ENDOWED FUNDS
AN ENDURING GIFT FOR FUTURE GENERATIONS
There is no better way to create lasting opportunities at the University of Kansas than to establish an endowed fund. These funds provide the long-term investments necessary to ensure KU’s success.

Endowed funds can be used to recruit promising students, attract and retain renowned scholars, launch promising research, or any other purpose of your choice. When you establish an endowed fund, you enter into a partnership with KU Endowment. Our goal is to ensure that your gift can provide consistent support every year while protecting its value across the generations. Moreover, you have the satisfaction of knowing that your name—or the name of a friend, family member or favorite professor—will be remembered forever.

**HOW DO ENDOWED FUNDS WORK?**

We invest endowed funds together with a pool of similar funds, with the objective of generating a stable source of funding for the university’s benefit, now and in the future.

You can decide how to name the fund, for yourself or for someone you wish to honor. In some instances, you also can contribute to existing endowed funds.
WHAT PERCENTAGE OF THE FUND IS SPENT EACH YEAR?

KU Endowment uses a Constant Growth spending policy, where spending is adjusted annually by inflation, measured by the Consumer Price Index for All Urban Consumers.

The target annual spending rate of the Constant Growth policy is 5.5 percent of the market value, with:

- 4.6 percent out of 5.5 percent allocated to participating funds for current expenditure;
- 0.9 percent out of 5.5 percent allocated to KU Endowment as an administrative fee.

For example, a fund endowed with $100,000 would make about $4,600 available for use every year to the university.

To avoid potential under-distributions or unsustainable over-distributions relative to the current market value in any given year, the policy is subject to a 4.5 percent “floor” and a 6.5 percent “cap” of the trailing four-quarter average market value.

The spending policy may be modified by KU Endowment’s Executive Committee upon the recommendation of the Investment Committee to account for changes in market and economic conditions and the needs of KU.

HOW LONG DOES A FUND LAST?

Endowed funds continue to provide support in perpetuity. Our first endowed fund, established more than 100 years ago, is still purchasing books for the library in memory of an alumna.

WHAT CAN ENDOURED FUNDS HELP SUPPORT?

They can provide crucial support for a wide variety of purposes that enhance the university — scholarships, professorships, research, facilities, or another area of the donor’s choice.

$100,000 ENDOWED FUND

Invested in Long-term Investment Program
June 1988 — June 2017

TOTAL SUPPORT PROVIDED FOR THE FUND’S PURPOSE

$253,678

ENDING MARKET VALUE OF FUND

$230,163

*Past performance is not necessarily indicative of future performance. Performance is net of external investment-related expenses (e.g., managers, custodians and consultants) and spending policy distributions.*
**HOW CAN I CREATE AN ENDOWED FUND?**

You may establish an endowed fund in several ways:

- Donating cash;
- Donating securities, property or real assets
- Creating a planned gift such as a charitable gift annuity, charitable remainder trust or by making a bequest in your will;
- A combination of these options.

**GIVING STRATEGIES AND BENEFITS**

Whatever your objective, the chart below shows a variety of ways to meet both your financial goals and your philanthropic goals for KU.

<table>
<thead>
<tr>
<th>IF YOU WANT TO:</th>
<th>YOU SHOULD:</th>
<th>BENEFITS TO YOU:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give quickly and easily</td>
<td>Donate cash or securities <a href="http://www.kuendowment.org/givenow">www.kuendowment.org/givenow</a> <a href="http://www.kuendowment.org/securities">www.kuendowment.org/securities</a></td>
<td>Bypass capital gains tax; income tax deduction</td>
</tr>
<tr>
<td>Make an outright gift from your IRA</td>
<td>Contact your IRA administrator to make a gift directly from your IRA account to KU Endowment</td>
<td>Reduces your income and counts toward the annual required minimum distribution from your IRA</td>
</tr>
<tr>
<td>Support KU but benefit other charities too</td>
<td>Establish a donor-advised fund in the KU Endowment Charitable Gift Fund with an outright gift of $250,000 or more</td>
<td>Administrative convenience; cost savings; tax advantages</td>
</tr>
<tr>
<td>Gift a farm, home or other real estate</td>
<td>Donate the property to KU Endowment</td>
<td>Bypass capital gains tax; income tax deduction</td>
</tr>
<tr>
<td>Make a revocable gift during your lifetime</td>
<td>Name KU Endowment as a beneficiary in your will or living trust <a href="http://www.kuendowment.org/bequest">www.kuendowment.org/bequest</a></td>
<td>Lifetime control of assets; possible estate tax savings</td>
</tr>
<tr>
<td>Gift proceeds of a life insurance policy or commercial annuity</td>
<td>Name KU Endowment as a beneficiary</td>
<td>Possible estate tax savings</td>
</tr>
<tr>
<td>Avoid double taxation on retirement plan assets passed to heirs</td>
<td>Name KU Endowment as a beneficiary of your retirement plan assets</td>
<td>Avoids heavily taxed gift to heirs while providing for KU</td>
</tr>
<tr>
<td>Give your personal residence or farm, but continue to live there</td>
<td>Establish a retained life estate; ownership of your home passes to KU Endowment, but you retain occupancy</td>
<td>Lifetime use of home; income tax deduction</td>
</tr>
<tr>
<td>Supplement your income while providing for KU's future</td>
<td>Enter a charitable gift annuity contract with KU Endowment, under which we'll pay you a fixed amount annually <a href="http://www.kuendowment.org/annuities">www.kuendowment.org/annuities</a></td>
<td>Guaranteed fixed annual payments for life; income tax deduction</td>
</tr>
<tr>
<td>Create lifetime security for yourself or loved one while providing for KU</td>
<td>Establish a charitable remainder trust, which pays you income annually</td>
<td>Lifetime annual income; income tax deduction</td>
</tr>
</tbody>
</table>

[kuendowment.org](http://kuendowment.org)
WHAT TYPE OF INVESTMENT IS REQUIRED?
The investment amount required depends on the type of fund to be created. For some purposes, such as providing general program support for an academic unit or for a student award, a minimum $25,000 gift is sufficient. For undergraduate scholarships, the minimum gift is $50,000.

For endowed professorships or similar investments, the amount varies depending on the purpose of the fund and the academic discipline it is designed to support.

DO I HAVE TO DONATE IT ALL AT ONCE?
No, you can take up to five years. For example, annual installments of $10,000 over five years will endow a $50,000 scholarship fund.

HOW DO YOU INVEST AN ENDOWED FUND?
We pool all endowed funds together and invest them collectively as part of our Long-term Investment Program. Its asset allocations are diversified by asset class and within asset classes, with the intent to maximize returns and minimize volatility. Our investment and spending policies are crafted to make the most of upswings so that we can continue to provide steady, reliable support during down times. KU Endowment engages professional investment firms to manage the Long-term Investment Program.

TARGET ASSET ALLOCATIONS

- cash equivalents 1%
- corporate bonds 3%
- government bonds 5%
- opportunistic 7%
- emerging market stocks 8.5%
- private investments 12%
- U.S. stocks 13%
- global ex U.S. stocks 14.5%
- marketable alternatives 15% (hedge funds)
- real assets 21%

fixed income 9%

equity 91%

TOTAL MARKET VALUE OF LONG-TERM INVESTMENTS*

$1.44 Billion

* As of June 30, 2017
AN ENDURING GIFT
KU alumna Claudia Pendleton Johnson died in 1971, but she’s helping students today. Her husband, William Savage Johnson, was a longtime professor and chair of the English Department. Claudia Johnson established an endowed scholarship for outstanding female students. To date, it has provided support for 136 students.

CLAUDIA PENDLETON JOHNSON SCHOLARSHIP FUND

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original value, 1971</td>
<td>$15,664*</td>
</tr>
<tr>
<td>Scholarships awarded since 1971</td>
<td>136</td>
</tr>
<tr>
<td>Value of scholarships awarded</td>
<td>$115,323</td>
</tr>
<tr>
<td>Current value of fund</td>
<td>$86,850</td>
</tr>
</tbody>
</table>

*In the 1970s, the minimum amount required to create an endowed undergraduate scholarship was $10,000. Today, that amount is $50,000.