

AGENDA
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
SEPT. 21, 2012
TIME: 9:00A.M. ROOM: ORLANDO
FT. LAUDERDALE

1. Call to Order – *Geimann*
2. Roll Call – *Gratz*
 - a. Geimann
 - b. Leger
 - c. Gratz
 - d. Dubin
 - e. Aeikens
 - f. Albarado
 - g. Brewer
 - h. Brown
 - i. Carlson
 - j. Cross
 - k. Cuillier
 - l. Daniels
 - m. Ensslin
 - n. Evensen
 - o. Gillman
 - p. Jones
 - q. Ketter
 - r. Kirtley
 - s. Leeds
 - t. Lehrman
 - u. Levins
 - v. Limor
 - w. Maynard
 - x. McKerral
 - y. Porter
 - z. Pulliam
 - aa. Ralston
 - bb. Smith
 - cc. Volkmann
3. Report of the SDX Foundation President – *Geimann* [**page 1**]
4. Approval of Board Meeting Minutes – *Geimann*
 - a. April 29, 2012 [**page 5**]
 - b. July 18, 2012 [**page 10**]
5. Report of the SPJ President – *Ensslin* [**page 11**]
6. Report of the Treasurer – *Dubin*
7. Foundation Staff Report – *Vachon* [**page 14**]
8. SPJ Staff Report – *Skeel* [**page 15**]
9. Discussion items
 - a. Update on History book – *Leger*
 - b. Projects committee update – *Gillman*
 - c. Gift acceptance policy – *Skeel* [**page 23**]
10. Officer and Director Elections – *Geimann* [**page 31**]
11. Old/New Business
 - a. SPJ Elections update – *Geimann*
12. Adjourn

THE SIGMA DELTA CHI FOUNDATION

BOARD OF DIRECTORS MEETING

DATE: FRIDAY, SEPT. 21

TIME: 9 A.M. – NOON

ROOM: ORLANDO

MARRIOTT HARBOR BEACH RESORT



FOUNDED IN 1961, THE SIGMA DELTA CHI FOUNDATION IS DEDICATED TO ENSURING THAT THOSE WHO CARRY ON THE TRADITION OF A FREE PRESS ARE PREPARED FOR THE CHALLENGE. ITS GOAL IS TO SUPPORT THE EDUCATIONAL PROGRAMS OF THE SOCIETY OF PROFESSIONAL JOURNALISTS AND TO SERVE THE PROFESSIONAL NEEDS OF JOURNALISTS AND STUDENTS PURSUING CAREERS IN JOURNALISM.



SIGMA DELTA CHI
FOUNDATION

FOUNDED
IN 1961

MEMORANDUM

DATE: Sept. 21, 2012
FROM: Steve Geimann
SUBJ: PRESIDENT'S REPORT – FALL 2012
FOR: SDX Foundation Board of Directors

BUDGET, FINANCE

The Foundation's accounts have remained in excess of \$10 million for most of the past year, fluctuating in line with U.S. stock market gyrations. Just this month, the benchmark Standard & Poor's 500 Index reached a four-year high on encouraging news about the U.S. economy. That gain will translate to the Foundation's accounts as well.

A considerable amount of uncertainty remains ahead of the November election and the end of the year, when the expiration of Bush-era tax cuts and mandatory deficit-reduction spending cuts create a fiscal cliff. With new jobs being added at a less-than-optimal pace, investors – and stocks – may continue to gyrate. It's impossible to predict what's ahead, especially in a global economy when the crisis in Europe, especially Greece, has ripple effects through all markets. A Greek pharmaceutical salesman for 17 years who lost his job amid 24 percent unemployment now mops school floors in Sweden.

For now, our accounts are faring well amid the fluctuations. Treasurer Howard Dubin keeps a keen eye on the balances, and the markets, and is in regular consultation on steps we need to take.

The S&P 500, which has rebounded 11 percent from a five-month low in June powered by gains by energy, technology and financial companies, early this month was 8 percent below its record high reached in October 2007.

From our accounts, this year we approved \$327,666 in grants to SPJ – for the National Convention, Mark of Excellence staffing, SPJ chapter programs, a Communications Committee educational video project – and the Student Press Law Center. We approved \$3,200 for the Charlotte Pro Chapter to hold a seminar for journalists covering this month's Democratic National Convention.

JEAN OTTO DONATION

The generosity of longtime journalism advocate Jean Otto, first female president of SPJ and leader in the Foundation for many years, has continued more than a year after her death in Milwaukee just over a year ago at age 86.

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This year, Jean's estate donated \$25,000 to the Foundation.

Many of us knew Jean, some served on the board with her, some tussled with her over changes in SPJ bylaws to make it easier for members to run for the leadership ladder. I was lucky enough to also work alongside her on the First Amendment Congress, a multi-group organization with one mission: be a champion for free speech and free press.

The donation from her estate has created a lasting legacy for her dedication and commitment for journalism, SPJ and our democracy.

PROJECTS COMMITTEE

Projects Committee Chairman Todd Gillman has, in between political speeches, conventions and campaign spending reports, started to work on some projects we, the Foundation, can undertake and support journalism.

During the summer, Todd, associate executive director Chris Vachon and I had a telephone discussion about several ideas, including plans for a fellowship dedicated to exploring data/visual journalism and a plan to corral the reporting resources of SPJ student and professional members to report on our profession.

Both ideas are in a nascent stage. I look forward to further discussion under new President Robert Leger.

PULLIAM AWARDS

Philadelphia Daily News editorial page editor Sandra Shea will research poverty and the toll it takes on Americas, by engaging with the poor to create a collaborative, multimedia program of pictures, video and stories. As the Pulliam Editorial Fellowship recipient of \$75,000 award, Sandra plans to travel, equip story tellers with cameras and even iPads to let those living in poverty show others what it means.

"That poverty is a scam, an enviable path to easy living where the government subsidized your cable TV is an oddly persistent myth," Shea writes. "I do believe that such myths persist because the poor remain largely invisible, and are effectively banished from the public conversation."

Shea was among 96 applicants to for the fellowship. By my count, about three dozen were from daily or weekly newspapers. In contrast, when I took over as Foundation president our applications were fewer than a dozen.

Carol Marbin Miller of the Miami Herald won the Pulliam First Amendment Award for three decades of reporting on the Florida social services system, and its failings and abuses for the young and old. Marbin Miller last year used requests for public documents to expose deplorable conditions in assisted-living facilities across Florida and he death of a young girl in foster care after repeated complaints about her conditions.

David Lawrence Jr., the former publisher of the Herald and a longtime leader in the newspaper industry, called Carol one of the five best reporter-writers with whom he's ever worked. "She is

accurate, fair, with an abundance of energy to report and write stories that make a difference in people's lives." Lawrence wrote.

Carol's stories resulted in Florida's Legislature passing six laws, the empanelling of grand juries to investigate waste and abuse and formation of statewide task forces to report on issues. Managing Editor Rick Hirsch said, "For decades, as Florida's preeminent social service reporter, she has been the voice of this state's poor, neglected, disabled and poor."

Her story, *Neglected to Death*, about horrible conditions in Florida's extended care industry, was a finalist for the 2012 Pulitzer Prize and won the James Batten Award for Public Service Journalism in Florida.

FUNDRAISING LANDSCAPE

The slow U.S. economic recovery is holding down contributions from large corporations and hindering a rebound of donations from private sources, reports showed.

Little improvement is expected in 2013 among big corporate donors after philanthropic donations rose 4 percent last year, according to a study of 117 corporations by the Chronicle of Philanthropy. More than 7 in 10 corporate leaders anticipate budgets will be unchanged for this year, with 27 percent suggesting larger donations, the Chronicle reported July 26.

The top 10 corporate donors in 2011 were banks, brokerages, energy companies and retailers. Wal-Mart Stores Inc. ranked at the top, with almost \$960 million in donations, with 36 percent in cash. The listing excluded newspaper or broadcast companies. Google Inc., an EIJ sponsor in the past, made \$115 million in donations in 2011, and expects to maintain the rate for the current year, according to the newspaper's survey.

Non-profit foundations increased giving 2 percent last year, to \$46.9 billion, according to the Foundation Center. The Bill and Melinda Gates Foundation accounted for most of the increase; excluding its total for last year would have produced a 3 percent decline.

The annual report of Giving USA, which tracks U.S. philanthropy, showed donations from private sources rose 0.9 percent in 2011, reflecting the effects of the national recession. Total charitable gifts rose 4 percent to \$298.4 billion from about \$286.9 billion the year before, with gains for international affairs, education, public and society benefits and arts and culture. Declines were reported for religion, human service and health groups.

INDUSTRY TRENDS

Advance Publications Inc. is scaling back printing of two more daily newspapers. Harrisburg Patriot-News in January will print three days a week, down from seven, while the Syracuse Post-Standard will reduce home delivery to three days and maintain smaller editions on Tuesday, Thursdays and Sundays. Advance has scaled back production at the Times Picayune in New Orleans, and in Alabama and Michigan. "This is an irreversible trend," Syracuse Publisher Stephen Rogers said. "We either adjust, or we perish."

The Ford Foundation gave \$500,000 to The Washington Post to shore up its reporting on

government accountability, part of the foundation's expanding effort to help newspapers with their reporting efforts. The Post is hiring Mike Sallah, a Pulitzer Prize-winning reporter and editor with the Miami Herald, and expects to hire additional journalists with the Foundation grant. The Los Angeles Times received \$1 million in May, and plans to expand coverage of immigration, ethnic communities and issues related to the prison system.

Warren Buffett's Berkshire Hathaway Inc. is buying up U.S. newspapers. Buffett's latest acquisition, Lee Enterprises Inc., owner of newspapers in the U.S. Midwest and West Coast, jumped the most in more than four months after Berkshire disclosed owning 1.66 million Lee shares, valued at about \$2.12 million. Buffett bought the Omaha World-Herald last year and in May agreed to acquire 63 Media General Inc. papers, including the Richmond Times-Dispatch. "Our job is to reign supreme in matters of local importance," Buffett wrote to publishers and editors of Berkshire's daily papers.

FULL PARTICIPATION

We did it!

We have full participation by the SDX Foundation's elected directors in giving. As I've said in previous years, a well-functioning Foundation board requires a financial commitment from each director. For the future, I want to encourage all the three-year directors to keep the Foundation in their giving plans for the year. This can be a donation made when you renew your membership, or by check or website "donate" button.

When asking others to invest in our projects, is critical that we show 100 percent participation. Let me know of your concerns or issues.

Thank you.

MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
APRIL 29, 2012
INDIANAPOLIS WESTIN HOTEL

MEETING CALLED TO ORDER

With President Steve Geimann presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 9 a.m. Sunday, April 29 at the Westin Hotel in Indianapolis.

ROLL CALL

In addition to Geimann, the following board members were present: Vice President Robert Leger; Secretary Irwin Gratz; Treasurer Howard Dubin; Directors Dave Aeikens, Sonny Albarado, Fred Brown, David Carlson, Al Cross, George Daniels, John Ensslin, Jay Evensen, Todd Gillman, Jane Kirtley, Al Leeds, Sally Lehrman, Hagit Limor, Gordon "Mac" McKerral and Neil Ralston.

Staff members present included Executive Director Joe Skeel and Associate Executive Director Chris Vachon and Chapter Coordinator Tara Puckey.

SDX FOUNDATION PRESIDENT'S REPORT

SDX Foundation President Geimann reports the endowment was up to \$11.8M as of the end of February. The value is up about 8 percent for the first two months of the calendar year.

Geimann also reports that Vachon's new role as Associate Executive Director of the Foundation will be to identify and cultivate new funding partners. This will help the Foundation have a larger impact in the journalism landscape.

Geimann shared progress of Pulliam Editorial Fellow Mark Woods, from the Florida Times-Union. Woods is writing about the national parks system, but was thrown a curve ball when his mother fell ill. Geimann said Woods has no plans to abandon the project.

FISCAL YEAR 2013 BUDGET

Controller Jake Koenig shared the process of how the Foundation's budget comes together. Skeel then shared some highlights, noting that the presented budget was approved by the Foundation finance committee.

There was discussion about the Pulliam Editorial Fellowship fund, and how to best use any "excess" money that isn't slotted for the annual fellowship program. No action was taken.

Upon proper motion and second by Limor and Aeikens, respectively, the board approved the Fiscal Year 2013 budget.

MINUTES

Two corrections were made to the minutes from Sept. 26, 2011 meeting. The errors included a misspelling of Beverly Kees name and Limor was referred to by first name only.

Upon proper motion and second by Gratz and Limor, respectively, the board approved the meeting minutes from Sept. 26, 2011 and Dec. 13, 2011.

SPJ PRESIDENT’S REPORT

Ensslin shared an update from SPJ’s board of directors’ meeting, which took place the previous day.

- The board supports the idea of pursuing international journalists as members, albeit cautiously. The Society’s international journalism committee will be working on a resolution that can be presented to the SPJ board in September.
- Headquarters has been tasked with developing a plan to create institutional memberships. The goal is to get SPJ’s culture into newsrooms around the country.
- Jennifer Peebles of the digital media committee is working on an interactive timeline of SPJ history, which uses graphics and timelines that visitors can click through when visiting SPJ.org.
- An update was provided on SPJ’s new online election process and accompanying campaign/election guidelines. Discussion centered around a guideline that states “current national SPJ board members should remain neutral on all elections.”

A discussion ensued whether the SDX Foundation board of directors should adopt a policy on campaigning for Society board candidates.

Carlson made a motion that “members of this board shall not actively campaign in SPJ elections.” A second was provided to Carlson’s motion (although the name of the individual was missed for the purpose of the minutes). Discussion ensued.

Upon proper motion and second by Cross and Aeikens, respectively, the board voted to table the motion.

Upon proper motion and second by Aeikens and Cross, the board voted to instruct the president to create a committee to study SDX Foundation board member involvement in SPJ elections.

TREASURER’S REPORT

Dubin shared that the finance committee is evaluating all of its investments, one by one, and selling those that haven’t performed.

GRANTS AND AWARDS COMMITTEE

The Grants and Awards Committee recommends that SDX fund the following projects:

SPJ Training Place.....	\$186,342
SPJ 2012 National Convention.....	\$85,475
SPJ Mark of Excellence awards staffing.....	\$27,201
SPJ Chapter Programming grants.....	\$5,523
National Freedom of Information Coalition.....	\$10,000
Student Press Law Center.....	\$6,925
SPJ Communications Committee	\$3,000

Greater Charlotte Pro Chapter.....\$3,200

Total grants awarded.....\$327,666

Upon proper motion and second by the committee and Ralston, respectively, the board approved the funding the above projects.

The Grants and Awards Committee also discussed a grant request from Casey Bukro for the Ethics Advice Line. The request was filed on time, but misplaced during staff transition. It was brought to the attention of the committee two days before this meeting.

Upon proper motion and second by the Kirtley and Brown, respectively, the board approved sending the request to the Grants and Awards Committee, who would then share it with SPJ's Ethics Committee. If necessary, the request will come back to the full board after being vetted by both committees.

FOUNDATION STAFF REPORT

Vachon shared that the focus moving forward, as a result of the Foundation staff change, will be the continuation of efforts to raise money from individuals and to develop relationships with like-minded journalism funders.

Vachon has already had discussions with the McCormick Foundation, Google, Center for Social Media Studies at American University and Reynolds National Center for Business Journalism.

She also shared that the Foundation's most successful program is the handwritten letter campaign. Leeds suggested that we ask the fundraising firm to ship the final letters to headquarters before mailing. This way, he said, they will have an Indianapolis postmark.

In addition, staff has worked over the past six months to clean up some dormant accounts on the Foundation's books.

- Following a board vote in New Orleans, we eliminated the ethics fund.
- We will soon move money to SPJ and eliminate the Speaker's Bureau account. Research shows the money was intended to be a pass-through from the onset. John Ensslin is working to revive this project.
- Staff worked closely with the family of Beverly Kees to resolve that account. In the end, the Foundation eliminated the account and cut a check to the University of Minnesota, where the school (of which Kees was an alum) will give scholarships in her name.

SPJ STAFF REPORT

Skeel shared that Tara Puckey has been hired full-time to focus on chapter building and chapter leader support. She will also be part of the communications team.

Skeel provided a brief recap of the major projects that have taken place since the spring 2011 meeting:

- Met last April at HQ with an idea to build-out the space on the second floor and lease it. Now have a tenant moving in today.
- Hosted a breakfast at AEJMC for SPJ's campus advisers.
- Researched, tested and selected online platform for SPJ's new election system.
- Seamlessly implemented SPJ's first dues increase since 2002.
- Worked to secure early adopters of our awards contest platform. As of today, four have purchased it and used it for their contests in early spring.
- Took on NAHJ as a client, providing back-office membership and bookkeeping.
- Conducted our first joint convention with another journalism organization.
- We lamented the worthlessness of our database and chapter rosters. Today...
 - We have a video tutorial for leaders on how to use those rosters.
 - We hired a part-time person to work on bad addresses to ensure correct contact information.
 - Fired our old database consultant and hired a new one. Expectation is to launch upgrade in May.

Skeel shared that the SDX Awards banquet will take place in Washington, D.C. this summer. Lehrman suggested staff investigate the possibility of making the dinner a fund-raising event. Because national award winners will convene in one place, Cross suggested piggybacking a training program on to the weekend.

HISTORY BOOK

Aeikens shared the background on the Foundation's most recent attempt to have SPJ's history recorded in book form. He then shared the Grants and Awards Committees recommendation on moving forward with the project, which follows:

- *Authorize this committee to negotiate parameters with Marion Street, with a contract to be executed by vote of the executive committee, or, if the board prefers, by the full board in a conference call.*
- *Appoint an editorial advisory committee to provide guidance to the authors. It should consist of leaders active at key moments in the past 28 years, and therefore should not be limited to members of the SDX Foundation board.*
- *Decide the source of funds to pay the authors, with the understanding that the two installments could come in separate fiscal years. We urge against having the funding come from the grants budget, which should be reserved for grants to non-profit groups and their projects.*

Upon proper motion and second by Leger and Aeikens, respectively, the board approved allowing the Grants and Awards committee to develop an advisory committee that will negotiate parameters with Marion Street Press and provide guidance to the authors. The full board will review the contract at a yet-to-be scheduled summer virtual meeting.

BOARD MEMBER ELECTIONS

Terms for the following board members will expire in September 2012:

- Todd Gillman
- Irwin Gratz
- Alex Jones
- Bill Ketter
- Al Leeds
- Robert Leger
- Clint Brewer

Geimann shared his belief that the SDX Foundation board has grown too large, and that he will be stepping off the board once his term expires. Others questioned whether or not the board was hindered by its size.

CONVENTION UPDATE

Vachon provided updates for 2012 in Ft. Lauderdale, 2013 in Anaheim and 2014 in Nashville. Discussion focused on the schedule for the 2012 conference.

WHISTLEBLOWER POLICY

Skeel shared the need for the organization to have an internal whistleblower policy, and explained that SPJ's board of directors had already voted in favor of the proposed policy.

Upon proper motion and second by Kirtley and Dubin, respectively, the board adopted the proposed whistleblower policy.

GIFT ACCEPTANCE POLICY

Skeel presented a sample gift acceptance policy, asking the board for direction on whether it wished to have such a policy. The Foundation's independent audit firm recommended that such a policy be adopted. However, there is no requirement to have one.

Skeel was instructed to search for existing SDX Foundation gift-acceptance policies and report back to the board in September, with a more concrete plan of action.

SPJ ELECTIONS

A discussion was held regarding the roles SDX Foundation board members should play in SPJ elections. Some felt the Foundation should adopt a policy that would prevent SDX Foundation board members from campaigning for particular SPJ candidates. Others felt this could be a violation of free speech, and that their opinions could help others make an informed decision.

President Geimann appointed an advisory committee to look into whether the SDX Foundation should adopt a campaign policy. The committee, made up of Limor, Cross, Aeikens and Gratz, was given a deadline of June 1.

ADJOURNMENT

Upon proper motion and second by Carlson and Ralston, respectively, the board voted to adjourn the meeting at 11:32 a.m., Sunday, April 29, 2012.

MINUTES
MEETING OF THE BOARD OF DIRECTORS
SIGMA DELTA CHI FOUNDATION
JULY 18, 2012
CONFERENCE CALL

MEETING CALLED TO ORDER

With President Steve Geimann presiding, the meeting of the board of directors of the Sigma Delta Chi Foundation was called to order at 3 p.m. Wednesday, July 18 via conference call.

ROLL CALL

In addition to Geimann, the following board members were present: Secretary Irwin Gratz; Treasurer Howard Dubin; Directors Dave Aeikens, Sonny Albarado, Fred Brown, David Carlson, Al Cross, Dave Cuillier, John Ensslin, Todd Gillman, Alex Jones, Al Leeds, Hoag Levins, Hagit Limor, Gordon "Mac" McKerral, Sue Porter, Neil Ralston and Kevin Smith.

Staff members present included Executive Director Joe Skeel and Associate Executive Director Chris Vachon.

ELECTIONEERING

A committee led by Dave Carlson discussed a policy covering SDX Foundation board members' role during SPJ officer and director elections.

The committee concluded a policy wasn't needed and offered the following guidance statement:

"Sigma Delta Chi Foundation board members are cautioned against actively participating in SPJ election campaigns."

The board discussed the definition of "actively participating" and the value of adding a disclosure clause to the statement.

After discussion and upon proper motion and second by Aeikens and Dubin, respectively, the board adopted the guideline statement.

HISTORY BOOK PROPOSAL

Skeel discussed his most recent conversation with the Marion Street Press owner, Jim Schuette and the board reviewed the contract.

The board discussed the promotion of the book as well as the control over future reprints.

After discussion and upon proper motion and second by Leger and Brown, respectively, the board approved acceptance of the contract.

ADJOURNMENT

Upon proper motion and second by Gillman and Gratz, respectively, the board voted to adjourn the meeting at 3:42 p.m.



SINCE 1909

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MEMORANDUM

DATE: Sept. 6, 2012
FROM: John Ensslin, President
SUBJ: President's Q4 Report
FOR: SPJ Board of Directors

MEMBERSHIP

Our Membership committee launched a month-long national membership drive on Sept. 4. The key component is convincing individual members to reach out to at least one other prospective member in an effort to get them to join.

Our membership numbers continue to run remarkably consistent, just slightly ahead of where we were last year at this time.

ADVOCACY

I wrote a letter on behalf of the staff of The Daily Helmsman, the campus paper for the University of Memphis. The paper's budget was cut by one-third, more than any other program on campus, following a series of controversial stories.

We argued that it appeared the cut had more to do with editorial content than austerity. The University's president agreed and restored full funding to the newspaper.

I also wrote a letter of support for the staff of the Red and Black, the independent student newspaper at the University of Georgia. The students walked out of the newsroom to protest a series of actions that curtailed their editorial independence.

By using social media and their own journalism skills, the students on their own accomplished a rare feat – they convinced the management of the paper to accept their demands within four days of the walk-out.

COMMUNICATIONS

I wrote nine Freedom of the Prez columns and plan to write at least two more later this month.

To date, the blog has drawn nearly 6,000 pages views. The best read post this quarter was my answer to Michael Koretzky's critique of SPJ's response time to the Red and Black controversy.

I was interviewed by a radio station seeking comment on a state law that would limit the ability of journalists to serve as public witnesses to executions.

I also did a one-hour interview with long-time SPJ member and late night radio talk show host Jim Bohannon on the topic of covering the Aurora theater shootings.

ETHICS

Our committee has produced three more position papers on the topics of accountability, anonymity and reporting on grief and victims. Watch for their release soon.

This brings to a total of seven the number of position papers the committee has issued thus far, elaborating on some of the topics contained within our code of ethics.

FREELANCE

The Freelance Committee is on the verge of completing a Freelancers Guide with the aim of producing an e-book.

INTERNATIONAL JOURNALISM

The Committee crafted a strategy that SPJ can use if the board decides to endorse actively seeking to recruit members from outside the U.S.

VIRTUAL TOWN HALL MEETINGS

I conducted meetings online with members from 11 of our 12 regions. While attendance at these sessions was generally small, I found the conversations incredibly helpful. I plan to do the final town hall meeting with Region 2 later this month.

VOLUNTEERS OF THE MONTH

I completed this program by honoring members from Regions 1, 8 and 11. I'm looking for a way to acknowledge this group of 12 outstanding volunteers at some point during the convention.

TRAVEL

I attended and gave a talk to an excellent SDX-funded program hosted by our Charlotte chapter, where about 50 journalists learned valuable skills that they put to use while covering the Democratic National Convention.

I attended and took part in an inspirational program in Hollywood, Fla., called Will Work For Food. Sponsored by the South Florida Pro Chapter, this Labor-Day-weekend event brought together 23 college journalists who worked 36 intense hours reporting and writing and editing a newspaper for a homeless shelter

This weekend, I'll be travelling to Greencastle, Ind., to meet with a group of 20 college journalists at DePauw University who are interested in reviving a chapter on the campus that was the birthplace of Sigma Delta Chi, the forerunner of SPJ.

PROFESSIONAL DEVELOPMENT

The committee will broadcast its first webinar on Sept. 13 on how to best use mobile devices as reporting tools. This will be our second SPJ webinar this year. The Digital Media committee is working on a third for later this year.

SOCIAL MEDIA

Jennifer Peebles has finished work on an interactive timeline that will enable visitors to SPJ.org to explore our rich history with graphics and texts that she had loaded into an online program.

Jennifer says we will be able to throw the switch on this program before the convention. She also has expressed an interest in continuing to add to this timeline in the year ahead.

We've started an SPJ Tumblr blog, which will allow us to curate news stories and call attention to news that affects our core issues of diversity, freedom of information, ethics and training.

STUDIO SPJ

We produced five programs on our Internet radio station with a sixth scheduled for later this month. Holly Fisher hosted four programs, three featuring journalists who won SDX awards and one previewing our national convention.

Sarah Bauer and Holly Edgell also produced programs on our membership drive and the one-member, one vote election.



SIGMA DELTA CHI
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MEMORANDUM

DATE: September 7, 2012
FROM: Chris Vachon, Associate Executive Director - Foundation
SUBJ: Foundation Staff Update
FOR: SDX Foundation Board of Directors

The Foundation can proudly say every member of its board has made a donation. Additionally, 87 percent of the SPJ board and all but one staffer contributed.

The fiscal year 2011-12 (Aug 1, 2011-July 31, 2012) produced contributions totaling \$45,175 from 273 gifts, averaging \$165.50 per gift.

Comparing FY11-12 to the prior fiscal year, we saw an increase of 30 percent in contributions. The bequest from Jean Otto certainly helped in this area.

As was reported at the spring board meeting, there is a new focus of the Foundation staff: Pursue partnerships with like-minded organizations in order to maximize professional development for journalists.

Since April:

- We had several telephone calls with Eric Newton of the Knight Foundation, leading to a grass-roots pilot project taking place at EIJ12. The goal is to create an atmosphere where journalists and South Florida community leaders can interact. Our goal would be to reproduce this program (with Knight's help) around the country at various SPJ events. Community engagement is paramount to media credibility
- We have had a few conversations with Poynter about creating a training partnership. There is one gap we haven't been able to close yet, however: Participant cost to attend the training program. They want/need to charge their usual fee (this is their revenue model) and SDX Foundation typically doesn't charge those types of registration fees—believing instead to underwrite program costs with grants. One idea we have considered is SDX and Poynter putting together a joint grant request.

As the roles at headquarters continue to evolve, we expect more of these conversations to take place. And we will return more attention to individual giving programs.

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SIGMA DELTA CHI
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MEMORANDUM

DATE: Sept. 7, 2012
FROM: Joe Skeel
SUBJ: Staff Report
FOR: SPJ and SDX Foundation Board of Directors

What follows is a culmination of reports from various staff members. It is meant to bring you up to date and, in some cases, give you a glimpse of where we are headed in the near future. As always, please let me know if you have any questions.

STAFFING

I'm sad to report that after four years, Rhonda Harris will be leaving SPJ. She got "an offer she couldn't refuse" and will become the business manager where her sons attend school. Her last day with SPJ will be Sept. 21.

I have already posted the bookkeeper position and have received overwhelming response. After the conference, filling this position will be a top priority.

In other staffing news, we continue to adjust roles and responsibilities for most staff in an effort to address two of the organization's largest weaknesses: chapter support and outside funding. We will continue this evolution well into the future. It is a slow process that will take months, not weeks.

DATABASE UPGRADE

I'm pleased to report that the long-awaited upgrade is complete. Once we return from the conference, we will give it one last week of hardcore testing before making it live. Look for this to launch in October.

This upgrade is the first step in implementing automatic renewals. The goal is to create an option for members to have their accounts (or credit cards) auto debited each month. Anecdotal responses to this concept reveal it will make membership more affordable and will likely lead to fewer people letting their membership lapse. This cost to make this happen is likely in the \$7,500 range.

LEASING

As you know, the second floor of 3909 has been occupied since May 1. Because the lease agreement allowed for their first four months to be free, we collected our first payment on Sept. 1. Serving as a landlord has required some time (minor repairs, mostly), it hasn't become a burden.

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FINANCES

Generally in this space I provide a financial update. But because of the way the calendar fell this year, I will have to provide those on site. As of this writing, Jake has had just one day to work on the year-end process. Although the year closes on July 31, we can't start closing the books until the end of August. This allows for all of the bills related to the prior year to come in. Aug. 31 was Friday, and Jake's first day in the office after this cut-off date was Sept. 5.

CHAPTERS/MEMBERSHIP – By Tara Puckey

As the new staffer dedicated entirely to chapters, I worked hard over the past five months to connect with chapters around the world and help them on several fronts:

- Addressed questions and concerns about finances, particularly IRS (ick) questions, and produced a Prezi presentation on financial best practices for chapters
- Helped chapters plan programming and find key tools to build chapter membership or sustain their numbers
- Sent materials to chapters for use in promotional drives (folders, Quills, Code of Ethics cards, membership brochures)
- Guided members interested in starting chapters from Nebraska to the British Virgin Islands, Cairo and Toronto
- Provided chapter leaders with essential tools and tips through the Leading Edge, highlighting some great things other chapters are doing for inspiration
- Started analyzing annual and quarterly reports to identify chapters in "trouble" and reached out to assist in any way possible

Connecting with chapters has been a big priority in recent months. In addition to the Leading Edge email blast to chapter leaders once a month, the blog is updated almost weekly. The Society now has an active Pinterest page which highlights great topics – Cool Chapters, History of SDX, Social Media, Journo Training, Journo Stuff and award winners, to name a few. We also have a presence on Instagram, making it easier for members to see what HQ is like, what our training programs are like and, most importantly, to document events like EIJ12 in a fun and interactive way.

Beyond social media, we've used traditional methods to keep in touch with our members as well. We searched through life members and contacted them by phone and postal mail to upgrade our database and make sure they're receiving the latest information. Returned renewals are emailed and then called, making sure the message gets through to them one way or another.

This year, the Chapter Grant program has been revamped. Applications are now accepted on a monthly basis, awarding \$500 to chapters from August through May. Because of the new process, chapters are able to put together a more complete proposal and HQ has the ability to review unused funds at the end of the program to distribute to additional chapter programs at the end of the year (May). The committee now reviews proposals online through a group communication tool called Wiggio. It's worked perfectly so far, eliminating the need to schedule a phone call that suits everyone and giving committee members the availability to review the materials at their convenience.

Where we are headed

In an effort to give chapters more resources at their disposal, we're giving the "SPJ Store" a facelift. The current store has only a few items for chapters to purchase to use as prizes, giveaways or incentives. In the coming year, the store will provide more products at better prices and be more accessible to chapters and members. We're also working hard to provide more resources for chapters directly from national.

Because chapter leaders need all the tools they can get their hands on in a quick and easy fashion, we'll be adding more features to the Tools for Leaders section of SPJ.org. I'm devoting a serious amount of time to compiling a list of programs and sharing them in an interactive format through videos, pictures and resources such as flyers and marketing materials that other chapters have already created. I'll also be compiling our info for leaders from multiple sources (the website, Scripps, chapter leader sessions, etc.) into a manual just for chapter leaders.

The big picture, ultimately, is to connect with more chapters to find out why our successful chapters are successful and use that information to help our struggling chapters. It's an ongoing and fluid process, but one that is well worth the work.

EDUCATION – By Scott Leadingham

This year yielded several important notable steps in the evolution and history of SPJ and its training efforts.

Quill

2012 brought the beginning of Quill's 100th year of publication (which lags the Sigma Delta Chi/SPJ founding by three years).

The first issue of 2012 – marking Quill's 100th year – was muted on purpose (as Quill dedicated a "Centennial Issue" in 2009 for 100 years of SPJ). However, it did recognize the occasion and allowed space for some inevitable "next 100 years" envisioning. Quill is available on the Web (in limited form) and in a digital e-magazine. But there is still much more that Quill and SPJ can and should do moving forward.

Quill has been primarily a membership magazine for most of its existence, but has had different editorial focuses. The current focus is on training and "tips and tools" rather than long-form, in-depth and trend-oriented media reporting available from other publications like CJR and AJR. In this sense, it is less academic and more "hands-on." This is why it fits in to SPJ's training and education area.

But Quill should play a more active role in training and education under the SPJ umbrella than it currently does. Though with a limited web presence and digital edition, the bulk of "eyeballs" for Quill content comes from print. Quill's visibility and reach goes, for the most part, where the membership does, since Quill circulation is so directly tied to membership. So as SPJ membership dips or stagnates, so does Quill's reach, and ultimately SPJ's "brand" identity drops. Translation: Quill content could reach wider audiences, and that would be good for SPJ. What does this mean? That Quill is still a good source of information and education for SPJ members, but its reach is limited. In short, it needs to be more robust and up-to-date.

Thus, short and long-term priorities for Quill include:

- Mapping out a digital strategy that more effectively harnesses the web and mobile devices.
- Exploring ways to make more weekly or daily delivery of content a reality and priority.
- Overcoming financial and technological hurdles that have hindered progress in these areas in the past. (This includes issues with the structure of SPJ's website/CMS and database that limit how Quill content can be used, archived and accessed on the Web and mobile devices.)
- Determining what division (if any) of "member only" versus "free" or "open" content is best.

This also includes reviewing the editorial priorities of Quill's current six issues per year and questioning whether the breakdown of editorial focus and dedicated content is still needed. One area includes reviewing the yearly Sigma Delta Chi Awards issue, the primary content of which is profiles of all SDX Award winners. Is this the best use of Quill space? Are there other ways to still honor and recognize winners that doesn't necessitate a full issue of the magazine, an issue that is doubled in size to account for the awards, subsequently doubling production costs?

If you have any input on Quill, including thoughts on the dedicated SDX Awards issue, please email Scott at sleadingham@spj.org.

Training/Education

The larger training and education efforts of SPJ have continued in FY 2012-13 as they did in the previous year: one large, joint effort. Previously, training programs were largely independent and separate, and depended on separate grants and funding sources. A newer way of requesting money, under the larger umbrella of "Training Place," has allowed more flexibility in how SPJ trains members and journalists.

In FY 2012 and into FY 2013, SPJ trainings include:

- Newsroom Training
- Reporters Institute
- EIJ and programming at non-SPJ conferences
- Continuation of eCampus and on-demand training videos
- Locally based, skills-focused, daylong training (JournCamp)
- Webinars

The last two points deserve attention:

JournCamp: The first, in May, was held in Phoenix in partnership with ONA. Based on its success, there will be a November program in Chicago (though without ONA). We hope to continue these trainings in the future, both with organizational partners and on our own.

Webinars: John Ensslin pushed for more use of webinar/virtual technology as part of his presidency. He and Michael Koretzky worked to produce the first webinar, "Weird Careers in Journalism," in June, which had over 200 registrants. The second, "Mobile Newsgathering Made

Easy,” presented by Deb Wenger, came Sept. 13. The replays will be available to members on SPJ.org.

We will evaluate the success and demand for these webinars after each program, but all signs as of now point to them being an in-demand part of SPJ’s training portfolio.

It’s worth noting that this year the Poynter Institute came to SPJ and asked us to partner on future trainings. While just an early idea, the sentiment was most welcomed. Representatives at Poynter indicated they thought partnering with SPJ for training was worthwhile because it is one of the few organizations that “get it” with training, and we have the largest membership (a broad-based one), and staying power and recognition within the industry.

But we realize that SPJ can’t rest on its laurels in the training (or any other) department. Just like many “traditional” news outlets must adapt to new technology and means of delivering news, so too must SPJ and its training program remain nimble and relevant.

If you have any input, ideas or feedback on any training or education-related topics, please email Scott at sleadingham@spj.org.

SPJ.org AND BEYOND – By Billy O’Keefe

Since I assumed responsibility for SPJ’s website in 2006, there have been two rather high-profile redesigns — one that year, and another in 2010. The third one, underway right now, is a bit more discreet. Though the desktop site looks reasonably similar to the form it took two years ago, there have been some significant under-the-hood changes to increase the site’s loading efficiency and prime it to take advantage of all the technologies current and future generations of web browsers do or will allow (without leaving others completely behind, of course). I won’t get into the nerdspeak, but that work — which will continue beyond EIJ12 and into 2013 — will ensure that SPJ.org remains a modern website that doesn’t wake up and suddenly find itself years behind the technological curve.

Some more superficial improvement has come to the site’s mobile presentation. SPJ.org’s mobile site is considerably more user-friendly (and considerably less eyesore-y), though work remains to be done to ensure maximum compatibility with all current and future mobile browsers. The blogs have received a similar, if less drastic, upgrade. Excellenceinjournalism.org’s 2013 presentation will follow in kind, with the primary goal of all three sites being to bridge the gap between website and smartphone application until no significant gap exists.

Existing features such as SPJ On Demand have expanded considerably since this time last year, while new features — including A-Z Freedom of Information guides for students and pros and a growing collection of Ethics Committee position papers — enhance both SPJ’s capacity to train journalists and bolster support of its missions. Initiatives such as SPJ’s online radio ventures and the in-progress Membership Drive receive consistent support through the website, and as the society ventures further into Webinars and other online training tools, similar support is promised.

As always, upkeep of existing features and needs — from online awards presentations to annual reports submissions to maintaining updated chapter rosters to registering EIJ12 conference-goers via five different forms (a new record, shattering the previous record of three in 2011) — remains as high a priority as any other. New features are fun, but unglamorous day-to-day labor is the saving grace of any website as large as ours.

SPJ.org Numbers

(not counting EIJ site)

	Week of 8/20/12	9/1/11
Visits	12,198	11,923
Unique Visitors	9,987	9,884
Page Views	25,542	28,263
Time per visit	2:47	2:31

Source: Google Analytics

Top 15 Countdown Power Rankings

(not including convention registrations, which lead the way this particular week)

1. Front Page
2. Ethics Code
3. Ethics Portal
4. Local Connection
5. Join SPJ/Why Join?
6. Awards front page
7. Freelance Portal
8. eCampus Portal
9. Leaders Page
10. Ethics Case Studies
11. Quill
12. SPJ On Demand front page
13. Students Portal
13. Internships portal
14. FOI Portal
15. SPJ News top stories

COMMUNICATIONS – By Christine DiGangi

Each day, SPJ reaches out to members and other journalists through several channels, and the goal is to use every platform we employ consistently and to its full potential. Our most active outlet is our Twitter handle (@spj_tweets). Our newest forms of outreach include Pinterest, Instagram and Storify. News outlets most frequently refer to SPJ in relation to national, local and chapter awards. The next most-referenced topic in conjunction with SPJ is the Code of Ethics, and this sort of coverage often pertains to journalism or ethics in general, not specifically the Society. Here's a more specific breakdown of our communication efforts:

Social Media Engagement

As of Sept. 6, @spj_tweets had 12,714 followers. It had 3,469 followers at this time last year. It is difficult to track if that is on par with the growth of Twitter, because the company does not regularly release an annual growth rate. At least two staffers monitor the feed each week day,

sending messages about media news, current events, ethics conversations, SPJ marketing and replying to followers' inquiries. We track most of the links we distribute through Twitter with the service bit.ly. For example, since Aug. 8, SPJ has created 35 links (to news, blogs, marketing, etc.), and there have been 881 clicks on those links, according to bit.ly.

There are several administrators on the SPJ and Excellence in Journalism Facebook pages. The EIJ12 page has 595 "likes," and the SPJ page has 7,496, as of Sept. 6. The week of June 3, 2012 is the week SPJ was most talked about on Facebook (as determined by Facebook). The page most often serves as a publicity outlet for programming, marketing and the SPJ Blogs Network. While Facebook users can comment on our posts, most click the "like" button without adding commentary. Twitter seems to be the best platform for discussion thus far.

Our Instagram feed has 49 followers. We have run a successful contest on that platform, in which people posted pictures of their desks and others "voted" for their favorites by clicking "like" on the photo. We intend to do a similar contest at EIJ12.

The Storify account (storify.com/SPJ) has been a somewhat successful tool for organizing popular topics in journalism as an alternative to flooding our Twitter feed with links and commentary. Nineteen users have subscribed to our account, we have posted five stories, and they have garnered a total 409 views. It's a good way to collect the dozens of thoughts floating around on the Web that relate to our work.

Marketing Efforts

Our broadest form of marketing occurs via email, and an average of two nationwide emails goes out from SPJ a week. We also send the weekly member newsletter, which averages an open rate of about 20 percent, according to the messaging platform Constant Contact. On average, .02 percent of recipients opt-out of future emails from SPJ upon receiving Leads, the newsletter. Our full media contact list, about 80,000 journalists, receives the more general marketing messages.

News releases

In 2012, we have sent out 38 news releases, 31 of which announced awards. Other releases covered letters sent to news outlets or institutions by SPJ President John Ensslin or legal cases involving the media. Much of the news coverage mentioning SPJ results from these news releases.

AWARDS – By Lauren Rochester

The 2011 Mark of Excellence Awards received roughly 4,300 entries this year. This was an 8 percent increase over last year's entries. This year SPJ will accept MOE award entries from international student members. In the past only students attending colleges in the United States were eligible to participate in the contest.

The Sigma Delta Chi Awards received 1,755 entries for the 2011 contest. This number was a 17 percent increase over the previous year. Like the MOE Awards, the SDX Awards will accept entries from international SPJ members during the 2012 contest season.

Sonny Albarado's memo to the awards committee tasked the group with reviewing SDX and MOE contest categories and divisions to determine what should change and what should remain. The committee will also review all other SPJ awards – e.g. Distinguished Teaching, Adviser of the Year, Ethics in Journalism, First Amendment, Sunshine Award, etc. – to make sure the descriptions on the SPJ website and on nominating forms are clear and concise. The committee and staff will determine whether it is appropriate to split the Teaching award into two, one for college educators and one for high school teachers.

Below is a breakdown of SPJ's "other" awards.

	2012	2011	2010
Pulliam First Amend. Award	30	8	25
Pulliam Editorial Fellowship	96	30	21
New America Award	87	41	86
	<small>2011 Contest Season</small>	<small>2010 Contest Season</small>	<small>2009 Contest Season</small>
High School Essay Contest	1,000	455	649

PROPOSED GIFTS ACCEPTANCE POLICY

The Board of Directors of the Sigma Delta Chi Foundation (SDX) and its staff solicit current and deferred gifts from individuals, corporations and foundations to secure the future growth and mission of SDX and the Society of Professional Journalists (SPJ). These policies and guidelines govern the acceptance of gifts by SDX and provide guidance to prospective donors and their advisors when making gifts to the SDX Foundation. The provisions of these policies shall apply to all gifts received by SDX for any of its programs or services.

The Policy is intended to protect the interests of SPJ and SDX.

The Policy is intended to reflect the donor's financial needs and wishes although acceptance of gifts and gift plan arrangements must fully support the purposes and activities of SPJ and SDX. Donors are encouraged to seek independent professional counsel.

SDX staff is responsible for the promotion, support, coordination and implementation of the organization's fundraising program. These fundraising activities include, but are not limited to, the annual giving campaign, managing the grant solicitation and management process, overseeing special projects and events, and providing assistance for the acquisition of major and planned gifts.

The SDX development department is also responsible for maintaining a central records system of donors and friends. The department provides research and coordination for donor prospects, records and coordinates recognition of all major gifts to the university and provides assistance in the documentation of major and planned gifts. development department is also responsible for assuring compliance with the terms and conditions set forth in all fundraising activities as stated above and as deemed necessary by the board of directors and/or executive director. The development department works closely with the accounting department to assure compliances with these terms. The development department is the first to investigate donor complaints and address the dispute resolution process.

All gift annuities contracts, trust documents, life income agreements and other formal planned gift instruments should be reviewed by the executive director. Any real estate or interests in real property exchanged for an agreement of any kind must be approved by the board of directors.

Any agreements which involve a legal obligation on the part of SDX or its agents require the approval of the executive director and/or the board of directors.

USE OF LEGAL COUNSEL

The Foundation shall seek the advice of legal counsel in matters relating to acceptance of gifts when appropriate. Review by counsel is recommended for:

- Closely held stock transfers that are subject to restrictions or buy-sell agreements
- Documents naming SDX as Trustee
- Gifts involving contracts, such as bargain sales or other documents requiring SDX to assume an obligation
- Transactions with potential conflict of interest that may invoke IRS sanctions

- Other instances in which use of counsel is deemed appropriate by the staff or board of directors

GIFT ACCEPTANCE BEST PRACTICES AND PROCEDURES

Cash Gifts: All cash contributions offer an immediate income tax charitable deduction. Cash gifts can either be unrestricted and available for use at the Foundation's discretion, or can be restricted for use in a particular program or purpose.

Cash gifts can be made through cash, check, electronic funds transfer, wire transfer, credit card, payroll deduction or other methods deemed acceptable by the Foundation.

Checks: Donors should make all checks payable to the Sigma Delta Chi Foundation.

If the contribution is to be credited to a specific purpose or fund, the donor should note that on the check and/or provide a separate letter of instructions with the check. For determining receipt for fiscal year and calendar year purposes, the postmark date will be used to determine the date of gift. All gifts must be postmarked no later than December 31 to count in the current fiscal year. Checks for charitable donations received in other departments should be forwarded expeditiously to the development department with all original documentation including envelopes and matching gift forms that accompany the check.

- **Personal check:** This is the most frequent method used to make a gift to the Foundation
- **Checks from other entities:** Legal credit will be given to the individual or Foundation that is the legal owner of the account. This includes gifts from partnerships, family foundations, community foundations, family or closely held corporations, and other donor directed gifts which are not personally given. If it is unclear as to who owns the funds, the donor will be requested to provide us with an Ownership Verification Letter.
- **Online gifts:** the Foundation can accept gifts pledged on its web page. The donor can access this capability by going to our web page at www.spj.org/sdx.asp

Gifts of Appreciated Assets: The full market value of a gift can generally be deducted without recognizing any capital gains tax.

A gift cannot be considered a charitable contribution until the donor relinquishes control of the asset. This occurs at different times depending on the nature of the transaction. To assure prompt and accurate credit of stock gifts, notify the Controller of all pending and received stock gifts. Methods of transfer:

1. **Electronic delivery:** This is the most efficient and effective way to transfer stocks or bonds to Foundation's account. This transfer should be completed as soon as possible. The transfer is complete when the stock/bond is in our account which effectively gives the Foundation control of the asset. The development director shall advise the donor that in order to assure prompt and accurate completion of the gift, we need to be given the name of security, number of shares, date of transfer, and designation of the gift.

Gifts of Other Assets/Materials/Services: Persons may donate many types of assets and receive valuable tax deductions and savings.

All proposed gifts of real estate, interests in real property, artwork, collectibles, insurance policies, closely or privately-held securities, or corporate assets will be evaluated by Foundation staff for recommendation to the Board of Directors for acceptance as offered, or acceptance subject to conditions, or refusal.

When gifts-in-kind are given to the Foundation with the intent of the donor to receive a tax deduction, it is the responsibility of the donor, not the Foundation to obtain an appraisal of the gift or services for tax purposes. Internal Revenue Service policy does not allow the receiving charity to become involved in the appraisal process.

The development office obtains the following information on all gifts and services in-kind:

- Donor Name, Address, Phone, Description and Value of Gift.
- Documentation: Signed letter, email, in-kind donation form or statement from the donor, describing item and fair market value of item.

Gifts of \$1 to \$5,000: development department confirms the estimate of the fair market value of the gift provided by the donor.

Gifts of more than \$5,000: the donor must provide the development department with an appraisal from an independent and qualified source.

The development department records the gift in-kind in the development database and issues an acknowledgement letter. Donated items are then dispersed as deemed appropriate by the development department, executive director or appropriate staff representative. Items are kept in a secure location till dispersed.

Pledges: Pledges are an important part of the fundraising process. If the donor receives consideration for the pledge, the pledge will by law be legally binding. Consideration would include any privileges afforded the donor as a result of the pledge, such as the naming of a building, room, or program after the donor. Unbinding pledges are considered to be conditional on continued goodwill of the donor. In the case of a binding commitment, the donor shall submit a commitment in writing to be filed with his/her estate with a copy to the Foundation. This is a commitment to the donor's estate in the event of his/her death before the completion of the pledge. With binding or unbinding pledges, it is important to have processes in place that will encourage donors to complete their commitments.

- A pledge must specify the exact amount and the duration of the pledge period.
- The development department will send the donor an annual reminder on an outstanding annual pledge unless the donor has requested a "custom" reminder on his/her own schedule or has requested not to receive a reminder.
- Multi-year pledges will generally be honored for a period defined by the specific campaign or as determined by the board of directors.
- All pledges of \$10,000 or more must be accompanied by a pledge card or form, signed by the donor to be recorded as a documented pledge on the donor's record.
- Pledges of \$2,500 to \$9,999 should be recorded on the pledge form and signed by a representative of the development department. In the case of verbal pledges, a copy of the

pledge form should be sent by the development department to the donor stating the amount of the pledge and the time period over which it will be paid.

- Pledges of less than \$2,500 may be booked on the verbal instruction of the executive director and/or development director.
- Pledges cannot be satisfied with deferred gifts because it is unknown whether or not the proceeds would be received during the pledge period.

Recording of Gifts

Upon receipt, all monetary donations shall be forwarded to the accounting department for coding and recording purposes. After funds have been accounted for by the appropriate accounting staff, check copies/receipts, and any other correspondence accompanying the gift shall be circulated through the development department. The appropriate development staff shall confirm that all gifts have been recorded in the donor database and acknowledged to the donor. All monetary donations are recorded and deposited according to accounting procedures. All donor designated restrictions shall be communicated to the accounting department so that they may be recorded and governed appropriately. All requests for donors to remain anonymous shall be honored.

Recognition of Gifts

Realizing that donors, whether Individual, foundation or corporate, are the crucial element in any giving program, the Foundation acknowledges that importance by following some simple, yet critical procedures:

- For every gift, regardless of size, a thank you will be sent.
- For gifts of over \$1,000, a written thank you, hand signed, will be sent within three business days. There will be a follow up phone call from the development director.
- For memorials or tributes, a signed acknowledgement will be sent to whomever the donor requests. The Donor will be notified that the memorial or tribute has been received and that the honoree has been notified of same.

The recognition amount equals the total amount of cash, non-cash, matching gifts, soft credits, active pledge balances, and any irrevocable planned gift. Recognition amount applies to all individuals, families, corporations, foundations, and organizations that are donors of record to the Foundation.

Estate Provisions

As the Foundation expands its fundraising efforts, planned gifts become an important part of sustaining the future of our programs. Because of the magnitude of these gifts and the fact that gifts of this nature are usually revocable, it is important to solicit and steward this type of gift during the donor's lifetime. It is equally as important from a fiscal standpoint to follow through to assure timely collection of the proceeds on the death of donor.

The most common forms of estate provisions are bequests, life insurance beneficiary designations (where the donor continues to be the owner of the policy), and retirement plan beneficiary designations. The donor retains complete control over the distribution of these assets during his/her lifetime. Although a donor may tell us currently that he/she has done an estate provision for the Foundation, it will be some time before we actually receive this gift. These gifts

do not become irrevocable until the death of the donor – unless specified as an irrevocable gift upon pledge. To secure this stream of revenue for the future, our role in development is to: (1) solicit gifts of estate provisions through wills and beneficiary designations during donor's lifetime, (2) when meeting with donors, try to identify these provisions so that we can steward donors, determine their intent for the use of their gift, and keep them connected to the organization, and (3) manage the process of estate settlement so the gift can begin supporting the mission of the Foundation as soon as possible.

Neither the Foundation nor any of its staff is equipped to perform fiduciary duties associated with the appointment as Executor of a donor's will, and therefore cannot accept such an appointment.

Estate Provision solicitation

Bequests:

When making a will, the donor should obtain the assistance of an attorney. If a donor indicates that he/she intends to put the organization in his/her will, the following are suggested forms for making various types of bequests:

Outright Bequest:

"I give, devise and bequeath to the Sigma Delta Chi Foundation of Indianapolis, Ind., an Illinois nonprofit corporation, ___ (*sum or description of property*) to be used for its general purposes. I further direct that interest or other income which may be earned by said bequest shall also be paid to the Foundation from the date of my decease until paid."

Contingent Bequest:

"If ___ does not survive me, I give, devise, and bequeath their share(s) to the Sigma Delta Chi Foundation, to be used or disposed of as its Board of Directors in its sole discretion deems appropriate or as per a Memorandum of Understanding for Designated Funds that I may have on file with the organization."

Designated Bequest:

The donor should be advised to keep the language in the will or other estate provision as generic as possible. This way, the designation may be changed from time to time at the desire of the donor without incurring the expense of needing to re-write the will. All documents for bequests for special purposes must contain the following contingency clause:

If, in the opinion of _____, all or part of the funds cannot be applied in strict conformance with the purpose(s) previously stated, they may use these funds for other appropriate purposes as nearly aligned to the original intent of the donor as good conscience and need dictate within the authorized powers of the Foundation.

Retirement Plan Designations

- The donor needs to execute a beneficiary designation form with his/her plan administrator to name the Foundation as a beneficiary of the plan. Rules regarding distribution of retirement plan assets are extremely complex, and donors should be advised to work with their financial advisors to assure that their desires are met. The development department should be aware of the following points:

- o In cases where there is not prohibition, there may be little net tax benefit because when making a lifetime gift the donor must withdraw assets, which will then be fully taxed. The donor may receive a charitable income tax deduction equal to the withdrawal, but depending on the tax circumstances, this may not always be the case.
- o Retirement plan assets are characterized as IRD (income in respect of a decedent). If they are left outright to family members, they are subject to both estate and income tax. Because charities are tax exempt, both of these taxes are avoided if they are given to charity upon the death of the plan participant.
- When a donor notifies us that he/she has provided for the Foundation in his/her estate plan, we seek his/her permission to include them in the 1909 Society. He/she may remain anonymous and not be listed in the honor roll of donors if he/she wishes.
- If a donor notifies us that he/she has provided for the Foundation in his/her estate plan, encourage him/her to provide us with a copy of the documentation. This may be a copy of the will, the retirement plan designation, or other such documents. In this way, we can help insure that the donor's wishes are followed.
- When working with a donor who wishes to make a bequest to fund a specific named program, it is important to point out to the donor that the program will cost more at the time of the donor's death, and therefore the will provision required to fund the project will need to be more than the current funding minimum. Provide the donor with a present value calculation based on their life expectancy to determine the projected amount that would be required to fund a specific program or purpose.
- Donors are encouraged to recognize that over the many years following the drafting of their estate plans before the funds are realized by the Foundation, the needs, policies, and circumstances of the Foundation can change. Organizational administration must have the flexibility to make use of funds in the best interest of the institution and in accord with donor interests and specifications. **Thus, donors are advised to describe the specific purposes of their gifts as broadly as possible and to avoid detailed limitations and restrictions.**

Stewardship and recognition of estate gifts

- If a donor notifies us that he/she has made an estate provision, but has not or will not share documentation with us about that provision, we will include him/her in our 1909 Society, but cannot give him/her credit for gift-crediting purposes.
- If a donor notifies us that he/she has made a will provision and shares document and financial information with us, we will recognize the donor for his/her commitment.

Calculation of and booking revocable commitments

- Gifts of this type must be accompanied by a letter of commitment executed by the donor. The Controller will prepare a computation for the present value of the bequest intention or revocable commitment.

Estate settlement process

- Any department receiving notice of a bequest expectancy should notify the development department and executive director.
- The development department will then provide necessary information to the Controller.
- The development department will immediately contact the executor. In order to track the progress of this estate, we will need (1) a copy of will, (2) a copy of opening inventory

for the estate, (3) an estimate of the value of the estate if the Foundation's share is expressed as percentage or residual, and (4) information on when the Foundation can expect to receive distribution.

Undesignated Bequests

- If a bequest is undesignated, the Foundation will assign the proceeds where needed most at that particular time.

TYPES OF GIFTS ACCEPTED

1. Cash
2. Readily Marketable Securities. Such securities will be accepted and shall be held or sold in accordance with an investment policy established by SDX.
3. Non-Readily Marketable Securities. Gifts of such securities will be accepted under the following condition: Gifts of closely held securities will be carried on SDX's books at a nominal value of \$1.00, unless SDX is provided with an appraisal by an independent appraiser acceptable to SDX, establishing its Fair Market Value.
4. Real Property:
Gifts of real property will be accepted under the following conditions:
 - (a) All offered gifts of real property over \$5,000 are required to have an appraisal by an independent appraiser acceptable to SDX, establishing its Fair Market Value. The date of the appraisal shall be within 60 days of the date of the gift.
 - (b) Except in the case of residential property that has been used solely for residential purposes for at least 20 years, all proposed gifts of real property shall be accompanied by an environmental audit.
 - (c) It is the responsibility of the donor to pay for the appraisal and the environmental audit.
 - (d) The SDX Foundation shall determine the acceptability of mortgaged property.
5. Personal Property.
6. Planned Gifts:
SDX will accept the following types of planned gifts. Donors will be encouraged to have their planned gift agreements reviewed by their legal and financial advisors.
 - (a) Charitable Trust. A Charitable Trust shall be subject to the following rules:
 1. SDX prefers that a donor who creates a charitable trust name an outside trustee.
 2. However, if the donor requests SDX to act as trustee, SDX shall do so under the following conditions: (i) the initial funding of the trust must have a Fair Market Value of at least \$500,000; (ii) except in the case of a Lead trust, SDX must be a vested beneficiary of the trust for at least 75% of the remainder; (iii) the trust shall be responsible for its own expenses; (iv) payments from the trust will be made not less than quarterly, and (v) an annual statement will be provided to beneficiaries in compliance with the rules of the Internal Revenue Service.
 - (b) Other Types of Acceptable Planned Gifts. Other types of acceptable planned gifts include bequests; remainder interests in property; retirement plan beneficiary designations; and life insurance beneficiary designations.

STANDARDS FOR DECLINING GIFTS

SDX may decline a gift for one or more of the following reasons:

1. There are conditions to a gift that are not consistent with the purposes, values, and objectives of SPJ or SDX.
2. The gift could financially jeopardize the donor or SDX.
3. The gift or its terms are illegal.
4. SDX does not have the resources to honor the terms of the gift.
5. Acceptance of the gift will result in unwarranted or unmanageable expense to SDX.
6. There are physical or environmental hazards related to the gift.
7. The gift could improperly benefit any individual.
8. SDX is unable to or uninterested in meeting donor restrictions.
9. The cost to SDX of maintaining the gift or meeting the restrictions placed on the gift by the donor is deemed to be excessive.
10. The gift is inappropriate with respect to the tax-exempt purposes of SDX.
11. The gift may result in inappropriate or undesirable publicity for SPJ or SDX.
12. SDX determines any other reason that the gift is not in the best interests of SPJ or SDX.

Foundation Board Member Terms

OFFICERS		Expires	NOTES:
President	Steve Geimann	9/23/2012	<i>2-year term</i>
Vice President	Robert Leger	9/23/2012	<i>1-year term</i>
Secretary	Irwin Gratz	9/23/2012	<i>1-year term</i>
Treasurer	Howard Dubin	9/23/2012	<i>1-year term</i>

BOARD MEMBERS	Expires	Group	Notes
Todd Gillman	9/23/2012	C	3-year term
Irwin Gratz	9/23/2012	C	3-year term
Alex Jones	9/23/2012	C	3-year term
Bill Ketter	9/23/2012	C	3-year term
Al Leeds	9/23/2012	C	3-year term
Robert Leger	9/23/2012	C	3-year term
Clint Brewer	9/23/2012	C	3-year term
David Carlson	10/5/2013	B	<i>3-year term</i>
Al Cross	10/5/2013	B	<i>3-year term</i>
Howard Dubin	10/5/2013	B	<i>3-year term</i>
Steve Geimann	10/5/2013	B	<i>3-year term</i>
Hoag Levins	10/5/2013	B	<i>3-year term</i>
Russel Pulliam	10/5/2013	B	<i>3-year term</i>
Dave Aeikens	10/5/2013	B	<i>3-year term</i>
Fred Brown	9/26/2014	A	<i>3-year term</i>
Jay Evensen	9/26/2014	A	<i>3-year term</i>
Jane Kirtley	9/26/2014	A	<i>3-year term</i>
Dori Maynard	9/26/2014	A	<i>3-year term</i>
Mac McKerral	9/26/2014	A	<i>3-year term</i>
Sally Lehrman	9/26/2014	A	<i>3-year term</i>
Sue Porter	9/26/2014	A	<i>3-year term</i>
Kevin Smith	9/26/2014	A	<i>3-year term</i>
<i>John Ensslin</i>	<i>9/23/2012</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Sonny Albarado</i>	<i>9/23/2012</i>	<i>SPJ</i>	<i>1-year term</i>
<i>David Cuillier</i>	<i>9/23/2012</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Neil Ralston</i>	<i>9/23/2012</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Geroge Daniels</i>	<i>9/23/2012</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Kelsey Volkmann</i>	<i>9/23/2012</i>	<i>SPJ</i>	<i>1-year term</i>
<i>Hagit Limor</i>	<i>9/23/2012</i>	<i>SPJ</i>	<i>1-year term</i>

Bold indicates term expires in 2012

Italics indicates SPJ appointee for one-year term expiring in 2012.

Expiration terms are approximate, determined by annual convention.