

10.1.1. Although The University of Tennessee enjoys major financial support from the State of Tennessee, much of its support comes from private donors who want to see the programs of the university prosper in special ways. Private giving is an important resource that makes possible a great variety of activities for which state appropriations are not available or sufficient. Gifts to the university make an enormous difference in the quality of academic programs and provide endowed professorships, scholarships and fellowships, library acquisitions, new programs and certain campus buildings. (In recent years, UTC has received several million dollars annually in private support from individuals, foundations and corporations.) A majority of these gifts are modest in size, but the sum constitutes a kind of voluntary support that creates a solid bond between the university and its alumni and friends. The faculty can play an important role in helping create and sustain this bond. For example, faculty members are encouraged to send appropriate acknowledgment letters to donors (in addition to letters from university officers), or annually to report to donors the progress of a certain project which the donor may have funded. Faculty often are called upon to speak to local civic organizations or groups, or to serve on programs for groups such as the UT Development Council or Chancellor's Roundtable.

The primary responsibility for the supervision and coordination of all *private* fundraising and other development activities at UTC lies with the Vice Chancellor for Development. Coordination and planning ensure that prospective donors do not receive unwarranted or inappropriate solicitations.

The Development Office is not responsible for proposals to state or federal agencies, nor for contracts between the university and private corporations. However, the Development Office and Office of Grants and Research cooperate on projects which might be funded through public agencies but which also have an appeal to potential private donors. As a rule, the Development Office is responsible for solicitations of individuals, corporations, private foundations and deferred giving prospects.

10.2.1. Requests for Fundraising Assistance

One of the major responsibilities of the Development staff is to provide assistance, consultation and advice on new or proposed fundraising projects. Questions about fundraising methods and practices should be directed to the Development Office.

Requests for assistance or ideas for fundraising should be discussed informally with the Development Office at an early stage. However, before any solicitation or submission of a formal proposal, the project should be discussed with, and approved in writing by the appropriate department head, dean and the Provost and Vice Chancellor for Academic Affairs. The Development staff brings such requests ultimately to the attention of the Chancellor and appropriate staff for review and approval before solicitation begins.

10.2.2. Gifts to the University

Recording and acknowledging gifts to the university is another responsibility of the Development Office. All private gifts received by departments, colleges, schools or other units, as well as copies of correspondence, memoranda and related materials, should be forwarded immediately to this office which will promptly acknowledge receipt of the gift. The Development Office sends reports to deans periodically, detailing gifts restricted by a donor for use in the respective college, school or unit. It is the responsibility of the deans in turn to notify appropriate department heads or faculty members of such gifts so that additional letters of acknowledgment may be sent.

10.2.3. Memorial Gifts

From time to time friends of deceased faculty and staff seek to honor them through memorial gifts. Some faculty or staff members are also honored at retirement by friends through special funds. Requests to initiate such funds should be directed to the Development Office which can assist in planning the memorial or honorary fund and coordinate an effective volunteer solicitation.

10.2.4. Deferred Gifts and Estate Planning

Many individuals have indicated their desire to aid the University of Tennessee at Chattanooga by including the institution in their wills or estate plans. Sound estate planning can enable an individual to maximize gifts to favorite charities while properly caring for members of the family and minimizing the impact of federal estate taxes and state inheritance taxes.

The UTC Development Office has a full-time staff member specializing in estate planning and deferred giving. Persons interested in examining the possibility of a deferred gift to the university should be directed to the Development Office.