

# FJUF Guidelines for Philanthropic Giving

## GIFT FEE SUMMARY, 2023

The Board of Directors at the Foundation, after 21 years of achieving a total of US\$35M in fundraising for Fu Jen Catholic University (FJCU) and the Hospital, will announce a Gift Fee Policy effective May 1, 2023. At a critical time of diminishing student population in Taiwan and uncertain global economy, achieving financial goals require new strategies and new sources of income.

Recognizing the need to increase our fundraising capacity, while setting high aims for the Centennial Campaign for Academic Excellence in 2025, the Board has voted to establish a new policy to assess a Gift Fee on donations. With a commitment to maintain our record of the highest fiscal efficiency, we are proud to report that we spend less than 5% on operating expenses, which is well below the 35% national average recommended by the Better Business Bureau.

Proceeds from the Gift Fee will advance the following to substantially increase fundraising revenue:

- Expand outreach to grow the donor base;
- Tap new sources of philanthropic giving such as planned giving;
- Identify and cultivate US Foundations that give to educational and Catholic universities;
- Enhance professional efficiency in all communications;
- Maintain and coordinate communication channels with FJCU;
- Upgrade information systems, streamline financial processing procedures;
- Cultivate marketing and social media practices;
- Update website design, functionality and maintenance.

### How fees are structured:

<b>Donation Type</b>	<b>Advancement Fee (one-time, upfront)</b>	<b>Asset Management Fee (annual)</b>	<b>Processing Fee (one-time, upon disbursement)</b>
Existing Gifts (non-endowments)	0%	4%	7%
New Gifts (after May 1 <sup>st</sup> , 2023)	10%	4%	7%
New & Existing Endowments	0%	2%	0%

**Most importantly, donors will continue to receive credit for the total amount of their gift, claiming 100% tax credit for their donation.**

The establishment of an endowment fund for FJCU academic excellence is visionary and much needed. This will secure a path for FJCU to excel as a private Catholic university under the current education system in Taiwan. Establishing a FJUF endowment for FJCU is a monumental task. It will need new organizational and operational adjustments. The endowment fund must serve the long-term strategic planning goals of the university, colleges, and departments. FJUF understands these goals, matching them with fundraising efforts and supporting the endowment for Fu Jen is the commitment to the betterment of Fu Jen.