

BOARD OF TRUSTEES  
ADVANCEMENT COMMITTEE  
QUARTERLY UPDATE

MARCH 2014

## GIFT SUMMARY REPORT

*For the Quarter Ending December 31, 2013*

Gift Summary by Source	2014 Donors	2013 Donors	Donor % Change	2014 Dollars	2013 Dollars	Dollars % Change
Alumni	523	510	2.6%	\$ 224,109	\$ 215,109	4.2%
Corporations	68	65	4.6%	\$ 442,963	\$ 610,595	-27.5%
Faculty/Staff	114	101	12.9%	\$ 32,046	\$ 23,364	37.2%
Foundations	6	10	-40.0%	\$ 541,569	\$ 723,539	-25.2%
Friends	407	236	72.5%	\$ 112,309	\$ 185,915	-39.6%
Fundraising Consortia	1	2	-50.0%	\$ 5,631	\$ 8,507	-33.8%
Other Organizations	23	27	-14.8%	\$ 48,850	\$ 46,839	4.3%
Parents	3	2	50.0%	\$ 120	\$ 250	-52.0%
Religious Organizations	6	12	-50.0%	\$ 2,540	\$ 5,775	-56.0%
Students	3	268	-98.9%	\$ 160	\$ 640	-75.0%
WSSU Foundation Totals:	1154	1233	0.9%	\$1,410,297	\$ 1,820,532	0.8%
Sponsored Programs				\$ 409,300		
Grand Total as of December 30, 2013				\$1,819,597		

## HIGHLIGHTS FOR THE QUARTER

- For the quarter, we realized modest gains in both the number of donors (.9%) and dollars raised overall (.8%)
  - Alumni donors increased 2.6% and contributions from alumni were up 4.2%
  - Faculty and Staff donors increased 12.9%; contributions were up 37.2% from \$23,364 to \$32,046
  - Corporate donors were up 4.6%
  - The number of friends giving to WSSU grew from 236 to 407 – an increase of 72.5%
  
- We had a very strong calendar year end, receipting nearly \$583,000 in the month of December. Gifts and pledge payments included:
  - \$250,000 pledge payment from the Kate B. Reynolds Charitable Trust designated for the Student Success Center
  - \$70,000 from the Lettie Pate Whitehead Foundation for scholarships
  - \$50,000 pledge payment from the John W. and Anna Hodgin Hanes Foundation for the Student Success Center
  - \$25,000 from Novant Health for the School of Health Sciences
  - \$20,000 for a scholarship fund to support students from Forsyth County
  - \$16,000 from Altria Client Services designated for Career Services and Computer Science
  - \$14,000 from donor advised funds at Winston-Salem Foundation—all designated to scholarships

## THE STUDENT SUCCESS CENTER AT HILL HALL

<b>Campaign Summary to Date</b>	
Philanthropic goal	\$6,750,000
Total raised to date	\$3,216,500
Total # of gifts	38
Percent of goal	48%

<b>Student Success Center Campaign Table of Gifts</b>							
<i>Gift Level</i>	<b>Needed to Raise \$6.75 Million</b>			<b>Raised to Date</b>		<b>Left to Raise</b>	
	<i># of Gifts</i>	<i>Providing</i>	<i>Cumulative Total</i>	<i># of Gifts</i>	<i>Raised</i>	<i># of Gifts</i>	<i>To Raise</i>
\$1,000,000	1	\$1,000,000	\$1,000,000	0	\$0	1	\$1,000,000
\$750,000	2	\$1,500,000	\$2,500,000	1	\$750,000	1	\$750,000
\$500,000	3	\$1,500,000	\$4,000,000	2	\$1,000,000	1	\$500,000
\$250,000	4	\$1,000,000	\$5,000,000	2	\$550,000	2	\$450,000
\$100,000	10	\$1,000,000	\$6,000,000	6	\$661,228	4	\$338,772
<\$100,000	Many	\$750,000	\$6,750,000	27	\$255,772	Many	\$494,728
<b>Totals</b>	<b>20+</b>	<b>\$6,750,000</b>		<b>38</b>	<b>\$3,216,500</b>		<b>\$3,533,500</b>

Closed Gifts for the Success Center Include:

- \$750,000 from Reynolds American
- \$500,000 from Wells Fargo
- \$500,000 from Kate B. Reynolds Charitable Trust
- \$250,00 from BB&T
- \$150,000 from John W. and Anna Hodgkin Hanes Foundation
- \$111,228 from the Winston-Salem State University Foundation
- \$100,000 from the James G. Hanes Memorial Fund
- \$100,000 from The Winston-Salem Foundation
- \$25,000 from Winston-Salem Federal Credit Union
- \$20,000 from The Hillsdale Fund
- \$17,500 from Richard J III and Marie Mallouk Reynolds Foundation
- Multiple five- and six- figure gifts from Board Members and friends

Active/Pending Proposals:

- |                                       |             |
|---------------------------------------|-------------|
| • State Employees Credit Union (SECU) | \$2,000,000 |
| • Stryker Johnston Foundation         | \$ 750,000  |
| • Clark Nexsen                        | \$ 250,000  |

Active Prospects:

- Allegacy Federal Credit Union
- Truliant
- All Board Members

**CORPORATE & FOUNDATION RELATIONS**

- Proposal to the State Employees Credit Union (SECU) for the naming of the Student Success Center is still alive after some delay. Mr. Michael Clements, a member of the university's Board of Visitors and member of the SECU Foundation Board has been the point person on this funding request.
- Hosted Donor Stewardship Reception, Corporate Engagement Breakfast and Prospective Parent and Community Engagement Brunch in Atlanta. The three events were held in conjunction with the university's participation in the Honda Battle of the Bands.
- We are currently working with our campus partners on a "Second Chance Scholars Fund" proposal. The program will support students who have stopped out of college due to lack of finances needing 30 or fewer hours to graduate.
- Prospecting for Restore the Core Phase II—Dr. Corey Walker, Dean of the College of Arts and Sciences held a discussion with the Foundation's Corporate and Foundation Committee on the vision and the need for the building restoration as well as the need for the financial support
- Continuing Advancement Outreach Sessions to the campus community. Sessions with the College of Arts & Sciences and School of Health Sciences have taken place. We are in the process of scheduling others.
- Corporate & Foundation visits with GlaxoSmithKline, Lincoln Financial, and Allegacy Credit Union. Met with Wells Fargo marketing team to discuss sponsorship requests for this year.

## **ANNUAL FUND**

- Completed the 2013 alumni donor solicitation “Footsteps Toward Success” mailing
- Solicited funding for sponsorships of CIAA Engagement Events
  - Chancellor’s Champagne Brunch Sponsored by Pepsi \$7,500
  - GOT 2B Real Old School Old School Party sponsored by State Farm \$8,000
- Completed Faculty/Staff Annual Fund solicitation: “My Investment, My University”
- Collaborated with Department of Athletics on successful proposal to Reynolds American that will support:
  - WSSU Foundation Golf Classic \$5,000
  - Athletic Department Student Awards Banquet \$5,000
  - Homecoming Golf Tournament \$5,000
- Coordinated annual programs direct mail solicitations for
  - WSNC Radio - December
  - Diggs Gallery- December
- On the Horizon: planning for the 2014 Annual Golf Classic scheduled for April 25, 2014 at Reynolds Park Golf Course

## **ADVANCEMENT WRITER**

- Meeting with faculty in the departments of Music and Arts + Visual Studies to gather information about the impact of the renovations of the Hauser Building into the Music Building and the Physical Plant into the Arts Building.
- Researching and writing the case statement for the Restore the Core and scholarships fundraising initiatives.
- Meeting with constituents across the campus to prepare a proposal for the Kate B. Reynolds Charitable Trust for Second Chance Scholarships. This involves Advancement, Enrollment Management, the Registrar’s Office, Financial Aid, and the University College and Lifelong Learning (UCaLL) Division.
- Working with faculty on proposals for the CVS Caremark Community Grant, Knight Foundation, the Journalism Foundation, and the Z. Smith Reynolds Foundation.
- Co-organized Advancement Outreach presentations for schools and areas across campus. We present information about major gifts, corporate and foundation gifts, prospect research, grant writing, stewardship, donor records, the WSSU Foundation, and best practices for working with potential donors.

## **ALUMNI RELATIONS**

- Call Program
  - Developed segmentation plan for calling
  - Provided outline for scripting and made final edits
  - Advertised student caller position and managed the hiring process
- Coordinating Young Alumni Council sponsored 5K/10K Run
  - Negotiated with City of Winston-Salem to establish route
  - Secured partnership with WSSU Athletics
- Secured volunteer support from the Young Alumni Council for the post-graduation reception
- Social Media
  - Distributed Meltwater news clippings to Twitter and Facebook followers
  - Total of 438 Twitter followers and 1,042 Facebook friends
  - Serve as Editor for our Alumni e-newsletter
  -
- Student Outreach
  - Met with student leadership group to promote the student giving effort
- Class Reunion
  - Provided Class Reunion guides to current planning committees
  - Identified and corresponded with Class representatives from 1974, 1979, 1984 and 1989
- Secured \$10,000 pledge payment from a major alumni donor