

ADDITIONAL DETAILS

- Donor recognized for total value of gift, any matching corporate matching gift and the **FOREVER BLUE** match.
- Corporate matching gifts are permitted to count as part of a donor's commitment and to be included in calculations toward the **FOREVER BLUE** match eligibility.

FOREVER BLUE

MATCHING FUND for NEED-BASED SCHOLARSHIPS



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

• *the* CAMPAIGN *for* CAROLINA •

FOR MORE INFORMATION, CONTACT:

**Office of Development for
Scholarships and Student Aid**

University of North Carolina at Chapel Hill

919.445.0933 SupportScholarships@unc.edu



SCHOLARSHIP MATCHING FUND

Forever Blue

Since Carolina's founding, student scholarships have been a part of its culture and traditions of giving. The University continued these traditions by introducing the Carolina Covenant program and the Blue Sky Scholar program among others and by directing substantial funding to need-based aid. However, that approach has created University budget pressures and may not be sustainable. New philanthropic dollars raised as part of the Campaign for Carolina offer an alternative, sustainable path to providing need-based aid.

Fundraising to offset the University's contribution to the aid program requires an innovative approach to ensure available scholarship funding for generations to come.

The University is launching **FOREVER BLUE**, a matching gift program designed to attract donors interested in leveraging University funds as a part of their giving. The program also will enhance the amount of principal in donor-created endowment funds and keep University funding (the matching dollars) working for years to come rather than being spent in one current-year payment.

To be eligible for the match:

- Commitments must create a new endowed need-based scholarship fund OR provide additional funding to an existing scholarship endowment fund within the Office of Scholarships and Student Aid.
- Pledges must be completed in no more than five years. Planned gifts are excluded from eligibility.

The match is:

- \$250,000 for a commitment of \$500,000 or more.
- \$100,000 for a commitment of \$250,000-\$499,999.
- \$25,000 for a commitment of \$100,000-\$249,999.

The maximum match per donor is \$250,000.

The **FOREVER BLUE** program will remain in place until the matching funding pool has been depleted. Matches are contingent on the availability of funding.