



Funding the Cost of Fundraising

NIU donors understand the vital role private support plays in the life of our University and the profound impact it has on our students.

In FY20, more than 13,400 alumni and friends became philanthropic leaders at NIU by providing gifts to support our students. Their gifts provided more than \$3 million in scholarship support as well as \$6 million to enrich the Huskie experience.

The University has come to rely on private funds to help create a transformational learning environment, and increasingly, our donors have recognized that it costs money to raise money.

Public universities like NIU employ a variety of methods to support the increasingly important mission of private fundraising:

- using operating monies available to the University,
- using a small portion of each gift to help supplement fundraising costs (a gift fee),
- and using a modest portion of the endowment.

The NIU Foundation gift fee structure positions the NIU Foundation to be the strategic partner that NIU needs and deserves.

The gift fee is implemented as follows:

- When a donor makes an unrestricted gift, the NIU Foundation Board of Directors is responsible for ensuring the gift goes to the highest and best use. All members of the NIU Foundation Board are generous donors themselves.
- When a donor makes a gift to the University Scholarship Fund, 92.5% will go directly to student scholarships.
- If a donor wishes to support a specific campus program or another initiative, 85% of the gift will go directly to the named program or initiative.

The NIU Foundation gift fee structure provides the resources necessary to continue the important work of fundraising at Northern Illinois University.

The NIU Foundation pledges to its donors, and those who benefit from their generosity, to be a vigilant steward of donor gifts; to be judicious and efficient as we spend funds for development purposes; and to be transparent and ethical in the methods we employ to raise funds to support our students, faculty, and programs.