

UVA ENDOWMENT STYLE GUIDE

Annual endowment reports present a unique opportunity to express to donors the immense impact of their generosity. Via the Overture platform, our partners are able to access updates on their endowed funds from across Grounds. This style guide provides insights and best practices for developing a UVA-centric voice for Overture reports and tips for representing the values of the Honor the Future campaign, all with the goal of creating a consistent and positive donor experience.

Honor the Future: Message & Tone

Endowment report narratives should support our campaign branding in look, feel, and sound. The following excerpt is from the campaign identity guide. Please keep this in mind as you craft your impact statements.

The message of Honor the Future is universal and speaks to the broader social consciousness: We all share responsibility for improving the human condition worldwide through higher education.

To honor the future is also distinctly UVA. The University's voice carries with it a history of honor and an enduring commitment to uphold ideals for education. The campaign's message engages the listener in today's relevant and pressing mission, inspiring our audiences to participate in the continuum of shaping the future.

The message is clear and intentional. The people of this University honor the future through a shared dedication to discovery, community, and service. We encourage our audiences to honor the future by joining together, actively pursuing UVA's public mission, preparing our students to become citizen leaders, and advancing higher education for tomorrow.

The tone of campaign communications will reflect a sense of inquisitiveness and promise, while emphasizing authenticity and character.

Grammatical style

As you craft your impact statements, please follow these AP style and University best-practices for grammar:

- Write out degrees (master's degree, Master of Arts, bachelor's degree, Bachelor of Arts, etc.)
- Write out first year, second year, etc., and hyphenate when it precedes a noun or used as a noun
- Majors are not capitalized except when proper nouns (i.e. English)
- Books, movies, recordings, television shows and similar works are set off in quotation marks, with all principal words capitalized
- Titles of magazines, articles, newspapers, and reference works get no special treatment
- Hyperlink any titles or content, when applicable, at the end of the impact statement
- Periods and other punctuation go inside the quotation marks
- Use a person's first and last name the first time they are mentioned. On second reference, use only last name with no title
- Because the reports address the previous academic year, remain in past tense
- Write narratives in third person. Only use first person when including a student or faculty quote.

UVA ENDOWMENT STYLE GUIDE

Impact Statement Layout (By Fund Type)

Funds acknowledged in endowment reports generally fall into the following five categories:

1. Scholarships & Fellowships
2. Professorships
3. Lectureships
4. Specific-Use & Program funds
5. Non-awarded funds

Each category has a specific paragraph layout that ensures a clear understanding of the content. It is important to follow this format to ensure a cohesive experience for donors who receive fund reports from multiple areas.

Scholarships & Fellowships

Highlighting a single student recipient in the impact statement:

Scholarship impact statements begin with a sentence like the following: “During [ACADEMIC YEAR], the [SCHOLARSHIP NAME] was awarded to [STUDENT(S) NAME].” If available include anticipated graduation year, hometown, and major/school. Remember to use the student’s year at the time they received the scholarship.

- Continue the impact statement with a student biography, preferably provided directly from the student.
- The strongest biographies address personal anecdotes about the student and their experience at UVA, like what opportunities they were afforded because of this scholarship, any extracurricular activities they participate in, their research interests, and their post-graduation plans. For graduate students, include other degrees and colleges from which they graduated.
- When possible, include a one-to-two sentence quote from the student like: “I am very grateful to have been chosen as a recipient. This award allowed me to do more with my time at the University and helped me reach my goals for the future.”

Example:

During the 2021-22 academic year, the University of Virginia Scholarship was awarded to John Smith.

John Smith, from Los Angeles, California, was a second-year graduate student in the sociology doctoral program. His research interests include gender, family, reproduction, body and embodiment, and medical sociology. He earned a bachelor’s degree in women’s studies and political science from Simmons College in 2010. He earned a master’s degree in sociology from the University of Virginia in 2017 and is expected to earn a doctorate in sociology in 2020. He says, “Completing my PhD in sociology wouldn’t be possible without the generous support of the University of Virginia Scholarship. Thank you.”

If the scholarship was awarded to multiple students:

Scholarship impact statements for a list of students should begin with a sentence like the following:

“During [ACADEMIC YEAR], the [SCHOLARSHIP NAME] was awarded to the following students:”

- Proceed to list recipients on their own line

UVA ENDOWMENT STYLE GUIDE

- If available include the recipient’s year, school, major, and hometown
- Remain gender neutral
- No numbering (if necessary for formatting, use bullets)

Example:

During the 2021-2022 academic year, the University of Virginia Scholarship was awarded to the following six students:

Chi-Quynh N. Vo, a second-year undergraduate student in the College of Arts & Sciences, undeclared major, from Fairfax, VA.

Phuong N. Tran, a fourth-year undergraduate student in the College of Arts & Sciences, history major, from Fairfax, VA.

Sean Hong, a third-year undergraduate student in the School of Engineering and Applied Science, chemical engineering major, from Centreville, VA.

Edward Rodriguez, a first-year undergraduate student in the School of Engineering and Applied Science, undeclared major, from Roanoke, VA.

Tryston C. Raecke, a first-year undergraduate student in the School of Engineering and Applied Science, undeclared major, from Yorktown, VA.

Natasha M. Coleman, a second-year undergraduate student in the School of Nursing, nursing major, from Richmond, VA.

Professorships

Begin the impact statement with the following sentence:

“The Board of Visitors elected [NAME (include professional titles like MD, PHD, when available—do not use periods in the titles)] to the [TITLE OF PROFESSORSHIP] in [YEAR].”

- The first paragraph includes how long they have been at the University, what their role is, and what other titles they hold.
- The body paragraphs elaborate on their work over the current reporting year including their research interest; if they received any grants to advance their work; if they gave any lectures, talks, or attended any conferences regarding their research that year; what classes they taught during the academic year; and their current and past publication.
- The last paragraph focuses on their influence outside the University, like their past credentials, previous jobs, or awards they’ve won.

Example:

The Board of Visitors elected Darryl K. Brown to the O. M. Vicars Professorship in 2009. Brown received his JD juris doctor from the University of Virginia School of Law in 1990 before moving on to the College of William and Mary, earning his Master of Art in American Studies in 1991. In addition to being the O. M. Vicars Professor of Law, Brown is also the Barron F. Black Research Professor of Law.

UVA ENDOWMENT STYLE GUIDE

Currently, Brown teaches three classes at UVA: Criminal Law, Criminal Adjudication, and Federal Criminal Law Beyond U.S. Borders. The first course explores the basic principles of Anglo-American criminal law, with a major emphasis on the structure and interpretation of modern penal codes. The second course looks at the way the judicial system operates once criminal charges are filed, addressing topics such as bail and preventive detention and the right to trial by jury.

Finally, Brown's third class focuses on the transnational issues in the application of domestic or national criminal law, exploring topics such as immunities from jurisdiction, evidence gathering across international borders, extradition, and more.

On the research front, Brown's interests range in focus from criminal adjudication, law, and procedure; evidence; race and crime; torts; white collar crime; and crime and regulation of vice. His most recent book, "Free Market Criminal Justice: How Democracy and Laissez Faire Undermine the Rule of Law," was published by the Oxford University Press in 2016. The book explores how faith in democratic politics and free markets have affected the U.S. criminal process.

Prior to joining UVA's faculty, Brown clerked for Chief Judge Dolores K. Sloviter of the U.S. Court of Appeals for the Third Circuit. He also worked as an associate at Kilpatrick & Cody in Atlanta and as an assistant public defender in Clarke County, GA.

Lectureships

Lectureship impact statements begin with a sentence like the following:

"During [ACADEMIC YEAR], [SPEAKER'S NAME (include professional titles when available)] delivered the [LECTURESHIP NAME] on [DATE] at [LOCATION]."

- The next line should include the name of the speaker's talk
- Continue the impact statement with information about the lecture, speaker's credentials, and background information
- Include information about attendance if available

Example:

During the 2021-2022 academic year, Richard Rothstein delivered the 2021 Lillian K. Stone Distinguished Lectureship in Environmental Policy on February 25, 2021, via Zoom.

His lecture titled "Race and Place" drew lessons from his book *The Color of Law: A Forgotten History of How Our Government Segregated America*, which recovers how federal, state and local policy explicitly segregated metropolitan areas nationwide, creating racially homogenous neighborhoods in patterns that violate the Constitution and require remediation.

Rothstein is a distinguished fellow of the Economic Policy Institute and a senior fellow emeritus at the Thurgood Marshall Institute of the NAACP Legal Defense Fund.

UVA ENDOWMENT STYLE GUIDE

Specific-Use & Program funds

Specific-use funds are funds that support an area, initiative, program, or institution – like The Fralin Museum of Art or the Cavalier Marching Band

- These impact statements are less structured and more customized to the specific programmatic updates than scholarships or professorships.
- Include interesting or timely updates like:
 - Special events that took place over the past academic year
 - Special milestones met over the past academic year
 - Specific goals that were met or advanced because of that funding
 - Student or community member feedback or quotes
 - If applicable – and briefly – any future plans. Remember, the focus and intention of the report is for the *previous* academic year.

Example:

During the 2020-2021 academic year, the John Tallman Family History Library Fund was used to support staff who work making the papers of Virginia families discoverable to all. The ongoing assistance of the Tallman Fund greatly improves the accessibility of these papers in the Albert and Shirley Small Special Collections Library, enriching the academic and research experiences for students, scholars, and community members. Endowments offer perpetual support and will continue to play a critical role in strengthening the academic enterprise at the University.

Non-awarded Funds

We report to donors on all fully funded R&V funds in accordance with standard gift agreements.

- In the case that these funds were not awarded during the reporting year, provide a general update on the area the fund will support.
- Emphasize the importance of the funding for future support
- Let donors know we look forward to providing a detailed update when available
- If relevant, include information on why the fund was not supported – ex: travel abroad programs were suspended due to the Covid-19 pandemic.

Example:

Thank you for establishing the Robert and Louise Parsley Family Meriwether Lewis Bicentennial Scholars Fund. While not awarded during the 2020-21 academic year, your scholarship sets the stage for our students to succeed on Grounds. Because of your generosity, the University can invest in new opportunities that attract outstanding students to Grounds and empower them to excel in the classroom and participate fully in the UVA experience—without financial burden or stress. We look forward to awarding your scholarship and sharing details of your impact in future reports.