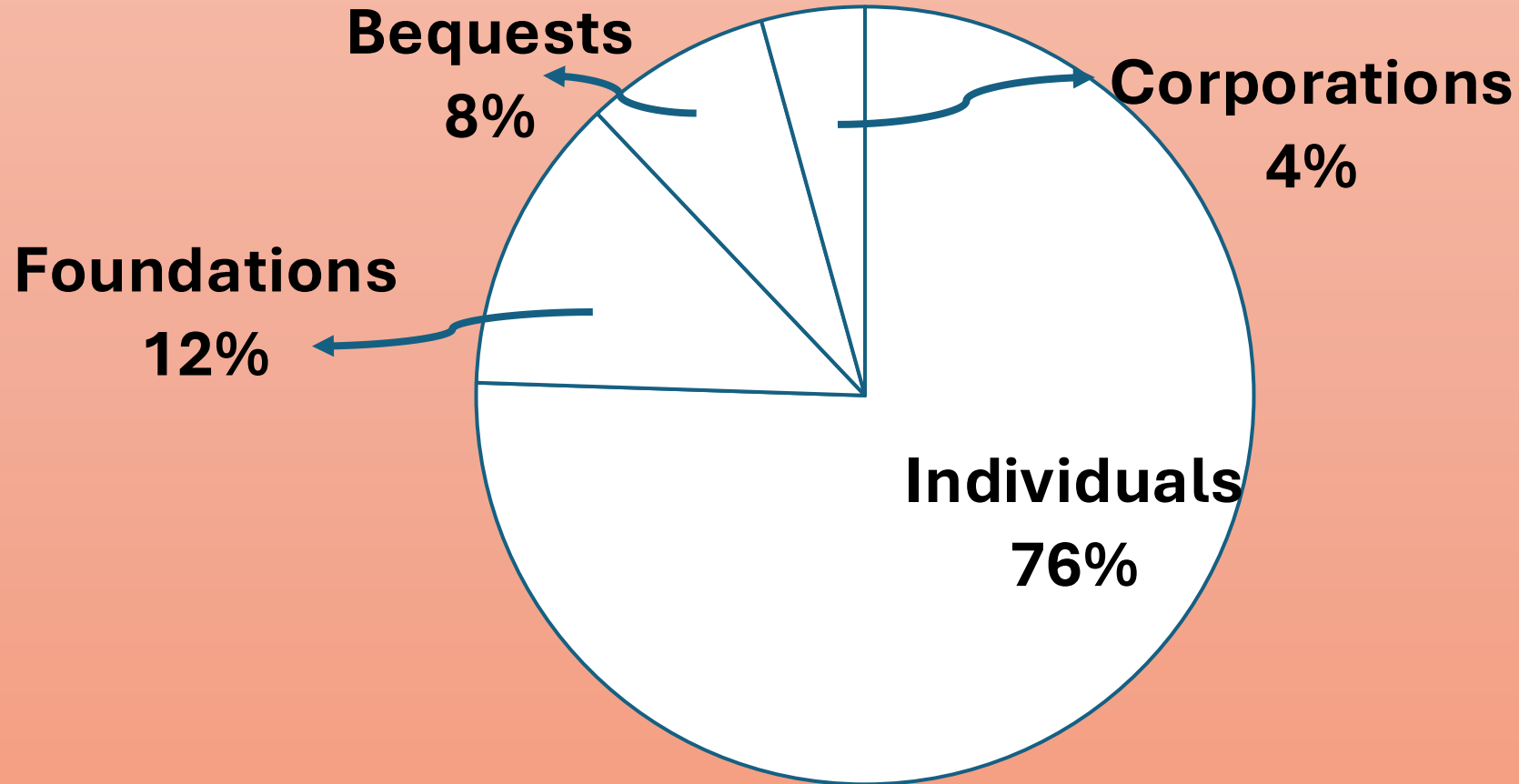


# Insight into Philanthropy: (慈善事業) Advantages of Endowment Fund

Tammy Bray, PhD  
Professor and Emeritus Dean  
Oregon State University  
Corvallis, OR

# Who Gives in America?

## Philanthropic Giving (\$295 Billions/year)



# Comparison of Two Different Types of Accounts

(Checking  
Account)

Current Use  
Accounts

(Saving  
Account)

Endowment  
Accounts

# Functions of the Annual Fundraising Account (checking)

1. **Checking account** – small or large, any amount, collective, accumulative, one project at a time with a beginning and end date or until the money runs out. Can be named. Sometimes, it is flexible.
  - Build a building (hospital, Science building).
  - Beautify the campus
  - Renovate a room
  - Dean's discretionary fund
  - Name a room in a hospital or building (for equipment or others)
  - Scholarship or fellowship until the end of the fund
  - Annual Giving – pool small donations collectively – flexible
  - College alumni, friends in industries, grateful parents of students, or grateful families of the patients from the hospital

# Functions of the Endowment Account (Saving)

2. **Saving account** – needs US\$250,000 or greater to establish the principal account for specific agreed purposes, disburses 4% of the interest after 18 months of investment. Disbursement of fund annually and forever. Often the account is named.

- Wang Family Scholarship (undergraduate students) – min \$250K = \$10,000/year
- Tang Fellowship (graduate students) - \$250K = \$10,000/year (MS); \$750K = \$30K (PhD)
- Names Endowed Professor (\$1M) = \$40,000/year – lead small research group
- Named Endowed Center (\$3M) = \$120K/year – lead large center
- Named Projects – Gifts for experience and growth
  - Speaker Series -
  - Study abroad program

# Advantages of Endowment Funds

## **1. Perpetual Support:**

- Funds are invested, and only earnings are spent, ensuring longevity.

## **2. Financial Flexibility:**

- Provides reliable annual revenue regardless of economic downturns.


## **3. Reduced Dependence:**


- Less reliance on tuition and volatile government funding.

## **4. Strategic Growth:**

- Allows deans to plan for the future, invest in priorities, and respond to emerging needs.

# Why Deans Want to Raise Endowment Funds

- **Long-term financial support:** Endowments provide consistent annual funding through investment income.
  - **Legacy building:** A well-funded program or department attracts recognition and creates a lasting impact.
  - **Program sustainability:** Ensures resources for faculty salaries, student scholarships, and program growth regardless of economic fluctuations.
- 



How do you  
establish an  
endowment  
account?

SOP?



# What is the purpose or use of the fund?

- First, find the purpose or use of the fund, and how much?
- How do I do that?



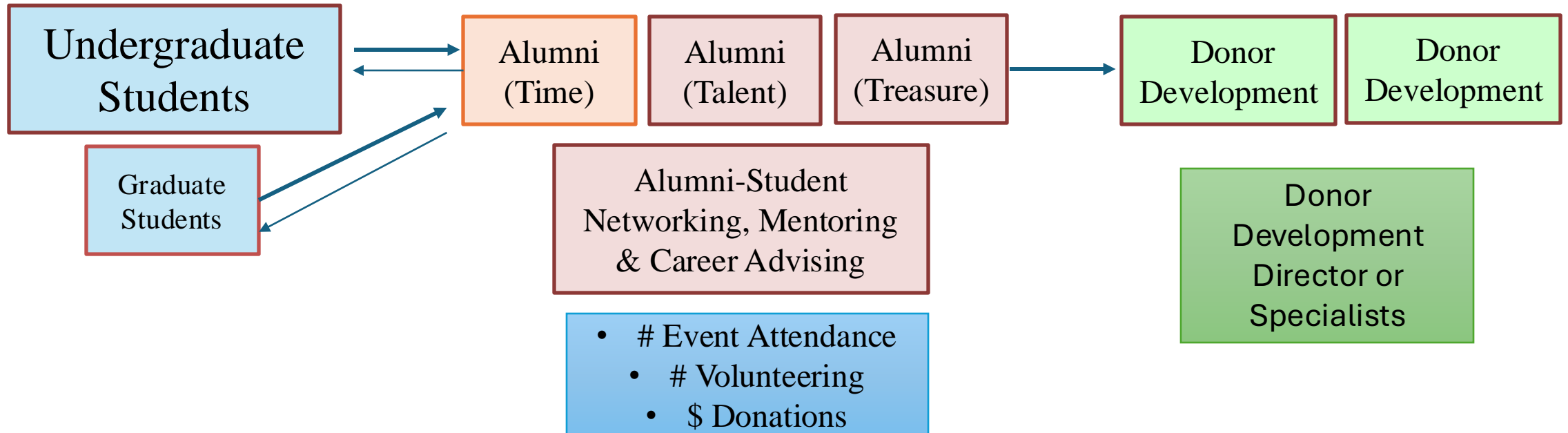
# What is the role of a faculty member professionally?

**Teaching** – educate the next generation  
(be a giver, legacy)

**Research** – generate new knowledge  
(be a scholar)

**Services** – to better the society  
(be a contributor)

# Alumni Relations & Development



**Leadership Position**  
**Dean of College of Public Health and Human Sciences**  
**(2002 – 2016)**

1. Established the first CEPH accredited College of Public Health and Human Sciences in Oregon
2. Built 4 Centers
  1. Hallie Ford Center
  2. Center for Healthy Aging Research
  3. Moore Family Center
  4. Center for Global Health
3. Raised \$40 M for Endowed Professors and Scholarship and Fellowships and HFC building, renovations, etc, and recruited 40 new faculty members

President  
Lan's  
G.R.A.C.E

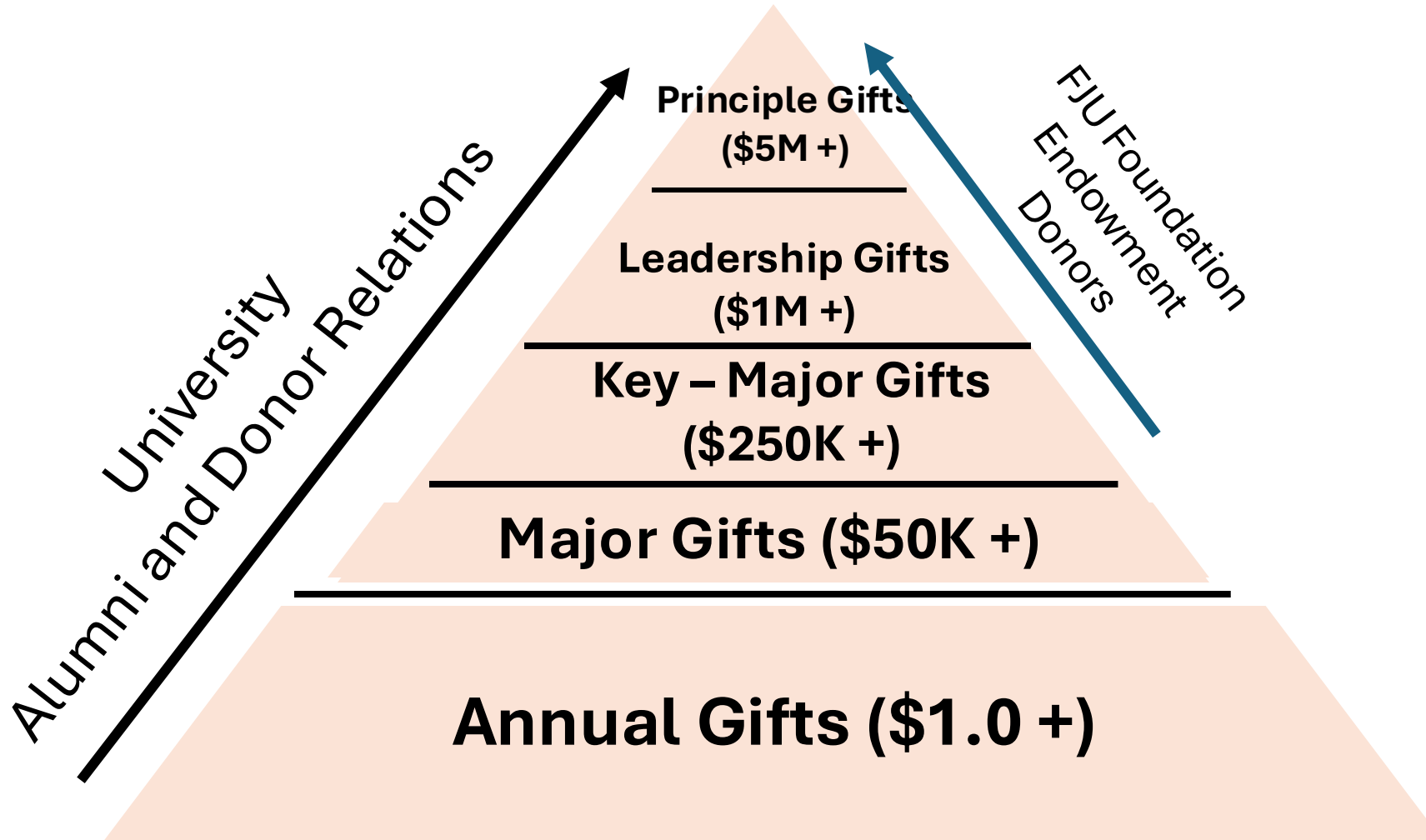
五大目標

- **Global Positioning**
- **Reinforce Domestic Student Recruitment and Channels**
- **Activate International Partnerships**
- **Collaborate and Integrate with Hospital, Academic, Government, Community and Industry**
- **Entrepreneurial and Philanthropic Engagement.**

Examples



# Levels of Donor Giving and Capacity



# Standard of Procedure (SOP)

1. Foundation (Susan) identifies donors with funding interest (>\$250K).
2. Dean/Chair identifies unit needs and plans.
3. Discussion among donor, dean/chair, and Foundation leading to agreement on the purposes and uses of the fund.
4. Notification of the agreement from Foundation to Unit, with cc to FJU Office of Development (Cindy/Maggie), for drafting the Gift Agreement.
5. Signing of the Gift Agreement (can include a ceremony, if applicable).

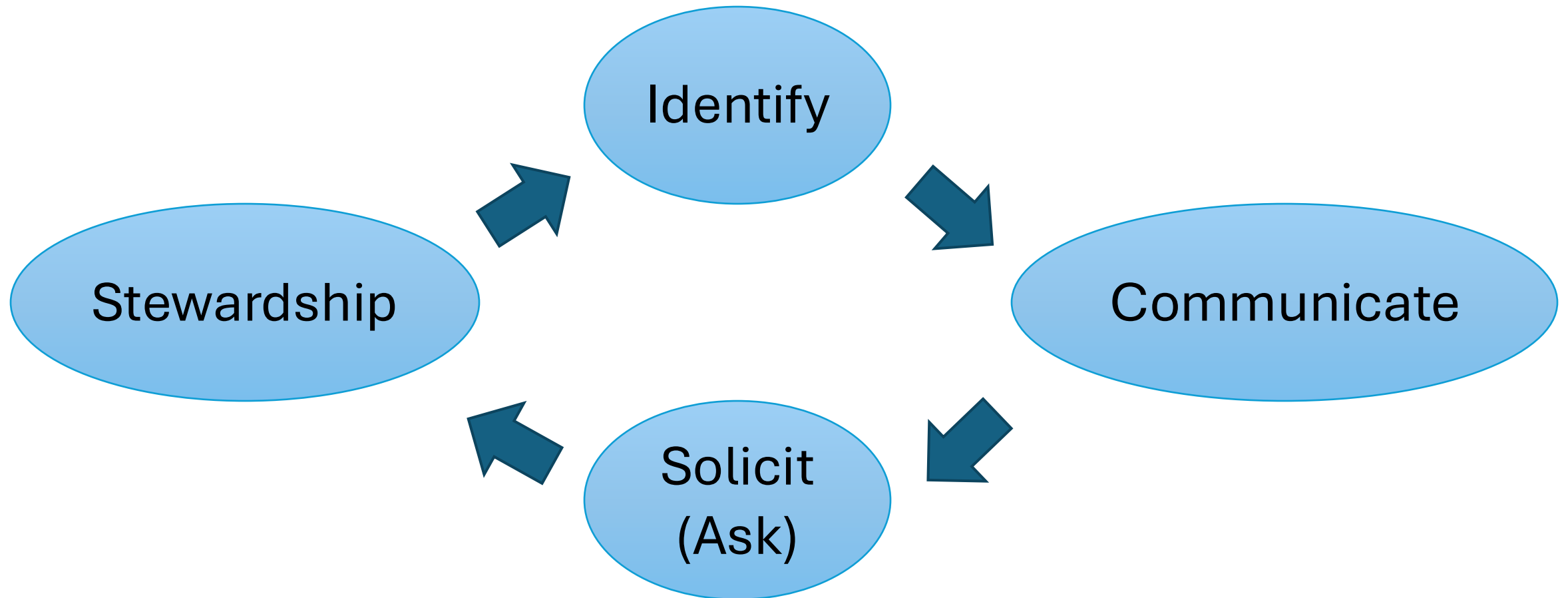


# FJUF Stewardship Schedule



Activity	Date/Interval	Details
Annual report to Foundation and cc to Office of Development		A concise summary of achievements and outcomes from the previous year (250 words)
Disbursement of fund (Guideline)	Annually	According to the calculation
Donor acknowledgement	Greetings	A warm communication with donors regarding the use of fund and impact
Endowment Performance review	Every 5 years	Review of fund performance, investment strategies and funding adjustments

# Donor Development Process



**Thank you!**

謝謝!

**Questions/Answers**

---