

Board of Trustees-Advancement Committee

UNCSA Development Report

- Please refer to the Revenue Report provided.
- As of the end of the third quarter (March 30), fundraising efforts are tracking on or ahead of goals in all areas.
- In the categories of designated gifts and endowment funds, we have already exceeded our June 30 goals, and in the Annual Fund we have raised 83% of our goal for the year. We expect to reach that goal by June 30.
- Thanks to our hard-working Advancement staff for their dedication to meeting these goals for the school, and we appreciate all our donors and board members who support the school financially and who keep the school at the forefront of their conversations with others in the community.
- Staffing update:
 - Plan to hire the Major Gifts Officer by June 30. This position is funded by a grant from UNC General Administration and private support.
 - Next positions to fill:
 - Part-time Institutional Grants Manger (already in place with Paula Pressley)
 - Development Director
 - Senior Major Gifts Officer
 - Manager of Donor Communications and Stewardship
 - Part-time Administrative Support
- Annual Fund:
 - To date, we are ahead in our fundraising goals for gifts of less than \$1499.
 - Partial credit goes to:
 - New ticket system at the Box Office, making it easier for patrons to make a donation at the time of their ticket purchase or to turn tickets to a canceled show (weather) into a donation rather than a refund.
 - We're also using strategic, targeted messaging to our different constituent groups in our direct mail and emails.
 - We received nearly 700 Annual Fund gifts through mid-February, most of them in response to the fall appeals.
 - We have less than \$10,000 left toward our goal for gifts of \$1,500 and above to the Annual Fund.
 - We fully anticipate closing the gap in this category by June 30.
 - The spring Annual Fund direct mail appeal is on track to be mailed to households the first week of May, with corresponding email messages following from mid-

May through the end of June. We will mail to approximately 21,000 individuals for the spring appeal.

- We're also making a concerted effort to be more consistent in who we reach in our direct mail and other appeals.
- In the past, we haven't been able to mail to the same people in the fall and spring because of budget concerns.
- For the next three years, all constituents who receive the fall direct mail appeal will also receive the spring appeal and we will add new constituents as needed. This will give us a good base of data from which to determine our direct mail, online and social media strategies moving forward.
- Alumni-Brick program:
 - Part of the proceeds from this newly revived program will now go to the Annual Fund
 - At \$120, the Annual Fund will receive approximately \$68 per brick purchased and \$52 will go towards the cost of the brick, engraving and installation
 - Status of the current project:
 - 17,600 letters went out March 20, 2015 to all alumni, parents of students and alumni, and grandparents of students and alumni
 - We've received more than 50 orders for commemorative bricks to be placed on campus, raising nearly \$3,500 for the Annual Fund, mostly from parents and alumni.
- Major Gifts and Scholarships Update:
Even while a large part of our focus this year has been on ensuring the success of the *Guys and Dolls* 50th Anniversary Gala, we continue to find new friends for the school who are interested in supporting UNCSA's endowment and scholarship programs. So far this fiscal year, gifts to endowments, scholarships, discretionary funds and other designated projects total more than \$3.5 million. This year we have seven new scholarship funds established, and five others are in active development stage.
- Ed Lewis, Jim DeCristo, Cindy Liberty and Lisa Ransom have met with the deans of each school to begin the FY16 budget planning process, in an effort to align Advancement's plans with the Deans' priorities.

UNCSA Foundation Board Report

Advancement Committee Report

- The Guest Artist Luncheon Series event in February was extremely successful.
- The event netted approximately \$4,000.
- Thank you to all who attended this event.



- Additional donations received to the endowment via the invitation to the luncheon was approximately \$5,500.
- The Foundation Board is now working to raise the last \$10,000 in order to reach their FY15 goal of \$30,000.

Board Development Committee Report

- The Committee has met twice to discuss potential board members for FY 2016.
- Three board members are retiring after serving two 3-year terms.
- Two other board members have resigned to due to job relocations.
- By-laws allow for 21 members, so the committee will recruit 5 or 6 new members.

Audit Committee Report

- The Audit Committee will meet on April 14th to review the final internal control implementations and technological development recommendations from BB&T.

Finance Committee Report

- The Finance Committee will meet on April 23rd to review the first draft of the budget for Advancement and the UNCSA Foundation.

Other updates

- UNCSA Foundation has worked with the Thomas S. Kenan Institute to develop their budget for FY 16.
- Semans Art Fund spring meeting took place on April 6th. Awards to dean's discretionary funds and student projects total approximately \$125,000.

UNCSA Board of Visitors Report

- The Spring Board of Visitors meeting took place via email in early April. It included updates from UNCSA leadership and highlighted recent accomplishments of students, faculty and alumni. The Fall Board of Visitors meeting is scheduled for September 24-25, 2015.
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