

Forward in Faith

CTU'S 50TH ANNIVERSARY CAMPAIGN

FREQUENTLY ASKED QUESTIONS

Anniversary Campaign Specifics for Catholic Theological Union

How Much Money Do We Need to Raise?

The *Forward in Faith* Campaign funding goal is \$16 million. That is the amount of money needed to achieve the three Campaign priorities. In light of how critical ongoing annual support is to maintain CTU's current scholarship and curricular offerings, the comprehensive fundraising goal of \$26 million was established to represent a combination of campaign investments and anticipated annual support revenue totaling \$10 million over the five-year horizon (2018–2022).

Who Decided What Projects Should Be Accomplished?

Over the course of several months leading up to the launch of the Campaign, members of the Board of Trustees, Corporation Members, CTU Leadership and Friends, Faculty and Staff, our Students and Alumni participated in interviews, focus groups and surveys to help guide the Campaign Steering Committee in refining the priorities to be accomplished in the Campaign.

Annual vs. Capital Support

Am I Being Asked To Make A Pledge To The Campaign Over And Above My Current Annual Support?

Yes. Gifts for The *Forward in Faith* Campaign are a special investment above and beyond your annual support and may be paid out over a five-year time period. It is essential that annual giving levels are maintained to ensure the school's ability to fund the programs and day-to-day operations that are not covered by tuition.

What Is The Difference Between The Annual Fund And The Capital Campaign?

The Annual Fund and the Capital Campaign support distinct but equally important funding purposes, both of which ensure CTU's financial stability. Simply stated:

- Annual Fund provides "money to live on"
- Capital Campaign provides "money to grow with"

The Annual Fund is integral to the operating budget. Tuition covers only a portion of the cost of educating students – the Annual Fund, along with other fundraising income, closes the gap between income and expenses. Upon receipt, Annual Fund contributions are immediately put to our most pressing needs and operational costs. The Annual Fund is an ongoing, continuing effort.

The Capital Campaign is an intensive, multi-year fundraising effort to secure gifts and pledges that will provide access for students through scholarships, support the recruitment and retention of exceptional faculty, and position CTU on the leading edge

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of theological education and programming. The Capital Campaign has a defined lifespan with a beginning and an end.

DOES SPECIAL EVENT INCOME SUPPORT THE CAMPAIGN?

No. Income from fundraising events like the "Blessed Are the Peacemakers" Trustee Dinner is restricted to supporting the Annual Fund.

Campaign Endowment Funds

What Types Of Endowments Are There?

An Endowment Fund represents restricted funds received from donors, organizations or other outside sources held in perpetuity (true endowment) or for a specified period (term endowment), which are invested by the school. The income generated from the investment activity is made available to be spent as directed by the donor. The school may also choose to set aside funds to be invested and used for designated purposes (Board-designated endowment).

Why Are Some Endowment Funds Classified As "Restricted"?

They are restricted by the donor's intent for use of the money. For example, when a donor gives money for international student scholarships, then CTU is restricted to only allocate the earnings for international student scholarships with their donation.

How Are The Campaign Endowment Funds Being Allocated?

The Campaign endowment funds for the Scholarship and Faculty priorities will be allocated to a Board-designated endowment. A Board-designated endowment functions in substantially the same manner as any endowment fund for investment and spending purposes. The difference is that the terms of the Board-designated endowment are established by the Board of Trustees rather than by an external donor.

Will Campaign Endowment Funds Be Used For The Campaign Priorities?

Yes. The \$12 million of endowment funding for lay scholarships and faculty excellence will be used solely for those purposes. For example, if a donor designates their Campaign gift for the lay scholarship priority, those funds will become part of a Board-designated endowment whereby the earnings are expended for such scholarships.

How Are Board-Designated Endowment Funds Managed?

Board-designated endowment funds will be invested in CTU's endowment investment pool. Accordingly, only the fund's earnings may be expended in accordance with CTU's Endowment Fund Investment Policy Statement; the principal may not be expended unless extraordinary exceptions require an action of the Board of Trustees to specifically authorize such an allocation.

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Campaign Gifts

What Options Do I Have For My Campaign Contribution?

Campaign payments can be made in the way that is most convenient for you; personal check, credit card, electronic funds transfer (EFT) or through your donor advised fund. Stock transfers and IRA distributions offer additional options that are both simple and tax efficient. Gifts of appreciated securities may allow a donor to avoid a capital gains tax in addition to receiving a charitable income tax deduction for the fair market value of the stock. All options are spelled out in the Campaign Letter of Intent and CTU's Advancement Office* is ready to assist you in setting up your payments, as needed.

If I Make A Multi-Year Campaign Pledge, When Is The Initial Payment Due?

Capital Campaign gifts may be paid over up to a five-year period and installments can be customized by the donor. While the sooner campaign funds are available to be put to use, the better, it is understood that, in some circumstances, people will need to hold off on making their initial payment or that donors may want extra time to fund a significant gift.

Do Multi-Year Pledges Have To Paid In Annual Installments?

When you make your pledge and set up your payment schedule on the Campaign Letter of Intent, you will be able to select annual, semi-annual, quarterly or monthly payments. This schedule can be adjusted as needed over the pledge period.

Is My Contribution To The Campaign Tax Deductible?

Yes. A charitable gift to CTU is tax deductible to the extent provided by law. This requires that the donor itemize his/her deductions by using the appropriate tax forms.

What Happens If We Make A Pledge And My Personal Income Drops? Is My Pledge Legally Binding?

No. Pledges are not legally binding. If your financial situation should change, simply re-evaluate your ability to fulfill the pledge and notify the Advancement Office of the change.

Can I Make A Bequest Or Legacy Gift To The Campaign?

Yes. As noted in the Campaign brochure, CTU is embracing the Campaign as an opportunity to build membership in *The Way Society*, our community of donors who have named CTU in their wills or other estate plans. Campaign investments made through bequests and planned gifts will support CTU's endowment funds for scholarship and faculty and, in many cases, will provide benefits to the donor. In addition to being

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recognized as donors to the *Forward in Faith* Campaign, legacy gifts will afford donors membership in *The Way Society*.

Can Matching Gifts Be Applied To A Campaign Donation?

Many companies have a matching gift program which increases the value of your gift. Please check with your company's Human Resource Department. The matching gift must be initiated by you, once you have contributed to the *Forward in Faith* Campaign. When the paperwork from your company is received, we can verify that your gift was made and complete the necessary documentation.

Can Investments Be Restricted To One Of The Campaign Priorities?

Yes. When you complete the Letter of Intent to document your Campaign gift you will be able to designate if you would like your gift allocated to any of the three specific Campaign priorities.

What About Recognition and Naming Rights and at What Levels of Giving?

All investments to the *Forward in Faith* Campaign will be recognized in a public manner – the final execution of which is still to be determined. There are a number of naming opportunities available at the \$25,000 level and above. If you would like to learn more about specific naming opportunities and tribute gifts, please contact CTU's Advancement Office*.

*If you have additional questions or wish to discuss any aspect of your investment in the Campaign, please contact
Colleen Kennedy, Vice President of Institutional Advancement,
at 773.371.5417 or ckennedy@ctu.edu.