Summary:
The University of Mary Washington’s Office of Annual Giving is seeking applicants for the semester-long GIVE campaign. GIVE (Gifting to Initiatives of Virtue and Education) is a 3-month campaign initiative devoted to raising awareness and funds for organizations, academic initiatives, and research programs at UMW.

Any organization seeking to meet a fundraising goal, gain exposure for their initiative, and/or receive mentoring from campus and alumni connections should complete the following application and return it to the Office of Annual Giving no later than November 1st for the Spring Semester and April 1st for the Fall Semester.

Eligibility and Qualifications:
- Organizations must be affiliated with the University (either academic/research program or University recognized organization). **Projects may not be for profit.**
- All students currently enrolled and in good standing may apply on behalf of an organization or group.

Application Requirements:
- Contact Information (see attached)
- Proposal (see attached)

Selection Process:
A committee comprised of alumni and current students will review, rate, and discuss each application in accordance with a prefabricated rubric. Only one applicant will be selected, however, organizations are encouraged to apply for multiple semesters.

Deadlines:
Applications must be submitted (received by November 1st) via email to Lori Izykowski lizykows@umw.edu or through campus mail to:

ATTN: Lori Izykowski
Office of Annual Giving
1119 Hanover Street
Fredericksburg, VA 22401

*Applicants may be called to meet with the review committee.*

*Applicants will be notified of the committee’s selection by December 1st.*
Contact Information

Organization Name: ________________________________
Contact Person: __________________________ Email: __________________________
Role in Organization: __________________________ Phone #: _________________
Faculty Advisor: ____________________________ Faculty Phone #: _______________
Faculty Email: _______________________________

Name(s), Class Year, Email of Everyone Involved in Project:

Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Name: __________________ Year: _____ Email: ________________________________
Proposal Outline

Applicants must provide a proposal in order to be considered addressing the following:

1) Project/imitative title

2) Statement explaining your organization’s purpose and overall mission.

3) Within 2 pages, provide a project summary including goals and objectives, timeline, and what impact it will have on the UMW community.

4) Fundraising—include a description of your program’s monetary goals.
   a. Are you currently actively fundraising for this project (yes or no)?
      i. If yes, what is the total cost of the project? $___________
      ii. How much money have you raised so far? $___________
   b. How do you think the Office of Annual Giving will help you meet or exceed your goal?

5) Describe how you intend to use the funds raised. Outline a proposed project budget including supporting documentation (vendor quotes, rationale for expenses, etc.), and any funds you may already have allocated for the project.

6) If selected, your project will be displayed on the UMW website. Please briefly describe how you will promote and advertise your project to prospective donors (i.e. social media, social networks, etc.).
Terms and Conditions

The University of Mary Washington Foundation will maintain the account balances for the selected projects which have been designated the beneficiaries of private gifts. These monies must be used toward the stated intention and for no other purpose. Requests for funds may be made by the applicants’/club representatives with the approval from the faculty/staff advisor(s) of the club or organization and Lori Izykowski, Assistant Director of Annual Giving. A Request for Foundation Funds form must be submitted with approving signatures (applicants’/club representatives and the faculty/staff advisor(s) along with documentation (i.e. receipts, invoices, etc.) to support the payment. Representatives and the faculty/staff advisor(s) must attend a mandatory workshop, at the beginning of the fundraiser, for training on Requesting Foundation Funds.

Each project will be hosted on the GIVE Campaign website for the full term of the semester and then moved to the ‘Past Projects’ page for one full year after. If the project is not funded within the time allotted, donations will be distributed to the student group associated with the project to be used at their discretion (the students and their faculty or staff advisor), applying it toward the overall mission and purpose of the organization.

Students are responsible for promoting their own fundraiser via social media and on campus, preparing a special thank you message to donors (to be sent out by the Office of Annual Giving), and upon invitation, taking part in a student showcase event.

In coordination with the Office of Annual Giving, students must promote their project, prepare a special thank you message to donors, and upon invitation, take part in a student showcase.

Projects must be completed within one year of the close of a successful fundraiser. Multi-stage projects may be broken into multiple fundraisers if stages can be defined by a completed project, event, activity, or service.

The Office of Annual Giving reserves the right to decline any project based on content or discontinue an active fundraiser at any time due to any changes in the applicant’s eligibility status.