

NATIVITY



MAGIS

SOCIETY



magis /màh-gis/ (noun)

- 1. more, 2. greater
- 3. the more universal good
- 4. for the greater glory of God

“Magis,” Latin for “more,” is a key concept in the spirituality of St. Ignatius who was the founder of the Jesuits. This word calls us to commit more depth and quality in all that we do and invites us to consider how we can serve the world better, with fire, passion, and zeal.



2019: Magis began during the Strategic Planning Process

- Nativity Class of 2019 was the impetus of this goal: 18 students were accepted to MUHS but only 10 attended due to cost
- Anticipated attrition:
 - Burke \$280,000 (\$20,000 step down per year)
 - O’Malley Charitable Trust: \$50,000 (funds ending FY22)
 - Major gift donor: \$100,000
- Initial focus was to:
 1. Work with area Catholic high schools to increase financial support for Nativity students
Note: since our families come from a tuition-free school, even an example of remaining \$2,000 of tuition after the high school’s financial aid and NJA’s tuition assistance is a stretch for them
 2. Create an endowment to make up NJA’s portion of tuition assistance

Sample Scenario

Cost of MUHS Education: \$14,000

MUHS Financial Aid: \$10,000	NJA Aid: \$2,000	Parent Contribution: \$2,000
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Original Magis Goal: Cover NJA Portion of Tuition Assistance

Cost of MUHS Education: \$14,000

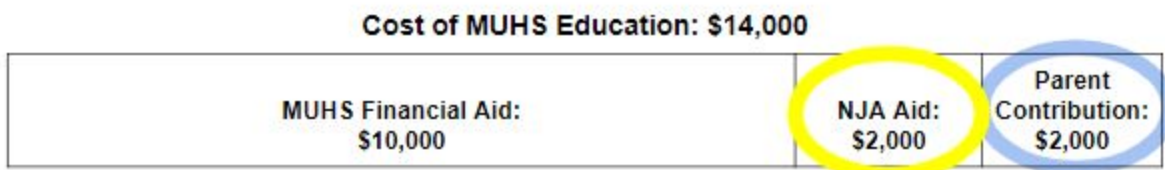
MUHS Financial Aid: \$10,000	NJA Aid: \$2,000	Parent Contribution: \$2,000
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March 2020:

- Pandemic put formal strategic planning process on hold, but initiatives still moving forward and actively being worked on

Fall 2020: Piloting the Nativity Magis Society

Fall 2020 Magis Goal: Cover Parent Portion of Tuition



- Focused on (1) lapsed donors who have previously given to Nativity and (2) current Nativity donors who we were confident we could increase
- As of February 23rd, 2021:
 - \$190,818 has been committed
 - \$137,612 has been received.
 - These funds will be used in FY22 to support the gap between MUHS' generous financial aid and the total cost of tuition.
- Magis has been a success:
 - 32% of Magis donors were 5+ years lapsed and are now reengaged
 - 80% of Magis donor giving has been an increase compared to their previous gifts
 - Increase of donor support. For example, a donor traditionally gives \$8,000 to the annual fund. This year, he has given \$18,000 (\$8,000 for annual fund and \$10,000 for Magis)
- Magis plays to the strengths of our donor database
- Donors shared the desire to make this sustainable instead of annual asks for support.

2021 Revised Magis Goal

- Dual pathways of (1) endowment building which is priority to make gifts lasting and (2) annual tuition assistance if specific donor would rather support that
 - Pilot study was a great success and donors are highly interested
 - Created more stress on annual fundraising
 - Donors inquiring how to make it sustainable

2021 Revised Magis Goal:

Cost of MUHS Education: \$14,000		
MUHS Financial Aid: \$10,000	NJA Aid: \$3,000	Parent Contribution: \$1,000

Will continue to pursue collaboration with high schools regarding increased financial aid for our students

Shift to minimum contribution

Nativity Magis Society Endowment

Our goal is to build a \$4 Million Endowment over the next 6-10 years

- Sign of a healthy institution is engaging in more frequent campaigns (more than once a decade)
- Will eventually provide some budget relief, however we are still strategizing with the remaining attrition
- Co-mingled with general endowment to put us over the \$10 million mark
- Keep close eyes on investment returns- 5% is a very conservative growth factor. Likely that with current investment growth we could reach \$4 million mark faster
- Asking for \$800,000 of interest earnings from our investments to be used to launch the Magis endowment
 - Finance committee endorsed mid-February
 - Create momentum to realign Magis effort and tap the strong interest from the pilot
 - Front-loaded interest is likely
 - Asking for trustee approval
 - External facing- unrestricted donor funds employed to establish endowment to build on momentum with majority of efforts on endowment building

Purpose of Endowment Funds:

- As a Jesuit school, the primary purpose of this fund is for tuition assistance for graduates to attend MUHS
 - *To note: Nativity is also a Jesuit feeder school to Cristo Rey Jesuit Milwaukee, however CRJM is a Choice school so graduate tuition assistance is not needed.*
- The secondary purpose of this fund is for tuition assistance for graduates to attend other area Catholic high schools such as Divine Savior Holy Angels, Dominican, St. Thomas More and St. Lawrence Seminary
- The third purpose of this fund is to provide wraparound academic and social-emotional services through our Graduate Support Program

Communications with Donors:

- Stewardship updates: mid-year (January) and end of year (April/May)
 - Highlight overall class data
 - Share select student stories and quotes
 - January: also include 8th graders' high school acceptance data
 - April: also include ACT scores and college acceptance data, as well as a listing of all students benefited by the fund
- Student and parent annual thank you letters
- Video highlighting the program, students and parents saying thank you

Magis Endowment

