



Annual Giving Information

ANNUAL GIVING FREQUENTLY ASKED QUESTIONS

Q: WHAT IS ANNUAL GIVING?

A: The Office of Annual Giving turns individual gifts – of all sizes – into collective energy. It is alumni, along with parents and friends, all working together to make an immediate impact. Annual gifts of up to \$50,000 (excluding bequests, planned gifts, grants, gifts-in-kind, and memo gifts) go directly in to the University’s operating budget each year.

Q: I PAID MY TUITION, SO WHY IS THE UNIVERSITY ASKING FOR MORE MONEY?

A: The University of Miami offers each student a world of opportunities for learning and personal growth, but doing so is costly. Tuition covers only about 80 percent of what it costs to educate a UM student, so annual gifts from alumni, students, and friends are essential to help fill the gap. Gifts to the University support scholarships that attract the very best students, fund major research projects, and sustain the University’s progress as one of the fastest-rising institutions of higher education in the nation.

Q: WHY DOES THE OFFICE OF ANNUAL GIVING NEED MY SUPPORT EVERY YEAR?

A: Unlike gifts to the endowment, 100 percent of annual giving dollars are spent in the same year they are given. Annual gifts pack impressive philanthropic power for our students and the University because they are put to work immediately. An annual gift of \$100, for example, has the same spending power as the earnings from a \$2,000 endowment.

Q: IF I CAN AFFORD ONLY A SMALL GIFT, IS IT WORTH IT TO THE UNIVERSITY?

A: Absolutely! Regardless of the size of your gift, your participation as an annual giving donor directly impacts our students. It’s also a vote of confidence that shows you support your alma mater, which increases the value of your degree.

Q: HOW DOES MY ANNUAL GIFT INCREASE THE VALUE OF MY DEGREE?

A: Alumni satisfaction, an important factor in national rankings, is measured by annual giving from alumni to their University. Every gift you make is a statement that you support your alma mater, which boosts the University’s place in the national rankings. Currently at #47 in the nation, according to the 2014 *U.S. News & World Report*, UM remains the #1 institution in Florida. Our annual alumni giving rate, known as “Hurricane Pride,” reached 15 percent last year.



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ANNUAL GIVING FREQUENTLY ASKED QUESTIONS (CONTINUED)

Q: CAN MY ANNUAL GIFT BE DIRECTED TO A SPECIFIC AREA?

A: You may request that your annual gift be directed to any school, college, department, or program at the University that means the most to you. Annual giving is a method, it is not a designation or “fund.”

Q: WHEN SHOULD I MAKE MY GIFT?

A: The University of Miami operates on a fiscal year calendar, which begins on June 1st and ends on May 31st. Many donors choose to make their gifts closer to the end of the calendar year in order to take advantage of the IRS tax benefits.

Q: DOES UM HAVE ANNUAL GIVING SOCIETIES?

A: Yes, the UM Annual Giving Societies include the following:

- **LOYALTY SOCIETY:** Alumni donors who have given gifts of any amount, to any area of the University, for two or more consecutive fiscal years (the fiscal year begins on June 1st and ends on May 31st).

- **JAMES W. McLAMORE SOCIETY:** Alumni and parent donors who have given gifts of \$1,000 or more to anywhere within the University, renewed each fiscal year. Donors may join the McLamore Society at the following levels:
 - Philanthropist - \$25,000+
 - Benefactors - \$10,000 to \$24,999
 - Partners - \$5,000 to \$9,999
 - Friends - \$2,500 to \$4,999
 - Associates - \$1,000 to \$2,499

- **ROYAL PALM SOCIETY:** Donors who have given gifts to help the University of Miami provide scholarships to exceptional students, recruit and retain top faculty-scholars, construct state-of-the-art facilities, and introduce programs that enhance life for people locally and globally. Donors may join the Royal Palm Society at the following levels:
 - Partners - \$500 to \$999
 - Friends - \$250 to \$499
 - Associates - \$100 to \$249



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ANNUAL GIVING FREQUENTLY ASKED QUESTIONS (CONTINUED)

Q: WHAT ARE MATCHING GIFTS?

A: Many employers will match gifts to nonprofit organizations made by their employees, retirees, and directors; some even offer a higher than one to one match. You can go online (link enclosed below) to see if your company is a matching gift company, or you may contact your company's human resources department. By spending a few short minutes filling out a simple form, you can often be recognized for the full gift amount. Example: If you give \$500 to the University, and your employer matches that gift with another \$500, you are recognized for the full \$1,000 donation and therefore inducted into the McLamore Society.

[LINK TO SEARCH FOR UNIVERSITY OF MIAMI MATCHING GIFT COMPANIES](#)

Q: ARE ANNUAL GIFTS TAX DEDUCTIBLE?

A: Yes! Any gift to University of Miami, a 501(c)(3) charitable organization, is fully tax deductible to the extent allowed by law. Gifts of stock, mutual funds, or other appreciated securities have special tax benefits.



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GUIDELINES FOR HOW 'CANES COMMUNITIES CAN SUPPORT ANNUAL GIVING INITIATIVES

- All 'Canes Community Executive Board members should lead by example and make an annual “stretch” gift to the University of Miami.
- 'Canes Communities should consistently help promote Annual Giving strategic initiatives and encourage their constituents to make an annual “stretch” gift to the University of Miami.
- Examples of the messaging to use when encouraging your 'Canes Community's constituents to make an annual “stretch” gift to the University of Miami include the following:
 - *Every gift... every donor... makes a difference.*
 - *Regardless of the size of your gift, your participation as an annual giving donor directly impacts our students. It's also a vote of confidence that shows you support your alma mater, which increases the value of your degree.*
 - *As a graduate of the University of Miami, you are living proof of the quality of a UM education. Your annual gift—of any amount—extends the University's legacy of excellence to the next generation of students.*
- 'Canes Communities are prohibited from directly collecting funds from their constituents for the purpose of making a lump sum donation to the University of Miami. This manner of fundraising prohibits the University from counting each individual donor as part of the total donor participation number. Please note that fundraising for a University of Miami Bookstore Scholarship is an approved exception to this rule.
**Please refer to the [UM Bookstore Scholarship](#) section for more information.*
- All gifts to the University of Miami should be made online at WWW.MIAMI.EDU/ANNUALGIVING, using the University's secure website, or via pledge cards.



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GUIDELINES FOR HOW 'CANES COMMUNITIES CAN SUPPORT ANNUAL GIVING INITIATIVES (CONTINUED)

- 'Canes Communities that are interested in setting up a fundraising event/program to support a specific Annual Giving initiative should contact their UM Alumni Association Regional Engagement Staff Liaison to discuss their proposal in more detail.
- 'Canes Community membership dues, 'Canes Community event registration fees, and/or participation in a 'Canes Community raffle **cannot** be counted as a tax-exempt donation to the University of Miami. **Please refer to the [Financial Guidelines](#) section for more information.*
- If an alumnus donates an item/service to the University of Miami and would like to receive a “soft credit” for that item towards their alumni giving record, please contact your UM Alumni Association Regional Engagement Staff Liaison to complete the proper internal forms. **Important: 'Canes Communities are required to receive written approval from their UM Alumni Association Regional Engagement Staff Liaison prior to accepting donated items/service from alumni with the promise of receiving University of Miami “soft credit”.**