

# STRATEGIC PLAN 2010



INDIANA UNIVERSITY  
FOUNDATION

## *Executive Summary*

### **THE CHALLENGE**

For nearly seven decades, the IU Foundation has partnered with Indiana University and its friends and supporters to realize an American dream: that people of diverse economic and cultural backgrounds would have the opportunity to discover and develop their individual talents and to contribute to the advancement of society through outstanding public higher education. Indiana University is one of the top universities in the nation and is respected around the world; for it to remain so will require concerted and ongoing efforts on many fronts. IU's overarching goal is to move to an even higher position among its elite peer institutions. As State and federal resources are further stretched, IU looks more and more to the private sector for funding of its important initiatives.

### **MISSION**

The mission of the Indiana University Foundation is to maximize private-sector support for Indiana University so that IU is able to fulfill its mission and enhance its pre-eminent position among elite public universities.

### **VISION**

The Indiana University Foundation is, and will continue to be, a national leader among foundations and development programs in partnership with a leading institution of higher education. The Foundation aspires to be a model to others in performance, accountability, stewardship, and commitment to excellence.

### **KEY GOALS**

#### **GOAL 1: Fund Raising**

Increase private giving through IUF and IU at a 6% compound annual growth rate for the 2001 – 2010 planning period, resulting in raising a cumulative total of \$1.3 billion by 2010.

#### **Goal 1.5: Planned Gifts**

Increase private giving through newly documented planned gift expectancies at a 7% compounded annual growth rate for the 2001- 2010 planning period, resulting in

a cumulative total of \$292 million by 2010, as well as 1,000 newly documented expectancies and 122 “\$0” expectancies.

**GOAL 2: Number of Donors**

Increase the number of annual donors to 125,000 by 2010, a 25% increase and 2.5% compound annual growth rate over the planning period.

**GOAL 3: Total Voluntary Support**

Total Voluntary Support (private giving through IUF/IU, gifts to Riley Memorial Association, and nongovernmental research grants made to IU) is projected to grow at a compound annual growth rate of 2.12% over the planning period and will reach \$363 million by 2010.

**GOAL 4: Investment Returns**

Achieve investment returns that exceed the sum of the annual distribution, management and administrative fees, and the impact of inflation, calculated as a 5-year rolling average.

**GOAL 5: Investment Performance**

Perform in the top one-half of a peer group selected by the Investment Committee of the Foundation Board of Directors.

**GOAL 6: Invested Assets**

Increase the market value of invested assets from \$1.13 billion in 2001 to \$1.16 billion by 2010.

**GOAL 7: Operating Endowment**

Build an IU Foundation operating endowment of \$150 million by 2010.

**GOAL 8: IU President’s Fund**

Support the IU President’s Office with \$10 million in discretionary gift funds annually by 2010 to assist the University in achieving a pre-eminent leadership status among public universities.

**STRATEGY**

Our strategy is to undertake meaningful initiatives that build a broad base of diverse, long-term loyalty and financial support from students, alumni, colleagues, friends, corporations, foundations, and other organizations – globally. The key components of our strategy are:

**Partnerships**

Our success depends on building mutually beneficial, long-term relationships with key constituent groups important to the Foundation’s long-term success. These groups include: IUF Board, IU Trustees, senior administrators, development officers, business managers, faculty, students, young alumni, volunteers, parents, academic units, IU Alumni Association, Federal and State Relations, IU Research and the University Graduate School (RUGS), Athletics, and the Advanced Research and

Technology Institute (ARTI). Outside IU, key constituents are corporations and foundations, and community foundations.

### **Fund Raising**

The second component of our strategy involves delivering a pre-eminent capability in fund raising among all foundations and development programs at colleges and universities, in partnership with Indiana University development officers.

### **Investment Management**

Strategies include asset allocation, risk management, manager selection, outsourcing / in-sourcing staff, market opportunities, cost control, use of outside experts, partnering with Indiana University

### **Advocacy and Ambassadorial Support**

Its Board of Directors is one of the key strengths of the Foundation. The University may call upon its friends to take on an expanded role as the University seeks to recruit top faculty and students, develop flexible investment capital to enable it to respond quickly in taking advantage of opportunities, and make the University an acknowledged driver of economic development and quality of life in the State.

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*Copies of the complete planning documents are available from the Office of the President, Indiana University Foundation, 812-855-6679 or 800-558-8311, or via e-mail request directed to [iuf@indiana.edu](mailto:iuf@indiana.edu), in hard copy or electronic form. The Executive Summary can also be found on the IU Foundation web site at <http://iufoundation.iu.edu>.*

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