

University Advancement

Vice Chancellor's Report

Kenneth E. Sigmon, Jr.

November 20, 2015



North Carolina Agricultural and Technical State University



Agenda

- FY16 Fundraising Reports
- Campaign Planning
- 125th Anniversary Fundraising/Events
- Giving USA 2015



Gifts/New Commitments by Constituency and Type

<i>July 1, 2015 – October 31, 2015</i>						
CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$298,047	\$173,607	\$18,000	\$161,080	\$26,000	\$676,734
CORPORATE	\$1,000,000	\$663,243	\$9,305	\$0	\$0	\$1,672,548
FOUNDATION	\$0	\$106,640	\$0	\$0	\$0	\$106,640
OTHER INDS	\$33,473	\$47,939	\$0	\$0	\$0	\$81,412
OTHER ORGS	\$5,000	\$42,586	\$0	\$0	\$0	\$47,586
TOTAL	\$1,336,520	\$1,034,015	\$27,305	\$161,080	\$26,000	\$2,584,920

<i>July 1, 2014 – October 31, 2014</i>						
CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$255,530	\$191,711	\$0	\$0	\$0	\$447,240
CORPORATE	\$250,000	\$964,978	\$18,103	\$0	\$0	\$1,233,081
FOUNDATION	\$0	\$118,680	\$0	\$0	\$0	\$118,680
OTHER INDS	\$15,854	\$560,855	\$0	\$0	\$0	\$576,709
OTHER ORGS	\$0	\$47,478	\$0	\$0	\$0	\$47,478
TOTAL	\$521,384	\$1,883,702	\$18,103	\$0	\$0	\$2,423,189



Gifts/New Commitments By Purpose

<i>July 1, 2015 – October 31, 2015</i>		
	Objective	Amount
Endowment	Facilities	\$0
	Faculty	\$400
	Programmatic	\$1,100
	Scholarships	\$384,869
Subtotal Endowment		\$386,369
Current Use	Facilities	\$14,329
	Faculty	\$10,100
	Programmatic	\$1,556,209
	Research	\$440
	Scholarships	\$542,270
	Unrestricted	\$75,203
Subtotal Current Use		\$2,198,551
Grand Total		\$2,584,920



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	\$ -	1	\$ 1,000,000
\$500,000 - \$999,999	1	\$ 520,000	0	\$ -
\$250,000 - \$499,999	1	\$ 250,000	0	\$ -
\$100,000 - \$249,999	2	\$ 304,000	2	\$ 308,080
\$50,000 - \$99,999	4	\$ 306,975	4	\$ 233,000
\$25,000 - \$49,999	10	\$ 323,906	11	\$ 317,172
\$10,000 - \$24,999	11	\$ 174,400	12	\$ 188,250
\$5,000 - \$9,999	9	\$ 52,450	12	\$ 64,000
\$1,000 - \$4,999	133	\$ 214,288	142	\$ 228,320
\$500 - \$999	119	\$ 69,389	125	\$ 70,956
\$250 - \$499	338	\$ 94,675	194	\$ 55,938
\$1 - \$249	1,619	\$ 113,106	1,622	\$ 119,204
Totals	2,247	\$ 2,423,189	2,125	\$ 2,584,920



Faculty Staff Campaign Update

All UEC Gifts & Pledges from 10/1/15 - 11/11/15

	<u>Goal</u>	<u>Total \$</u>	<u>Outright Cash</u> <u>Received</u>	<u>Total \$ Pledged</u>	<u>Outstanding</u> <u>Pledge Balance</u>	<u>\$ Needed</u>	<u>% to Goal</u>	<u># Donors</u>
UEC	\$215,000	\$43,794	\$16,202	\$27,592	\$27,592	\$171,207	20%	175
SECC	\$60,000	\$20,176	\$0	\$0	\$15,212	\$39,824	34%	0
TOTAL:	\$275,000	\$63,970	\$16,202	\$27,592	\$42,804	\$211,031	23%	

All F/S Gifts & Pledges Made from 7/1/15 - 11/11/15

	<u>Goal</u>	<u>Total \$</u>	<u>Outright Cash</u> <u>Received</u>	<u>Total \$ Pledged</u>	<u>Outstanding</u> <u>Pledge Balance</u>	<u>\$ Needed</u>	<u>% to Goal</u>	<u># Donors</u>
UEC	\$215,000	\$149,644	\$42,235	\$107,409	\$82,174	\$65,356	70%	249
SECC	\$60,000	\$20,176	\$0	\$0	\$20,176	\$39,824	34%	0
TOTAL:	\$275,000	\$169,820	\$42,235	\$107,409	\$102,350	\$105,180	62%	



Campaign Planning

- **Volunteer Structure**
 - Ongoing recruitment of key volunteers
 - Campaign Cabinet to meet in early January
- **Internal Infrastructure**
 - Advancement Services and Development team
 - Ralisha Mercer, AVC for Development
 - Shea Renfro, AVC for Advancement Services
 - Major Gift Team and Planned Giving Officer
- **Principal/Leadership Gifts**
 - Identification and strategies through campaign cabinet
 - Engagement of Chancellor



NCA&T CAMPAIGN REPORT

October 2015

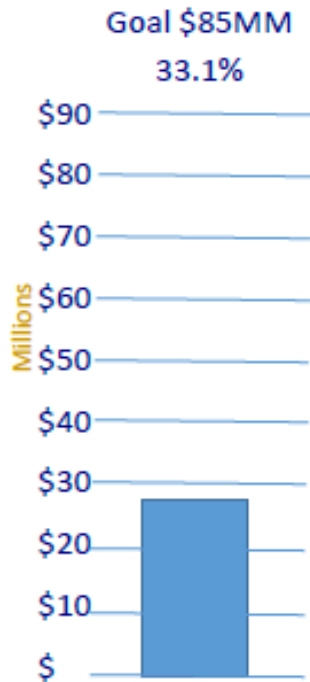
Report based on campaign start date of July 1, 2012

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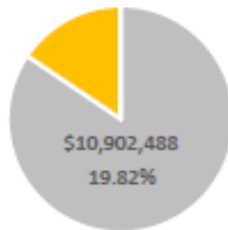
Campaign Production

Campaign Priorities

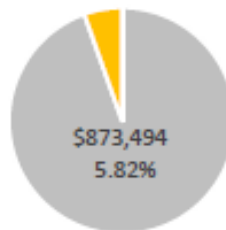


Total: \$28,143,642

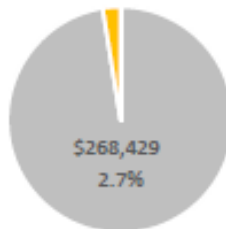
Student Support
Goal: \$55MM



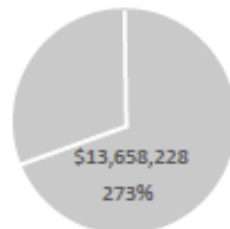
Faculty Support
Goal: \$15MM



Facility Support
Goal: \$10MM



Program Support
Goal: \$5MM



Campaign Benchmarks

Number of Endowed Scholarship Funds

207	44	251
Prior to 7/1/2012	New	Total

Number of Endowed Chairs & Professorships

16	2	18
Prior to 7/1/2012	New	Total

Deferred Commitments **\$226,000**

Number of Campaign Donors **9,607**

Alumni	6,928
Friends	1,959
Corp/Fdtn	720



125th Anniversary Fundraising

Anniversary Goal

- Raise \$1,250,000 overall for scholarship support during the Anniversary year
- Raise \$125,000 from first time donors only for scholarship support
 - » Augmented by a matching challenge of \$125,000 for a grand total of \$250,000
- Support the 125th Gala through establishment and identification of potential sponsorship opportunities



125th
 Anniversary
 Fundraising
 Overall
 Scholarship
 Support

Philanthropic Pledge Report By Objective		
	Objective	Amount
Endowment	Faculty	\$500,100
	Programmatic	\$300
	Scholarships	\$344,719
Subtotal Endowment		\$845,119
Expendable	Facilities	\$120
	Programmatic	\$374,014
	Scholarships	\$192,098
	Unrestricted	\$2,430
Subtotal Expendable		\$568,662
Grand Total		\$1,413,781
Philanthropic Cash Report By Objective		
	Objective	Amount
Endowment	Faculty	\$2,240
	Programmatic	\$800
	Scholarships	\$279,024
Subtotal Endowment		\$282,064
Expendable	Facilities	\$14,209
	Faculty	\$10,100
	Programmatic	\$482,570
	Research	\$440
	Scholarships	\$406,095
	Unrestricted	\$76,792
Subtotal Expendable		\$990,206
Grand Total		\$1,272,270
SCHOLARSHIP GRAND TOTAL		\$1,221,936.25



125th Anniversary Fundraising - First-Time Donor Scholarship Support

<u>Donor Type</u>	<u>Donor Description</u>	<u>FY16 Donor</u> <u>Count</u>		<u>FY16 Total</u> <u>Giving</u>		<u>FY16 Avg Gift</u>
ALND	Alumni Non-Degreed	7	\$	310	\$	44.29
ALUM	Alumni Degreed	<u>136</u>	\$	<u>11,913</u>	\$	<u>87.59</u>
TOTAL		143	\$	12,223	\$	85.47



SPONSORSHIP OPPORTUNITIES

125th Signature Title Sponsor

**Please contact for additional information*

Jubilee Sponsor

- Premier seating for two tables of 10
- Special recognition during the Gala program
- Banner display and event signage
- Featured recognition in Gala press release
- Two copies of 125th Anniversary Pictorial Book
- **Includes All Diamond Level Premiums and Below**

\$50,000+

Tax Deductible Value: \$47,600

Diamond Sponsor

- Premium table seating
- Includes additional table for student scholars
- Prominent recognition in University Publication
- One copy of the 125th Anniversary Pictorial Book
- **Includes All Platinum Level Premiums and Below**

\$25,000+

Tax Deductible Value: \$23,400

Platinum Sponsor

- Logo displayed in registration area
- Full-page ad in Souvenir Program
- **Includes All Gold Level Premiums and Below**

\$15,000+

Tax Deductible Value: \$13,800

125th Anniversary Fundraising

Gala Sponsorship Packages



Gold Sponsor	<ul style="list-style-type: none">• Special listing in Souvenir Program• Ballroom entrance signage• Includes All Silver Level Premiums and Below <p>Tax Deductible Value: \$8,900</p>	\$10,000+
Silver Sponsor	<ul style="list-style-type: none">• Half-page ad in Souvenir Program• Recognition during the Gala• Includes All Bronze Premiums and Below <p>Tax Deductible Value: \$4,200</p>	\$5,000+
Bronze Sponsor	<ul style="list-style-type: none">• Table of 10• Quarter-page ad in Souvenir Program• Includes All Bronze Premiums and Below <p>Tax Deductible Value: \$2,100</p>	\$2,500+
Benefactor Sponsor	<ul style="list-style-type: none">• 2 Seats for the Gala• Listing in Gala Souvenir Program <p>Tax Deductible Value: \$1,000</p>	\$1,250+

125th Anniversary Fundraising

Gala Sponsorship Packages



QUESTIONS?