

THE DIVISION OF UNIVERSITY ADVANCEMENT

QUARTERLY REPORT

PREPARED FOR

WINSTON-SALEM STATE UNIVERSITY

BOARD OF TRUSTEES ADVANCEMENT COMMITTEE

MARCH 2015



BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE MEETING
THURSDAY, MARCH 19, 2015 – 2:00 P.M. TO 3:00 P.M.
BLAIR HALL CONFERENCE ROOM 308

AGENDA

*** Action Item**

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|---|----------------------------|
| 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 December 18, 2014 Meeting Minutes* | Mrs. Henderson |
| 5. Gift Summary Report
For the Quarter ended December 31, 2014 | Mrs. Cook |
| 6. Divisional Highlights | Advancement Staff |
| 7. Strategic Priorities: Review and Recommendations | Mrs. Cook |
| 8. New Business | Mrs. Henderson |
| 9. Adjournment | Mrs. Henderson |

NEXT ADVANCEMENT COMMITTEE MEETING
THURSDAY, JUNE 11, 2015 – 2:00 P.M. TO 3:00 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 our 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.

GIFT SUMMARY REPORT

For the Period Ending December 31, 2014

(Compares July 1, 2013 – December 31, 2013 to July 1, 2014 – December 31, 2014)

Gift Source	2015 Donors	2014 Donors	Donor % Change	2015 Dollars	2014 Dollars	Dollars % Change
Alumni	974	525	85.5%	\$330,232	\$224,895	46.8%
Corporations	56	68	-17.7%	\$683,781	\$442,963	54.4%
Faculty/Staff	159	114	39.5%	\$44,757	\$32,046	39.7%
Foundations	9	6	50.0%	\$517,087	\$541,569	-4.5%
Friends	338	407	-17.0%	\$250,800	\$112,803	122.3%
Fundraising Consortia	1	1	.0%	\$3,595	\$5,631	-36.2%
OTHER	0	1	-100.0%	0	\$1,000	100.0%
Other Organizations	16	22	-27.3%	\$149,283	\$50,511	195.6%
Parents	0	3	-100.0%	\$	\$120	100.0%
Religious Organizations	3	6	-50.0%	\$2,555	\$2,540	.6%
Students	329	3	*****	\$752	\$160	370.3%
FOUNDATION TOTALS	1,885	1,156	63.1%	\$1,982,844	\$1,414,238	40.2%
SPONSORED PROGRAMS:				\$277,331	\$ 409,300	
Grand Total as of 12-31-2014				\$2,260,175	\$1,823,538	

DIVISIONAL HIGHLIGHTS

- Private philanthropy increased 40% from \$1.41 million last year to \$1.98 million this year.
- Alumni giving was up in both the number of donors and dollars given. For the period, the number of alumni donors increased from 525 to 974—an increase of 85.5%.
- Corporate contributions increased 54.4% – from \$442,963 to \$683,781.
- Contributions from friends more than doubled for the period, from \$112,803 to \$250,800.
- Investments of note include:
 - Over \$290,000 designated to campus scholarships
 - An additional \$42,750 designated to the Almost Home Scholarship Fund in honor of former Chancellor Donald Reaves
 - \$167,250 in gifts and pledges designated to the Student Success Center at Hill Hall
 - \$200,000 designated to various academic programs
 - \$21,000 for two campus lectures
 - \$4,510 in State Employee Combined Campaign contributions designated to WSSU.
- University Advancement, with support from the Office of the Chancellor, the Office of External Relations and Athletics, is coordinating the Chancellor’s Community Engagement Plan. Areas of emphasis include 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 are facilitating a number of engagement meetings and events with Chancellor Robinson.
 - University Advancement and Athletics have proposed a “We See Red” Regional Alumni Tour that includes several stops in North Carolina and sessions in Maryland/Washington DC, Atlanta and New York/New Jersey.

MAJOR & PLANNED GIFTS

- Professional Development – Attended Council for Advancement and Support of Education Conference (CASE) February 14-18, 2015.
- Heritage Society Induction– being planned for this fall.
- Five e-newsletters have been submitted to alumni and friends of WSSU, two Advisor e-newsletters have been submitted to financial advisors, attorneys, CPA’s (www.wssulegacy.org).
- Gifts and pledges received August –December 2015
 - \$15,000 non-endowed scholarship
 - \$10,000 Distinguished Scholars commitment
 - \$50,000 endowed scholarship *plus* \$1,500 bridge gift
 - \$10,000 Distinguished scholars, \$25,000 endowed scholarship
- Proposals Submitted January-February 2015
 - \$10,000 outright gift *plus* \$100,000 planned gift- Atkins Lecture Series
 - \$25,000 planned gift – Endowed Student Athletic Scholarship
- Major Gifts Committee:
 - The committee has developed a plan for engaging & cultivating potential donors referred by committee members.
 - Members have proposed dates to host ***Dinner’s with 12/*** engagement activities for the Chancellor.

CORPORATE AND FOUNDATION RELATIONS

Funds awarded since the advancement committee's December meeting include:

- Glenn Family Foundation – \$10,000 for Almost Home Scholarship Program.
- Islamic Relief Society – \$25,000 for PT/OT outreach clinics at Community Care Center.
- Altria – \$14,000 in support of career development services and computer science.

Outstanding requests include:

- \$100,000 request to Allegacy Federal Credit Union in support of Almost Home Scholarships.
- \$90,000 to Arnold P. Gold Foundation in support of Occupational Therapy clinic.
- \$50,000 request to Richard J. III and Marie Mallouk Reynolds Foundation in support of Almost Home Scholarships.

Upcoming requests include:

- Bank of America: currently in the cultivation phase with plans to submit a request later in the year.
- Home Depot Retool Your School Program: working with Rosalba Ledezma and her campus facilities team to identify project(s) for submission in February.
- Duke Energy Foundation: meeting with Richard "Stick" Williams in anticipation of summer request.
- Patterson Foundation: preparing a request to Patterson in support of OT clinic.
- Piedmont Natural Gas: invited to submit a request for scholarships after meeting with NC Community Relations Manager Phillip Morgan.
- Scripps Networks Interactive: Steve Martin is working with us to schedule a time for Scripps community giving liaison to visit the WSSU campus to discuss a possible contribution in honor of the company's CEO.
- Walmart Foundation: identifying career/leadership development project in anticipation of summer request.
- Z. Smith Reynolds Foundation: identifying community-based project for ZSR to consider during their summer grant cycle.

Corporate/Foundation outreach involving Chancellor Robinson includes:

- Charlotte: UNC Charlotte Chancellor Philip Dubois will host a reception to introduce Chancellor Robinson to 100-150 of his and WSSU's "closest friends" in Charlotte; we are identifying Charlotte-based corporate prospects and friends for this event.
- Raleigh: we have identified 30+ Raleigh-based corporate prospects; BOV member Eugene Weeks will help facilitate meetings – small receptions or 1:1 meetings.
- Winston-Salem: WSSU Foundation board members and other WSSU friends have identified key community/corporate leaders who can host small gatherings to introduce Chancellor Robinson to corporate and foundation prospects; our goal is to schedule these gatherings for the spring.

ALUMNI RELATIONS

INFORMED AND ENGAGED ALUMNI

- Call Program
 - Number of Pledges: 855
 - Amount Pledged: \$113,993
 - Number of current donors: 419
 - Total Amount Received: \$51,532
 - Largest pledge fulfilled: \$10,000

OUTREACH

- Young Alumni Council
 - Continued coordination of 40 under 40 Award Program
 - Developed plans for on-line solicitation to boost fiscal year-end giving
 - Secured venue for 40 Under 40 Race
- Social Media
 - Twitter
 - Total of 1,585 Tweets and 690 Followers
 - 2,009 Total views over the last month
 - Facebook
 - Total friends to date 1,018
 - Continue to utilize Facebook for sharing campus announcements
 - Assigned Alumni Relations as the new Facebook link RamBits
- Student Outreach
 - Met with Junior Class leadership to develop a targeted solicitation
 - Continued planning for Student/Alumni mentoring program
- Class Reunions
 - Assisting in the coordination of reunions for the following classes: 1955, 1960, 1965, 1975, 1985, 1990, 1995 and 2005
 - Class Reunion giving totals for FY 2015 - \$89,619.43

ADVANCEMENT WRITER

- Submitted proposal for State Employees Credit Union (SECU) Internship Program.
- Wrote proposals for Almost Home Program.
- Collaborated on collateral for Tom Joyner School of the Month.
- Writing a proposal for the Delta Sigma Theta Sorority Distinguished Professor/Endowed Chair.
- Working with Stewardship Coordinator to identify and interview students to feature in written materials and on the website.
- Updating WSSU Foundation website.
- Pursuing funding for the campus radio station WSNC.
- Compiling and editing the program/biographies for the 40 Under 40 Event.

ANNUAL FUND

- Coordinating 2015 CIAA Engagement Events
 - Chancellor's Champagne Brunch - Pepsi sponsorship secured
 - Scholarship Engagement Party – Sponsorship Proposal Submitted
- Coordinated Faculty/Staff Campaign 2014 academic year
 - Monthly themes included “Give Up a Cup”, “Give your sales item” and “Your daily indulgence”. Dollars increased 98.7% and the number of donors increased 45.6%
- Implemented WSSU's first time participation in National Giving Tuesday on December 2nd
 - \$7, 366 dollars raised from 157 donors in a 24-hour campaign
- Coordinating Tom Joyner School of the Month Effort
 - WSSU selected as the March 2015 School of Month
 - Four WSSU students will receive \$1,500 Hercules Scholarships during the month of March
- Annual Fund and Alumni Relations – with support from Athletics – are coordinating regional alumni tours for Chancellor Robinson
 - Raleigh, NC –February 6th
 - Wilmington, NC and Wilson, NC on the horizon
- Planning for 2015 Annual Golf Classic
 - Friday, April 24th at Winston Lake Golf Course
 - Secured two title sponsors-Pepsi and Bib's Downtown (\$17, 500 cash/in kind)
- Completed 2014 calendar year- end appeal to 1,492 lapsed donors
 - \$190,000 to date
 - 342 donors to date