

# THE PRESIDENTIAL SCHOLARSHIP MATCH: DOUBLE THE IMPACT OF YOUR GIFT

“The Presidential Scholarship Match program answers the question, ‘How much can I really do?’ In fact, you can do quite a lot. The undergraduate scholarships we have endowed honor the commitment of our parents to a Johns Hopkins education in the past and demonstrate the importance of philanthropy to our children for the future.”

*Kristy and Christopher Baker, A&S '85, P '15, '18*



THE CAMPAIGN FOR JOHNS HOPKINS

## WHAT IS THE PRESIDENTIAL SCHOLARSHIP MATCH?

From the beginning, our ability to attract and support our brightest scholars has been a partnership between the university and its supporters. Through the *Rising to the Challenge* campaign, the university aims to raise \$115 million in

endowment support for undergraduate financial aid. University President Ronald J. Daniels has provided donors a unique opportunity to double the impact of new undergraduate scholarships as an incentive for alumni, parents, and friends to join us in reaching this ambitious goal. With support from the

deans and the Board of Trustees, the president has committed to match the payout of newly endowed scholarship funds of \$100,000 or greater, to benefit students at the Zanvyl Krieger School of Arts & Sciences, the Whiting School of Engineering, and the Peabody Institute.

DOUBLE THE IMPACT OF YOUR GIFT	EXAMPLE 1	EXAMPLE 2	EXAMPLE 3
Endowment to create “Smith Family” scholarship	\$ 100,000	\$ 250,000	\$ 1,000,000
Endowment payout to “Smith Family” scholars (est.)	\$ 5,000	\$ 12,500	\$ 50,000
Presidential Match funds for payout (est.)	\$ 5,000	\$ 12,500	\$ 50,000
<b>Scholarship aid to the “Smith Family” Scholars each year</b>	<b>\$ 10,000</b>	<b>\$ 25,000</b>	<b>\$ 100,000</b>

**DOES MY GIFT FOR STUDENT AID QUALIFY FOR THE MATCH?**

Gifts and pledges of \$100,000 or more for endowed undergraduate scholarship support will qualify for the match. Deferred gifts (bequests, annuities and trust gifts) will not qualify for the match. If you have already provided a deferred gift but would like to advance it in cash, the Presidential Match would apply.

**HOW LONG WILL MY ENDOWED SCHOLARSHIP BE MATCHED?**

The president will match — in perpetuity — the *payout* of all newly endowed undergraduate scholarship funds of \$100,000 or above.

**WHO WILL BENEFIT FROM THE MATCHED SCHOLARSHIP FUNDS?**

The matched scholarship funds will be made available to undergraduate students with demonstrated financial need at the schools of Arts and Sciences, Engineering, and Peabody. You can designate your scholarship to be awarded at one of these three schools.

**WHEN WILL THE MATCH BEGIN AFTER JOHNS HOPKINS RECEIVES MY GIFT?**

The match will begin once we receive a minimum of \$100,000 from you.

**I'VE ALREADY ESTABLISHED AN ENDOWED FUND. DOES THAT QUALIFY FOR THE MATCH?**

You can choose to add \$100,000 or more to an existing endowed student aid fund to qualify for the match. Only the payout associated with the new gift will be matched, not the existing endowment when the gift was made.

**HOW WILL JOHNS HOPKINS SHOWCASE MY SUPPORT AND REPORT ON ITS IMPACT?**

Our gift officers will work with you to ensure that your support is acknowledged in a manner in which you are comfortable — either publicly or anonymously. Regardless, you will receive an annual stewardship report outlining the match payout and an acknowledgement letter from the student(s) whom your gift has supported. Many donors find the acknowledgement letter from students to be a highlight of their philanthropic experience.

**HOW DO I TAKE THE NEXT STEP?**

Our gift officers are ready to answer your questions and assist you in determining the best course of action for your interest and needs. Please contact us today.

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