



123 Old Mason Farm Road
Chapel Hill, NC 27517
(tel.) 919.932.8000
(fax) 919.918.3830
www.secufamilyhouse.org

SECU Family House: Major Gift Naming Opportunities

Major gifts of \$25,000 or more can provide a donor with a naming opportunity and fulfill any one of the following needs at SECU Family House:

⊕ The Family Fund

Gifts of \$25,000 or more can provide for the naming of specific family funds according to a donor's wishes. These funds would subsidize the stays of those guests who cannot pay the full \$35 per night fee. As such, these gifts go into the general operating fund until such time as that need for a given year is fulfilled. The donor can then indicate how the remaining funds ought to be used. We currently subsidize the stays of our guests at a rate of approximately \$175,000 per year, based on our fee of \$35 per night and the average guest contribution of \$23 per night. The donor would receive an accounting of how this fund is used annually to offset fees for a specific number of families for a specific number of nights.

⊕ The Capital Improvements and Replacement Fund

We anticipate spending \$1.6M in capital improvements and replacements over the next 20 years, at a bare minimum. Gifts of \$25,000 or more could be dedicated for the purpose of providing Family House a cushion for making replacements and improvements as needs arise. These funds would, therefore, be considered temporarily restricted and would be invested according to the dictates of our investment policy. A proper accounting would be made of how these funds are used on an annual basis. Family House would attempt to replenish the fund through investments made on the corpus and additional reserves accrued at the end of the year.

⊕ The Endowment Fund

Should a donor be interested in providing SECU Family House with sustainable funding for its long-term stability, gifts of \$25,000 or more can name specific endowment funds. The donor would decide whether dividends and capital gains were to be reinvested or treated as a distribution, year-to-year. An annual accounting would be provided on the holdings in named endowment funds.

⊕ The Building Fund

Named gifts of \$25,000 or more can be restricted for purposes of expanding SECU Family House, either at its current site or on an ancillary site. Any such funds would represent an early promise to meet the growing demand for temporary lodging and support for adult critical care patients and families that we cannot currently house here, referring them, instead, to area hotels. Such gifts represent a down payment on sustaining the Family House mission and dream for thousands of NC families who will seek housing, healing, and hope in years to come.

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⊕ **A Standard Bedroom**

\$ 25,000

Funds would provide for the naming of one of our 32 standard guest bedrooms. Appropriate signage would be negotiated with the donor. The donor's name would be etched into the permanent donor wall in the reception area at SECU Family House. Donor would receive a table (10 tickets) for the Annual House Party or a Foursome for golf and 10 barbecue tickets to the Butch and Tammy Davis Golf Tournament and BBQ.

Major gifts of \$50,000 or more can provide a donor with a naming opportunity and fulfill one of the following needs at SECU Family House:

⊕ **Presenting Sponsor for the Annual House Party**

\$50,000

Funds would be temporarily restricted for the purpose of underwriting costs associated with our signature annual event. Donor would receive recognition on all event promotional materials. Donor's name would also be etched on permanent donor wall in reception area at SECU Family House. Donor would receive two guest tables at the event (20 tickets), priority recognition in event program and event signage, and primary recognition in all media coverage.

⊕ **A Bedroom Suite**

\$50,000

Funds would provide for the naming of a fully-furnished bedroom suite. Our eight suites are occupied almost exclusively by patients with immune-compromised conditions, such as bone marrow transplant recipients. Appropriate signage would be negotiated with the donor. The donor's name would also be etched on the permanent donor wall in the Family House reception area. In addition, the donor would receive a table for 10 at the Annual House Party or a Foursome for golf and 10 barbecue tickets to the Butch and Tammy Davis Golf Tournament and BBQ.