



Board of Trustees Fundraising Committee

February 27, 2024



NCCentral
UNIVERSITY

Division of
Institutional Advancement

Division of Institutional Advancement

I am grateful for our dedicated and hardworking Institutional Advancement team who saw an 8.6% increase in giving, raising \$16.4 million in gifts for NCCU. In truth and service, Institutional Advancement strives to consistently deliver excellence and commit to *The Eagle Promise*, where we cultivate and celebrate a culture for philanthropy here at NCCU and beyond.

The Eagle Promise is Institutional Advancement!

Susan L. Hester
Vice Chancellor



Culture of Philanthropy

FY24 Goal – \$15,000,000

Storytelling

COMPLIANCE

Engagement

Relationships

ENDOWMENTS

Stewardship

Cultivation

Retention

Collaboration

Community

Efficiency

Integrity

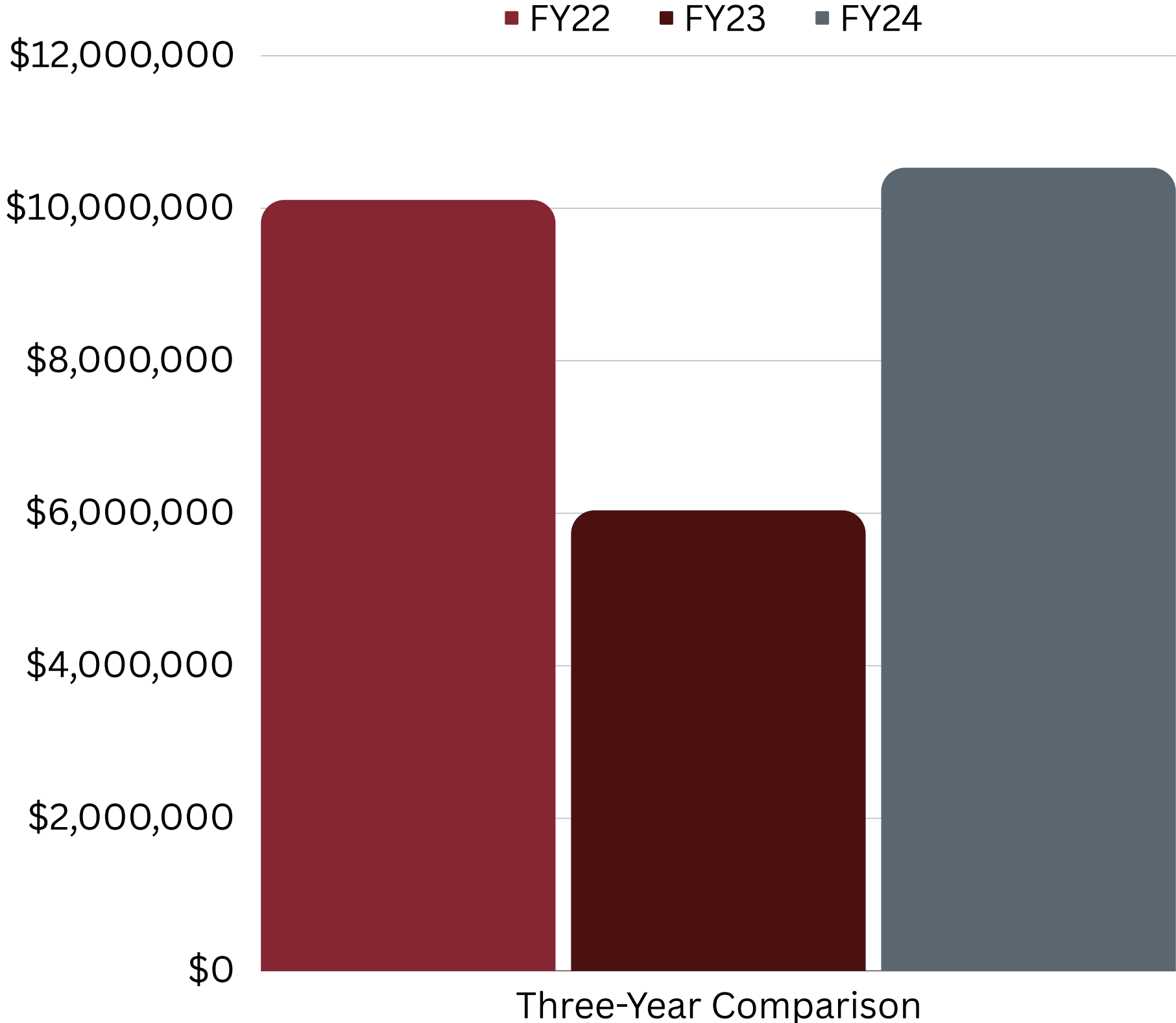
Inclusiveness

Beneficial Partnerships

Transformative Gifts



Year to Date Comparison



FY22 - \$10,109,817

FY23 - \$6,038,883

FY24 - 10,531,903



Institutional Advancement

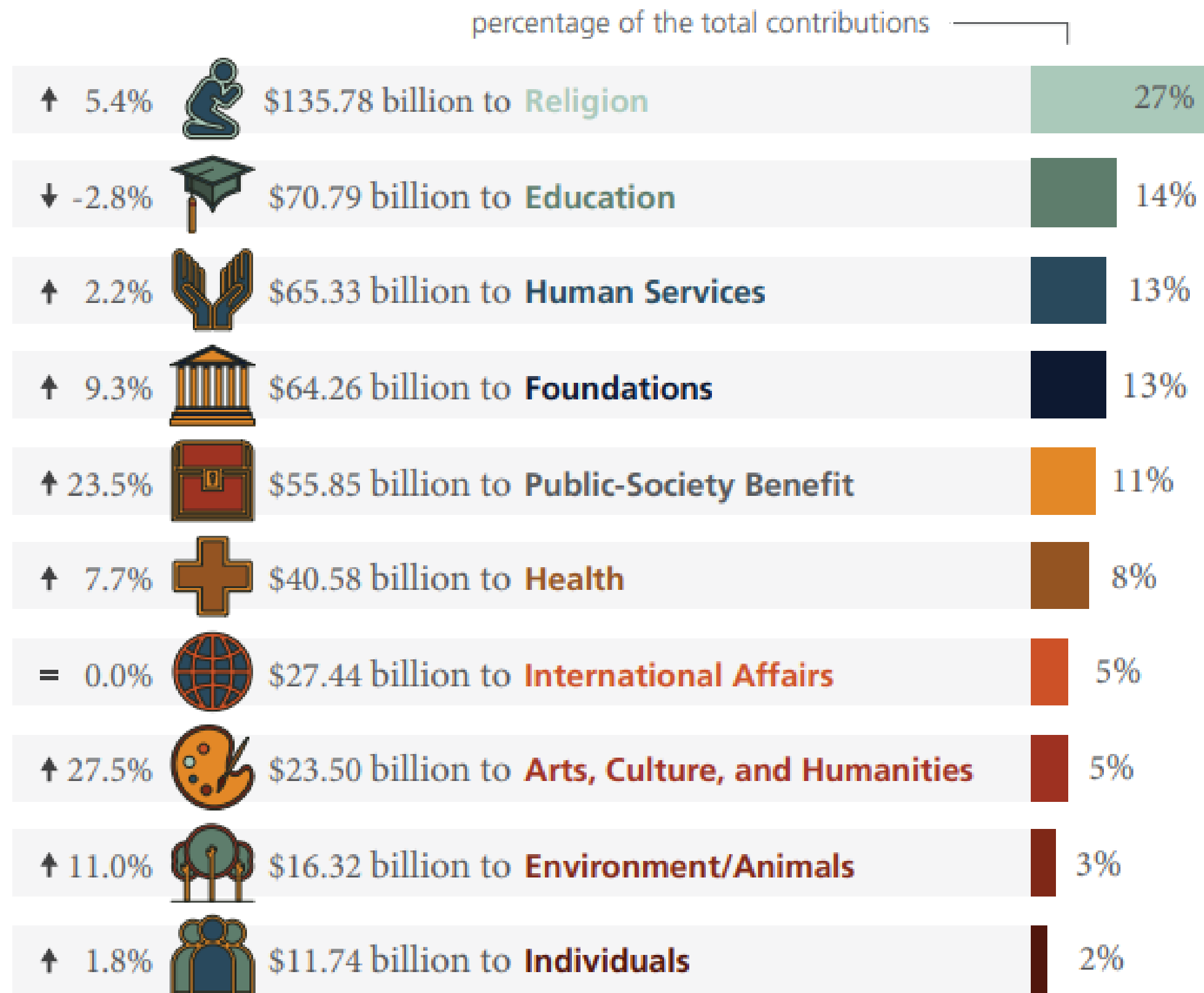
We all have a collective role to play in raising funds to support a shared mission. That is the culture of philanthropy. Giving is a direct reflection on the alignment of personal values. Our donors want to be involved with solutions, making an impact on their communities, and things they hold dear – family, faith, and dear Ole’ NCC!

Danielle D. Blackwell ' 22
Associate Vice Chancellor



Where did the charitable dollars go?

Contributions by destination



change in comparison to total raised in 2020



Donor-advised funds are among the fastest growing forms of giving. Learn more in the new chapter on Donor-Advised Funds.



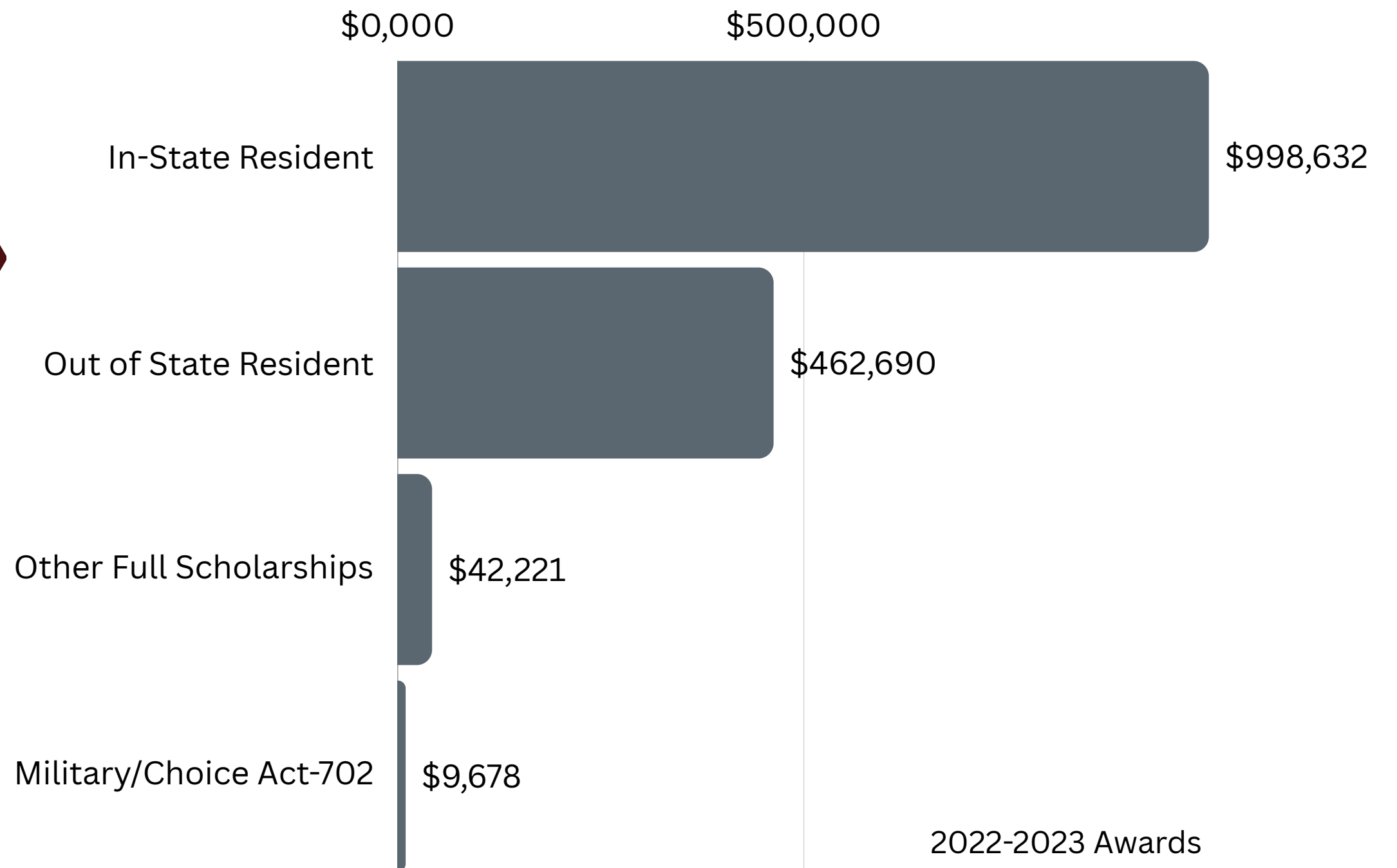
Giving to public-society benefit organizations increased 23.5% in 2021, and is steadily growing larger as a share of total giving over time.





Increasing Need-Based Scholarships

FY23 - \$1,513,233





Development

The Office of Development encompasses a team of fundraising professionals that are charged with cultivating relationships and turning those relationships into transformational opportunities to support the university.

CORE AREAS

Major and Principal Gifts

Planned Giving

Corporate and Foundation Engagement

Chris Davis '10

Assistant Vice Chancellor
of Development



Development Team



William Smith '77

Director of Development
Biomanufacturing Research Institute and
Technology Enterprise (BRITE)



Ryan Clark

Director of Development
College of Arts, Social Sciences, and
Humanities



Michael Newby '97

Director of Development
School of Business



Kaia Clarke '02, '11

Director of Development
College of Health and Sciences

Corporate Engagement



Dr. Johnny Hill
Director of Corporate Engagement



Brady Kaiser
Manager of Private Grants

The Office of Corporate and Foundation Engagement is the single visible entry point for corporate, private foundations, and industry professionals seeking access to engage and partner with North Carolina Central University.



Advancement Services

The Office of Advancement Service manages, analyzes, and leverages the data needed to inform organizational strategy and conduct the operations that engage University stakeholders, supporters, and friends.

Rosalyn Galloway
Assistant Vice Chancellor
of Advancement Services



Advancement Services Team



Carlos McCall

Director of Gifts, Data, and Records



Stephanie Gant

Lead Gift Processor

NCCU Foundation
Division of Institutional
Advancement
P.O. Box 19363
Durham, NC 27707

Online

<https://www.nccu.edu/institutional-advancement/giving-online>

NCCU Office of Institutional Advancement Online Portal

Our Advancement Services department is pleased to offer a new self-service constituent portal at the link below. Navigate to the URL to create an account where you can update your demographic information and check the status of your donations.

<https://mynccu.blackbaudportal.com/>

Coming this Spring

2022 – 2023 Philanthropy Report

Endowment Reporting Portal



Alumni Affairs

The Office of Alumni Relations advances the academic excellence, interests and traditions of North Carolina Central University (NCCU) by inspiring Eagle engagement through relevant programming, enhanced connections and effective communications.

LaMisa McCoy-Foxx '95

Assistant Vice Chancellor
of Alumni Affairs



Alumni Affairs Team



Enoch Bond

Director of Annual Giving



Lydia Brodie

Assistant Director of Annual Giving



Sharrah Wortham '06

Alumni Engagement Manager



Anita Parker

Development Associate



Alumni Oral History Project

We are excited to announce our upcoming Alumni Oral History Project, and we encourage you to tell us your story! Every Eagle has a story, and we want to capture and preserve your alumni stories and experiences from your time here on the sloping hills and verdant green.

Starting Monday, February 5, 2024, we will partner with Publishing Concepts, Inc. (PCI) to capture and preserve your story in a book that celebrates NCCU's impact on your lives and who you are today. PCI will complete the project and mail publications in the spring of 2025.

(BACK)

Dear First Name,

As a CY graduate of North Carolina Central University, I need a quick verification from you. NCCU recently launched a comprehensive alumni data verification project.

We've assembled the information currently listed in our alumni files and need your help to confirm the accuracy of your record and fill in any information gaps.



That's why it's so important to call 1-800-000-0000 within the next 5 days.

Verification is quick and easy. Many alumni also share stories of their campus experience to help celebrate our history at the same time.

Your prompt assistance is greatly appreciated. Please call **1-800-000-0000** to verify your NCCU alumni data today.

Sincerely,
LaMisa McCoy Foxx
LaMisa McCoy Foxx
Assistant Vice Chancellor Alumni Relations

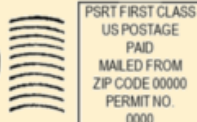
Your Invitation ID#: _____
Reference #: _____

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IMPORTANT NOTICE

(FRONT)

North Carolina Central University
1801 Fayetteville St., Durham, NC 27707



FIRST-CLASS MAIL

IMPORTANT: VERIFICATION OF ALUMNI DATA NOW NEEDED
Please call 1-866-000-0000 within 5 days.

VERIFICATION REQUESTED IN NEXT 5 DAYS

Sample A. Sample
Class of [2001]
123 Any Street
2nd Address Line
City, ST 12345-6789
[BARCODE]

Alumni Engagement at the MEAC



March 14 - 16, 2024

Alumni & Donor Engagement



NCCU DAY OF
GIVING

2024

North Carolina Central University

Tuesday, April 2, 2024

A promotional graphic for the NCCentral University Donor Impact Luncheon. The background features a collage of images: two men in maroon shirts looking at a laptop, a smiling graduate in a maroon cap and gown, and a statue on a pedestal. The text is overlaid on this background.

 | **NCCentral**
UNIVERSITY

DONOR IMPACT

Luncheon

THURSDAY, APRIL 11, 2024
DOORS OPEN AT 11:30 AM | PROGRAM BEGINS AT 12 NOON

**NEW STUDENT CENTER
EVENT HALL**
1801 FAYETTEVILLE STREET | DURHAM, NC 27707

RSVP TO 919.530.6151
Bearer of this invitation and one guest

By invitation only - Endowment and Scholarship donors

Alumni Engagement in Miami

SAVE THE DATE
09.01.24



**NORTH CAROLINA
CENTRAL
UNIVERSITY**

**ALABAMA
STATE
UNIVERSITY**

LABOR DAY WEEKEND

**SUNDAY, SEPTEMBER 1, 2024
HARD ROCK STADIUM | MIAMI GARDENS, FL**



August 30 – September 2, 2024



Thank You