
PTIF	4,449,518	-	-	-
Municipal Bonds	-	501,160	-	199,400
Agency Bonds	-	-	249,566	648,465
Corporate Bonds	1,321,993	2,542,444	3,336,694	-
CD's	-	-	-	-
	8,045,512	3,043,604	3,586,260	847,865
<b>Percent of Total</b>	<b>51.83%</b>	<b>19.61%</b>	<b>23.10%</b>	<b>5.46%</b>



## ENDOWMENT POOL UPDATE

September 30, 2017

### Monthly Investment Performance Report

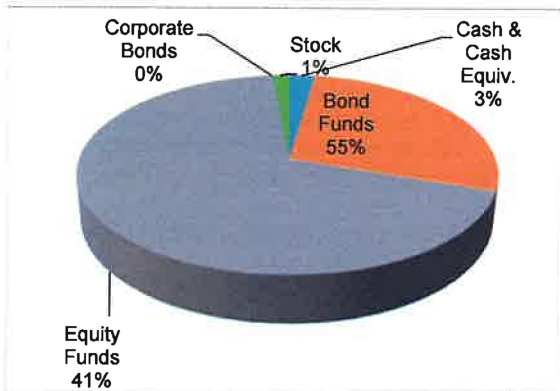
#### OVERVIEW

Snow College's Endowment Pool grows with support by Snow College friends and alumni. Distributions from the Endowment Pool play a significant role in funding scholarships for Snow College students and help the College achieve its core mission themes of: Tradition of Excellence, Culture of Innovation, and Atmosphere of Engagement.

The investment management of endowment assets requires balancing portfolio risks and expected returns to meet long-term objectives. The goal of the Endowment is to provide a steady stream of income to fund scholarships for Snow College students while preserving the purchasing power of the assets for the benefit of future generations.

#### INVESTMENT ALLOCATION

The asset allocation includes a diverse mix of investments with the following target allocation: 58% fixed income, 40% global marketable equities, and 2% cash and cash equivalents. Actual holdings for the current period ended are:



Cash & Cash Equiv.	2.2%	193,747
Bond Funds	27.7%	2,384,008
Equity Funds	68.6%	5,908,331
Corporate Bonds	0.0%	-
Stock	1.5%	127,759
<b>Endowment</b>		<b>6,604,923</b>
<b>Quasi-Endowment</b>		<b>2,008,921</b>
<b>Total Endowment</b>		<b>8,613,844</b>

#### ACTIVITY

No Activity

#### RETURNS



#### Market over Book Value:

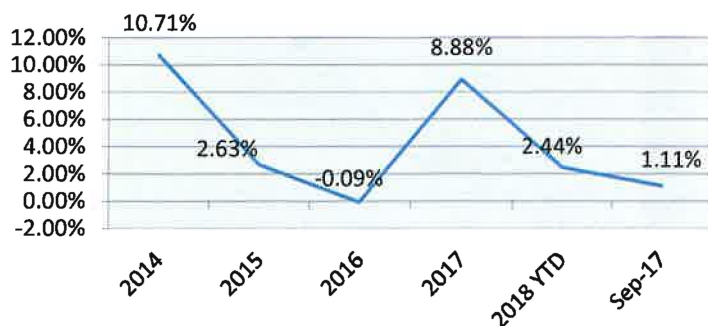
	Sep-17	FY '17	FY '16
Book Value	7,656,459	8,298,381	7,471,334
Market Value	8,619,411	8,851,032	7,765,092
Unrealized Gain/(Loss)	12.6%	6.7%	3.9%

Things have been a little more sideways in the markets over the past few weeks. We did get a couple days of volatility as there was some geopolitical risk coming into the market around some headlines in North Korea, but generally the market's been pretty placid. The broad trends that we've been talking about over the course of the year remain intact. We've got steady growth, low inflation, and low interest rates. It's been a good backdrop overall for assets across the board. – Fidelity

#### Endowment Returns: Period Ending: 9/30/2017

	Sep-17	FY '18 YTD	FY '17
Income	22,781	32,790	173,383
Unrealized Gain/(Loss)	72,088	183,536	516,339
Rate of Return	1.11%	2.44%	8.88%

	FY '16	FY '15	FY '14
Income	151,988	233,696	280,870
Unrealized Gain/(Loss)	(157,488)	(72,388)	371,898
Rate of Return	-0.09%	2.63%	10.71%

**Monthly Investment Performance Report**
**RETURNS (continued)**
**Rate of Return**

**MARKET OUTLOOK**

Although the outlook for solid real economic growth and continued below-target inflation in the second half of the year remains intact, the policy outlook is quite fluid. The fundamentals of employment, manufacturing and construction picking up provide the backdrop for a positive economic outlook. Our outlook is for GDP and real final sales growth in the second half at 2.5 percent plus, with solid contributions from the consumer, business and government sectors.

As for inflation, we anticipate that the PCE deflator, the Fed's benchmark, will remain near 1.4 percent for the rest of the year, comfortably below the Fed's 2 percent target. However, labor costs will drift upward. Given the growth and inflation outlook, we expect the FOMC to move ahead with policy normalization by announcing the start of its balance sheet reduction program in September and raising the fed funds rate in December. For the dollar, we anticipate relative weakness. Meanwhile, corporate profit gains remain modest given a cap on top line nominal GDP growth and rising unit labor costs.

However, the outlook on policy going forward is very uncertain. We expect only two rate increases by the FOMC in 2018—not the three the FOMC has currently penciled in, simply because our inflation outlook remains modest compared to the 2 percent target. As for fiscal policy, Congress will begin to tackle a long to-do list of legislative deadlines this month. We assume a tax cut for 2018, but on a far more modest scale than campaign proposals would suggest. — Wells Fargo Advisors

	AVERAGE ANNUAL RETURN				
	Month	Fiscal YTD	FY '17	FY 3 Years	FY 5 Years
<b>Total Endowment</b>	1.11%	2.44%	8.88%	13.26%	22.37%
S&P 500	1.93%	3.96%	15.46%	23.63%	77.91%
ACWI Index	1.88%	5.08%	16.47%	8.68%	49.28%
Barclays Agg. Index	-0.31%	0.07%	-2.93%	-0.50%	-1.65%

**UNITS**

To be added.

**DONATIONS**

	September # of Donations	Sep-17	FY '18 YTD	Total Balances
<b>Restricted Donations</b>				
Endowment Donations	4	\$1,060	\$1,365	8,613,844
Scholarship Donations	65	27,149	30,104	1,454,259
Other Donations	40	90,984	245,633	*
<b>Unrestricted Donations</b>				
Donations to Foundation	31	15,978	65,974	235,292
<b>Total Restricted &amp; Unrestricted</b>	<b>140</b>	<b>\$135,171</b>	<b>\$343,076</b>	<b>\$10,303,396</b>

\* These donations are donated to various fund budgets and are mingled and spent with other sources of those fund budgets

<b>Total Donations</b>			
External Donations	39	\$133,097	\$338,924
Employee Donations	101	2,073	4,152
<b>Total Donations</b>	<b>140</b>	<b>\$135,171</b>	<b>\$343,076</b>

**IN-KIND DONATIONS**

September Donations: \$0

FY '18 YTD: \$49,764

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**SUBJECT: GIFT TYPES, TERMS AND DEFINITIONS**

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**1.0 AUCTIONS**

- 1.1. Only the difference between the fair market value of the item and the purchase price may be counted as a tax-deductible gift by the purchaser. For example, a piece of artwork valued at \$100.00 is purchased for \$250.00. The amount considered a gift would be \$150.00.
- 1.2. In order to establish charitable intent, the donor must be able to show that he or she knew the value of the item being auctioned before the bidding begins. This can be achieved by publishing a catalog of items offered at the auction, or posting the fair market value next to the item before bidding starts.
- 1.3. If the auction item has been donated, the item should be reported as a non-cash gift. The donor must establish a value for the donated item (see In-Kind Gifts).
- 1.4. Each purchaser of an auction item must fill out a receipt for auction purchase form. These receipts should be attached to a *Gifts Transmittal form* and forwarded to the Advancement Office.

**2.0 BEQUESTS OR DEFERRED GIFTS**

- 2.1. Bequests are gifts made through a donor's will, living trust, or estate plan. Deferred gifts are gifts conveyed to the Snow College at some later date or in such a way that the donor receives lifetime income such as charitable gift annuities, charitable trusts, etc. Bequests and deferred gifts must be reported to the Snow College Foundation as soon as notice of such a gift or the intent of such a gift is received, to ensure all applicable statutes, policies and regulations are followed and appropriate recognition is provided.

**3.0 CONFERENCE SUPPORT GIFTS**

- 3.1. Generally, conferences and symposia are budgeted projects which would typically have all expenses related to the event covered by the College or one of its units. The College welcomes contributions from private sources to support such events with the following stipulations:
  - (a) As with all gifts, the donor must have a charitable intent when donating to underwrite the activity. The Advancement Office must be contacted if it appears that the donor is 'purchasing' the services of the College or is receiving benefits not commensurate with a charitable contribution.
  - (b) If the donor (or in the case of organizations, the representative of the donor) is planning on attending the event, any applicable registration fees must be paid separately, in addition to the gift, or the amount of the gift must be reduced by the fair value of admission or other benefit received (see Quid Pro Quo Gifts).
  - (c) It is the responsibility of the department sponsoring the event to ensure that the distinction is clearly explained to the donor.

#### 4.0 DETERMINING THE DONOR

4.1. Under the vast majority of cases, the person or organizations whose name appears on the face of the check shall be considered the legal donor of a gift. For gifts of securities and real property, the person or organization in whose name that property was registered is considered the donor. Exceptions are cashier's checks and money orders, which are provided by banks to their customers as a convenience. In this case, the person or organization on whose behalf the cashier's check or money order is drawn is considered the donor (see Honoraria as Gifts). If you are uncertain about whom the proper donor is, please contact the Advancement Office for assistance.

4.2. Common examples of when it may be difficult to determine the donor are listed below:

- (a) A donor maintains a fund (normally a donor advised fund) with a community foundation (e.g., Community Foundation for Southern Utah) or a charitable gift fund (e.g., Fidelity Charitable Gift Fund) directs the foundation or fund to issue a check to the Snow College Foundation. The community foundation or charitable gift fund, not the individual, is the legal donor, although the individual may receive 'soft credit' for the gift. (See Soft Credit Donations). Please note: As per IRS regulations, funds distributed from a third-party charitable organization may not be used to satisfy a personal legally enforceable pledge obligation.
- (b) Several people pool their money, giving that money to a person who writes a check as a charitable contribution. In this case, the legal donor is the person who wrote the check, not the people who provided the money.
- (c) Someone gives money to an organization that collects money for dispersal to other charities, designating that the funds be given to the College. The legal donor is the organization, not the individual, although 'soft credit' would be given.
- (d) A legally enforceable pledge is made under an individual's name, but the pledge payment is paid with a third party check. The tax receipt will be issued in the name of the third party, not the individual. Please note: This payment from the third party may not legally be applied against the personal pledge obligation, unless the third party is specifically a party to the original and accepted pledge.
- (e) Priority seating rights for athletic events are held by Mr. D., who allows his friend Mr. Y to pay attendance fees and contributions associated with priority seating charges. The tax receipt for the contribution portion will be sent to Mr. Y, who actually issued the check.

## 5.0 ENDOWMENTS

5.1. An endowment is a fund where the principal (corpus) is held for investment and the payout declared on the principal is made available for spending as directed by the donor. There is only one authorized repository for endowment gifts: The Snow College Foundation. Endowment gifts are subject to the provisions of the Advancement Office Policies and Endowment and Investment Policies. Please refer to the *Endowment Agreement form* for more information.

## 6.0 FAIR MARKET VALUE

6.1. This is the value attached to any benefit given to a donor in exchange for his or her contribution and is defined as what a reasonable person would expect to pay for the item in an open market. Any item representing more than a token fair market value, as defined by IRS policies, must be deducted from the total donor contribution to determine the tax-deductible amount of the gift. An example would be a dinner for which attendance is priced at \$50. If the value of the dinner were \$15, the donor's tax-deductible portion of the \$50.00 attendance charge would be reduced by \$15.00. Please note there is a distinct difference between the cost of an item and the fair market value (see *Quid Pro Quo Gifts*).

## 7.0 GIFTS MADE BY COLLEGE EMPLOYEES

7.1. While Snow College appreciates charitable financial support of its faculty members and staff, care must be taken to ensure that such support follows all restrictions and requirements of the College, the Board of Regents, the State of Utah and the Internal Revenue Service. Internal Revenue Code section 170 allows a donor to receive a tax deduction for charitable contributions (gifts) made during the year to qualified organizations such as the Snow College Foundation. Deductibility is ascertained by donor intent. Generally, contributions made by College employees to the Foundation are tax deductible if they are made with a "detached and disinterested" generosity. A faculty or staff member who wishes to contribute a gift in support of their department must submit an Employee Donor Agreement Form. A faculty or staff member who wishes to contribute to a gift account from which they may benefit must submit a letter stating the following:

- (a) The gift account is for general purposes of the unit and is not specifically related to the donor's research or other work.
- (b) The funds from the gift account are dispensed impartially and the donor is not the signer on the account, and
- (c) The sum of the gifts from the donor, his or her immediate family and/or other related entities do not constitute the majority of the funds in the account.

(d) This letter must be signed and dated by the faculty or staff donor, approved in writing by the responsible Dean or Department Head, attached to the Raiser's Edge Gift Report and forwarded to the Central Gifts Office. The Central Gifts Office will forward the letter to the appropriate fund accountant at Sponsored Projects Services Office.

8.0 HONORARIA AS GIFTS

8.1. Honoraria are defined under IRS policy as payments for services rendered by the speaker and/or consultant and are reportable as income to that speaker or consultant for personal income tax purposes. Whereas in many cases the organization paying the honorarium makes the check payable to Snow College or one of its units, the honorarium still represents a payment for services rendered and is considered income to the speaker/consultant. If possible, the organization paying the honorarium should make the check payable to the individual. The individual will not receive a gift receipt for a directed honorarium. Faculty or staff members who receive honoraria are welcome to donate these payments to the College, and he or she will benefit from the charitable deduction as a result, however to remain in compliance with IRS code, the check must be from the faculty or staff member and not the organization issuing the honoraria

9.0 INTERNSHIPS

9.1. Internships are established from funds given to Snow College academic departments by agencies, corporations or businesses to support student interns. When a donor and Snow College have agreed, the College will administer internship funds.

10.0 MEMORIAL GIFTS

10.1. Memorial gifts are made in memory of a deceased person. The donation can be designated to a variety of purposes, including, but not limited to, scholarships, research, and academic support. A memorial gift may also be unrestricted in nature. Memorial gifts cannot be used to establish a named endowment unless the sum total of gifts received reaches or exceeds \$10,000. Note: The Advancement Office will receipt these gifts, but the benefiting unit should acknowledge them because of the sensitive nature of these gifts. If a notificant is specified with the gift, the Advancement Office will periodically send an acknowledgement including the names of donors (but not amounts) who have made gifts in memory of the deceased.

11.0 IN-KIND GIFTS

11.1. Gifts in-kind (GIK) are non-cash donations of materials or long-lived assets, such as stocks and securities; real estate; and other items requiring more

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than nominal effort to be converted into cash. Per IRS regulations, any item the donor values over \$500 requires the donor to complete and sign IRS Form 8283; any item the donor values over \$5,000 requires that Form 8283 be completed and signed by the donor and the charity and that a written appraisal be provided by the donor. It is the responsibility of the College representative accepting the gift to consult with Advancement staff prior to acceptance. It is important that the representative, department, program, or office consider the value of the gift to the College. For ease of processing, the Snow College Foundation has created a comprehensive Gift in-Kind form that can be filled out by any department. **There are two kinds of these non-cash gifts:**

- (a) **Related Use:** These are in-kind gifts that are to be used as-is by the receiving department or unit. Related use gifts should be processed through the Advancement Office.
- (b) **Unrelated Use:** These are in-kind gifts that are given with the intention that the College will convert these items into cash, usually by selling the item. Unrelated use gifts should also be processed through the Advancement

**11.2. Acceptance of Gifts in-Kind**

**11.2.1. Gifts Retained for the College's Operational Use**

The Snow College Foundation accepts gifts in-kind (non-cash gifts) that will be retained for the College's operational use, such as equipment and furniture. These items can be donated directly to the department if the intent is to retain the property for a period of three years or more. In consultation with the Advancement Office staff, once a department determines that it will accept a gift to the College, the department receiving the gift is required to send the completed Gift in-Kind Form to the Advancement Office. Initial approval for accepting gifts in-kind rests with the appropriate Dean or designee. The department is responsible for coordinating with the Controller's Office to ensure the gift in-kind property is appropriately inventoried, if applicable. Gift and administrative fees are not imposed on gifts in-kind accepted by the College.

**11.2.2. Gifts to be Sold or Retained for Less than Three Years**

For donated property that is to be retained for less than three years or to be sold upon acceptance, the donation should be made directly to the Foundation. When the donation involves a sellable asset, the Executive Director determines whether the Foundation Board needs to make an acceptance decision. Unless other arrangements have been made, tangible personal property donated to the Foundation will be liquidated as soon as possible and proceeds used to benefit the College. If costs are incurred, administrative fees may be imposed on gifts in-kind donated through the Foundation when the property is liquidated. The Gift in-Kind form will be

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used by the Foundation to prepare Form 8283 and send a gift acknowledgement to the donor.

### 11.3. Gift Valuation

With the exception of stocks and securities, and in accordance with IRS regulations, the donor is responsible for determining the value of in-kind gifts. Donors should establish the fair market value of the gift with a recognized independent appraiser. A "qualified appraisal" is required by the IRS to substantiate a donor's charitable deduction for in-kind gifts with a value of \$5,000 or more. College personnel are not qualified appraisers, and federal regulations do not permit the College to give appraisals or estimates of value (see Gifts Other Than Monies).

#### 11.3.1. Fair Market Value (FMV) for In-Kind Gifts

Refers to the value placed on the gift for donor stewardship and property control purposes. GIK are recorded at FMV. The methodology used for determining fair value should be documented. Fair market value may be determined by:

- A written appraisal by an independent, qualified appraiser, or
- Documentation obtained from a qualified outside source such as 'blue book' or a knowledgeable dealer, or
- Identifying what it would cost the university if it were to purchase the gift outright from a vendor or an original bill of sale for new equipment.

Documentation that supports the gift's value should be submitted at the time the gift is to be booked by the receiving department or program. In certain cases, College departments may pay for appraisals if they deem it necessary and appropriate for proper insurance and inventory, but NOT to substantiate the value for the donor. Please note that neither the College nor the Foundation should ever pay for an appraisal for a donor. Both entities will never certify the value of the gift to the donor.

### 11.4. Use of Legal Counsel

The Snow College Foundation will seek the advice of legal counsel in matters relating to acceptance of gifts when appropriate. Review by counsel is recommended for:

- Gifts of securities that are subject to restrictions or buy-sell agreements.
- Documents naming Snow College as trustee or requiring the College or Foundation to act in any fiduciary capacity.
- Gifts requiring the College or Foundation to assume financial or other obligations.

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- Transactions with potential conflicts of interest.
- Gifts of property which may be subject to environmental or other regulatory restrictions.

#### 11.5. Restrictions on Gifts

The Foundation will not accept gifts that (a) would result in the Snow College Foundation violating its corporate charter, (b) would result in the Foundation losing its status as an IRS 501(c)(3) not-for-profit organization, (c) are too difficult or too expensive to administer in relation to their value, (d) would result in any unacceptable consequences for the College or Foundation, or (e) are for purposes outside the College or Foundation's mission.

Decisions on the restrictive nature of a gift, and its acceptance or refusal, shall be made by the Foundation Board, in consultation with the Executive Director, and legal counsel when appropriate.

#### 12.0 OFFICIAL RECEIPT DATE

##### 12.1. The official receipt date will normally reflect the date of processing.

Establishing the official date of the gift is the responsibility of the donor per IRS regulations; however, we can assist donors by being aware of the following in seasonal periods where the date of gift is critical (end of calendar year, for example).

- (a) If the check has been mailed through the US Postal Service, the postmark on the envelope can be used to establish date of gift.
- (b) If the gift has been sent via FedEx, etc. the date of gift is the date it was accepted by a College representative.
- (c) If gift is made by a credit card, the date of gift is the date the charge was actually accepted by the credit card company.

#### 13.0 GIFT PLEDGE AND GIFT COMMITMENTS

13.1. A donor's promise to give money or other property at some specific time in the future may take two forms, a legally binding pledge or a gift commitment. These approved forms must be used to record a gift promise to the College. (See Pledge and Commitment forms)

- (a) Gift Pledge: A legally binding agreement in the form of a contract, where both parties have agreed to specific described actions. Only those parties who have signed the pledge agreement may fulfill the

terms of the pledge. A gift pledge payment from any other source (including a donor advised fund, family foundation, etc.) should not be used to make payments on a gift pledge as it could result in an adverse tax or financial result to the donor.

(b) Gift Commitment: A completed gift commitment form records a donor's intention to make a defined gift over a period of time for a specified purpose. It is not a legally binding agreement, but serves to document a commitment to make a gift. This form gives the donor the greatest flexibility in fulfilling their commitment as there are no legal constraints on how a gift commitment may be satisfied.

13.2. Under certain circumstances a Gift Pledge is required. Examples are expenditures that will require borrowing of funds commercially to meet College objectives, or capital construction projects where facility naming rights will be used as part of the acknowledgment process or other circumstances where the College is relying on the pledge.

#### 14.0 QUID PRO QUO GIFTS

14.1. A quid pro quo donation is one in which the donor's payment is made partly as a contribution, partly in payment of goods received. An example would be a contribution of \$50 required to attend a dinner, \$15 of which covers the value of the dinner (see Fair Market Value).

#### 15.0 RAFFLES

15.1. The price of entering a raffle is a purchase and is not considered a gift. All raffle tickets must state clearly on the ticket that this purchase is not a tax-deductible donation. Raffles must conform to specific rules, so it is important that a department contact the Advancement Office prior to holding a raffle.

#### 16.0 RESPONSIBILITIES FOR GIFT MONIES

16.1. Acceptance of any gift signifies the College/Foundation's willingness to administer gift funds in compliance with donor directions. Responsibility of initial acceptance lies with the Advancement Office. Responsibility of further monitoring of gift funds for compliance lies with the department or division head.

#### 17.0 RESTRICTED GIFTS

17.1. Restricted gifts are received with the stipulation that the contribution be used for a specific purpose such as faculty recruitment, equipment purchases, student financial assistance or research other than for contract research purposes. Gifts may also be restricted to support the research performed by a specific individual. While the funds may be unrestricted to Dr. X, from the College's point of view these funds are restricted since they may only be used to support the research performed Dr. X. This type of gift is still a gift to the College and is not the property of the individual.

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#### 18.0 SCHOLARSHIP GIFTS

18.1. Scholarship gifts support the education of students. Scholarships are awarded through the Office of Student Financial Aid according to criteria approved by the OSFA and the donor(s). Some scholarships are endowed; others are supported by annual donations. Payments from individuals or organizations for scholarships to specific students are not gifts or tax-deductible according to IRS regulations.

#### 19.0 SOFT CREDIT DONATIONS

19.1. Soft credit allows the College to acknowledge the efforts of persons other than the legal donor, who were instrumental in providing the gift, while not compromising the College's legal obligation to record and receipt the gift correctly. While these important people should be thanked, care must be taken to ensure the acknowledgment clearly states the legal donor (See Determining the Donor).

#### 20.0 STUDENT LOAN FUNDS

20.1. Student loan funds are donor-established funds that are loaned to students and administered by the College. The funds are repaid to the College, or designated third party, by the students who accepted the loan. The Office of Student Financial Aid makes loan awards, as with scholarships. Since loan funds require collection efforts by Snow College, the acceptance of such funds, including terms and conditions, require the approval of the Vice President for Finance or his/her designee.

#### 21.0 TRANSFERS OF GIFT FUNDS

21.1. The Snow College Foundation will not normally initiate a transfer of gift funds to another institution. The Snow College Foundation considers all gifts to be irrevocable. The Snow College Foundation accepts gifts for specific

areas or departments, or to support specific projects under the direction of specific individuals, but does not accept gifts given to individuals.

# Holiday Music Spectacular!

Please join us to celebrate the season

EPHRAIM  
December 1 Eccles Center for the Performing Arts

RICHFIELD  
December 8 Sevier Valley Center

SALT LAKE CITY  
December 9 Highland High School

7:30 p.m.

*Tickets can be purchased through the Snow College  
Performing Arts Box Office at (435) 283-7478.*



## Foundation Board Meetings Proposed Dates

Proposed 2018 Foundation Board meetings if held on the second Wednesday of each quarter **as currently convened:**

**February 14**  
**August 8**

**May 9**  
**November 14**

Proposed 2018 Foundation Board meetings if held on the second Wednesday of each quarter beginning in **January:**

**January 10**  
**July 11**

**April 11**  
**October 10**

Proposed 2018 Foundation Board meetings if held on the second Wednesday of each quarter beginning in **March:**

**March 14**  
**September 12**

**June 13**  
**December 12**