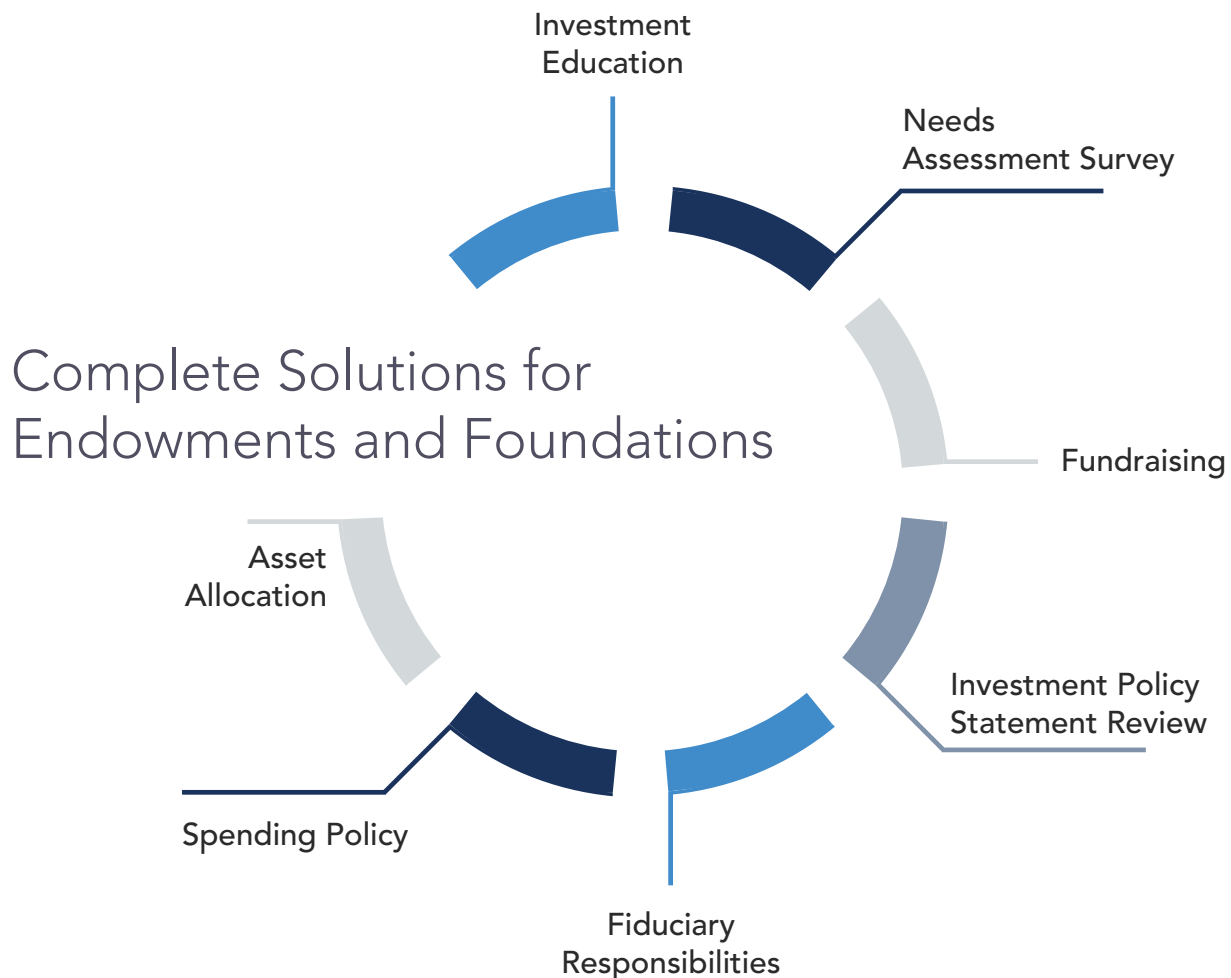


## Madison Investments Customized Investment Solutions

Madison's Customized Investment Solutions Team offers a holistic approach that goes beyond asset management. Our team partners with your organization to provide not only a world-class investment solution, but also services to help you grow your financial resources and to serve your board or oversight committee.

### Our Philosophy

Your organization's mission, governance structure and unique financial situation drives our recommendation for a custom solution to help achieve your organization's goals. Our value proposition extends beyond a multi-asset investment solution to also assist you with: board & committee communication and education, fund raising ideas, formulation of investment and spending policies, asset allocation studies and fiduciary education. Together we partner with you to further your organization's mission.



## Investment Education

Madison recognizes that the oversight committee members have varying levels of investment knowledge. Madison provides investment education customized to your group's needs. Potential topics of interest to committees include: Asset Allocation, Risk Assets, Non-U.S. Equities, Alternative Asset Classes, Risk and Return, Risk Control, and Expected Returns.

## Needs Assessment Survey

Our proprietary needs assessment survey allows Madison to survey your committee members to determine: risk capacity, risk tolerance, investment return expectations, interest in various asset classes and educational interests. This online survey is customized with your input to assess the areas that are important to your organization.

## Fundraising

Fund raising is an important area for most organizations and Madison can assist by sharing best practices of our partner organizations along with industry data. By incorporating different gifting methods and sharing ideas along with benchmarking data, we partner with your organization to maximize the potential of your donor base.

## Investment Policy Statement Review

Through Madison's needs assessment survey we engage your committee members to determine the group's consensus on key areas of the investment program. Using this information we can ensure your Investment Policy Statement (IPS) is consistent with your investment program and with the desires of your oversight group.

## Spending Policy

Madison collaborates with your organization to ensure your spending policy is consistent with the long-term goals of the organization. Both asset allocation and implementation of your spending policy can be critical components to ensure long-term financial stability for your organization and stable support for your programs.

## Asset Allocation

Asset Allocation typically drives 90% of an organization's investment results. As one of the most critical components of your investment program, Madison can assist in determining the appropriate mix of assets by utilizing risk, correlation and our proprietary return expectations. Importantly we also provide scenario testing to provide a range of potential outcomes and to set appropriate expectations with your oversight group.

## Fiduciary Responsibility

The governing body that has been established in most states for endowments and foundations is the Uniform Prudent Management of Institutions Funds Act (UPMIFA). Adopted in most states, Madison works with organizations to understand these fiduciary responsibilities such as; asset allocation, spending policy, donor gifts and endowment fees.

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Madison Investment Advisors, LLC is a federally registered investment adviser.

Madison Investments -  
Customized Investment Solutions

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