

Dear Donor: Fundraising for Athletics Facilities

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Ithaca College
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- Lori Mazza, Director of Athletics
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Hoping to answer.....

- Why are donors such an important source for investments in athletics?
- What do donors respond to well / not well? (type of outreach, frequency, documents,...)
- What if a donor offers money in a way that actually makes you have to get even more money from other sources?
- What works well / not well when an athletics department and institutional development office are looking at the same donors?
- What are signs of donor fatigue, and remedies?
- Do naming rights deals actually work?
- How are individual donors different from corporate donors?
- How are asks different for facility projects versus various operating needs?
- How does an athletic department development 'office' vary at different institutions?



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Key Concepts

	Donor concerns	Tool
Strategy	generic?	strategic plan
Patience	shortsighted?	long range master plan
Preparation	incomplete?	detailed business plan
Stewardship	inconsistent?	measurement indicators
Support	isolated?	press releases
Passion	systemic?	attitude



Strategic Plan

- ❖ Guides the department in its decisions and functions it within the larger institution
- ❖ Includes: mission, vision, core values, initiatives
- ❖ Tool with a donor:
 - Why is the project needed?*
 - Who will the project serve?*
 - How does it fit into the mission?*
 - What is the regional and national perspective?*



CORE VALUES

Our core values are the values that form the foundation for which everything we do must reflect.

Education

through academic, athletic, service, and personal experiences. Education is what cultivates a sense of lifelong learning for the student athlete.

Excellence

in education, athletics, and service. Excellence is the highest standard by which we hold ourselves accountable.

Innovation

at the forefront of everything we do. Innovation gives us courage to do the things that were never done before to create a standard of excellence.

Stewardship

of the resources with which we have to leave the department a better place than when we arrived. Stewardship from all individuals within the department will lead us to a culture of progress and innovation.

Respect

for ourselves, those we engage, and the individual's contribution to our team. Respect is what allows us to create an environment of stewardship.

Integrity

with every action and decision we make. Integrity is how we gain respect.

Passion and pride

for our athletic pursuits, for our academic pursuits, and for the University. Passion and pride are what creates a culture of integrity.



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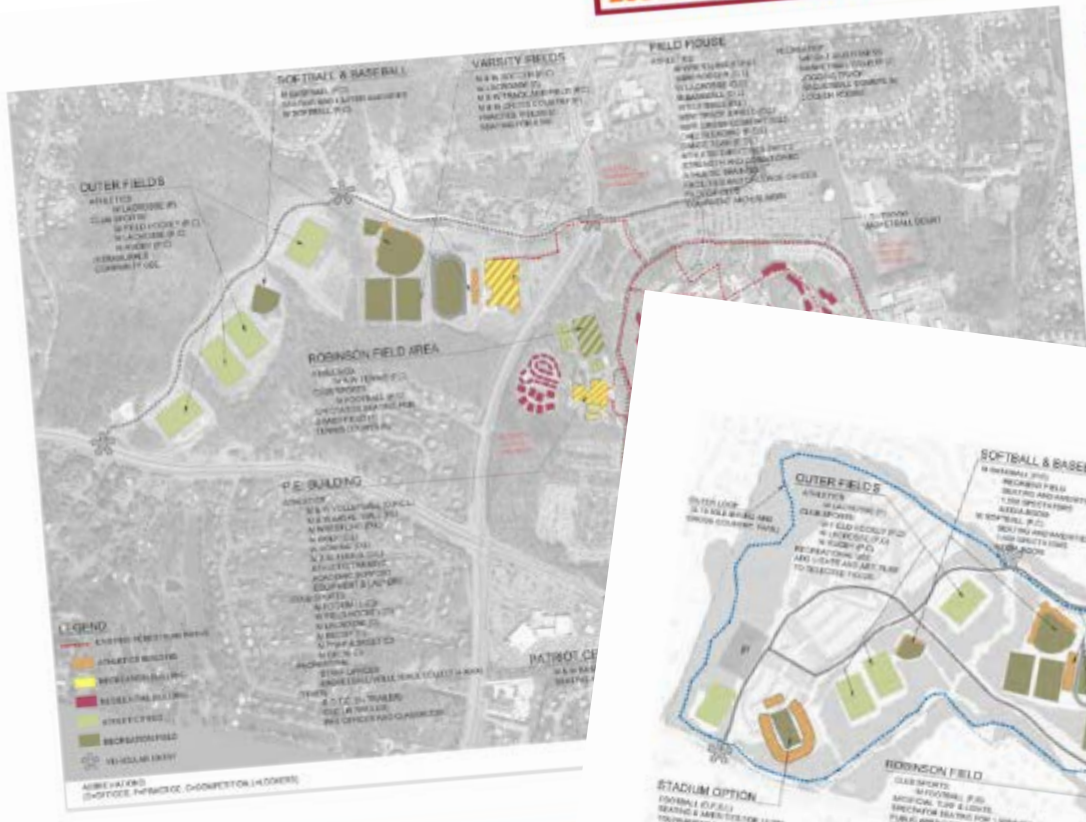
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Long Range Master Plan

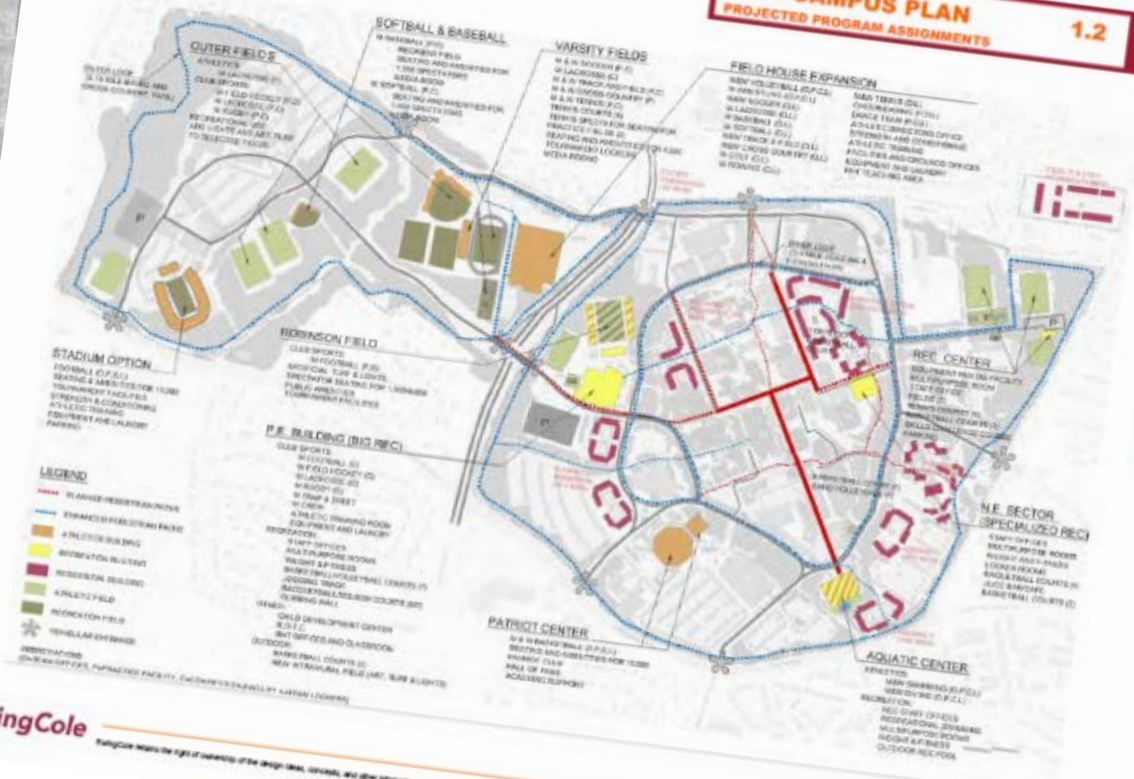
- ❖ Sets goal for the physical layout of all or part of a campus in the next ten plus years
- ❖ Includes: existing and future maps, preliminary sketches, orders of magnitude of full vision cost and timeline
- ❖ Tool with a donor:
 - How will available land be used?*
 - How does athletics fit within the overall vision for land use?*
 - What physical constraints are there for sizing and sequencing projects?*
 - What political and real estate issues are involved?*

2004 CAMPUS PLAN 1.1



Athletics and Recreation Master Plan

2014 CAMPUS PLAN PROJECTED PROGRAM ASSIGNMENTS 1.2



Athletics and Recreation Master Plan

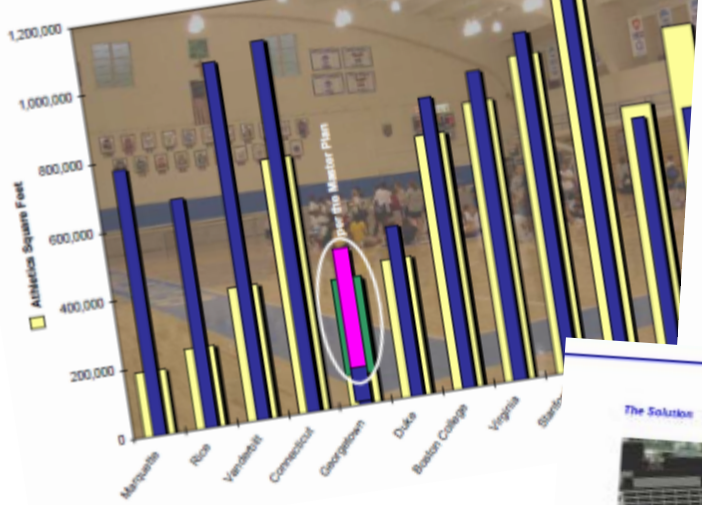
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Athletics Total Square Feet and Square Feet per Athlete
(in order of estimated athletes)



Multi-sport Facility (MSF)

On the current site of Harbin Field, it is recommended that an artificial turf field be built with 4,500 spectator seats and related amenities, a modern press box, high quality lighting and audio-visual equipment, and general support spaces for home and visiting teams.



Indoor Athletic & Recreation Facility and Basketball Arena

On the current site of the outdoor tennis courts, it is recommended that a new facility be built with indoor court space for focused basketball and volleyball practices (and possibly volleyball competition), with a new main athletic training room and strength & conditioning room, with new locker rooms and affiliated storage for each varsity sport (except those with a student lounge). It is also recommended that all of the elements currently in Yates be placed in this new facility, with some modifications.



Outdoor Facilities

On the current site of Yates and North Kehoe field, it is recommended that Yates be demolished to allow for a 400m outdoor track with a competition infield and 2,000 spectator seats with related amenities, a throwing events area, 4 new tennis courts, a softball diamond, an intramural field, and some outdoor basketball courts.



Boathouse

It is recommended that the Boat House Committee continue its efforts to provide a facility on the Potomac River accommodating the crew teams with locker room, practice, meeting, and storage facilities.

The Solution



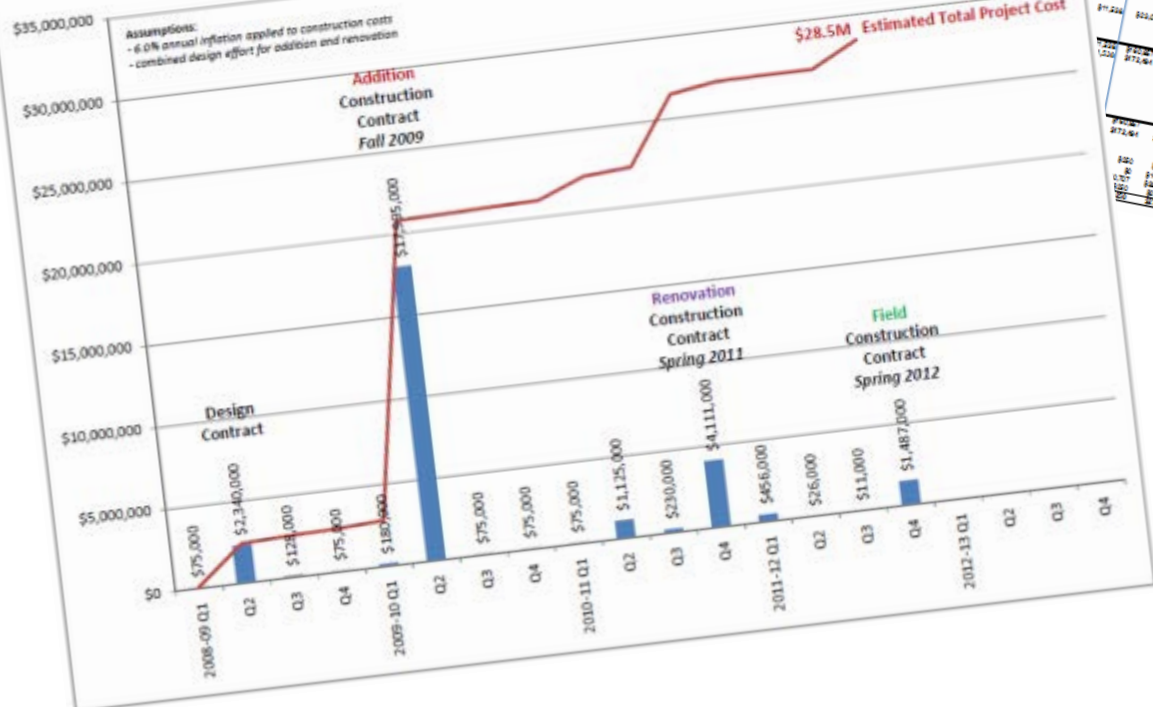
Business Plan

- ❖ Finds a specific project in business terms
- ❖ Includes: comprehensive capital budget, concept drawings, milestone schedule for funding, operational costs, pro forma
- ❖ Tool with a donor:
 - What spaces are included?*
 - Is it renovation or new construction, and why?*
 - When will it be open?*
 - Is the schedule tied to other things?*
 - How much does it cost to build, and to operate?*
 - How will it impact the operating budget?*

Category	Item	Unit	Price
Construction	\$10.00 Builders' Hardware	\$20.00	\$20.00
	\$10.00 Construction	\$20.00	\$20.00
	\$10.00 Electrical	\$20.00	\$20.00
	\$10.00 Mechanical	\$20.00	\$20.00
	\$10.00 Plumbing	\$20.00	\$20.00
	\$10.00 Carpentry	\$20.00	\$20.00
	\$10.00 Drywall	\$20.00	\$20.00
	\$10.00 Painting	\$20.00	\$20.00
	\$10.00 Tiling	\$20.00	\$20.00
	\$10.00 Landscaping	\$20.00	\$20.00
Operations	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
Maintenance & Operating	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
Construction Cost	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
Public Works Taxes	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
Other	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
Capital Expenditures	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00
	\$10.00	\$20.00	\$20.00

Year	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
2008-09	\$75,000	\$2,340,000	\$128,000	\$75,000	\$75,000	\$187,905,000						
2009-10												
2010-11												
2011-12												
2012-13												

Capital Commitment Schedule Phasing Scenario B: Addition -> Renovation -> Field



Measurement Indicators

- ❖ Provide a framework to track progress
- ❖ Includes: GPA, appearances, graduation rates, debt coverage ratio, attendance
- ❖ Tool with a donor:
 - ❑ *How much of a stretch is the goal?*
 - ❑ *How will we identify success?*
 - ❑ *What mechanisms are in place to flag risks?*

Press Releases

- ❖ Exhibit commitment and buy-in
- ❖ Includes: Athletic department, President/Chancellor's office, cabinet resolutions, neighbor letters of support
- ❖ Tool with a donor:
 - Who are the key stakeholders?*
 - Who is supporting the project?*
 - Who approved the project?*

Similarly assess the Partner

Strategy

aligned mission?

show integrity

Patience

respectful?

discuss priorities

Preparation

thorough?

coordinate details (ex. paperwork)

Stewardship

reliable?

fully meet obligations

Support

stable?

not disappear

Passion

vested?

stay motivated



Amanda Braun
Director of Athletics
University of Wisconsin-Milwaukee



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Capital Projects

Case Study: Mixed Funding Sources

- ❖ University Support: project cost
- ❖ Private Donations: maintenance & operations endowment



Challenges

- ❖ Timing
- ❖ Messaging
- ❖ Justification



Susan Bassett

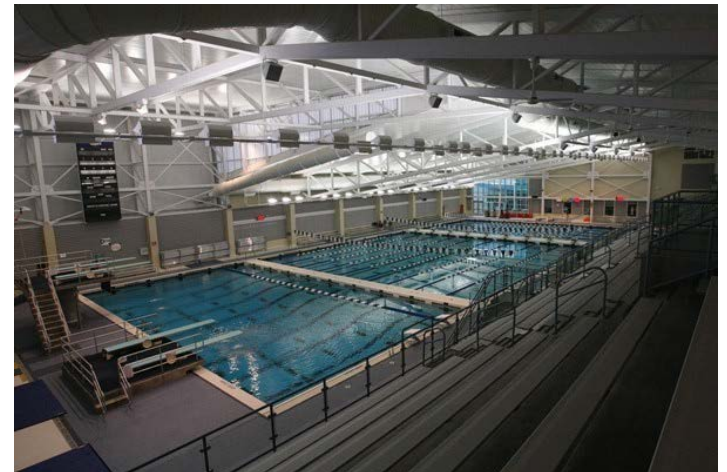
Director of Athletics and Recreational Sports
Ithaca College



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Ithaca College Athletics and Events Center

2011 ~ \$65.5 Million Dollar 180,000 sq. ft.



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52.5 Million Gift Table to Date

Gift Level	Gifts Required	Total Gifts FY02 - to Date	Total Dollars Required	Total Amount Received* FY02-09	Total Dollars Needed
\$26,500,000	1	1	\$26,500,000	\$38,000,000	(\$11,500,000)
\$7,500,000	1	1	\$7,500,000	\$0	\$7,500,000
\$5,000,000	1	1	\$5,000,000	\$5,060,000	(\$60,000)
\$1,000,000	4	3	\$4,000,000	\$4,060,000	(\$60,000)
\$500,000	5	3	\$2,500,000	\$1,810,100	\$689,900
\$250,000	14	4	\$3,500,000	\$1,276,800	\$2,223,200
\$100,000	20	9	\$2,000,000	\$1,036,929	\$963,071
\$50,000	18	3	\$900,000	\$200,969	\$699,031
\$25,000	14	12	\$350,000	\$350,732	(\$732)
Less than \$25,000	Many	Many	\$250,000	\$724,104	(\$474,104)
Total	Many	Many	\$52,500,000	\$52,519,634	(\$19,634)



Single Donor Funded Projects



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THANK YOU!!!!

Questions???



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