

University Advancement

Vice Chancellor's Report

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Vice Chancellor for University Advancement

September 11, 2015



North Carolina Agricultural and Technical State University



Agenda

- FY15 Fundraising Results/Analysis
- FY16 Targets and Objectives
- Campaign Planning
- 125th Anniversary Fundraising Planning



Fundraising Overview

- \$7,213,411 in gifts and commitments through EOY
- Total gifts for the year = 8,211
- Alumni donors of 3,803
- Gifts of \$25K+ around \$4.2MM
- 7.8% participation rate



Gifts/New Commitments by Constituency and Type

<i>July 1, 2014 – June 30, 2015</i>						
CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$880,299	\$1,195,248	\$576	\$55,970	\$50,000	\$2,182,092
CORPORATE	\$345,000	\$3,303,734	\$24,185	\$0	\$0	\$3,672,919
FOUNDATION	\$0	\$329,073	\$0	\$0	\$0	\$329,073
NON-ALUMNI	\$56,619	\$702,015	\$8,150	\$0	\$0	\$766,784
OTHER ORGS	\$0	\$262,542	\$1	\$0	\$0	\$262,543
TOTAL	\$1,281,918	\$5,792,612	\$32,912	\$55,970	\$50,000	\$7,213,411

<i>July 1, 2013 – June 30, 2014</i>						
CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$829,328	\$1,162,051	\$1,167	\$250,000	\$150,000	\$2,392,546
CORPORATE	\$66,095	\$2,319,729	\$113,700	\$0	\$0	\$2,499,523
FOUNDATION	\$132,000	\$534,288	\$0	\$0	\$0	\$666,288
NON-ALUMNI	\$87,297	\$968,156	\$113	\$0	\$0	\$1,055,566
OTHER ORGS	\$25,000	\$260,757	\$489	\$0	\$0	\$286,246
TOTAL	\$1,139,720	\$5,244,980	\$115,469	\$250,000	\$150,000	\$6,900,170



Gifts/New Commitments By Purpose

<i>July 1, 2014 – June 30, 2015</i>		
	Objective	Amount
Endowment	Facilities	\$50,000
	Faculty	\$0
	Programmatic	\$1,465
	Scholarshios	\$680,019
Subtotal Endowment		\$731,484
Current Use	Facilities	\$55,265
	Faculty	\$10,069
	Programmatic	\$4,332,820
	Research	\$447,012
	Scholarships	\$1,006,197
	Unrestricted	\$630,814
Subtotal Current Use		\$6,481,757
Grand Total		\$7,213,411



Gifts/New Commitments by School/College

<i>July 1, 2014 – March 31, 2015</i>						
SCHOOL/COLLEGE	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
UNIVERSITY-WIDE	\$520,845	\$1,333,830	\$18,577	\$20,023	\$50,000	\$1,943,275
ENGINEERING	\$164,777	\$1,299,082	\$595	\$0	\$0	\$1,464,454
ARTS & SCIENCES	\$65,204	\$1,256,839	\$8,350	\$35,947	\$0	\$1,366,339
TECHNOLOGY	\$10,645	\$687,902	\$0	\$0	\$0	\$698,546
ATHLETICS	\$163,913	\$357,337	\$376	\$0	\$0	\$521,626
BUSINESS & ECONOMICS	\$160,565	\$273,308	\$0	\$0	\$0	\$433,874
AG. & ENV. SCIENCES	\$136,505	\$224,981	\$5,014	\$0	\$0	\$366,501
EDUCATION	\$15,042	\$281,539	\$0	\$0	\$0	\$296,582
NURSING	\$38,017	\$48,086	\$0	\$0	\$0	\$86,103
INTERDISCIPLINARY	\$1,307	\$22,560	\$0	\$0	\$0	\$23,867
LIBRARY	\$2,745	\$6,588	\$0	\$0	\$0	\$9,333
INSTITUTIONAL RESEARCH	\$1,520	\$10	\$0	\$0	\$0	\$1,530
GRADUATE STUDIES	\$1,093	\$120	\$0	\$0	\$0	\$1,213
TOTAL	\$1,282,178	\$5,792,182	\$32,912	\$55,970	\$50,000	\$7,213,241



Gifts/New Commitments by Gift Size – FY15

Gift Size	Last Year		This Year	
	Gifts	Gifts Total	Gifts	Gifts Total
\$1,000,000 - \$4,999,999	0	\$ -	0	\$ -
\$500,000 - \$999,999	1	\$ 812,653	1	\$ 520,000
\$250,000 - \$499,999	1	\$ 250,000	3	\$ 1,030,786
\$100,000 - \$249,999	11	\$ 1,562,585	6	\$ 823,220
\$50,000 - \$99,999	12	\$ 767,000	14	\$ 1,021,582
\$25,000 - \$49,999	30	\$ 875,491	25	\$ 825,969
\$10,000 - \$24,999	25	\$ 359,825	35	\$ 478,197
\$5,000 - \$9,999	61	\$ 359,509	75	\$ 448,701
\$1,000 - \$4,999	632	\$ 955,858	586	\$ 936,561
\$500 - \$999	492	\$ 277,082	565	\$ 345,236
\$250 - \$499	963	\$ 288,268	1,260	\$ 361,373
\$1 - \$249	5,540	\$ 391,899	5,650	\$ 421,786
Totals	7,768	\$ 6,900,170	8,220	\$ 7,213,411



Fundraising Analysis

- Majority of support derived from corporations, foundations, and other organizations at 59%
- Alumni support accounts for 30% of total
- 90% of gifts/new commitments are for current use
- 49 major gifts (Less than 1%) account for 44% of our gifts and commitments, while 8,171 gifts account for the other 56%



Targets & Strategic Objectives – FY16

- Raise \$10MM in overall private dollars
- Raise \$2.7MM in Annual Giving program
- Raise \$2MM of that total from alumni
- Increase our participation rate to 8.5%
- Successfully submit \$4MM in proposals to corporations and foundations
- Identify and engage five new corporate or foundation partners
- Transition to a holistic model
- \$1MM in planned gift commitments
- Offer trusts and annuities as a planned giving option

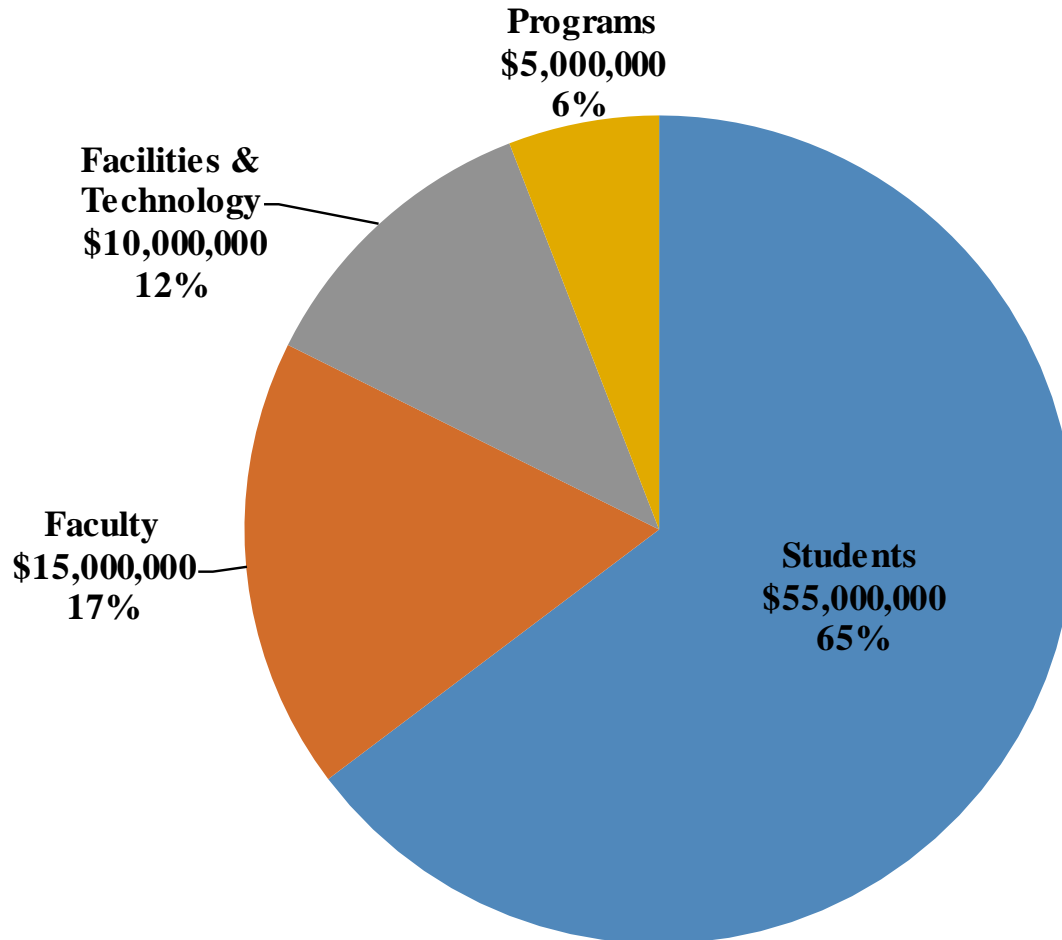


University Advancement Updates - Campaign Planning

- **Volunteer Structure**
 - Ongoing recruitment of key volunteers
 - Already engaged BOV Campaign Cultivation Committee
- **Internal Infrastructure**
 - Advancement Services and Development team
 - Policies and procedures
- **Refine Case for Support**
 - Initial tier to match up with working goal
 - Secondary tier to align with additional college and school priorities
- **Principal/Leadership Gifts**
 - Identification and strategies
- **Campaign Counting**



Campaign Funding Priorities - \$85MM





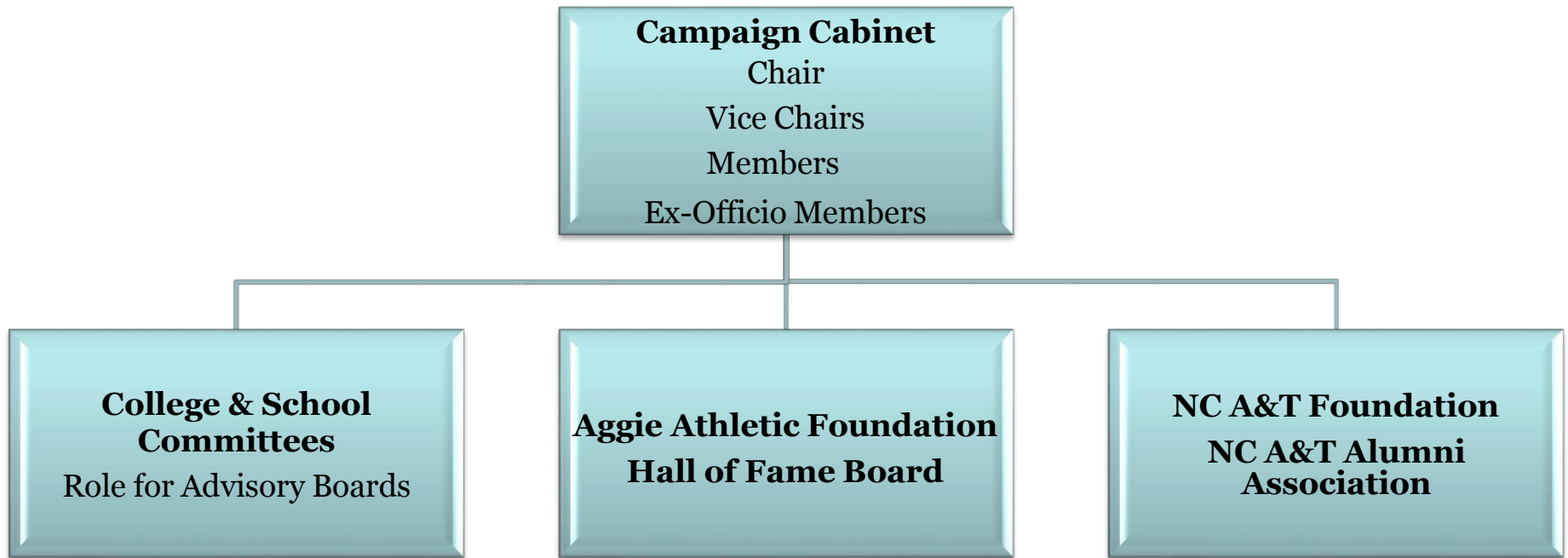
Campaign Planning

- Campaign Priorities
 - » Will finalize with leadership
 - » Establish university/college & school priorities
 - » Develop campaign collateral





Campaign Planning - Structure





North Carolina A&T State University
Campaign Structure
A&T Pride: The Quest for Preeminence

Campaign Cabinet

Co-Chairs

Royall Mack Erskine Bowles (Honorary) Willie Deese

Members

Dr. Quiester Craig Dr. Edward Fort Emerson Fullwood
Chuck Cornelio Kathy Hairston Janice Howroyd
John Hairston Tim King Mitch Martin
Tim Rice Ralph Shelton Dmitri Stockton
Dr. Bertram Walls Donna James Laura Meagher

Ex-Officio Members

BOT Advancement Committee Chair NC A&T Alumni Association Chair
NC A&T Foundation President (Shirley Frye)
Aggie Athletic Foundation President (Teresa Davis)
Sports Hall of Fame President (Richard Lide)
Board of Visitors Chair (David Barksdale)
Dr. Harold L. Martin, Sr., Chancellor





Campaign Planning - Timeline

	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Campaign Counting Period	[Yellow bar]									
Campaign Planning		[Dark Blue bar]								
Volunteer Leadership Recruitment				[Green bar]						
Leadership/Principal Gifts				[Red bar]						
Campaign Kick Off					[Light Orange bar]					
Major Gifts				[Yellow bar]						
General Gifts	[Light Blue bar]									
Celebration									[Purple bar]	





Campaign Planning – Gift Table

Number of Gifts Needed	Gift Size	Gift Amount	Category Total	Category Percent of Total	Cumulative Percent of Goal
1	\$ 10,000,000	\$ 10,000,000	\$ 10,000,000	11.8%	11.8%
4	\$ 5,000,000	\$ 20,000,000	\$ 30,000,000	23.5%	35.3%
5	\$ 2,500,000	\$ 12,500,000	\$ 42,500,000	14.7%	50.0%
8	\$ 1,000,000	\$ 8,000,000	\$ 50,500,000	9.4%	59.4%
15	\$ 500,000	\$ 7,500,000	\$ 58,000,000	8.8%	68.2%
20	\$ 250,000	\$ 5,000,000	\$ 63,000,000	5.9%	74.1%
50	\$ 100,000	\$ 5,000,000	\$ 68,000,000	5.9%	80.0%
80	\$ 50,000	\$ 4,000,000	\$ 72,000,000	4.7%	84.7%
Many at or under	\$ 25,000	\$ 13,000,000	\$ 85,000,000	15.3%	100.0%



Scorecard

Case for
Support

Giving
History

Campus
Leadership

Development
Staff

Volunteers

Potential
Large Gifts

Institutional
Vision

Development
Support

Resources



125th Anniversary Fundraising

- **Anniversary Goal**
 - Raise \$1,250,000 for scholarship support overall
 - Raise \$125,000 from first-time donors for scholarship support
 - Augmented by a matching challenge of \$125,000 for a grand total of \$250,000
- **125th Anniversary Gala**
 - A fundraising purpose for scholarship support
 - Title and lower level sponsors – particularly corporate
 - Table sponsorship packages
 - Individual ticket sales

