



**University Advancement Committee
September 22, 2020
11:30 am
MINUTES**

MEMBERS PRESENT: Kathy Manning, Chair; Mae Douglas, George Hoyle, Betsy Oakley, Ward Russell

MEMBERS ABSENT WITH NOTICE: David Sprinkle

OTHERS PRESENT: Chancellor Frank Gilliam; Beth Fischer, Vice Chancellor for University Advancement; Kris Davidson, Associate Vice Chancellor for University Advancement; Mary Landers, Director of Alumni Engagement; Terri Shelton, Vice Chancellor for Research and Engagement; Waiyi Tse, Chief of Staff; Kelly Harris, Assistant Secretary to the Board, and other members of staff and the general public.

Chair Kathy Manning called the meeting to order at 11:32 a.m. and reminded members of the Conflict of Interest (“COI”) statement from the State Government Ethics Act and their duty to avoid COI and appearances of COI, if any should be identified. None were identified.

Roll call was read and a quorum was confirmed.

Chair Manning presented the minutes of the November 19, 2019 University Advancement Committee (“UAC” or the “Committee”) meeting and inquired as to whether there were any corrections or additions to the minutes. There were none. On roll call vote, the Committee unanimously approved the minutes as presented.

Discussion Items

UAC –I Fundraising Report Update

Chair Manning invited Vice Chancellor Beth Fischer to update the Committee on the status of fundraising.

Fischer reported that total gifts and new commitments stand at \$4,394,271, up 26.9% over last year. That figure includes \$2,319,531 in Office of Sponsored Programs (OSP) grants, which are up 355.3% over last year.

Total outright giving, including OSP grants, stands at \$ 4,378,188, a 24.6 increase over last year.

Alumni fundraising has fallen, primarily as a result of COVID related challenges and new staff in our Annual Giving team. Our new director of Annual Giving, Randy Holden, is designing a comprehensive plan for the rest of the year and determining how to grow alumni participation in the campaign.

Board participation is currently at 100% for fiscal year 2021, roughly ten percent over last year.

UAC –2 Preview of FY 2021 Goals

Fischer continued with a preview of fundraising goals for fiscal year 2021. The gifts and new commitments goal for the year is \$20 million and the outright giving goal is \$11 million. This goal was set to represent an increase over last year and over our five year average. It reflects approximately a 10% increase year over year; it is a conservative number based on so many unknowns related to COVID-19. Our cash goal remains the same as last year.

Fisher also noted that the academic units, athletics and the Weatherspoon Art Museum are working on their goals and priorities as well.

UAC –3 Philanthropic Gifts Through Office of Sponsored Programs

Chair Manning welcomed Vice Chancellor Terri Shelton and Associate Vice Chancellor Kris Davidson to give a report on the status of philanthropic gifts through the Office of Sponsored Programs.

The Office of Research and Engagement (ORE) engages with faculty to create meaningful proposals to fund research projects and programs. The majority of the awards/gifts that are secured by this office are not considered philanthropic due to certain criteria as outlined by the IRS. However, under certain circumstances, ORE does receive funding that can be categorized as philanthropic and thus partners with University Advancement to be sure these funders receive proper recognition and credit for their gifts. University Advancement estimates the number of awards that ORE supports that are considered philanthropic gifts and adds this number into our overall fundraising goals. This goal is tracked on our monthly reports we share with the Trustees, other boards, and campus partners. On average, the ORE supports over \$40 million in external awards and contracts annually with FY20 totals at \$42.4 million. Of that \$40 million, approximately \$2 million is considered philanthropic according to the following criteria:

- The funder(s) is not a government agency.
- The funds are not passed through another organization from a government agency.
- The funder(s) is not receiving any intellectual property or other benefits from the University.

Once a month, Vice Chancellor Shelton and Rob Saunders, Assistant Vice Chancellor of University Advancement Operations review all awards/gifts secured by (ORE) to determine if any meet the above criteria for a philanthropic gift. If a gift is deemed philanthropic, Saunders books the gift on the University Advancement database and begins the process of proper recognition and

acknowledgments to the funder. The gift is officially added to the donor's record and can be used for future stewardship opportunities, and it will then be reported in our monthly fundraising numbers

Mae Douglas asked about an example of a gift that is philanthropic vs not philanthropic. Terri Shelton mentioned that any grant from a federal or state agency is not philanthropic. Also, UNCG often partners with a variety of organizations and may be the fiduciary partner for the project. This would not be considered philanthropic. Funders like Cemala and the Armfield Foundation- which are private foundations- often make grants that do not require any benefits from the University and thus can be considered philanthropic.

We average about \$2M annually from research philanthropy, which reflects the strong working relationship ORE has with University Advancement and good stewardship of sponsors.

There being no further business before the Committee, the meeting was adjourned at 11:57 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Kelly Harris".

Kelly Harris
Assistant Secretary to the Board