

FUNDRAISING & CAMPAIGN UPDATE

AUGUST 29, 2024

UNCG



LIGHT *the*
WAY

The Campaign for **EARNED ACHIEVEMENT**

WELCOMING NEW SPARTANS: STUDENT SEND-OFFS



Raleigh Send-Off



Charlotte Send-Off

NAV1GATE & FALL KICKOFF



Photo: Woody Marshall, News & Record

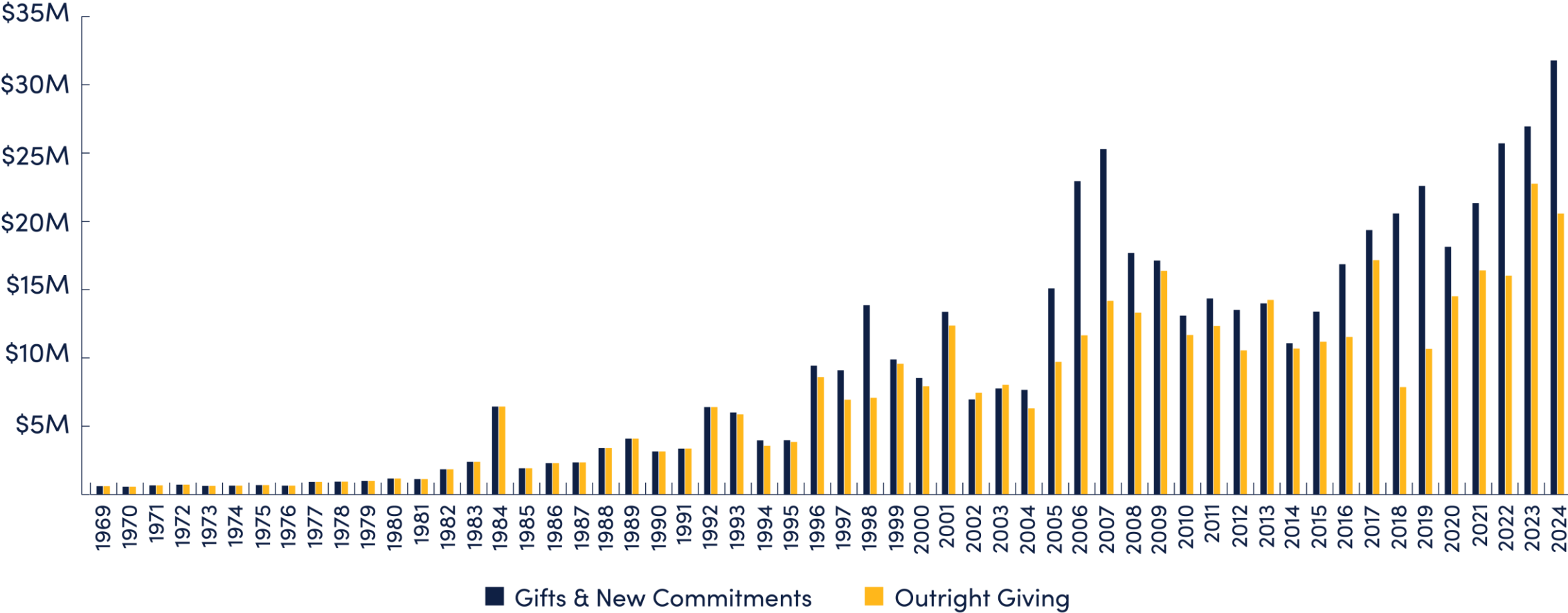


Daisy Chain Tradition at NAV1GATE



Melanin in Medicine Student Group at Fall Kickoff

52 YEARS OF GIVING



FY 2024: ANOTHER RECORD YEAR

\$31.8M Total gifts & new commitments

18%

Increase in total
gifts and new
commitments

36%

Increase in non-
alumni giving,
equaling \$17.9M

-8.4%

Decrease in
alumni donors

-11% Decrease in alumni giving nationally from 2022-2023 (*Source: EAB*)



FY 2024 HIGHLIGHTS

-16.8%

Decrease in
faculty & staff
donors

31.7%

Increase in
graduating
student donors

I HAVE GREATLY ADORED MY TIME AT UNCG AND BELIEVE THIS IS A STRONG INSTITUTION THAT EQUIPS ITS STUDENTS WITH THE NECESSARY TOOLS TO BE SUCCESSFUL.

— Maya '24, student donor

Introduced



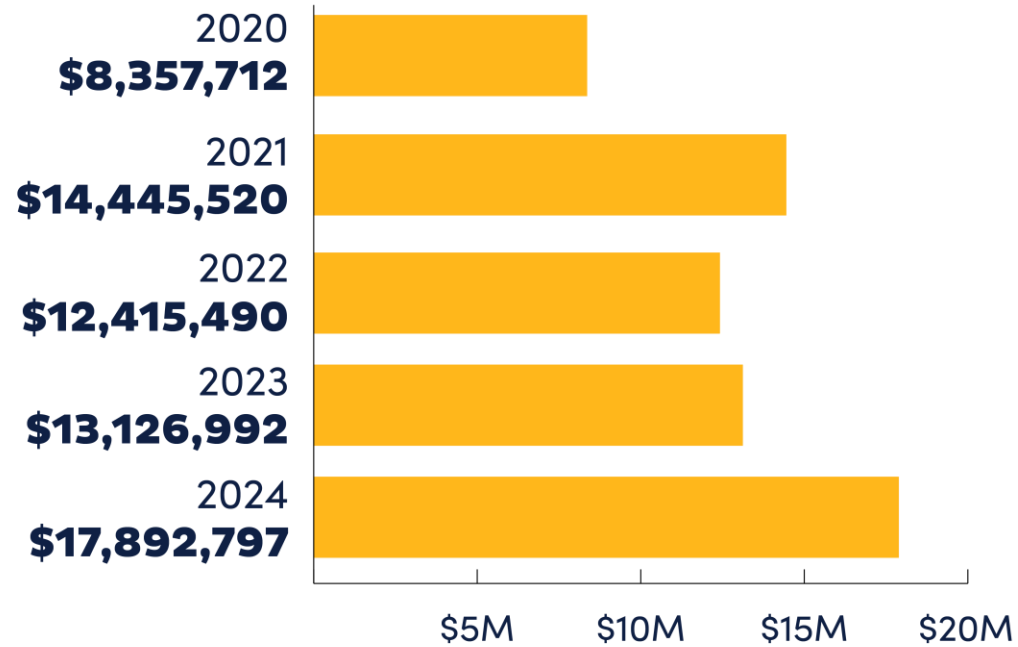
40% of users were new donors



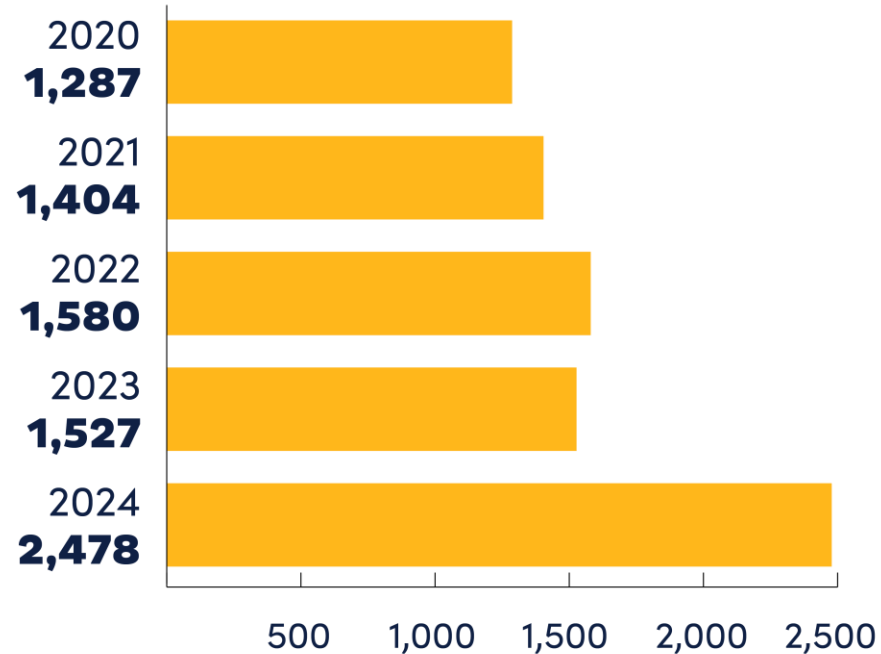
LIGHT the
WAY

COMMUNITY GIVING ON THE RISE

DOLLARS RAISED



NUMBER OF DONORS



As alumni giving has decreased, giving from non-alumni has increased

TOTAL RAISED FY20-FY24: **\$66,238,511**

FY 2024 HIGHLIGHTS

- Two significant naming gifts, totaling \$9.68M
- Partner meetings with UnitedHealthcare & Toyota Battery Manufacturing
- Hosted the Board of Governors
- Implemented Foundation Board Strategic Plan



Emanuel Smith, Spartan Guide & Foundation Board Member

BOARD OF TRUSTEES FY24 GIVING

100%

Participation in FY24

\$219,503

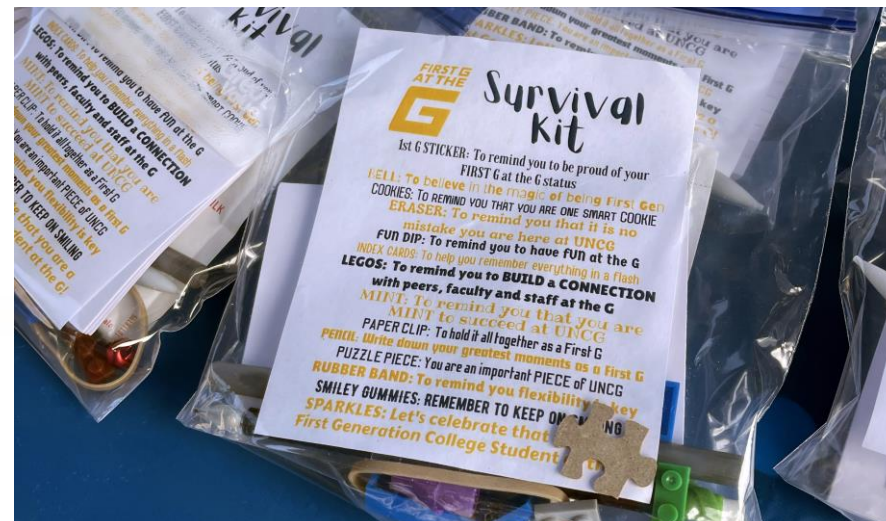
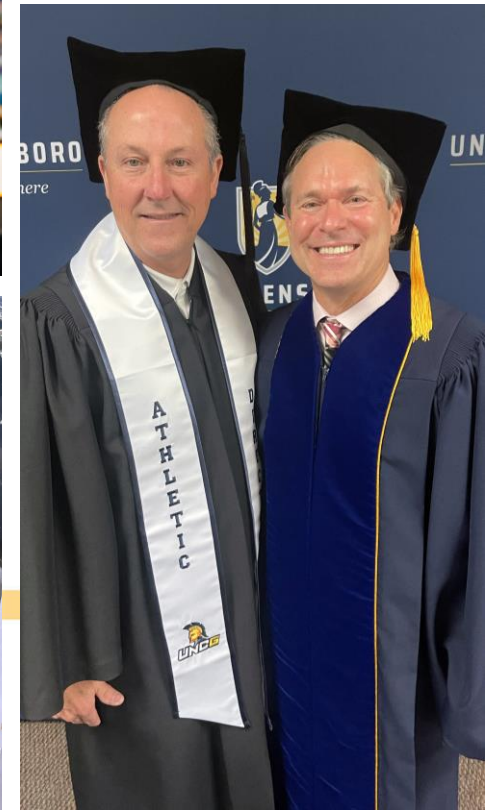
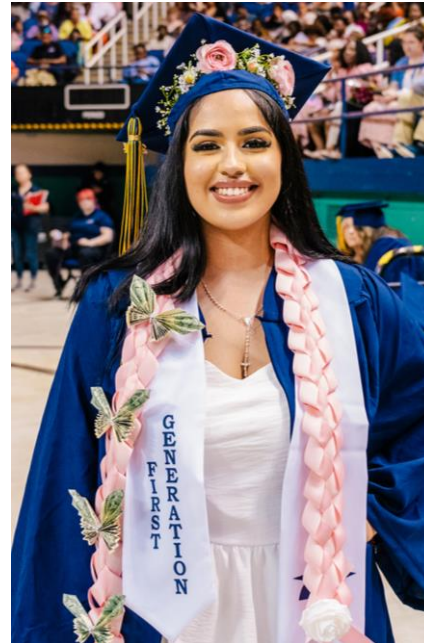
Total Giving in FY24

THANK YOU



FIRST-GENERATION STOLE PROJECT

- UNCG Campus Enterprises sponsored free stoles for all May '24 graduating first-gen students
- Continuing effort through crowdfunding in Fall '25



INVESTING IN OUR TEAM

\$3.7M

Lost when a gift officer leaves during a campaign

\$163K

Direct and indirect costs of backfilling a fundraiser vacancy

Source: EAB



7

New Team Members in FY24

5

Reclassifications in FY24

11

Current Vacancies in Advancement

CAMPAIGN PROGRESS

\$197,333,995 | \$200M



UNIQUE DONORS | 23,417

ACCESS

\$82,266,599 | \$100M

EXCELLENCE

\$12,622,663 | \$40M

IMPACT

\$102,444,733 | \$60M



UNC
GREENSBORO

LIGHT *the*
WAY

CAMPAIGN PROGRESS BY UNIT

ATHLETICS



\$19,839,569 | \$17M

COLLEGE OF VISUAL & PERFORMING ARTS



\$12,282,372 | \$15M

SCHOOL OF NURSING



\$7,865,727 | \$5M

BRYAN SCHOOL OF BUSINESS & ECONOMICS



\$16,761,629 | \$15M

SCHOOL OF EDUCATION



\$18,135,695 | \$25M

UNIVERSITY LIBRARIES



\$4,201,833 | \$5M

COLLEGE OF ARTS & SCIENCES



\$22,283,014 | \$15M

SCHOOL OF HEALTH & HUMAN SCIENCES



\$19,140,051 | \$17M

WEATHERSPOON ART MUSEUM



\$24,873,109 | \$20M

CAMPAIGN PROGRESS BY CONSTITUENCY

- **ALUMNI | \$95,650,561 (48.5%)**
- **FRIENDS | \$40,969,993 (20.8%)**
- **FOUNDATIONS | \$33,398,058 (16.9%)**
- **CORPORATIONS | \$15,377,425 (7.8%)**
- **OTHER ORGANIZATIONS | \$11,937,958 (6.0%)**



IMPACT TO DATE



177
endowed
scholarships



8
endowed
professorships



226
program
funds

established
during the
campaign

\$101M contributed to the endowment

FY25 FUNDRAISING TO DATE

GIFTS & NEW COMMITMENTS



\$2,404,668 | +38.2%

ALUMNI FUNDRAISING



\$1,894,864 | +61.1%



LOOKING AHEAD TO FY 2025

MICROVOLUNTEER OPPORTUNITIES

- Events
- Refer a Spartan
- Minerva's Mentors
- Spartan Scribes

ALUMNI NETWORK RELAUNCH

- Geography
- Affinity
- Identity



MINERVA SOCIETY RELAUNCH

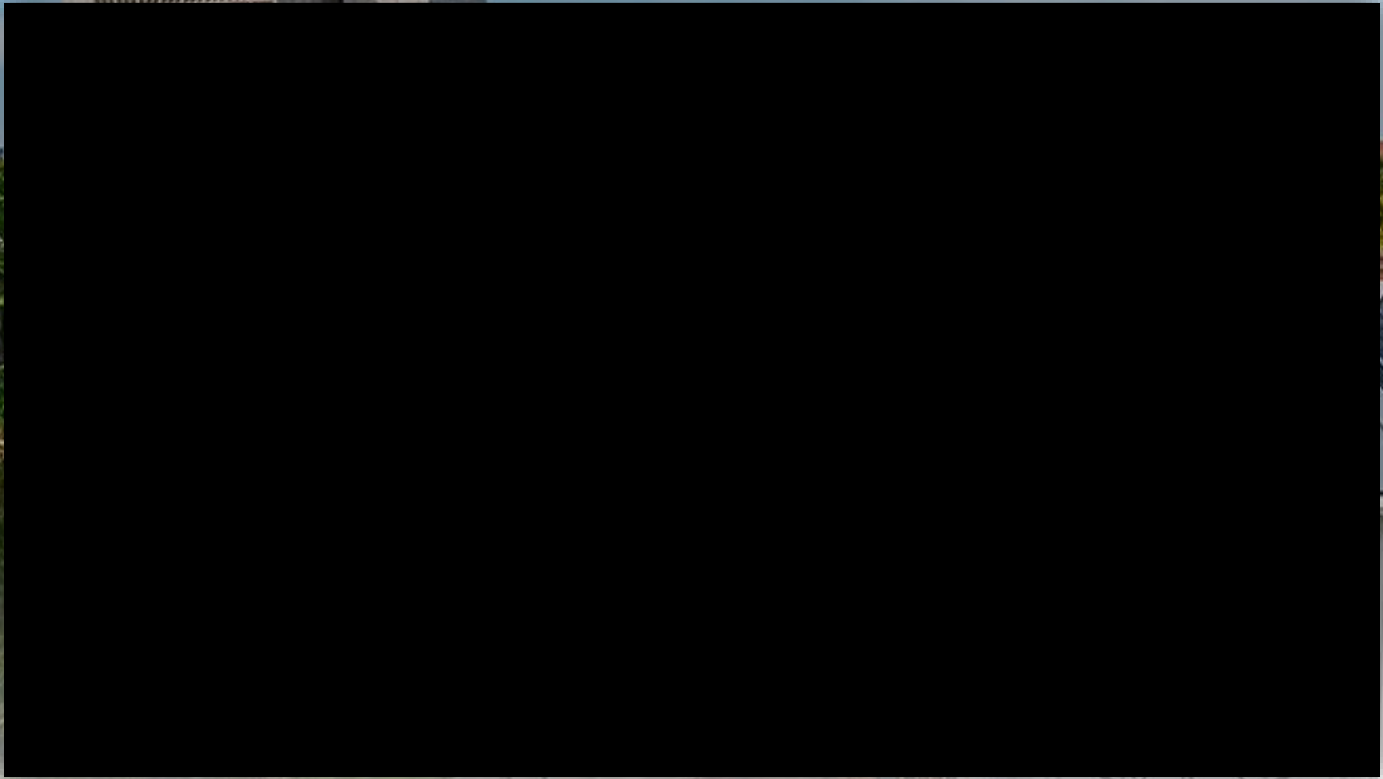
- Loyal donor society to encourage donor retention
- Incorporating student talent

MINERVA PIN ART CREATED BY:

KAYLA STILES '25



THANKVIEW FOR PERSONALIZATION



We hope you enjoy this special message from SGA President Amber Fairchild '26. She and all of us at UNCG Advancement are grateful for your leadership and support!

JEANNE TANNENBAUM CENTER FOR CREATIVE PRACTICE

GROUNDBREAKING | SEPT. 10



HOMECOMING 2024

ALUMNI AWARDS | FRIDAY, OCT. 4

- **MCIVER LIFETIME ACHIEVEMENT AWARD**
Alice Joyner Irby '54
- **MINERVA AWARD FOR DISTINGUISHED SERVICE**
Phaedra J. Grove '92, '95 MPA
- **PROFESSIONAL ACHIEVEMENT AWARD**
Tom Waldron '90
- **WC LEGACY AWARD**
Mary Elizabeth M. Slate '61
Judy Scurry '68
- **YOUNG ALUMNI AWARD**
Jackson Cooper '16
Roy Dixon '15
Ashlee Wagner '11
- **HONORARY ALUMNI**
Lynn Eury

Followed by the Homecoming Bonfire

SPARTAN STREET FEST ON COLLEGE AVE | SATURDAY, OCT. 5

- Alumni All Access "Live"
- Alumni & Student Vendors
- Food Trucks
- Beer Garden
- Performances (Band, DJ, students)
- Academic Row
- Founders Day



MARK YOUR CALENDARS



**ALUMNI TENT @
NC FOLK FESTIVAL**

SEPTEMBER 7



**DSA 2025
NOMINATIONS DUE**

SEPTEMBER 14



HOMECOMING 2024

OCTOBER 4-5



COLLAGE 2024

OCTOBER 26

**SPARTAN
GRATITUDE WEEK**

NOVEMBER 18-22

**READING DAY
RECHARGE**

DECEMBER 5

**RED CARPET
RECEPTION**

DECEMBER 12

COMMENCEMENT

DECEMBER 13



LIGHT THE WAY IMPACT: SLOAN SCHOLARS



Raven Sizemore '24 became the first Sloan Scholar to graduate and is now 1 of 3 UNC System Presidential Scholars.

"UNCG students are really determined. We're here all the time working for opportunities. Having this scholarship allowed me to do so much that I would not have been able to do without it."

— AMELIA HANSON



"The Sloan Scholarship is helping me become a nurse and will help me inspire others."

— JULIET ASIEGBUNAM

