

FUNDRAISING & CAMPAIGN UPDATE

UNIVERSITY ADVANCEMENT COMMITTEE

September 9, 2025

UNCG



LIGHT *the*
WAY

The Campaign for **EARNED ACHIEVEMENT**

CAMPAIGN PROGRESS

\$236,357,058 | \$200M



UNIQUE DONORS | 25,542

ACCESS

\$104,265,585 | \$100M

EXCELLENCE

\$12,744,811 | \$40M

IMPACT

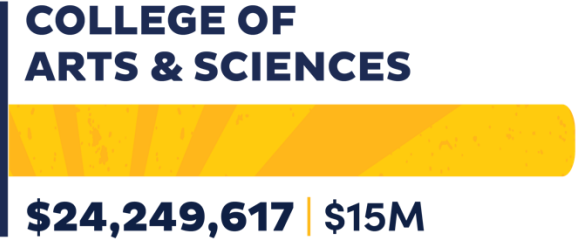
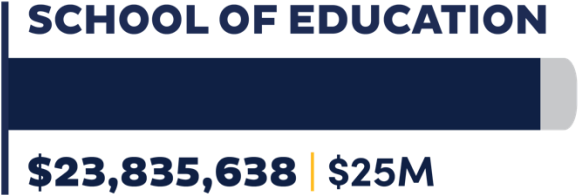
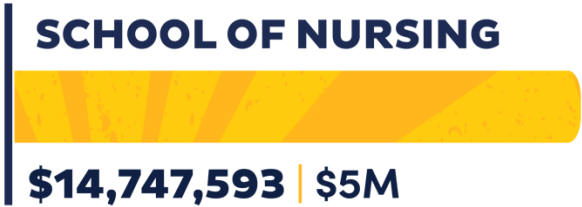
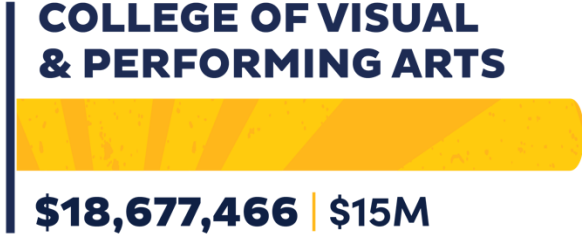
\$119,346,663 | \$60M



UNC
GREENSBORO

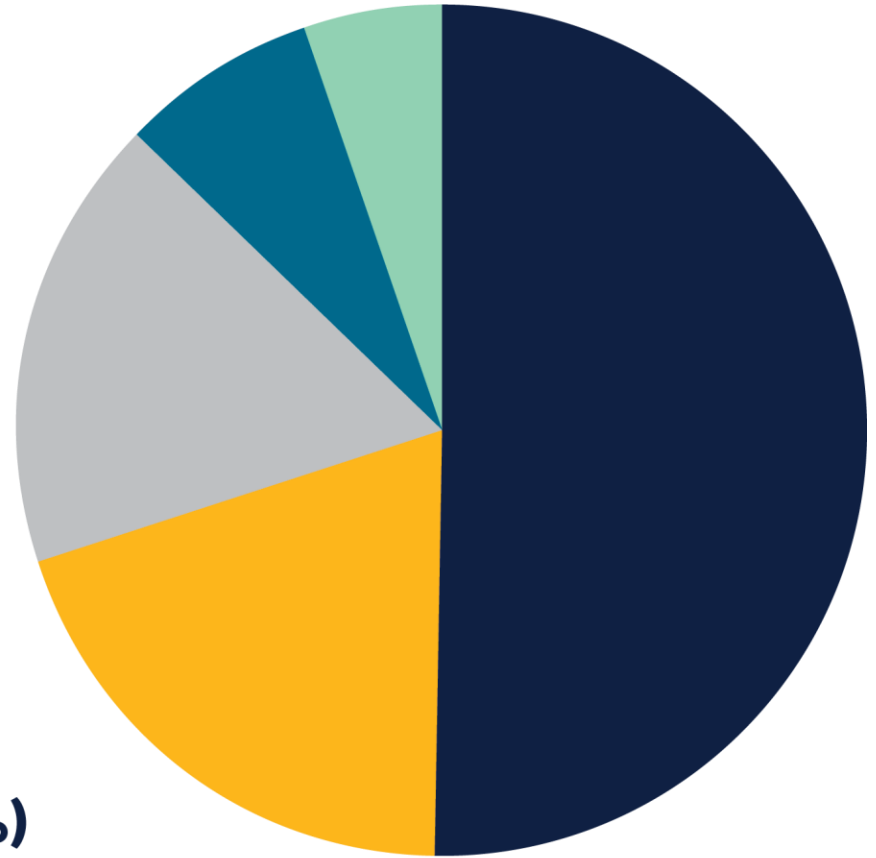
LIGHT *the*
WAY

CAMPAIGN PROGRESS BY UNIT



CAMPAIGN PROGRESS BY CONSTITUENCY

- **ALUMNI | \$118,735,040 (50.2%)**
- **FRIENDS | \$46,463,862 (19.7%)**
- **FOUNDATIONS | \$40,910,986 (17.3%)**
- **CORPORATIONS | \$17,839,823 (7.5%)**
- **OTHER ORGANIZATIONS | \$12,407,347 (5.2%)**



IMPACT TO DATE



198
endowed
scholarships



8
endowed
professorships



236
program
funds

established
during the
campaign

\$119M contributed to the endowment

***LIGHT THE WAY* IMPACT: BENJAMIN FACULTY FELLOW JOHN BORCHERT**



“This fellowship is a galvanizing, standard-setting creative beacon for the University. It gives our students direct, hands-on experience by teaching them how to solve practical concerns such as archiving priceless artifacts in art, gaming, museum studies, or history.”

— DR. JOHN BORCHERT
Director of UNCG’s Network for the
Cultural Study of Videogaming

LIGHT THE WAY IMPACT: ELOISE N. ELLER SCHOLAR CANDY CHAMBERS

“There have been a lot of days when I’ve wondered, ‘How am I going to make it?’

This scholarship has helped me tremendously on my path to becoming a teacher. I come from a family where that’s not doable, but I’m doing it.

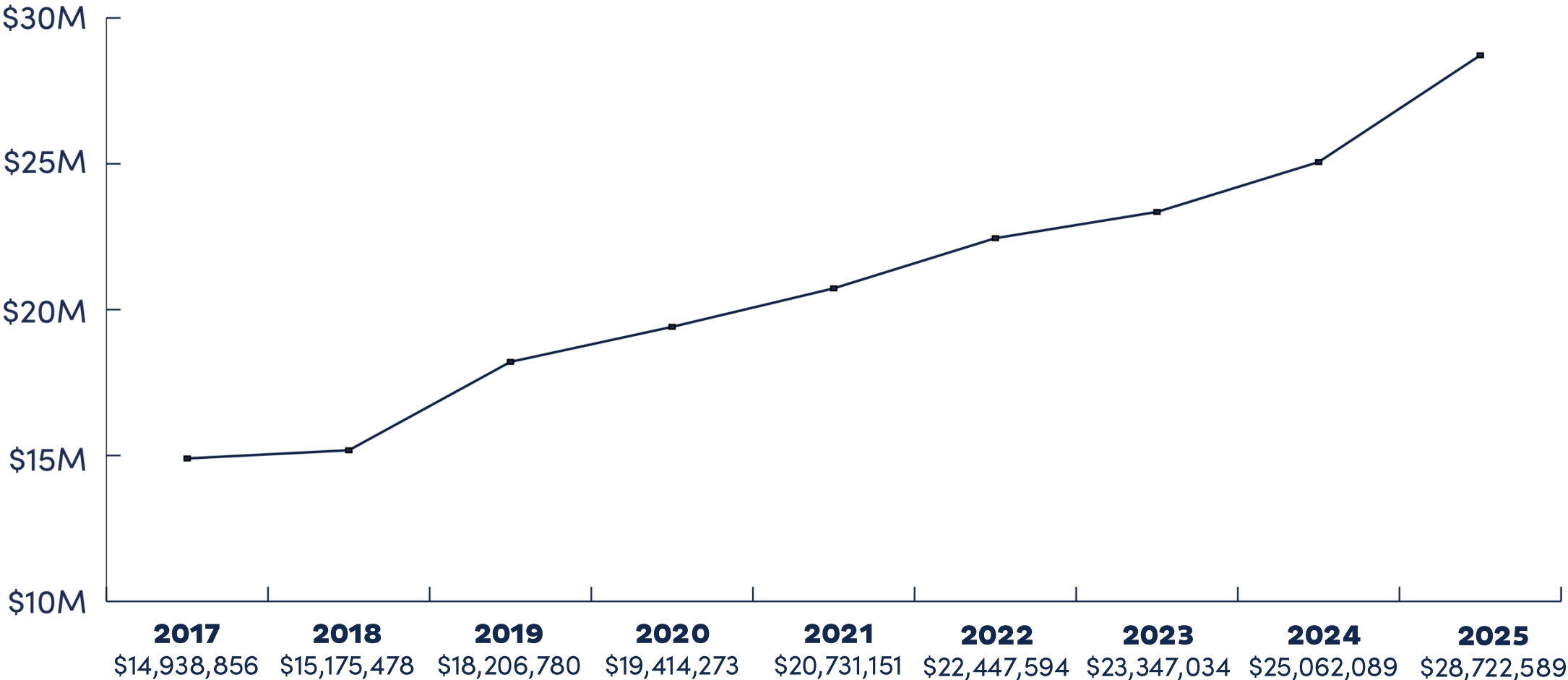
Nothing’s stopping me. I’m thriving, and I’m going to keep thriving.”

— **CANDY CHAMBERS '26**
Elementary Education Major



FUNDRAISING PRODUCTION TREND

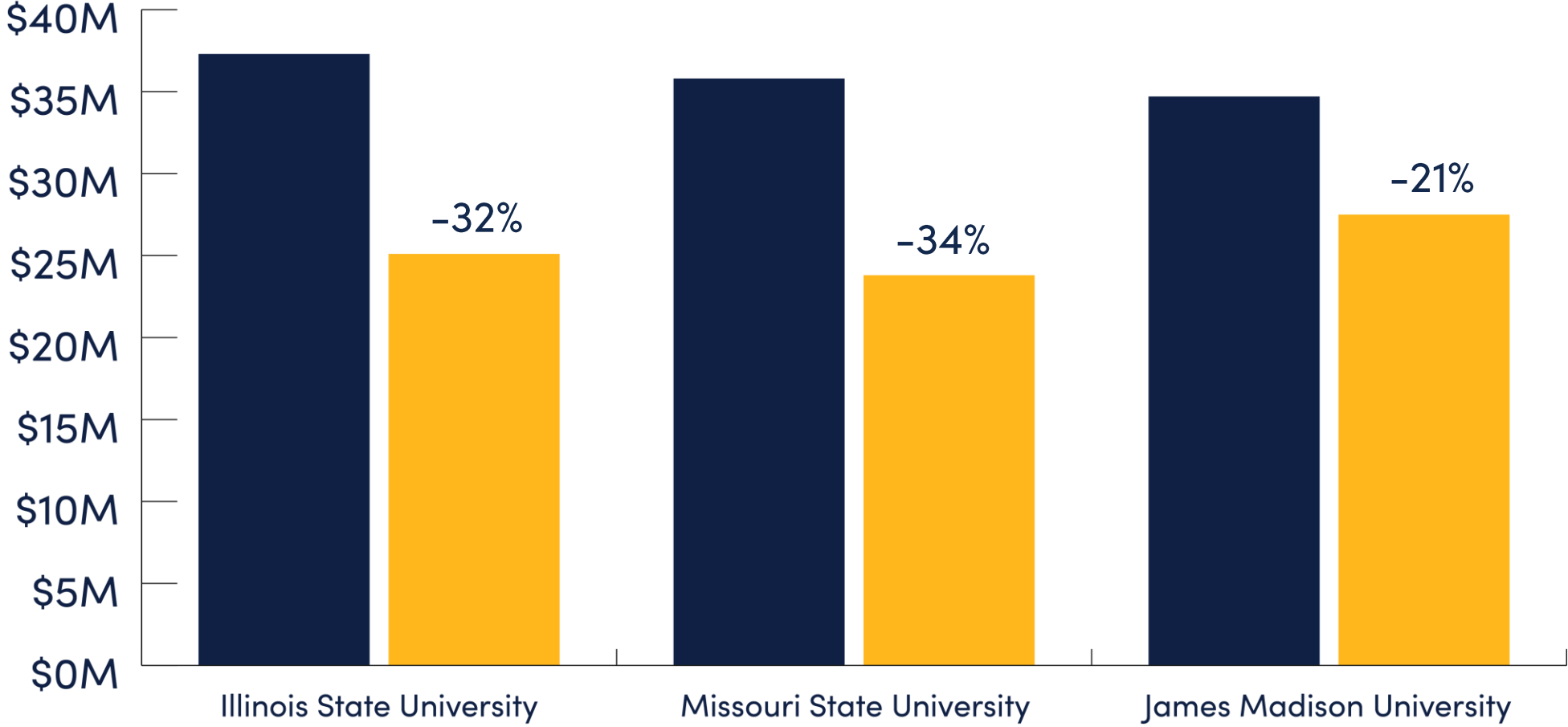
FIVE-YEAR AVERAGE



CHANGE SINCE START OF *LIGHT THE WAY* CAMPAIGN: **92.3%**

PEER POST-CAMPAIGN PERFORMANCE

Average change: -29%



■ Campaign Peak ■ Post-Campaign First Year



FY 2025: FOURTH CONSECUTIVE RECORD YEAR

\$36.5M Total gifts & new commitments

35.4%

Increase in outright giving, equaling \$27.8M

97.5%

Increase in alumni giving, equaling \$13.6M

3.45%

Increase in alumni donors

FY 2025 HIGHLIGHTS

9.1%

Increase in faculty & staff donors

307

Graduating student donors

- Thirteen \$1 million+ gifts
- Two naming gifts to be announced in FY26 (and hopefully more!)

15.5%

Increase in number of retained donors

YOY UNIT INCREASES:

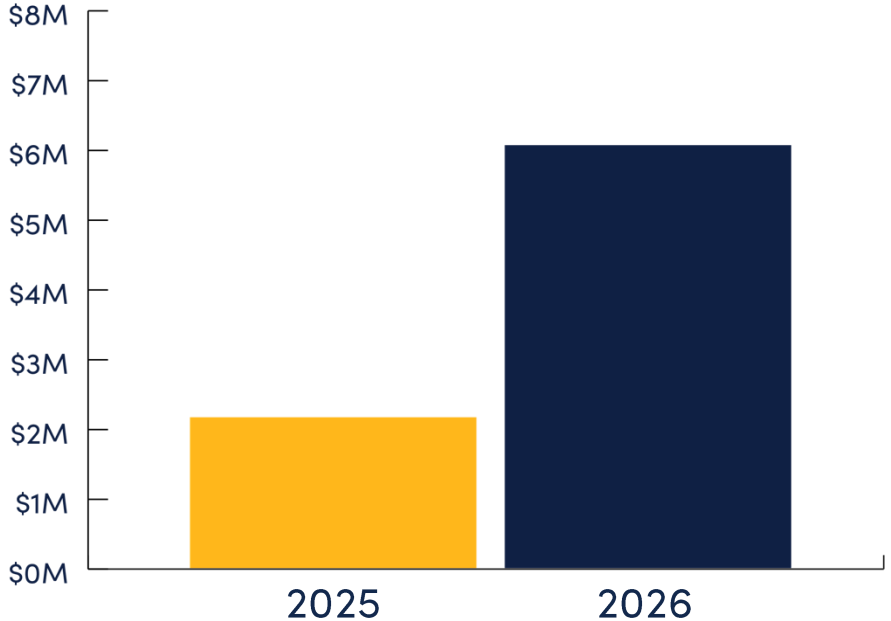
COLLEGE OF VISUAL & PERFORMING ARTS
SCHOOL OF EDUCATION
SCHOOL OF NURSING
SPARTAN ATHLETICS

53 YEARS OF GIVING



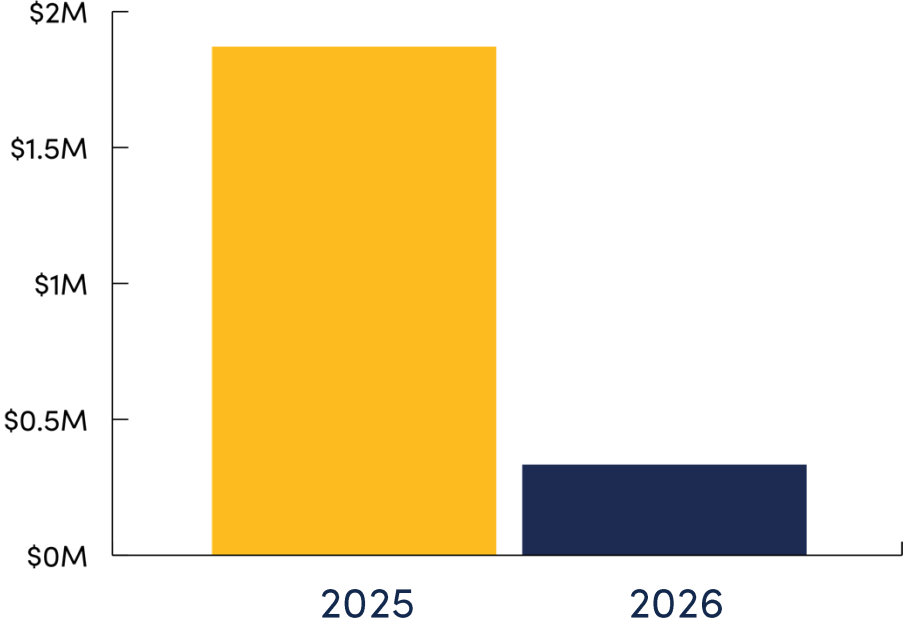
FY26 FUNDRAISING TO DATE

GIFTS & NEW COMMITMENTS



\$6,062,407 | +180.6%

ALUMNI FUNDRAISING



\$331,442 | -82.3%



UNC SYSTEM ADVANCEMENT SYMPOSIUM

500

Attendees

8

Sessions featuring
UNCG speakers

"UNCG was a fantastic host, very welcoming and hospitable. I also really enjoyed the opening and closing keynote speakers."



Opening Plenary Leadership Panel

UNC SYSTEM ADVANCEMENT SYMPOSIUM

"The UNCG staff were all so happy and helpful."

"The gathering at the end of Day 1 was top-notch. Best I've seen at any conference anywhere."

"UNC Greensboro was a terrific host site! The facilities were great, and parking was easy."



Closing Keynote by Demond Martin

MARK YOUR CALENDARS



JTCCP BEAM SIGNING

LATE SEPTEMBER/EARLY
OCTOBER

UNCG
HOMECOMING

HOMECOMING 2025

OCTOBER 17-18



MARCUS T. JOHNSON ALUMNI HOUSE NAMING

OCTOBER 18

UNCG **Blue. Gold.**
Grateful.

SPARTAN GRATITUDE WEEK

NOVEMBER 17-21

READING DAY RECHARGE

DECEMBER 4

READING DAY
RECHARGE 

RED CARPET RECEPTION

DECEMBER 11

 **RED CARPET
RECEPTION**

COMMENCEMENT

DECEMBER 12



LIGHT THE WAY CAMPAIGN CONCLUSION

MARCH 26

UNCG  **LIGHT the
WAY**

SUMMER FUN WITH ALUMNI



Greensboro Grasshoppers Game



Monday Sundae Funday with Faculty & Staff Alumni



Fun in the Sun at Piney Lake

STUDENT ENGAGEMENT



SOAR



Fall Kick-Off



HOMECOMING 2025

FRIDAY, OCT. 17

ALUMNI AWARDS | RECEPTION: 6-7 p.m. | CEREMONY: 7-8 p.m.



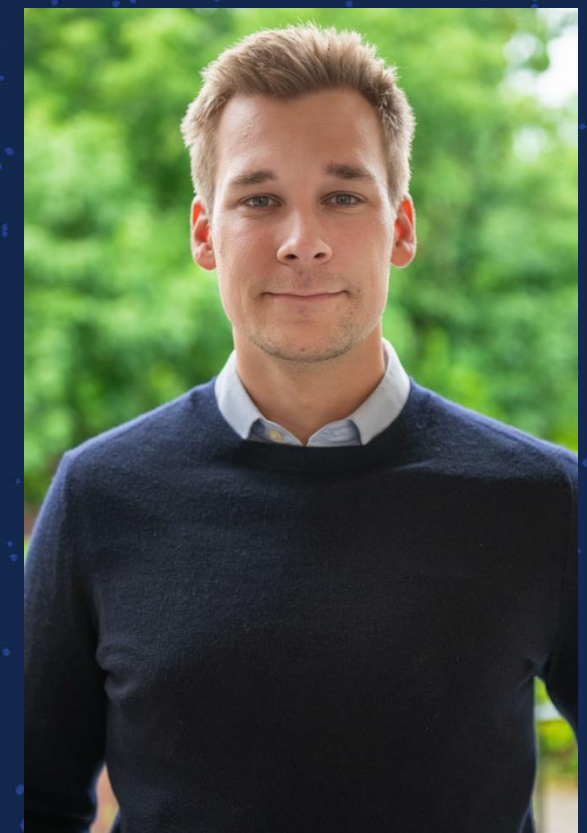
**MINERVA AWARD FOR
DISTINGUISHED SERVICE**
Barbara "Bobbi" Osguthorpe
'83



**PROFESSIONAL
ACHIEVEMENT AWARD**
James "Jim" Barnhill '82 MFA



WC LEGACY AWARD
Marion Lois Prescott Wray '56



YOUNG ALUMNI AWARD
Lasse Palomaki '16, '18 MBA

HOMECOMING 2025

FRIDAY, OCT. 17

HOMECOMING BONFIRE

8-10 p.m.

SATURDAY, OCT. 18

ATHLETICS HALL OF FAME BRUNCH | 9-11 a.m.

THE FAMILY REUNION

11 a.m.- 2 p.m.

MARCUS T. JOHNSON ALUMNI HOUSE NAMING CELEBRATION | 2-3 p.m.



MARCUS T. JOHNSON ALUMNI HOUSE

HOMECOMING 2025

SATURDAY, OCT. 18

SPARTAN STREET FEST

3-6 p.m.

Featuring:

- Academic Row
- Vendors and Food Trucks
- Children's Festival
- Performances (The Voltage Bros Band, DJ, student groups)
- Vanguard & Alumni Board Tents



MEN'S SOCCER VS. WOFFORD 7

p.m.

Community and campus partner events throughout the weekend, including **Spartan Family Weekend**

HOMECOMING.UNCG.EDU



CASE INTERNSHIP



Who Is Mykaila Brown

2025

TV-PG

100% Match 2025 4 Seasons

Armed with a Bachelor's in Sociology and a Minor in Criminal Studies, Mykaila is currently pursuing a Master's in Public Administration with a focus on Nonprofit Management. This summer, she stepped into the world of higher education advancement as a CASE intern, where she not only contributed to various projects but also experienced Washington, D.C. as an independent adult for the first time.

From completing a capstone project that explored how jobs are viewed through the eyes of students to engaging with professionals across the field, her journey reflects curiosity, growth, and a commitment to making a difference. Through this internship, she developed a strong interest in engaging students in philanthropy, which inspired her to conduct research and write a paper on student philanthropy groups and councils.



Cast: Mykaila Brown

Genres: TV Shows Based on Books and TV Dramas

This show is a coming-of-age series



Becoming a Spartan

2025

TV-PG

In the heart of Greensboro, a new generation discovers what it truly means to wear the helmet. Becoming a Spartan follows the transformation of students who step into the legacy of UNCG's fierce mascot, not just as a symbol, but as a way of life. Through grit, growth, and a whole lot of school spirit, this inspiring journey proves that being a Spartan is more than a title; it's a mindset.





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16+ 3 Seasons TV VISION Spatial Audio

Campy • Soapy • Comedy



Becoming a DEVELOPMENT OFFICER

★★★★★ 2025 TV - PG

Two driven Development Experience Officers take center stage in this inspiring behind-the-scenes journey from learning the ropes to leading the charge. Through mentorship, major campaigns, and a few unexpected plot twists, they rise into their roles as Development Officers, proving that with the right support and a clear mission, every great career has a powerful origin story.

- ▶ Play
- 🗨️ Audio & Subtitles
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Becoming a DEVELOPMENT OFFICER



NETFLIX

Becoming a Development Officer



2025

TV - PG

Season 1

8 episodes

Season 2

Season 3

Trailer



S1: E1 | The Next Generation of Giving
When becoming a Donor Experience Officer (DXO), it is important to understand both the science and the art behind the process.



S1: E2 | Elevating Donor Engagement
The Donor Experience Officers manage a donor portfolio with clear weekly, monthly, and annual goals and collaborate with internal teams.



S1: E3 | Building Bridges
DXO's leverage technology platforms such as EverTrue, social media, and video conferencing to deliver personalized, consistent donor communication and outreach.

NETFLIX

Becoming a Development Officer



2025 TV - PG

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S1: E4 | A Little Advice

To future Donor Experience Officers, the best piece of advice is to keep going. It's a grind, and it's supposed to be.



S1: E5 | The Next Step

After mastering the art of personalized outreach and digital engagement as a Donor Experience Officer, the path forward begins to take shape.



S1: E6 | The Search and the Ask

A Development Officer (DO) engages individuals with the potential to make major gifts.

NETFLIX

Becoming a Development Officer



2025 TV - PG

Season 1

8 episodes

Season 2

Season 3

Trailer



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S1: E7 | Nurturing Generosity

DO's guide donors through every stage of the donor cycle: identification, qualification, cultivation, solicitation, and stewardship.

S1: E8 | The Heart of Fundraising

This role supports both professional growth and the organization's mission, reflecting a commitment to making a lasting impact through philanthropy.

