

University Advancement

Vice Chancellor's Report

Kenneth E. Sigmon, Jr.

Vice Chancellor for University Advancement

February 19, 2016



North Carolina Agricultural and Technical State University



Agenda

- FY16 Fundraising Reports
- Campaign/Advancement Update
- 125th Anniversary Fundraising/Events



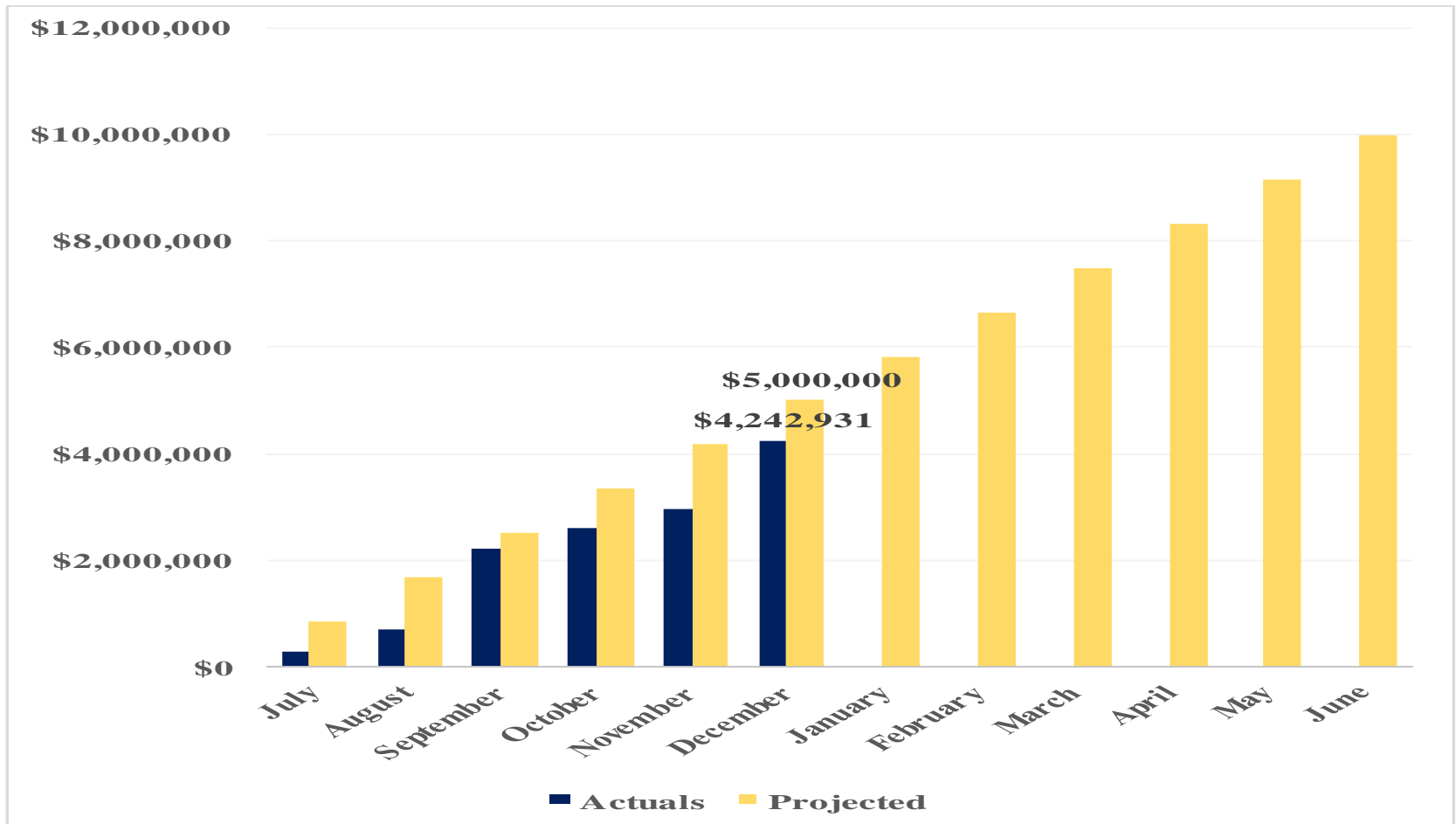
Gifts/New Commitments by Constituency and Type

<i>July 1, 2015 – December 31, 2015</i>						
CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$508,743	\$606,342	\$18,275	\$161,080	\$26,000	\$1,320,440
CORPORATIONS	\$1,000,000	\$1,340,882	\$11,335	\$0	0	\$2,352,217
FOUNDATIONS	\$0	\$225,487	\$0	\$0	0	\$225,487
OTHER INDIVIDUALS	\$109,226	\$110,318	\$1,128	\$0	0	\$220,671
OTHER ORGANIZATIONS	\$5,240	\$118,876	\$0	\$0	0	\$124,116
TOTAL	\$1,623,209	\$2,401,905	\$30,737	\$161,080	\$26,000	\$4,242,931

<i>July 1, 2014 – December 31, 2014</i>						
CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$418,780	\$496,367	\$0	\$0	\$50,000	\$965,147
CORPORATIONS	\$250,000	\$1,632,248	\$18,224	\$0	\$0	\$1,900,472
FOUNDATIONS	\$0	\$155,523	\$0	\$0	\$0	\$155,523
OTHER INDIVIDUALS	\$42,970	\$603,493	\$0	\$0	\$0	\$646,463
OTHER ORGANIZATIONS	\$0	\$154,976	\$0	\$0	\$0	\$154,976
TOTAL	\$711,750	\$3,042,608	\$18,224	\$0	\$50,000	\$3,822,582



Gifts/New Commitments – FY 16 Actuals vs. Projections



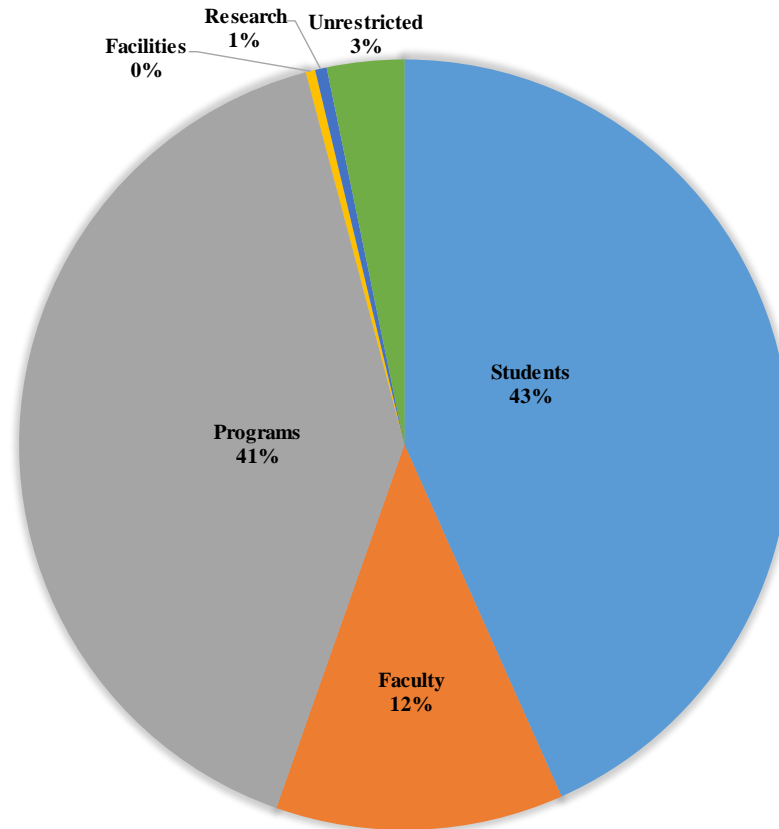


Gifts/New Commitments By Purpose

<i>July 1, 2015 – December 31, 2015</i>		
	Objective	Amount
Endowment	Facilities	\$0
	Faculty	\$502,440
	Programmatic	\$2,400
	Scholarships	\$792,213
Subtotal Endowment		\$1,297,053
Current Use	Facilities	\$16,789
	Faculty	\$10,100
	Programmatic	\$1,715,212
	Research	\$20,690
	Scholarships	\$1,045,690
	Unrestricted	\$137,398
Subtotal Current Use		\$2,945,878
Grand Total		\$4,242,931



Gifts/New Commitments By Purpose





Gifts/New Commitments by Gift Size – As of 12/31

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	1	\$ 250,000
\$100,000 - \$249,999	4	\$ 611,220	3	\$ 433,080
\$50,000 - \$99,999	8	\$ 567,315	8	\$ 480,518
\$25,000 - \$49,999	12	\$ 396,906	18	\$ 513,172
\$10,000 - \$24,999	22	\$ 308,900	20	\$ 286,050
\$5,000 - \$9,999	37	\$ 211,735	44	\$ 239,250
\$1,000 - \$4,999	277	\$ 435,400	319	\$ 492,237
\$500 - \$999	259	\$ 147,672	279	\$ 158,061
\$250 - \$499	595	\$ 167,955	470	\$ 134,509
\$1 - \$249	2,898	\$ 205,477	3,441	\$ 256,053
Totals	4,114	\$ 3,822,582	2,125	\$ 4,242,931



Faculty Staff Campaign Update

Campaign	Gifts	Pledges	Total	Donors	Goal	Percent to Goal
UEC	\$ 89,273	\$ 188,329	\$ 277,602	594	\$ 215,000	129%
SECC	\$ 33,581	\$ 20,176	\$ 53,757	351	\$ 60,000	90%
Total	\$ 122,854	\$ 208,505	\$ 331,359	945	\$ 275,000	120%



Campaign/Advancement Update

■ **Volunteer Structure**

- Completed recruitment of Campaign Cabinet
- Cabinet met for the first time in January
- Meeting Outcomes
 - Adoption of goal and timeline
 - Adoption of campaign gift policy
 - Establishing meeting schedule
- Next Steps
 - Consideration of campaign gift - Underway and ongoing
 - Identification of campaign prospects – Due by April/May meeting



Campaign/Advancement Update

- **Advancement Staffing**
 - Assistant Director of Annual Giving
 - Recruitment closed, beginning interviews
 - Expect to have in place by March 31
 - Director of Gift Planning
 - In recruitment
 - Expect to have in place by April 30
 - Director of Major Gifts
 - In recruitment
 - Expect to have in place by April 30
 - Directors of Development
 - In HR process for classification and compensation
 - Expect group hire and have in place by May 30



NCA&T CAMPAIGN REPORT

December 2015

CONFIDENTIAL

NORTH CAROLINA A&T
STATE UNIVERSITY

Report based on campaign start date of July 1, 2012

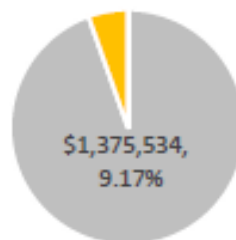
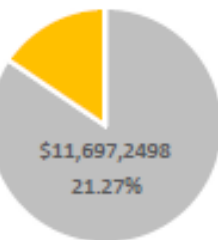
Campaign Production

Campaign Priorities

Goal \$85MM
34.81%

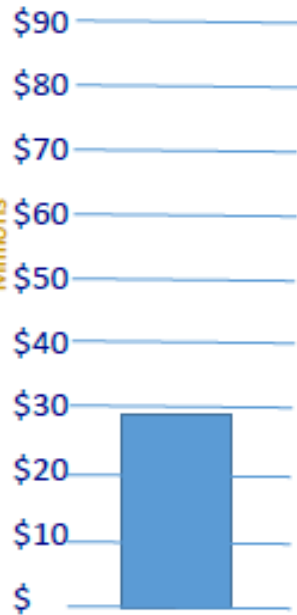
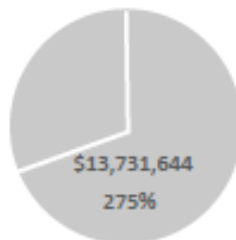
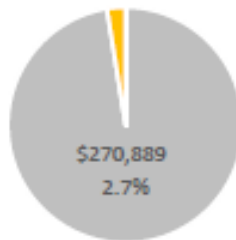
Student Support
Goal: \$55MM

Faculty Support
Goal: \$15MM



Facility Support
Goal: \$10MM

Program Support
Goal: \$5MM



Total: \$29,592,056

Campaign Benchmarks

Number of Endowed Scholarship Funds

207	53	260
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 10,033

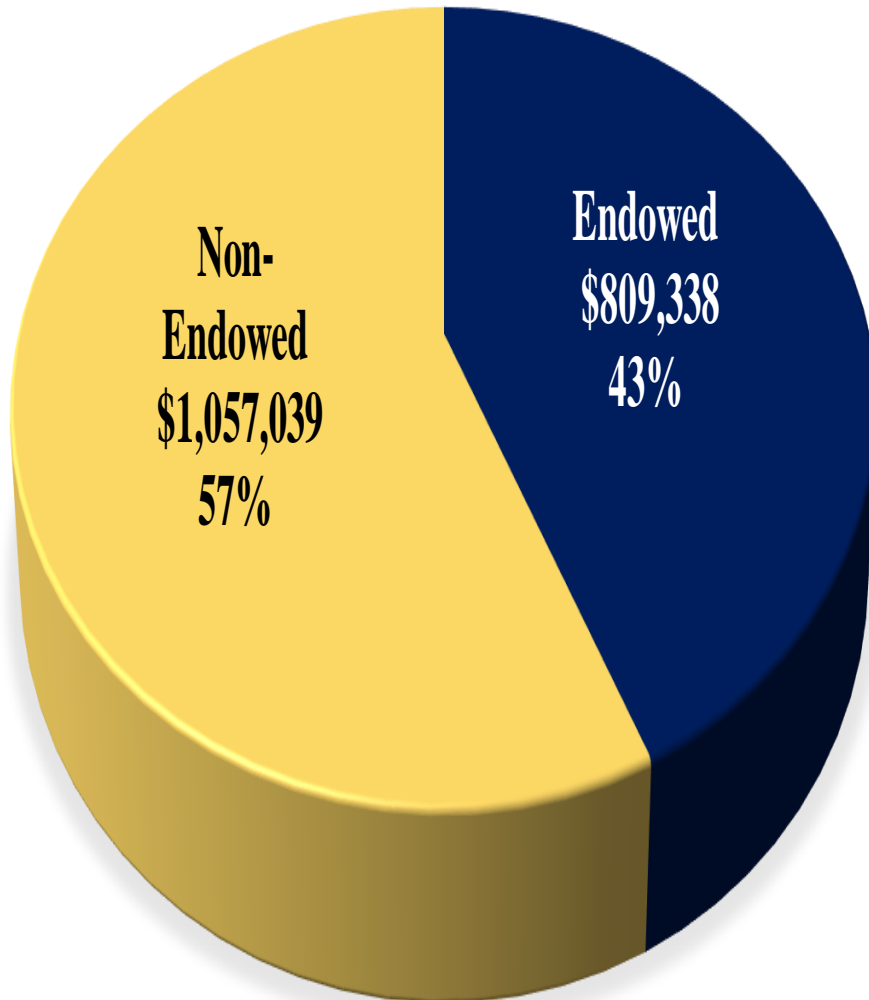
Alumni	7,211
Friends	2,083
Corp/Fdtn	739



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
- Support the 125th Gala through establishment and identification of potential sponsorship opportunities



125th
Anniversary
Fundraising

Overall
Scholarship
Support

Total to Date
\$1,866,377



125th Anniversary Fundraising - First-Time Donor Scholarship Support

Constituency	Gifts	Donors	Average Gift
Alumni	\$ 87,000	243	\$ 358.02
Other Individuals	\$ 258,000	567	\$ 455.03
Total	\$ 345,000	810	\$ 425.93
Percent of Goal			
Alumni	69.60%		
Overall	206.40%		



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



125th Anniversary Gala Fundraising

- Have secured over \$100,000 in high level sponsorships to date
 - » Sodexo
 - » Bank of America
 - » Pepsi
 - » Wal-Mart
 - » Barnes and Noble
- Continue to work on securing a title sponsor
 - » \$100,000
- Have begun table sales to University groups and affiliated entity membership
- General ticket sales underway beginning February 8th (Tentatively)



QUESTIONS?