

NCCU Board of Trustees Meeting

INSTITUTIONAL ADVANCEMENT

Susan L. Hester, Vice Chancellor

September 24, 2025

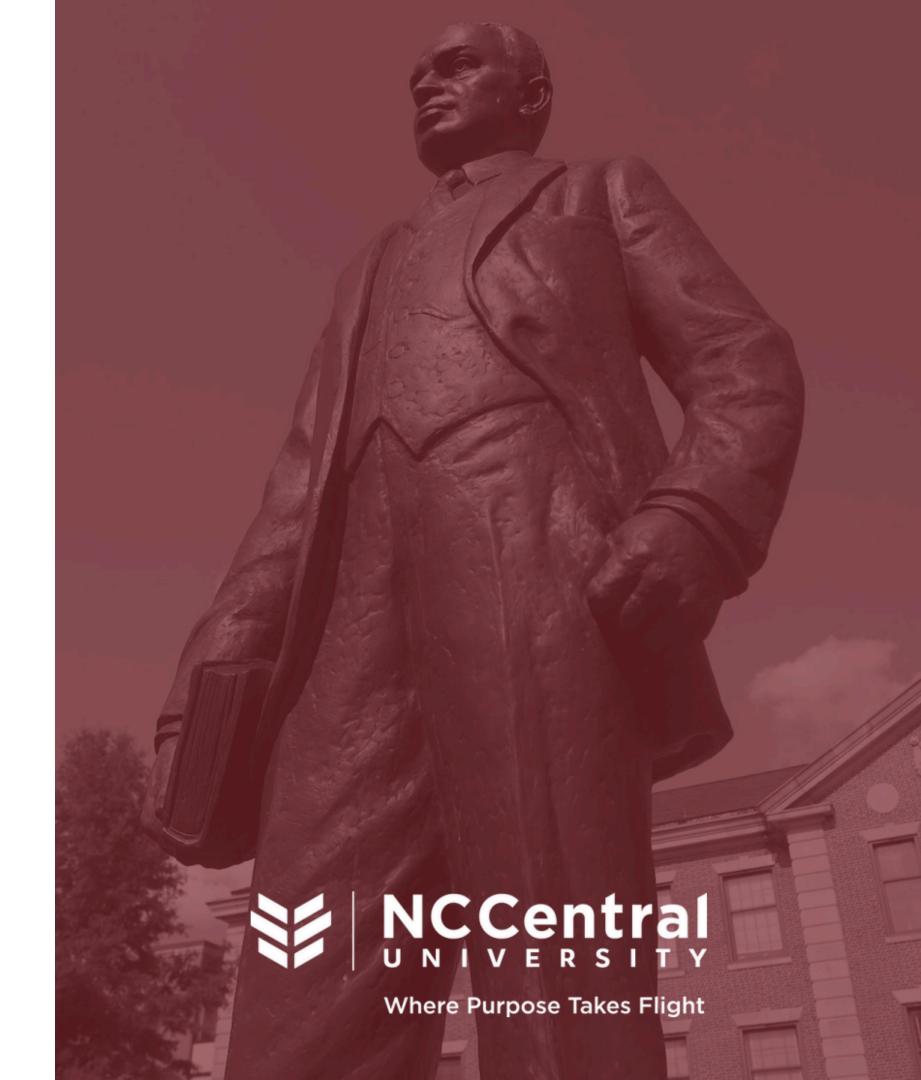


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- **3** FUNDRAISING REPORT
- GOAL 3: INSTITUTIONAL SUSTAINABILITY
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Institutional Advancement Departments





ALUMNI RELATIONS & ANNUAL GIVING (6)

Lamisa Mccoy-Foxx - Assistant Vice-Chancellor
Alumni Engagement
Annual Giving
Student Philanthropy



ADVANCEMENT SERVICES (3)

Rosalyn Galloway - Assistant Vice-Chancellor

Data Management and Records

Donor Recognition and Impact

Donor Reports



Development and Corporate Engagement (7)

Chris Davis- Assistant Vice-Chancellor
Planned Giving
Principal Gifts
Corporations and Foundations

Fundraising Highlights FY 24/25





Total Raised: \$17.2M

Record-breaking contributions elevating institutional support.



Day of Giving 2025: \$1.14M

Community engagement produced the strongest single-day of giving result.



10% Alumni Participation

Exceeded national average for two consecutive years, demonstrating sustained donor loyalty.

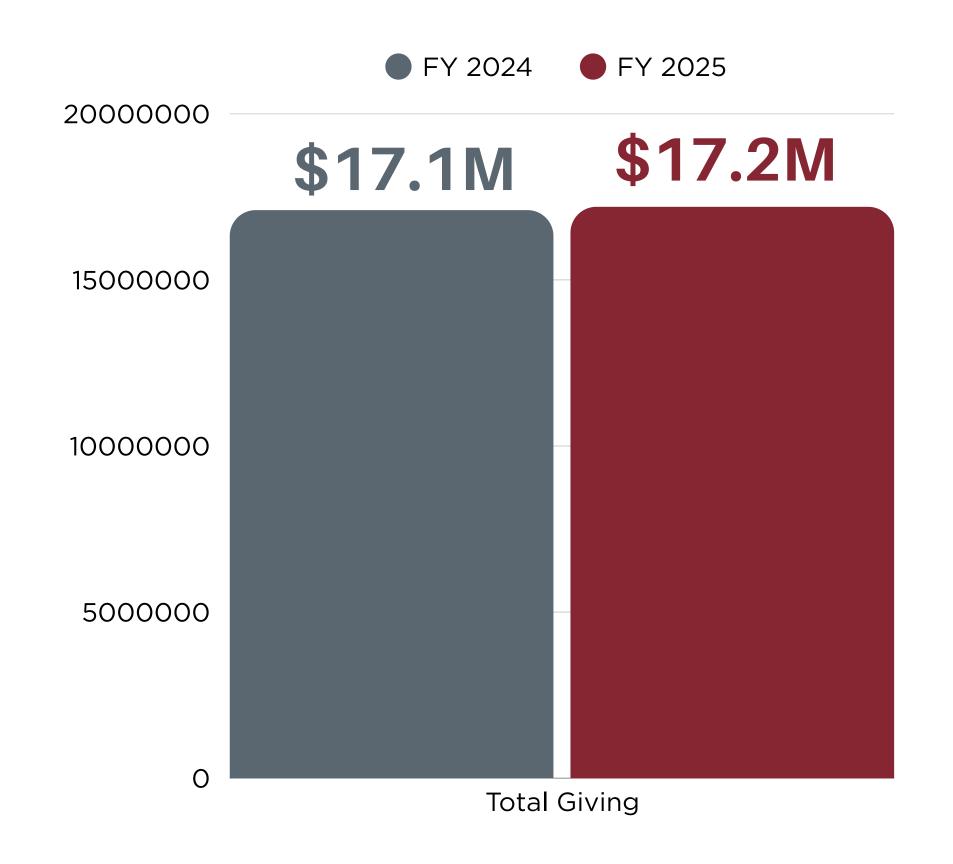


Increased from \$2.8M to \$4.5M, reflecting stronger alumni engagement.

Fundraising Report

Total Giving Year-over-Year Comparison





Giving to Top 3 Colleges/Schools

School of Business
 \$2.08M

- 2. School of Education \$1.5M
- 3. Law School \$1.5M

Fundraising Report

Number of Donors By Constituency

DONOR TYPE	FY 25
ALUMNI	2,443
CORPORATIONS	53
FOUNDATIONS	52
OTHER ORGANIZATIONS	188
FRIENDS	2,814





Giving Total By Constituency - FY 25

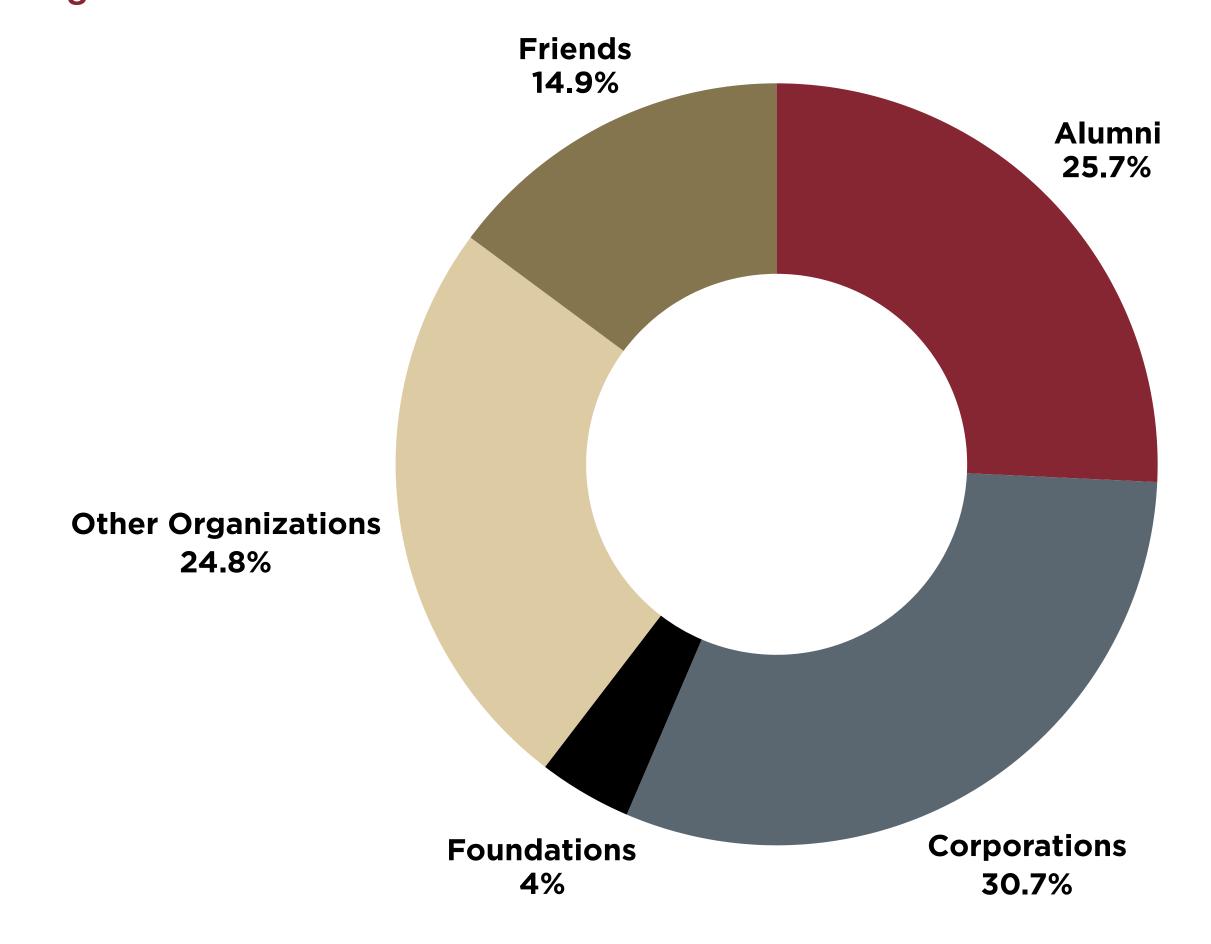


Constituent	Pledges	Outright Gifts	Gifts-in-kind	Realized Planned Gifts	Deferred Planned Gifts	TOTAL
Alumni	\$1,230,000	\$2,534,963	\$25,932	\$629,396	\$133,742	\$4,554,033
Corporate (corporations, corporate foundations)	\$2,556,000	\$2,743,230	\$4,624			\$5,303,854
Foundation (foundations, personal family foundations)	\$266,000	\$390,853				\$656,853
Non-Alumni (friends, faculty/staff/students/etc.)	\$404,396	\$1,179,036	\$9,762	\$25,000	\$879,525	\$2,497,719
Other Organizations	\$2,316,695	\$1,508,632	\$336,573	\$65,475		\$4,227,375
TOTAL	\$6,773,091	\$8,356,714	\$376,891	\$719,871	\$1,013,267	\$17,239,834

Fundraising Report

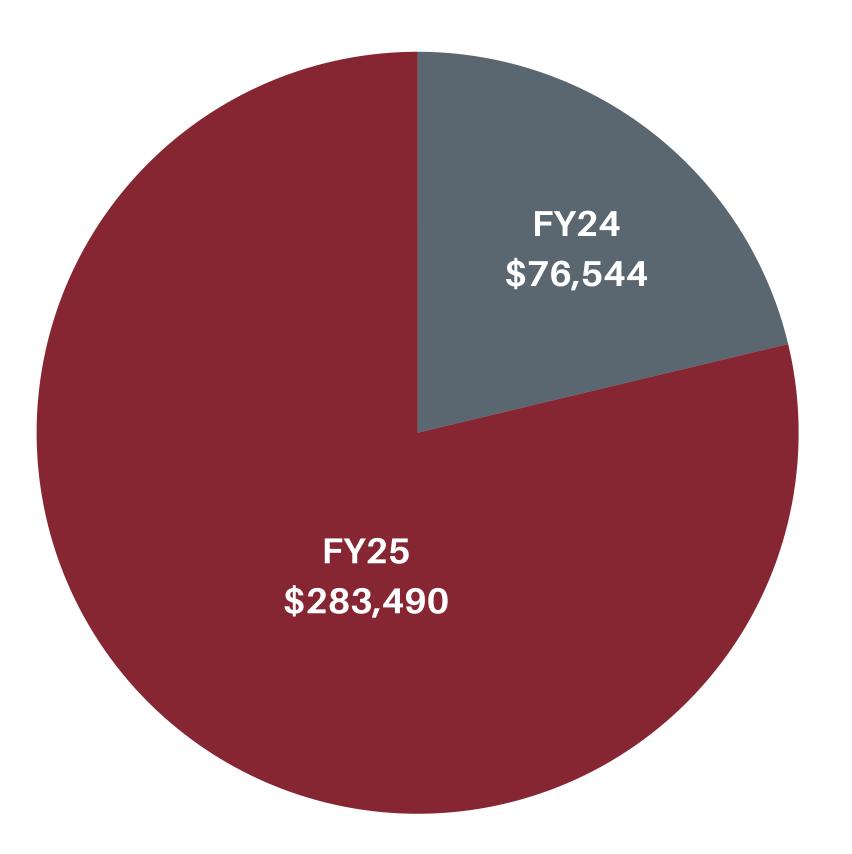
Gifts As A Percentage of Total FY 25





Board of Trustees Giving

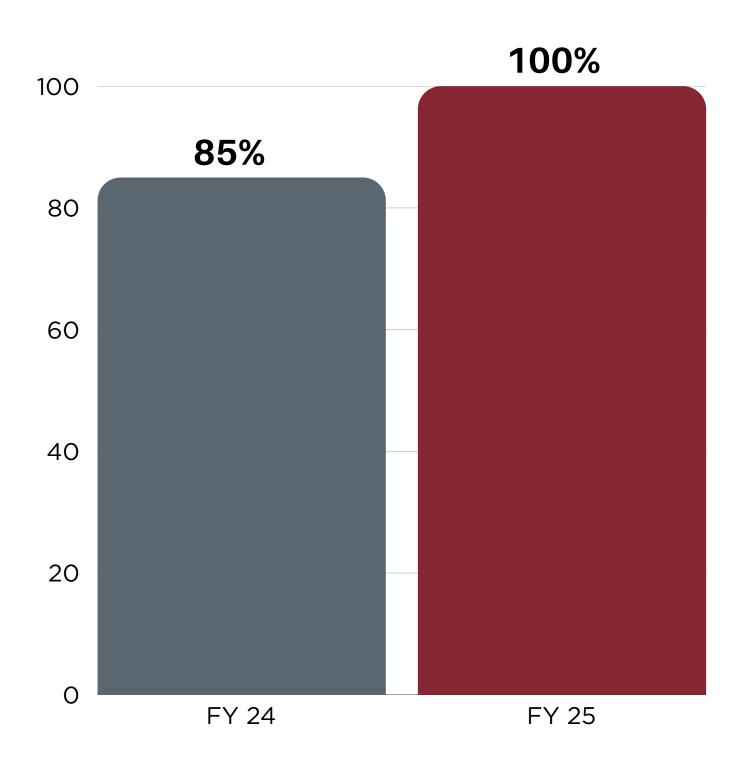
Year-over-Year Giving Comparison



Board of Trustees Percentage of Giving

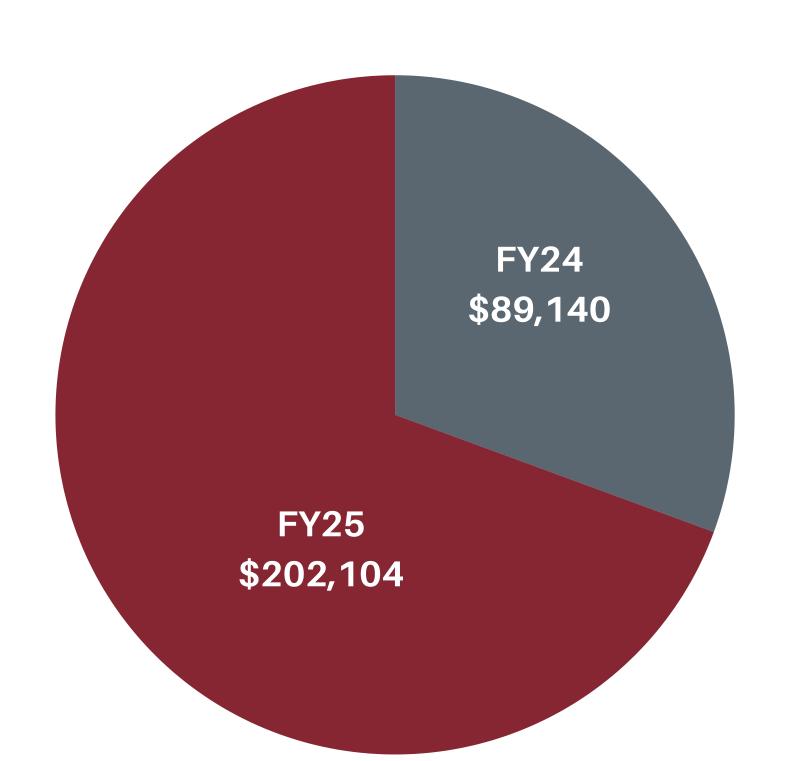
Year-over-Year Participation Comparison





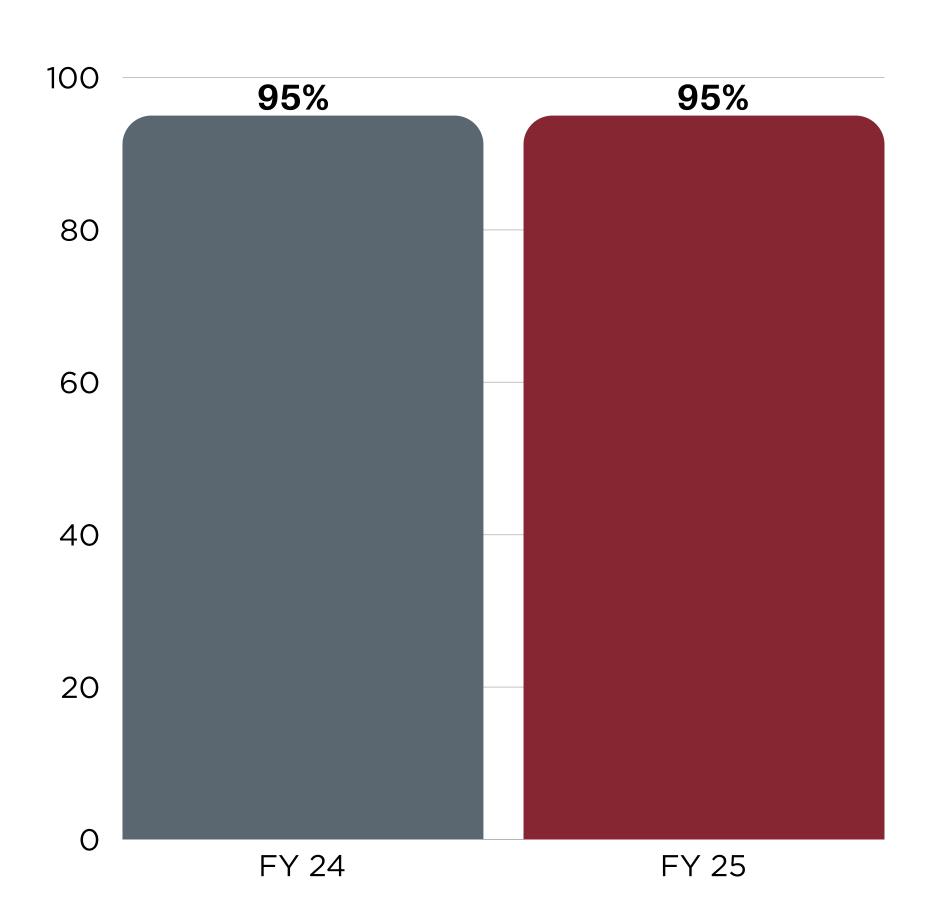
Foundation Board Giving

Year-over-Year Giving Comparison

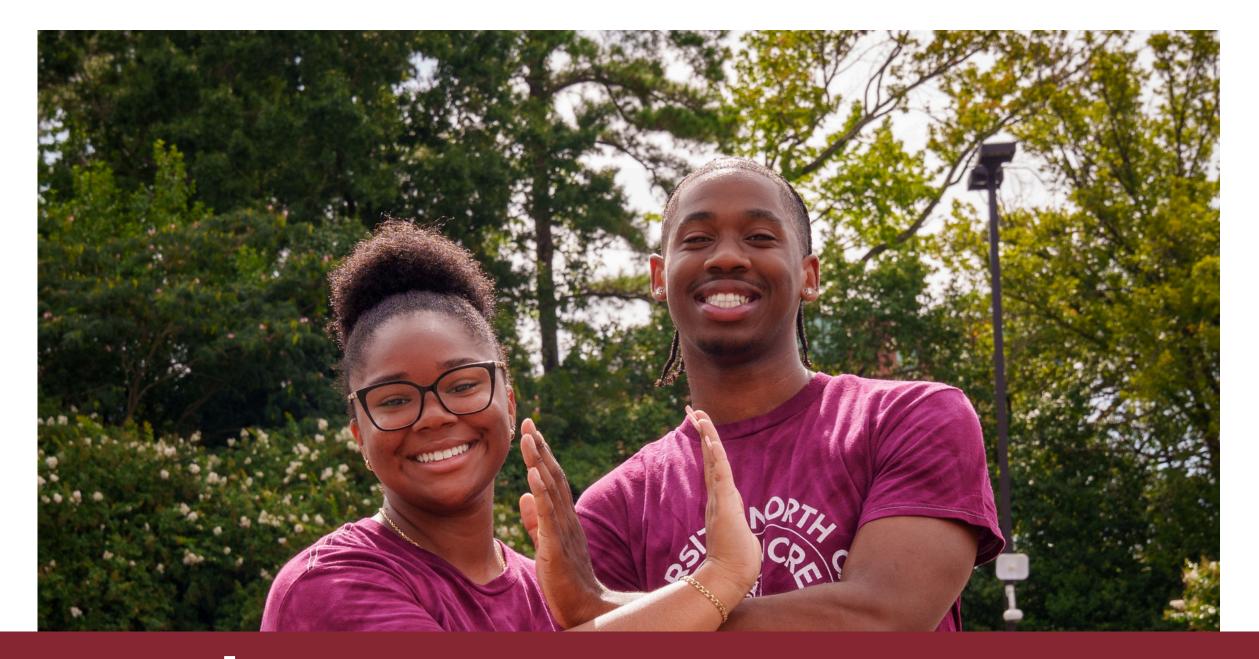


Foundation Board Percentage of Giving

Year-over-Year Participation Comparison







\$18 MILLION FUNDRAISING GOAL FOR FY 26

Goal 3: Institutional Sustainability Priorities FY26

01

Expand merit and need base scholarships

02

Alumni Engagement













3.7. Expand m	nd merit- and need-based scholarships to enhance student recruitment, retention and graduation.							
Action Item	Champion	Start	End	Evaluation	Investment Cost by FY	Type of Resource (one- time, ongoing, sources	Status Red: no progress Yellow: in progress Green: complete	
3.7.1 Increase Merit Scholarships Increase Need based scholarships.	IA Leadership IA Development Officers Corporate Relations	Fall 2025	Jun 2026	Number of donors for needs based scholarships Number of donors for merit based scholarships Amount of \$ raised for new need-based scholarships Amount of \$ raised for new merit based scholarships	Travel Segmentation of duties	Financial Ongoing	In Progress	
3.7.2 Develop a staff retention strategies to ensure continue success (see also 4.3, 4.6 & 4.7)	IA	Oct 2025		Number of staff retained	Fill vacancies	Financial Ongoing	In Progress	
3.7.3 Continue managing unfunded scholarships	B&F							

Expand Merit and Need Base Scholarships



\$500,000 School of Business





3.5. Strengthen alumni connections and engagement fostering lifelong loyalty to NCCU.									
Action Item	Cha	ampion	Start	End	Evaluation	Investment Cost by FY	Type of Resource (one-time, ongoing, sources	Status Red: no progress Yellow: in progress Green: complete	
3.5.1 Increase young all engagement	umni Alumr Relati		Fall 2025	6/30/2026	Number of alumni events planned Number of alumni events registered Number of first- time alumni donors	Travel cost Software(Alumni Professional Development) Alumni Engagement Coordinator (will need additional software to text donors an increase in # of texts allowable; career development offerings); need for personnel for \$70K + benefits FY 27 or after	Financial Personnel Ongoing	In- Progress	
3.5.2 Enhance constitue alumni records	ent data on Adva Servic	ncement	Fall 2025	6/30/2026	Data Health snapshot 7/1/2025, Data health dashboard 6/30/2026 Monthly metrics	Surveys Alumni Portal Database Records Mgr. Collaboration with ITS, Student Affairs, OIR, Registrar's Office, Software (email updates, address updates,new marketing software)	Financial Ongoing	In Progress	

Strengthen Alumni Engagement



FRIDAY, AUGUST 22, 2025

NCCU Atlanta Alumni Chapter Golf Tournament Lake Spivey Golf Club

8255 Club House Way, Jonesboro, GA Registration begins at 8:00 a.m. / Shotgun starts at 9:00 a.m. Fee: \$150 per person /\$500 per group

Eagle Meetup

Hilton Atlanta – Southern Elements 255 Courtland Street NE, Atlanta, GA | 2:00 p.m. – 4:00 p.m. Registration is required – food and drinks are available for purchase. This event is hosted by the NCCU Office of Alumni Relations

NCCU Welcome to Atlanta Soiree featuring DJ CK

The Suite Lounge

375 Luckie St NW, Atlanta, GA | 6:00 p.m. – 9:00 p.m. Registration required. This event is sponsored by NCCU Atlanta Alumni Chapter, NCCU National Alumni Association, NCCU Eagle Club, NCCU Foundation, Inc., and NCCU Division of Institutional Advancement



SATURDAY, AUGUST 23, 2025

NCCU Atlanta Alumni Chapter Alumni and Friends Tailgate

Center Parc Stadium Area 755 Hank Aaron Dr SE, Atlanta, GA | 3:30 p.m. – 6:30 p.m. Admission: \$25 adults/\$12 children 10 and under

Gameday Fan Fest Experience

Center Parc Stadium Area – Summerhill Lot A 755 Hank Aaron Drive SE, Atlanta, GA | 3:00 p.m. – 7:00 p.m. Stop by the NCCU Bookstore tent to pick up your gameday paraphernalia as we prepare for the big game!

Cricket MEAC SWAC Challenge

Center Parc Stadium 755 Hank Aaron Drive SE, Atlanta, GA

755 Hank Aaron Drive SE, Atlanta, GA
7:30 p.m. – Gates open at 6:00 p.m., and the game will be televised

on ESPN. Get your tickets today! 5th Quarter Post Game Battle of the Bands immediately following the post-game celebration.



Bring your EAGLE PRIDE, wear your NCCU paraphernalia, and help us paint the Center Parc Stadium maroon and gray.

Visit meacswacchallenge.com to buy tickets or learn more about the Cricket MEAC SWAC Challenge weekend.





Omari Collins, '16





Action Item

Fundraising Coordination Policy



FUNDRAISING COORDINATION POLICY

POL - 20.00.01 - FUNDRAISING COORDINATION POLICY

Adopted: June 21, 2006. Revised: September 2019. Latest Revision September 20, 2025.

Related Policies/Sources:

UNC Code: 600.2.5.2[R] - Regulation on Required Elements of University-Associated Entity Relationship
Conflict of Interest and Commitment 300.2.2
University Endowments-Policy on Endowment Funds 600.2.1

UNC System Chapter 100 The Code and Policies of the University 100.1.99 Appendix 1 Sections VI & VII

Contact: Susan L. Hester, Vice Chancellor for University Advancement | shester@nccu.edu | 919.530.6151

1. PURPOSE

The success of fundraising across the University requires clear coordination, strategic timing, and alignment with institutional priorities. This policy provides:

(a) Guidance to the University community and the public on fundraising on behalf of the University; (b) Procedures to ensure all gifts are accepted, managed, and reported in accordance with applicable regulations, fiduciary responsibilities, and national standards;
(c) Protocols to protect the University's mission, reputation, and integrity

2. COORDINATION OF FUNDRAISING ACTIVITIES

- 2.1.1 The Division of University Advancement, the fundraising entity for NCCU is managed by the Vice Chancellor for University Advancement. He or she is the chief fundraising officer and reports directly to the Chancellor. The Vice Chancellor is responsible for coordinating all fundraising activities, including the supervision of fundraising programs, administration of staff and stewardship of donors on behalf of the University. All college/constituent fundraising programs are subject to the procedures contained in this policy.
- 2.1.2 Prior to conducting fundraising activity in the name of or for the benefit of NCCU, internal and external stakeholders and associated entities must have a Memorandum of Understanding ("MOU") on file with the University that outlines roles, responsibilities, and compliance expectations-Included among these is the NCCU Foundation, Inc. which is administered by an Executive
- 2.2 All fundraising positions with primary responsibilities in donor cultivation, solicitation, and stewardship must report to the Vice Chancellor for Institutional Advancement or a designee. Exceptions must be requested in writing and approved prior to posting any such positions.

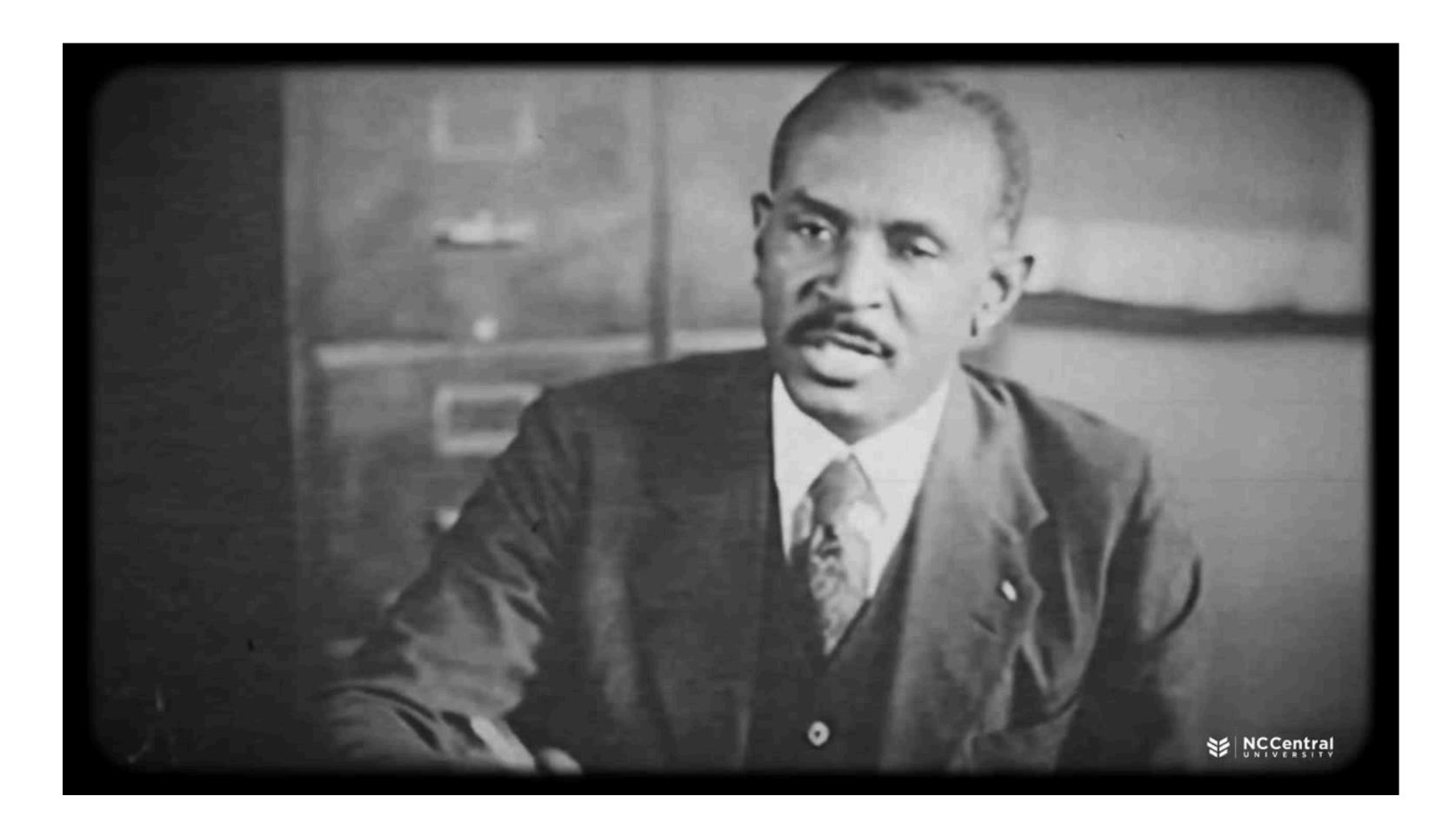
Revision Highlights

- 1. Chancellor or designee will appoint 1/3 of the voting shares of the Associated Entity.
- 2. An Annual Audit is due by November 1st for all component entities (i.e. NCCU Foundation, National Alumni Association).



The Power of Us Annual Giving Campaign











Thank You!