

THE DIVISION OF UNIVERSITY ADVANCEMENT  
*QUARTERLY REPORT*

PREPARED FOR  
THE BOARD OF TRUSTEES ADVANCEMENT COMMITTEE  
JUNE 2018



**WINSTON-SALEM** STATE UNIVERSITY

**WSSU**

# Gift Summary Report

Period Ending December 31, 2017

Compares October 01, 2016-December 31, 2016 to October 01, 2017-December 31, 2017

Gift Summary by Source	2018 Donors	2017 Donors	Donor % Change	2018 Dollars	2017 Dollars	Dollars % Change
Alumni	606	793	-23.58%	\$162,902.71	\$249,833.59	-34.80%
Corporations	24	19	26.32%	\$96,734.75	\$231,104.86	-58.14%
Faculty/Staff	82	101	-18.81%	\$19,892.25	\$25,484.37	-21.94%
Foundations	7	8	-12.50%	\$230,712.42	\$297,892.33	-22.55%
Friends	139	128	8.59%	\$87,671.22	\$138,360.33	-36.64%
Fundraising Consortias	1	1	.00%	\$2,812.85	\$1,607.86	74.94%
Other Organizations	18	8	125.00%	\$85,980.87	\$63,926.00	34.50%
Parents	3	5	-40.00%	\$4,100.00	\$360.00	1,038.89%
Religious Organizations	1	0	.00%	\$1,575.00	\$0.00	.00%
Students	11	5	120.00%	\$172.50	\$147.00	17.35%
<b>TOTAL</b>	<b>892</b>	<b>1,068</b>	<b>-16.48%</b>	<b>\$692,554.57</b>	<b>\$1,008,716.34</b>	<b>-31.34%</b>

# *Alumni Engagement* Q4 Updates

- Homecoming is October 20, 2018 with several events taking place that week:
  - October 18, 2018
    - Alumni Return to Serve
    - The Class of 1968 50<sup>th</sup> Anniversary Banquet
    - The Miss and Mr. Alumni Contest hosted by the National Alumni Association along with a myriad of events.
  - October 19, 2018
    - The Founder's Day Convocation, which several groups will bring in gifts to the WSSU Foundation.
    - The Alumni Achievement Awards
- The Young Alumni Council has started to plan for their 40 Under Forty Awards. This event will take place in the second week of April 2019.

# The Integration of the NAO Continues

We've integrated their accounts with the WSSU Foundation so that the NAO can provide emergency grant funding to students.

New logos designed so that the NAO can be adequately branded similar to the Young Alumni Council and the Office of Alumni Engagement.

NAO is working on their Nursing Alumni Gala and fundraiser that will take place on Thursday October 18, 2018.



**WINSTON-SALEM**  
STATE UNIVERSITY

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*Nurse Alumni Organization*

## New WSSU License Plate For Alumni

New license plate has been ordered.

Old stock had to be bought back from the state. Fee for the new design was paid.

We worked with the Integrated Marketing and Communications team to get new designs.

Proofs were sent to us and approved by our staff.

New specialty license plate will be available soon on the DMV website.



# *Annual Giving* Highlights Q4

- 2018 WSSU Foundation Annual Golf Tournament was held on April 13, 2018 at the Meadowlands Golf Club
- Total dollars raised - \$46,000
- Number of corporate sponsors - 31
- Number of teams/number of golf participants - 133
- Expenses - \$5660.08

# *Major and Planned Gifts* Highlights Q4

- Blue Cross NC commits \$1,000,000 for the Division of Nursing
  - 75% designated for Direct Student Support
    - Scholarships (undergraduate, graduate/professional) \$450,000
    - Emergency Grant Fund \$50,000
    - Blue Cross Endowed Fund for Nursing Education \$250,000
  - 25% designated for Infrastructure Support: Technology and Teaching
- Dr. Paul and Mrs. Marcia Meis establish an Almost Home/ Gap fund for \$100,000
  - Goal is to serve 40 incoming juniors and seniors over three years
  - Non-endowed fund
- Miller Coors commits \$15,000 for the Family Fare Entrepreneurship Fund
  - Family Fare's commitment \$50,000 establish Dec. 2017
  - Title III match \$50,000
- Kelvin Farmer, Trustee endows honorary scholarship fund for Michelle Cook, former Vice Chancellor of University Advancement \$10,000
- Major and Planned Gifts committee meeting 6/5/2018

# *Stewardship* Highlights Q4

- Continued implementation of the donor acknowledgement tier system. Approximately 60 first-time alumni donors received letters from the Director of Alumni Engagement during the first quarter.
- The 2018 Scholarship Luncheon was held April 12, 2018. Over 150 individuals attended this event.
- The Searchable Scholarship Database is now live. The current database lists all of the endowed scholarships currently offered. The non-endowed scholarships will be added gradually with a targeted completion date of June 30, 2018.



- Work with the Office of Scholarships and Financial Aid to refine the scholarship awards process.
- Schedule meetings with departments to discuss scholarships offerings.
- Begin design of the 2018 annual endowment report.

# *Corporate and Foundation* Highlights Q4

- \$75,000 received from SECU Foundation for the SECU Public Fellows Internship – Career Development Services.
- \$14,000 received from Islamic Relief USA. The designation is for the WSSU IRUSA OT & PT Clinic Enhancement Grant.

# What Questions May We Answer for You?

