

Board of Trustees Advancement & External Affairs Committee



Jo Parker, Chair
Ken Sigmon, Vice Chancellor
for University Advancement
February 17, 2023

CALL TO ORDER



Jo Parker, Chair
Ken Sigmon, Vice Chancellor
for University Advancement
February 17, 2023

CONFLICT OF INTEREST



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In accordance with chapter 2, section 204 of the Code of the UNC Board of Governors, it is of critical importance that decisions made on behalf of the university by its trustees be in the best interest of the university and not be influenced by any potential financial gain to the decision makers.

Furthermore, to ensure public confidence in the integrity of the university, it is important that the university not appear to be influenced by the personal financial interest of those in decision making positions.

In order to ensure public confidence in the integrity of the university, members of the Board of Trustees of the university should not use their positions or appear to use their positions to influence the decision of the university for their personal financial gain.

At the same, the university should be able to take advantage of contracts that are advantageous to the citizens of North Carolina and to the university and should avoid having service to the university be so restrictive that persons with substantial financial interest will be reluctant to serve.

In order to accomplish these goals, the Board of Governors has adopted and shall enforce a policy governing conflicts of interest. Each member of this Board of Trustees shall comply with this policy.

Roll Call & Approval of Minutes



Jo Parker, Chair
Ken Sigmon, Vice Chancellor
for University Advancement
Board of Trustees AEA Committee
February 17, 2023

VICE CHANCELLOR'S REPORT



- FY23 Fundraising Report
- Update: FY23 Development Goals
- FY22 The Metrics of Advancement

FY23 FUNDRAISING REPORT



GIFTS & NEW COMMITMENTS JULY 1, 2022 – December 30, 2022

CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$1,104,999	\$1,387,805	\$0	\$734,648	\$25,000	\$3,252,452
CORPORATE	\$630,000	\$3,433,984	\$296,000	\$0	\$0	\$4,359,984
FOUNDATION	\$334,119	\$2,735,057	\$0	\$0	\$0	\$3,069,176
NON-ALUMNI	\$3,941,770	\$421,257	\$0	\$0	\$0	\$4,363,027
OTHER ORGS	\$30,000	\$1,522,999	\$0	\$0	\$0	\$1,552,999
TOTAL	\$6,040,888	\$9,501,102	\$296,000	\$734,648	\$25,000	\$16,597,638

GIFTS & NEW COMMITMENTS JULY 1, 2021 – December 30, 2021

CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$275,369	\$2,064,035	\$0	\$40,800	\$220,000	\$2,600,204
CORPORATE	\$7,139,943	\$3,219,056	\$0	\$0	\$0	\$10,358,999
FOUNDATION	\$3,513,598	\$1,225,994	\$0	\$0	\$0	\$4,845,994
NON-ALUMNI	\$546,875	\$289,482	\$0	\$0	\$1,525,000	\$2,361,357
OTHER ORGS	\$50,000	\$140,894	\$0	\$0	\$0	\$190,894
TOTAL	\$11,525,785	\$6,939,461	\$0	\$40,800	\$1,745,000	\$20,357,449

FY23 DEVELOPMENT GOALS UPDATE



- Raise \$25MM in philanthropic support
 - » \$17.6MM
- Grow the development staff by 7 additional employees
 - » 3 positions posted; working on 4
- Assist Deans/Directors/Chairs with advisory board nominations
 - » Meetings with leadership to review prospect lists
- Restructure Annual Giving and Corporate & Foundation Engagement Offices to meet growing University needs
 - » New programs (Parent/Family, 40 Under 40, Student Philanthropy)

Advancement Metrics - FY22



Post Campaign

- Spring FY21 = 31
- FY22 = 39
- FY23 YTD = 12
- Total of 82





Questions?



2022 AAF Updates



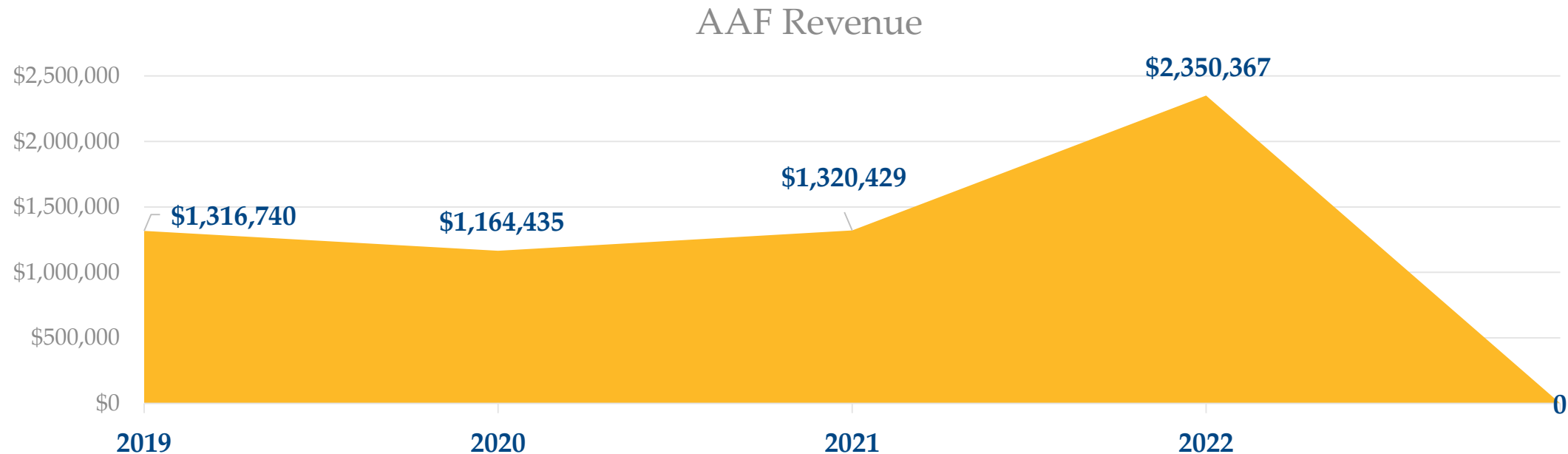
2022 AAF Accomplishments

- Revenue
- Donors
- Contributions



Revenue

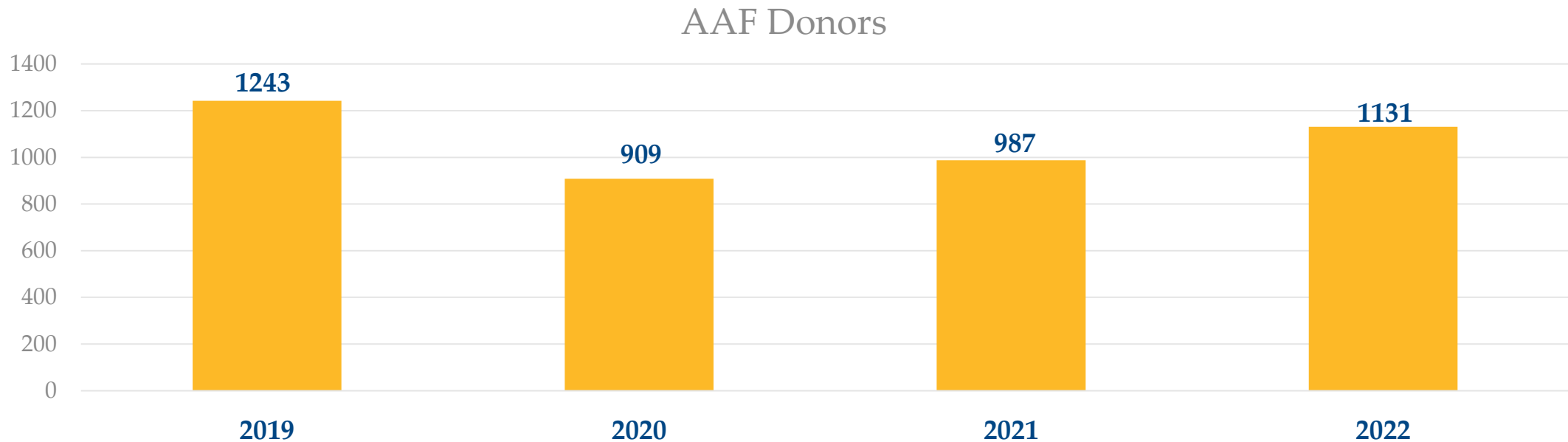
Graph below charts the foundation's revenue growth over the past four years





Donors

Graph below charts the foundation's membership growth over the past four years

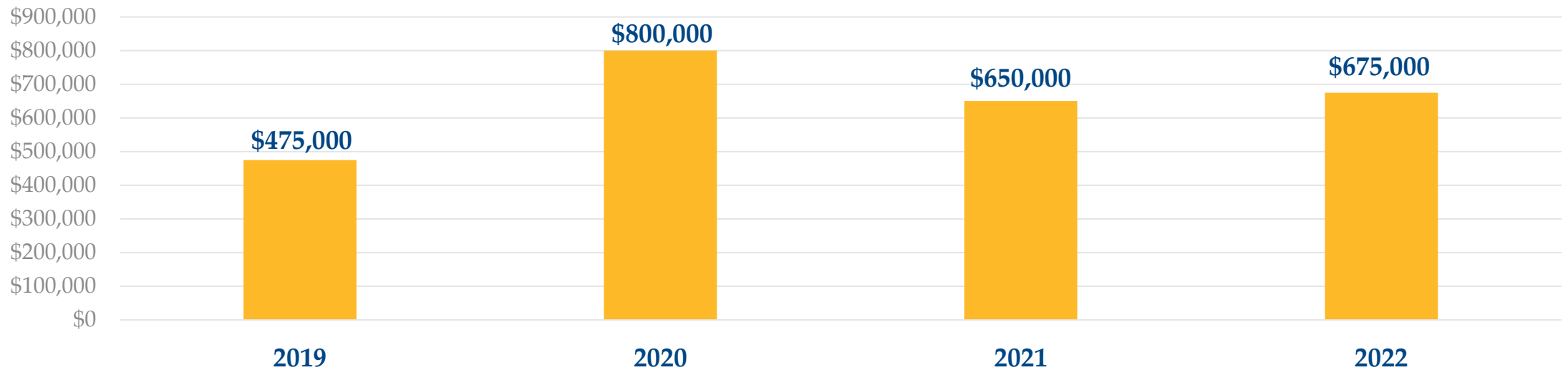




Contributions to Athletics

This graph depicts contributions the AAF has made the athletics department over the past four years

AAF Contributions to Athletics





2022 AAF accomplishments continued

- Campaigns
 - > \$18.91 Campaign (July 2021)
 - > Aggie \$100k Campaign
- Major Gift Activity
 - > 24 Athletic Scholarships/Program Funds (to date)
 - > Track Naming Agreement (2021)
 - > Biggest planned gift for athletics



2022 AAF accomplishments continued

- Stewardship Events
 - > Big South Basketball Tournament Meet and Greet (Charlotte, NC)
 - > Golf Tournaments (Atlanta, GA and Washington, D.C.)
 - > Duke's Mayo Classic Meet and Greet (Charlotte, NC)
 - > Mixer (Fargo, North Dakota)
 - > Homecoming Extravaganza
 - > Meet and Greet (Houston, TX)
 - > Meet and Greet (Long Branch, NJ and Long Island, NY)



Questions?

NEW BUSINESS



Jo Parker, Chair
Ken Sigmon, Vice Chancellor
for University Advancement
February 17, 2023

CLOSED SESSION



Jo Parker, Chair
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February 17, 2023

OPEN SESSION/ ADJOURNMENT



Jo Parker, Chair
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