

THE DIVISION OF UNIVERSITY ADVANCEMENT

*2014-2015 FISCAL YEAR IN REVIEW*

PREPARED FOR

THE BOARD OF TRUSTEES ADVANCEMENT COMMITTEE

SEPTEMBER 2015



BOARD OF TRUSTEES  
ADVANCEMENT COMMITTEE MEETING  
THURSDAY SEPTEMBER 17, 2015– 2:00 P.M.  
BLAIR HALL CONFERENCE ROOM 308

**AGENDA**

**\* ACTION ITEM**

- |   |                            |
|---|----------------------------|
| 1. Call to Order                              | Mrs. Sue Henderson, Chair  |
| 2. Roll Call                                  | Ms. Dionne Evans, Recorder |
| 3. Approval of Today's Meeting Agenda*        | Mrs. Henderson             |
| 4. Approval of June 11, 2015 Meeting Minutes* | Mrs. Henderson             |
| 5. 2014-2015 Fiscal Year Gift Summary         | Mrs. Cook                  |
| 6. Fiscal Year Divisional Highlights          | Advancement Staff          |
| 7. Philanthropic Naming and Endowment Policy* | Mrs. Cook                  |
| 8. New Business                               | Mrs. Henderson             |
| 9. Adjournment                                | Mrs. Henderson             |

NEXT ADVANCEMENT COMMITTEE MEETING  
THURSDAY, DECEMBER 10, 2015 – 2:00 P.M.

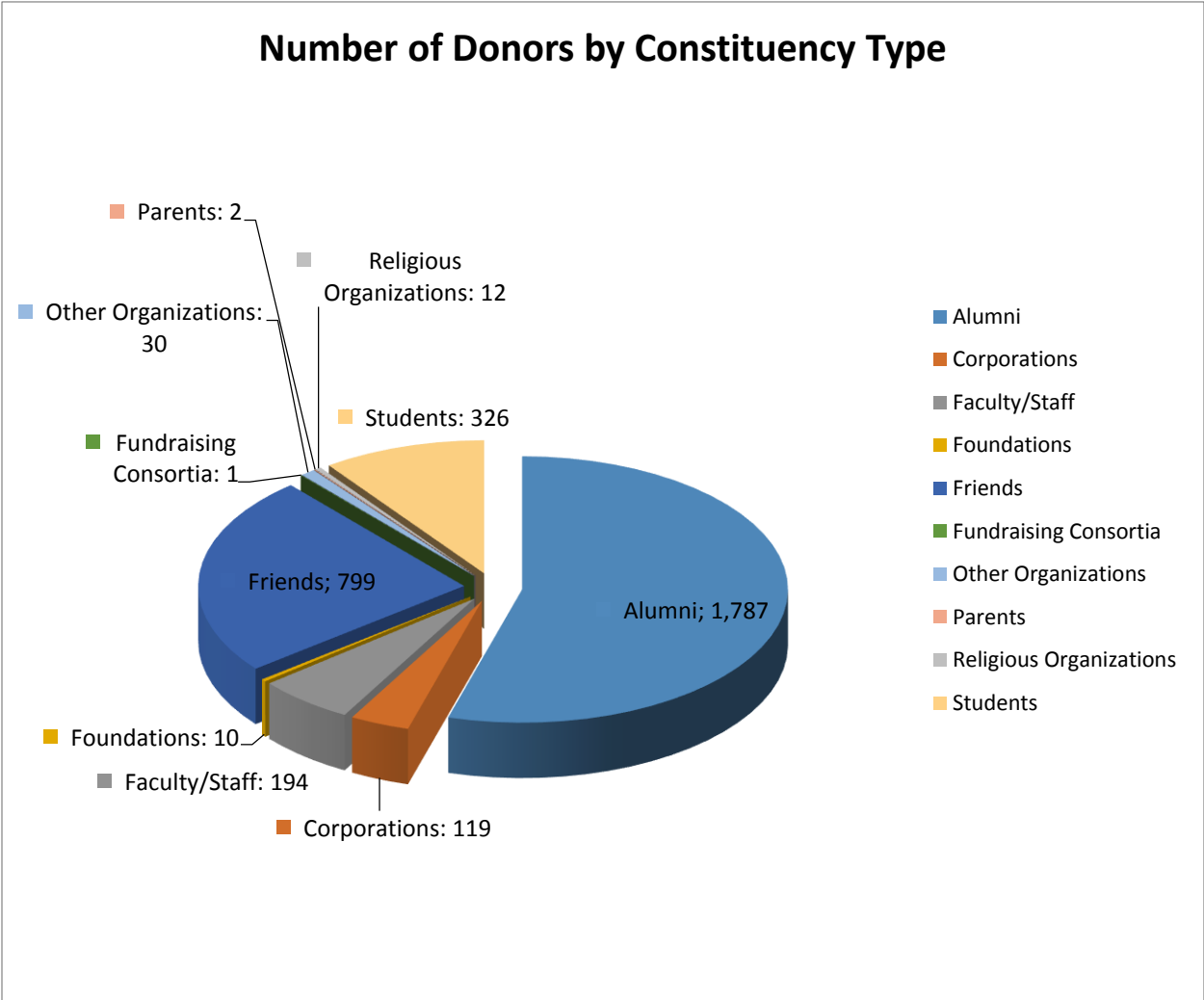
***ABOUT UNIVERSITY ADVANCEMENT...***

*The WSSU Division of University Advancement cultivates and maintains enduring relationships between its many constituencies and the university. We work with alumni, friends, students, parents, faculty, staff, community members, and foundation and corporate partners to enrich our university and the lives of our students. University Advancement shares a collective responsibility for creating partnerships and experiences across the university, the community, and beyond.*

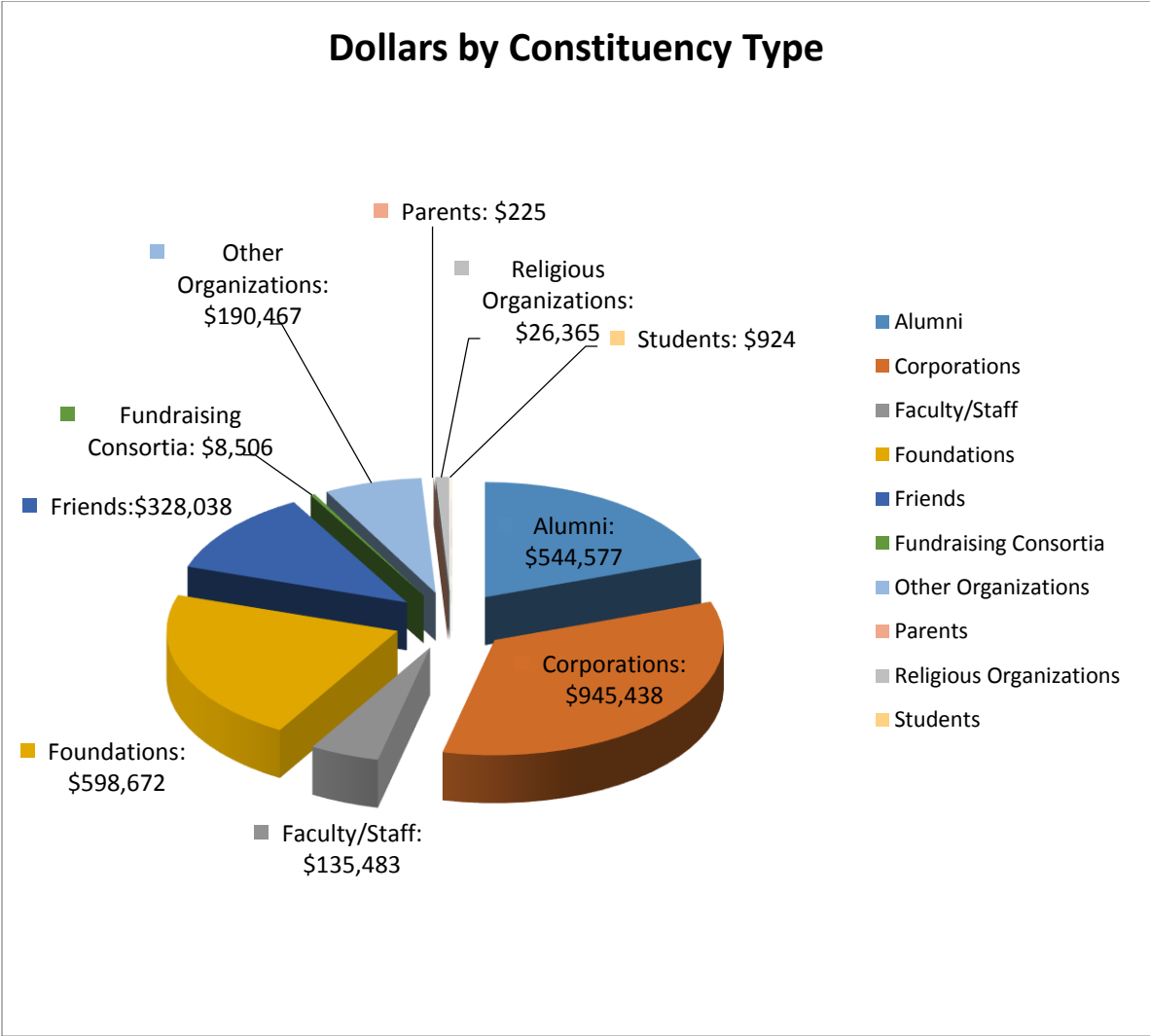
## 2014-2015 FISCAL YEAR GIFT SUMMARY

Gifts by Source	2015 Donors	2014 Donors	Donor % Change	2015 Dollars	2014 Dollars	Dollars % Change
Alumni	1,787	1,422	25.7%	\$544,577	\$459,899	18.4%
Corporations	119	121	-1.7%	\$945,438	\$633,561	49.2%
Faculty/Staff	194	142	36.6%	\$135,483	\$53,685	152.4%
Foundations	10	8	25.0%	\$598,672	\$620,898	-3.6%
Friends	799	706	13.2%	\$328,038	\$293,862	11.6%
Fundraising Consortia	1	1	0.0%	\$8,506	\$12,664	-32.8%
Other Organizations	30	40	-25.0%	\$190,467	\$74,996	154.0%
Parents	2	4	-50.0%	\$225	\$3,120	-92.8%
Religious Organizations	12	14	-14.3%	\$26,365	\$20,883	26.3%
Students	326	8	3975.0%	\$924	\$615	50.3%
<b>Total</b>	<b>3,280</b>	<b>2,466</b>	<b>33.0%</b>	<b>\$2,778,695</b>	<b>\$2,174,183</b>	<b>27.8%</b>
<b>Sponsored Programs</b>				\$400,300		
<b>Grand Total</b>				<b>\$3,178,995</b>		

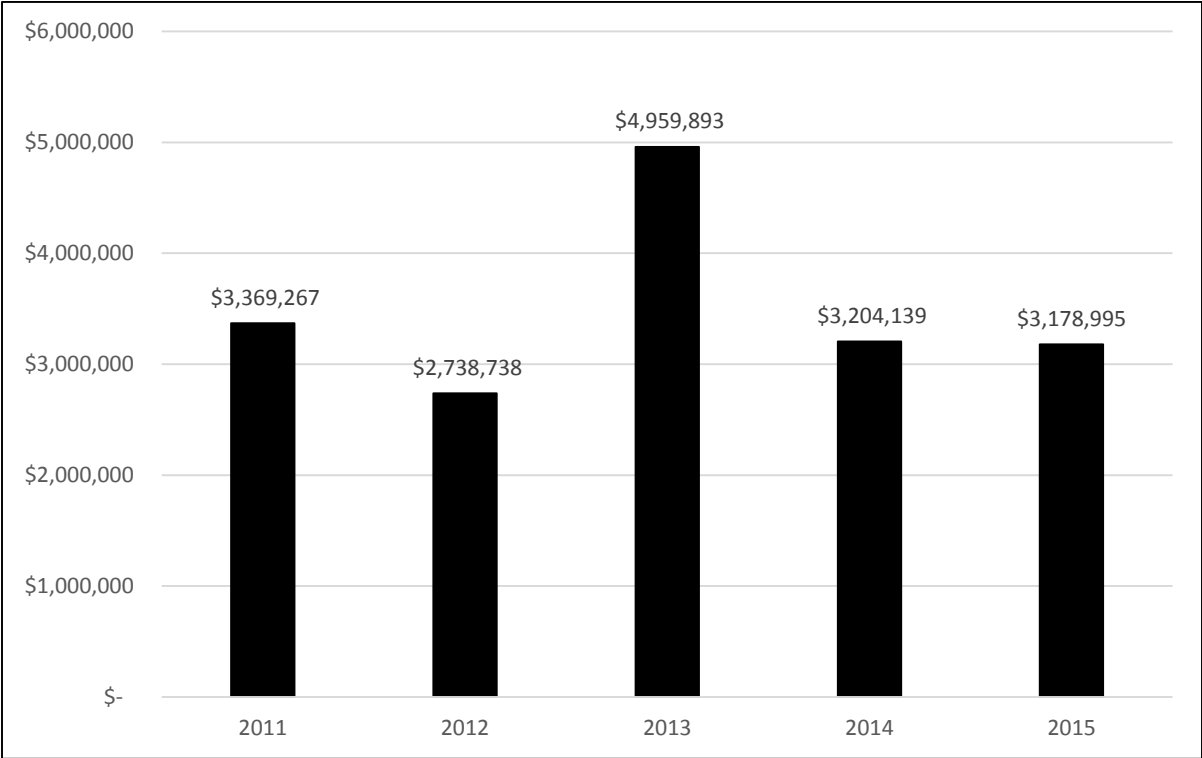
# 2014-2015 DONORS BY CONSTITUENCY TYPE



# 2014-2015 DOLLARS BY CONSTITUENCY TYPE



# FIVE-YEAR GIVING TREND 2011-2015



## ALUMNI CONTACT AND PARTICIPATION RATES 2001-2015

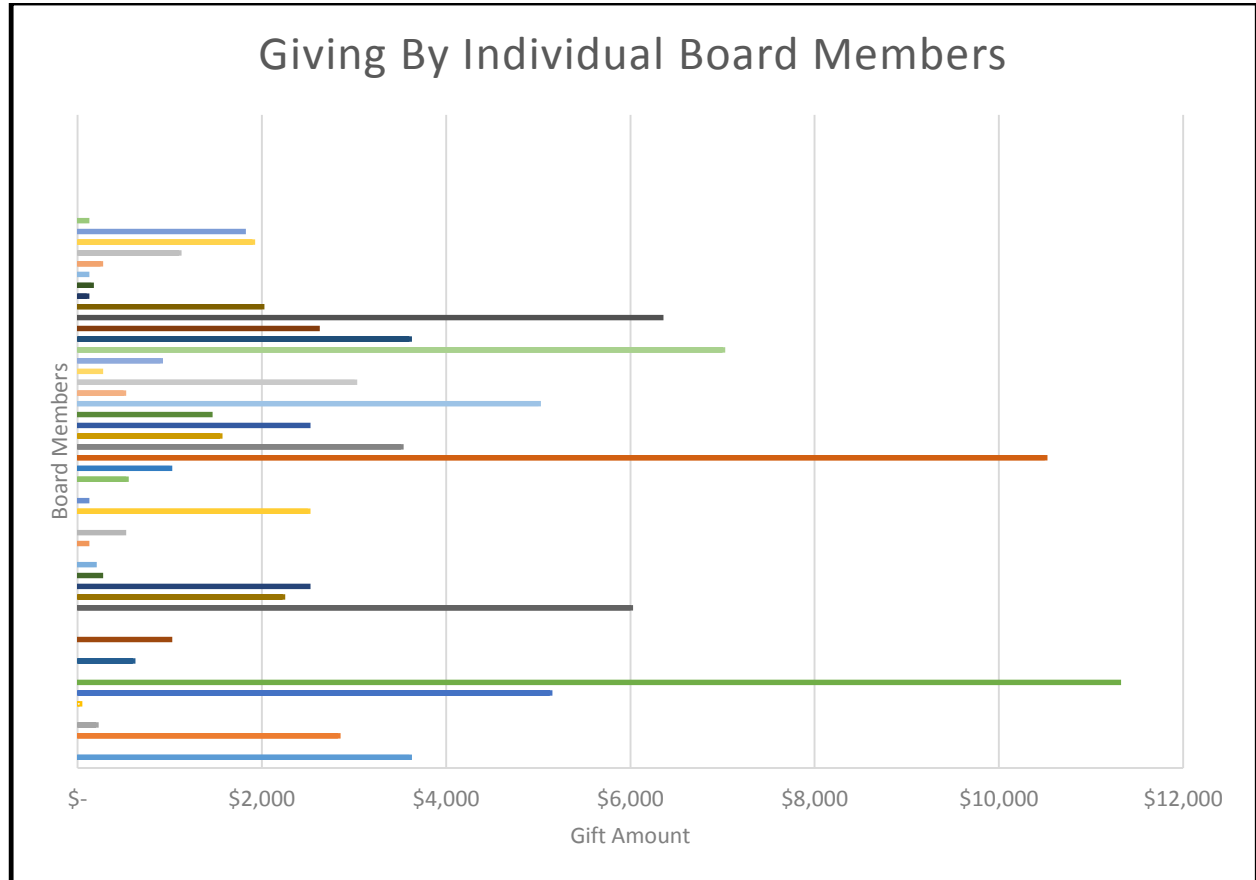
FISCAL YEAR	ALUMNI OF RECORD	ALUMNI SOLICITED	NUMBER OF DONORS	ALUMNI PARTICIPATION RATE	TOTAL GIVING	AVERAGE GIFT
2001	12,981	9,986	304	2.3%	\$ 109,575	\$ 360
2002	12,792	9,300	948	7.4%	\$ 208,452	\$ 217
2003	13,000	8,900	1,049	8.1%	\$ 190,235	\$ 181
2004	10,157	8,570	865	8.5%	\$ 246,075	\$ 284
2005	12,624	9,261	901	7.1%	\$ 268,626	\$ 298
2006	13,551	8,900	887	6.5%	\$ 256,439	\$ 289
2007	15,453	14,000	1,123	7.3%	\$ 293,252	\$ 261
2008	15,038	14,000	893	5.9%	\$ 312,000	\$ 349
2009	15,071	15,071	781	5.2%	\$ 274,000	\$ 351
2010	17,510	16,194	671	3.8%	\$ 479,518	\$ 715
2011	17,903	14,636	1,043	5.8%	\$ 331,189	\$ 318
2012	18,892	16,696	1,400	8.4%	\$ 493,087	\$ 352
2013	20,291	15,609	1,441	9.2%	\$ 402,909	\$ 280
2014	21,555	15,500	1,422	9.2%	\$ 458,167	\$ 322
2015	22,255	17,344	1,787	10.3%	\$ 544,577	\$ 306

## FACULTY AND STAFF GIVING 2006-2015

<b>Fiscal Year</b>	<b># of Donors</b>	<b># of Gifts</b>	<b>Fiscal Year Total</b>	<b>Average Gift</b>
2006	126	734	\$40,384	\$55
2007	198	867	\$54,392	\$63
2008	197	778	\$71,832	\$92
2009	157	633	\$47,909	\$76
2010	160	843	\$56,620	\$67
2011	197	914	\$75,267	\$82
2012	163	882	\$158,913	\$180
2013	176	1044	\$84,036	\$80
2014	192	1031	\$82,601	\$80
2015	256	1443	\$162,060	\$112

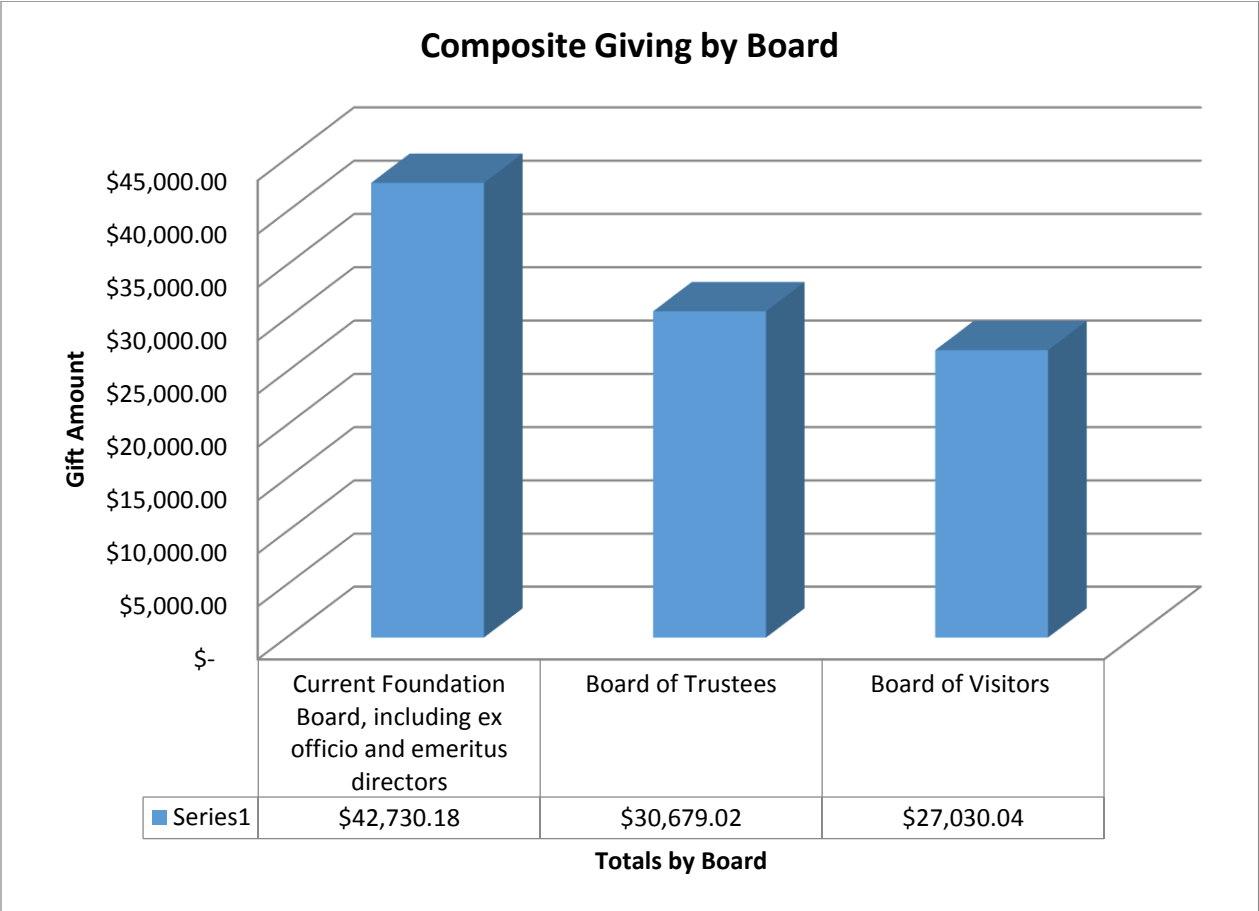


# BOARD GIVING 2014-2015



- There was a total of sixty-five (65) board members (Board of Trustees, Board of Visitors and Foundation Board Members) on the rosters during the 2014-2015 fiscal year.
- Forty-four (44) board members made a contribution to the university.
- Twenty-one (21) were non-donors.

# BOARD GIVING 2014-2015 (CONTINUED)



- Board members contributed a total of \$100,439 to the university during the fiscal year.
- The two largest cumulative gifts were \$11,300 and \$10,500; the smallest gifts were one at \$25 and five at \$100 each.
- The average board member gift was \$2,283.

## 2014-2015 FISCAL YEAR HIGHLIGHTS

- Overall giving to WSSU increased 27.8% – from \$2,174,183 last year to \$2,778,695 this year.
- The number of donors investing in WSSU also increased, from 2,466 to 3,280. This represents a 33% increase.
- Alumni donors were up significantly with a total of 1,787 alumni making investments in WSSU. This is a 25.7% increase over the 1,422 alumni donors in 2013-2014.
- Alumni dollars also grew this year, from \$459,899 to \$544,577, representing an 18.4% increase.
- Giving by faculty and staff continues to grow. The number of faculty and staff donors increased 36.6%, from 142 to 194 individuals. Contributions increased 152% from \$53,685 to \$135,483.
- We continue to grow support among those identified as friends of WSSU. The number of individuals in this category grew 13.2% from 706 donors to 799 donors. Giving increased 11.6% from \$293,862 last year to \$328,038 this year.
- With support from Student Government Association leadership, there was substantial growth in support from students. We recorded 326 gifts from students and their contributions to the university increased 50.3%.
- University Advancement collaborated with the Office of the Chancellor to coordinate Chancellor Robinson’s Community Engagement Plan. Areas of emphasis included alumni, corporate and foundation partners, major donors, government officials, members of the faith community and others.
- Members of the WSSU Foundation Board’s Major Gifts Committee and Corporate and Foundation Relations Committee hosted a number of engagement meetings and events with Chancellor Robinson.
- University Advancement and Athletics began a series of “We See Red” Regional Alumni Tours that included several stops in North Carolina and sessions in Maryland/Washington DC and Atlanta.
- The Planned Giving website was developed and launched and is now educating and engaging potential planned gift donors. The site will be linked to the WSSU Foundation website and distributed through Rambits and other social media.
- The Donor E-Newsletter and Advisor E-Newsletter were also launched to provide information about legacy giving for donors, prospects and financial advisors and others.
- The WSSU Foundation Board reinstated the “Dinners with 12” initiative. Several board members and friends have hosted events to introduce Chancellor Robinson and WSSU to their friends and colleagues.
- Alumni Relations worked with the Young Alumni Council on a successful “40 under 40” Awards Gala, resulting in contributions from over 370 individual donors and net revenue of \$21,822.
- The Annual Fund staff coordinated the 2015 Annual Golf Classic – 164 participants, 39 sponsors, and in-kind sponsorships totaling \$30,820. The net revenue of \$43,836 will be added to the General Scholarship Fund.

- **Investments of note include:**

- The Lettie Pate Whitehead Foundation made a gift of \$200,000 for student scholarships.
- BB&T made two pledge payments—a total of \$176,000—designated to the Student Success Center and the Faculty of Business.
- Reynolds American made a \$150,000 pledge payment for student scholarships.
- Forsyth Medical Center made gifts totaling \$150,000 to the School of Health Sciences.
- The John W. And Anna Hodgkin Hanes Foundation invested \$100,000 in the Student Success Center.
- KBR Trust made a pledge payment of \$92,000 for the Almost Home Scholarship Fund.
- The James G. Hanes Trust made a pledge payment of \$67,000 to the Success Center.
- A former board member made gifts totaling \$55,000.
- A friend of WSSU gave \$51,500 to establish a scholarship and to provide bridge funding for scholarships.
- The National Alumni Association gave gifts totaling \$35,499 in support of WSSU.
- A former faculty member donated \$25,000 to endow a student support fund.
- Amica Mutual Insurance Company gave \$25,000 to the Donald and Deborah Reaves Scholarship Fund in honor of the former chancellor's service to WSSU.
- Richard J. III and Marie Mallouk Reynolds Foundation made a gift of \$25,000.
- The Islamic Relief Society gave \$25,000 for PT/OT outreach clinics at the Community Care Center.
- Two former faculty members made a \$20,000 planned gift.
- A friend of WSSU created a \$15,000 non-endowed scholarship fund.
- We received a \$15,000 estate gift designated for scholarships.
- Altria made a \$14,000 contribution in support of Career Development Services and the Computer Science Department.
- Kilpatrick Townsend & Stockton LLP invested \$13,000 in support of strategic priorities.
- Glenn Family Foundation contributed \$10,000 to the Almost Home Scholarship Fund.
- United Metropolitan Missionary Baptist Church made a gift of \$10,000 for scholarships.
- St. Peter's Church and World Outreach Center donated \$10,000 for scholarships.
- WSSU received many other gifts in support of our strategic priorities.