

## **Frequently Asked Questions Charitable Giving Campaign moving to March 2012**

University of Denver employees have a well-established tradition of philanthropy and commitment to the communities where they work and live. Every year DU employees generously participate in the voluntary DU Charitable Giving Campaign to provide help where it is needed most in our community. Many employees have favorite charities and community organizations they earmark for funding during the Charitable Giving Campaign. Others provide a general donation allowing our giving partners, Mile High United Way and Partnership for Colorado, to designate the funds to be used where they are needed most.

The DU Charitable Giving Campaign is traditionally held in November each year. The date of the upcoming Charitable Giving Campaign has been moved to March 2012 so that employees can participate in ASCEND: The Campaign for the University of Denver this fall. While a lot of thoughtful consideration has gone into this decision, we understand employees have questions about moving the Charitable Giving Campaign -- as well as questions about the ASCEND Campaign. The following FAQs are meant to help answer these questions:

### **Questions related to the move of the DU Charitable Giving Campaign:**

#### **Q: I don't understand why the DU Charitable Giving Campaign needed to be moved?**

A: As a non-profit organization that also relies on the generosity of donors, the University of Denver knows there is a lot of competition for community resources. The University doesn't want to overburden its employees by having two campaigns during the same time frame. As a result, we decided to shift the timing of the Charitable Giving Campaign. Participation in the 2011 ASCEND Faculty & Staff Campaign is another way that you can join together with your colleagues to show your support for the University and its vision for the future. Participation in the Charitable Giving Campaign helps to provide resources throughout the community where they are needed most. They are both a win-win for DU and the community.

#### **Q: When do my current Charitable Giving Campaign contributions end?**

A: Dec. 31, 2011.

#### **Q: With the campaign changing to March, when will my deductions begin and end?**

A: Deductions begin April 1 and run through December 31. If employees make the election in early March, then monthly paid employees would have their first deduction on the April 1, 2012 paycheck. Bi-weekly employees will have their first deduction on the April 13, 2012 paycheck. Monthly people will have their gift divided by 9 checks (the number of paychecks remaining in 2012) and the biweekly will have it divided by 19 checks.

#### **Q: Were United Way and Partnership for Colorado involved in conversations to move the annual campaign?**

A: Yes. The University had discussions with both Mile High United Way and Partnership for Colorado. They were supportive of the move.

#### **Q: Is this a permanent move to hold the Charitable Giving Campaign in March each year?**

A: Since the ASCEND Campaign will run through the University's 150 Anniversary in 2014, the Charitable Giving Campaign will be held in March until at least that time. Even though DU has traditionally run its Charitable Giving Campaign in November, we are not bound by any specific timing.

**Questions about Ascend: The Campaign for the University of Denver – Faculty & Staff Campaign:**

**Q: I support the University of Denver every day through my work. Why should I also give money to the university?**

A: The faculty and staff of DU are the core of our University. Every day, you make a difference by sharing your ideas, talents, and abilities. Your participation in the 2011 Faculty & Staff Campaign is another way that you can join together with your colleagues to show your support for the University and its vision for the future. This is an opportunity for those who spend their days at DU to invest in the future of DU.

**Q: Will there be a Faculty & Staff Campaign for the University of Denver every year now?**

A: The ASCEND Campaign will continue through the University's 150<sup>th</sup> Anniversary celebration in 2014. It is our hope that employees will be our partners in supporting the University's efforts to secure our future for the next 150 years. We plan to offer employees this opportunity to support DU each fall through the ASCEND Campaign.

**Q: I don't really understand why the University of Denver needs its employees to give to its ASCEND Campaign, isn't that just for alumni?**

A: The University of Denver is a non-profit organization. Dollar for dollar, the monies from tuition help the University meet its current financial obligations. The University relies on financial support from alumni, friends and employees to allow it to do things that make DU the great private University that it is. As a result, the funds it raises through ASCEND fuel capital projects like the Academic Commons, improve facilities, or provide scholarships and professorships, to name a few uses. Employees benefit from these opportunities because all of these factors make DU a great place to work. In addition, as your involvement with DU leads to a belief in the mission of the University, your financial support is another way you can make a difference. The commitment of the DU community is a strong vote of confidence in the future of DU.

**Q: What are the giving options for the ASCEND campaign? Is this a one-time ask? On-going through payroll deductions?**

A: You control how you want to give. You can make it an ongoing gift, such as a monthly payroll deduction, or you might give an outright gift of cash or check. Other ways to give include pledging a certain amount over an agreed length of time, making gifts of stock, making gifts of real property or establishing planned gifts such as bequests.

**Q: What does the ASCEND Campaign money go toward?**

A: Your gift, in any amount, is one way in which you can immediately help the University maintain the excellence of its students, faculty, and staff. Your support provides us with the flexibility to meet critical needs and capitalize on new opportunities as they arise. In years to

come, your ongoing gift support will enable the University to sustain excellence for future generations. Ultimately, you can designate your gift to the area or areas on campus that are most important to you – professorships, scholarships, your favorite varsity sport team or even the Academic Commons – the decision is yours.

**Q: Will ASCEND contributions be tax deductible?**

A: The University of Denver is a 501 (c) (3). Please consult your tax advisor for specific tax advice.

**Q: If I give a one-time cash or check gift, when would I receive a receipt for my gift?**

A: You will receive a tax receipt in the mail after your gift has been processed.

**Q: If I am giving a monthly or bi-monthly payroll deduction, when will payroll deductions begin? How long will the deductions be taken out of my paycheck?**

A: Employees paid bi-weekly will have their gift deducted from only the 1<sup>st</sup> paycheck of the month. Deduction forms need to be submitted by the 15<sup>th</sup> of the month in order to take effect the following month. Payroll deductions may remain active for a maximum of 60 months or five (5) years, however, you may set the deduction for a shorter amount of time (i.e. one year, six months, etc.).

**Q: Can I choose how my gift will help the University of Denver?**

A: You may designate your gift to any area of the University. The priorities of the ASCEND campaign include scholarships, faculty funds, program funds, and the Academic Commons. You can support a favorite department – even your own – or professorship, you can support our students by giving to scholarships, or you can make a gift to your favorite performing arts or varsity sports at DU. You may also choose to make a gift in honor of or in memory of another faculty or staff member or a family member or friend. Your gift directly benefits the area you select. Simply note your preference when you make your gift.

**Q: How will gifts to the ASCEND Campaign help the University of Denver?**

A: Giving to the Annual Fund is one of the best ways you can help the University of Denver because gifts are put to use immediately where they are needed most – such as helping students who are financially struggling receive scholarships to enable them to come to DU. Your support of the University through ASCEND will provide money for scholarships, student-led initiatives, and research that improves lives and leads to solutions. Gifts of all sizes are welcome.

**Q. Our employees and their families are struggling. How can we ask them to give?**

A. Often those who generously give are those who have received help – because they have seen firsthand the benefit. Each of us has the opportunity, through both the United Way Colorado Shares and ASCEND Campaign, to make a difference to our community.

**Q. If I stop working, what happens to my pledge – am I still on the line for the entire amount?**

A. Should you stop working, your payroll deduction pledge stops. Your pledge is made in good faith based upon your employment.

**Q. Will there be a special recognition given to Faculty & Staff Campaign participants?**

A. Faculty and staff who contribute to the campaign will receive a special delivery the week after they donate to mark their contribution.

**Q. How much should I give?**

A. Your gift should be of a size that seems appropriate to you. Even the smallest gifts make a difference. The simple fact that you are participating means a great deal to the University.

**Q. Where can I find more information?**

A. Please visit [www.du.edu/ascend](http://www.du.edu/ascend) and click Faculty and Staff campaign.