

UNIVERSITY ADVANCEMENT UPDATES

UNIVERSITY ADVANCEMENT COMMITTEE

November 11, 2025

UNCG



LIGHT *the*
WAY

The Campaign for **EARNED ACHIEVEMENT**

MAKING A MARK ON CAMPUS: WARMATH COMMONS



MAKING A MARK ON CAMPUS: WOMAN'S COLLEGE WAY



MAKING A MARK ON CAMPUS: JEANNE TANNENBAUM CENTER FOR CREATIVE PRACTICE



MAKING A MARK ON CAMPUS: MARCUS T. JOHNSON ALUMNI HOUSE



MAKING A MARK ON CAMPUS: BODFORD ARENA





UNC
GREENSBORO
FOUNDATION

University Advancement Committee
UNC Greensboro Board of Trustees
November 11, 2025

Brad Morton,
Chair, UNC Greensboro Foundation Board





UNC Greensboro Foundation Board

Members are appointed for a three-year term from July 1 through June 30 of the third year.

Mission

To champion UNCG students and connect them with the resources and opportunities that will transform their lives.

Vision

A Board that leads the wider community to invest in every UNCG student's success and build a foundation for lifelong connectivity.

UNC Greensboro Foundation Board



Brad Morton '92
Chair



Justin Outling '05
Vice Chair



Erin Mosley '09
Secretary



Louise Bristol



Ashley Leak
Bryant '03, '05 MSN



Mesha Bond Kemp '95



Linda Carr '76



Bryan Chapman



Dawn Chaney



Bev Cleveland



Wayne Foster '01 PHD



Marcus Johnson '99

UNC Greensboro Foundation Board



Dolores Davis Paylor '79



Alan Overbey '86



Martha Thompson



Susan Schwartz



Brian Vannoy



Rachel Walker '09



Mike Smith



Rebecca Smith '92



Cathy Tisdale '75



Gary Smith '91



Lascel Webley '94



Carrie Stewart



Julie Shaw



Sharon Schlachter '00



UNC Greensboro Foundation Board

Goal 1 | Strengthening Board relationships and communication with current students

UNC Greensboro Foundation Student Ambassadors



Emanuel Smith '25



Jonah Foster



Raven Sizemore '24



Mykaila Brown '24



Nicole Delgado - Rojas



UNC Greensboro Foundation Board

Goal 2 | Increasing Board engagement in donor calls, prospecting, and stewardship



UNC Greensboro Foundation Board

FY25 GIVING



89%

Participation



3.6%

Increase in Participation



UNC Greensboro Foundation Board

Goal 3 | Expanding Board capacity,
development knowledge, and connectivity



AGB





UNC Greensboro Foundation Board Committees

Executive Committee: Brad Morton, Committee Chair

The Executive Committee sets and conducts all regular business of the UNC Greensboro Foundation Board

Governance Committee: Justin Outling, Committee Chair

The Governance Committee establishes annual work plans, oversees governance documents and procedures, ensures compliance with the Conflict-of-Interest Policy, and manages succession planning for Foundation Board leadership.



UNC Greensboro Foundation Board Committees

Finance and Audit Committee: Lascel Webley, Committee Chair

The Finance and Audit Committee manages, invests, and oversees the Foundation's operating assets and endowment funds, plans the annual budget, controls the acceptance of irrevocable gifts, selects the independent CPA firm for audits, and ensures sound fiscal and business principles are followed.

Development Committee: Carrie Stewart, Committee Chair

The Development Committee supports and advises the Foundation on donor engagement and stewardship, serving as a resource to strengthen relationships, recognize donors, and recommend strategies for effective donor relations and stewardship activities.

Current Projects

- Succession Planning
 - Naming Vice Chairs to each of the Board's four committees
- Revise Bylaws and MOU and create a Records Retention Policy
- Reach 100% Board giving participation



UNC
GREENSBORO
FOUNDATION

QUESTIONS?



Spartans

GIVE

Social Fundraising at UNCG

SAM LOGAN

Senior Assistant Director for
Advancement Digital Strategy



PROGRAM GROWTH IN FY25



634 Donors

+109%



\$32,625

+118%



76%

Alumni Donors



76%

First-Time Donors

DELVING INTO THE PAST FOR A BRIGHTER FUTURE

Created opportunities for 7 students to study abroad

\$15,391
Raised



“Our program gives them confidence, and when they come home, they are different. Their familiarity with the international world vastly shifts their perspectives academically and personally.”

— Dr. Joanne Murphy
Ancient Mediterranean Studies and Archeology

INCREASING OUR REACH IN FY26

- 21 Projects in FY26 (+260%)
- All schools and colleges are represented
- 2 student groups
- Parent & Family Advisory Council
- Office of Research & Engagement
- Career & Professional Development
- Student Affairs

PASS THE TASSEL

- Alumni from 2015–2025 encouraged to donate gowns to be used for a rental program for students in need
- By making a gift to the Regalia Support Fund, they can also sponsor a cap and tassel for students to decorate and keep



go.uncg.edu/passthetail

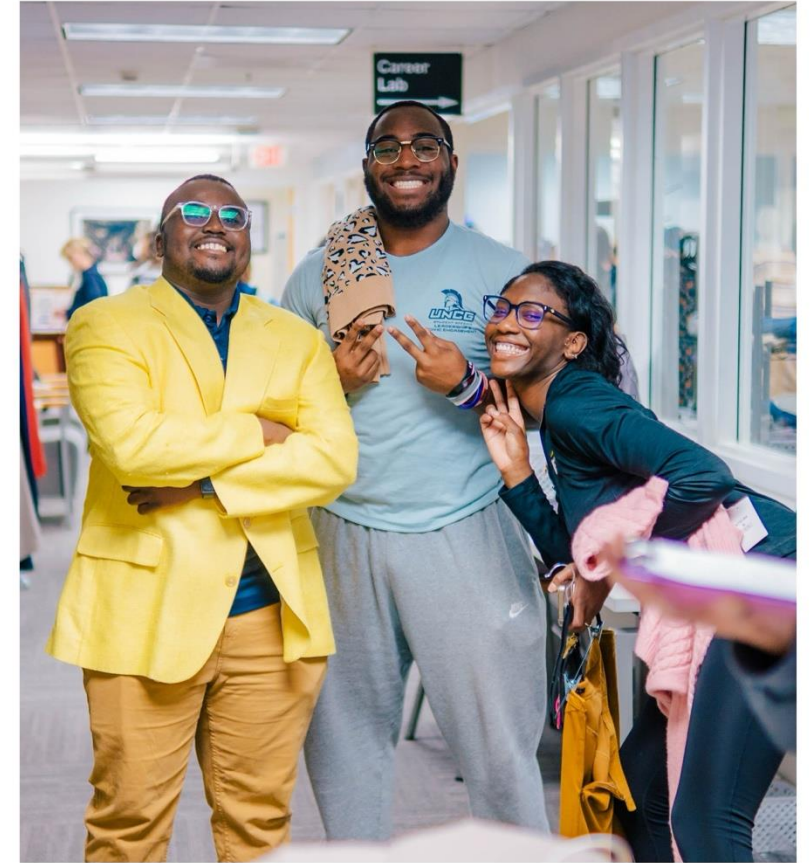
ACTIVE GIRLS, HEALTHY GIRLS

- Empowers underserved girls ages 9-12 to build confidence, joy, and lifelong healthy habits through physical activity, nutrition, sleep, and social connection
- Will offset the cost of 11 campers



POP-UP PROFESSIONAL CLOTHING CLOSET

- Provides UNCG students with professional attire to boost their confidence and career readiness.
- Last year, 400+ students attended the first pop-up
- Will support semesterly pop-ups, weekly drop-in hours, and essential supplies





MARCH 3-4, 2026

GOALS:

\$1.3M

1,600
DONORS

8% YOY increase

BE AN IMPACT PARTNER

- Amplify each gift's impact and make small-dollar donations go further
- Direct more gifts to areas that are important to you
- Help achieve specific fundraising goals

MATCHING GIFTS

(1:1, 2:1)
\$5,000+

CHALLENGE GIFTS

(Unlocks at threshold)
\$2,500+

Create a match or challenge before Dec. 31, 2025 – it will also support *Light the Way*



QUESTIONS?