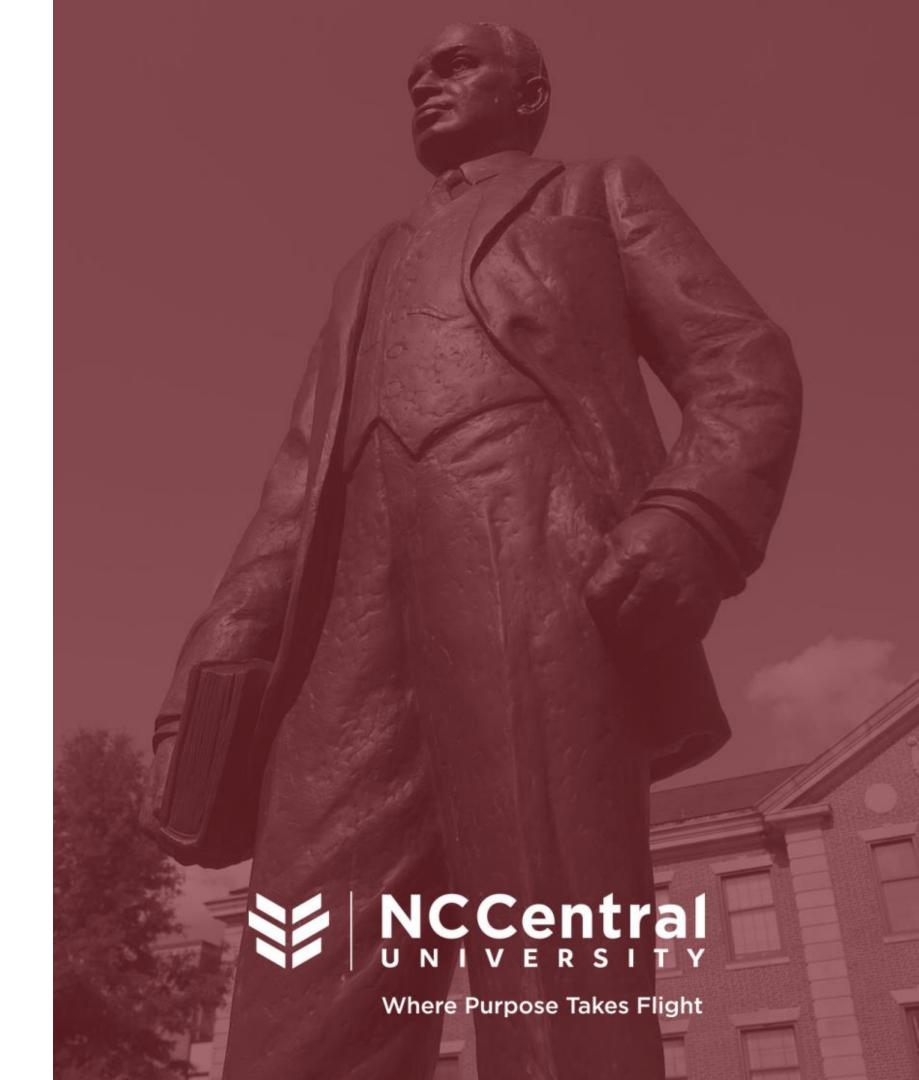


NCCU Board of Trustees Meeting

# INSTITUTIONAL ADVANCEMENT

Susan L. Hester, Vice Chancellor

September 24, 2025



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- **3** FUNDRAISING REPORT
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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

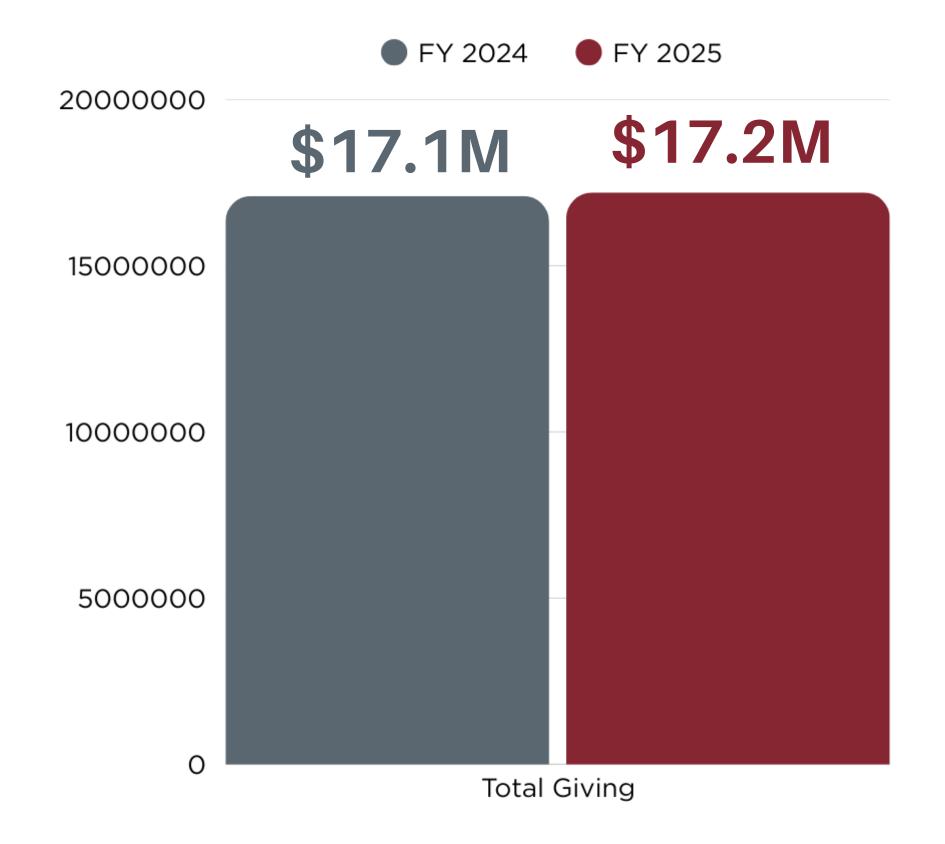
Exceeded national average for two consecutive years, demonstrating sustained donor loyalty.



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 Year-over-Year Comparison** 

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





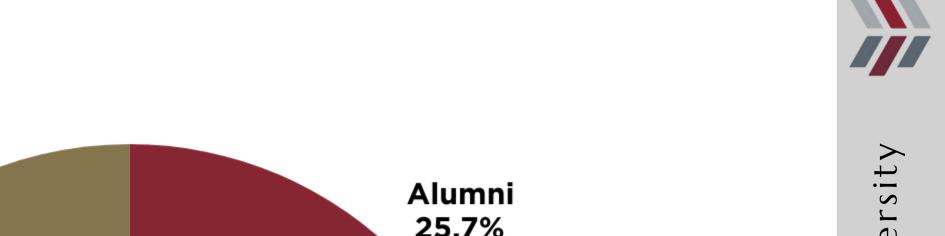
# **Giving Total By Constituency**

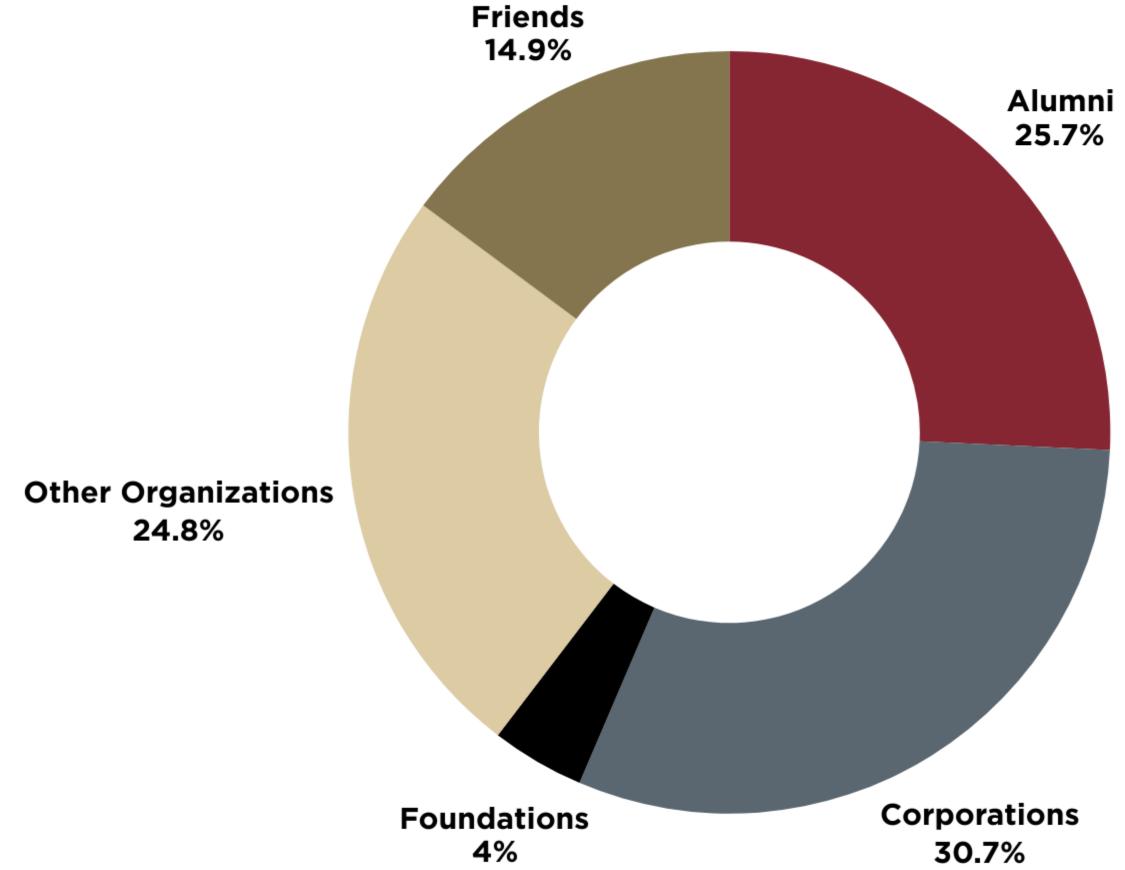


Constituent	Pledges	Outright Gifts	Gifts-in-kind	Realized Planned Gifts	Deferred Planned Gifts	TOTAL
Alumni	\$1,230,000	\$2,534,963	\$25,932	\$629,396	\$133,742	\$4,554,033
Corporate (corporations, corporate foundations)	\$2,556,000	\$2,743,230	\$4,624			\$5,303,854
Foundation (foundations, personal 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**

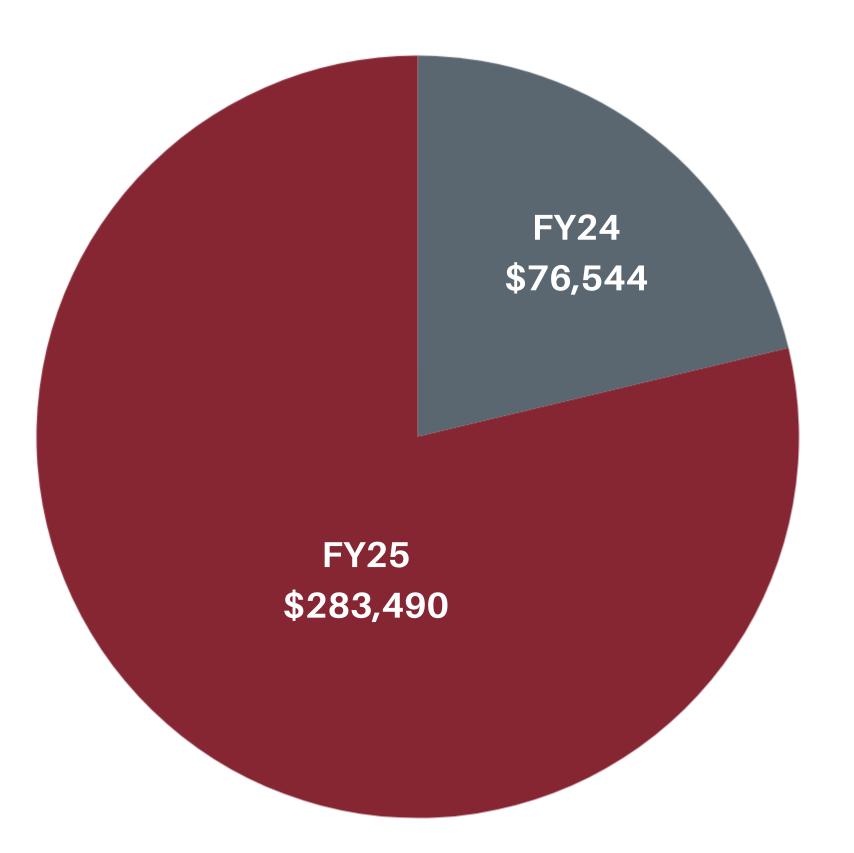
Gifts As A Percentage of Total FY 25





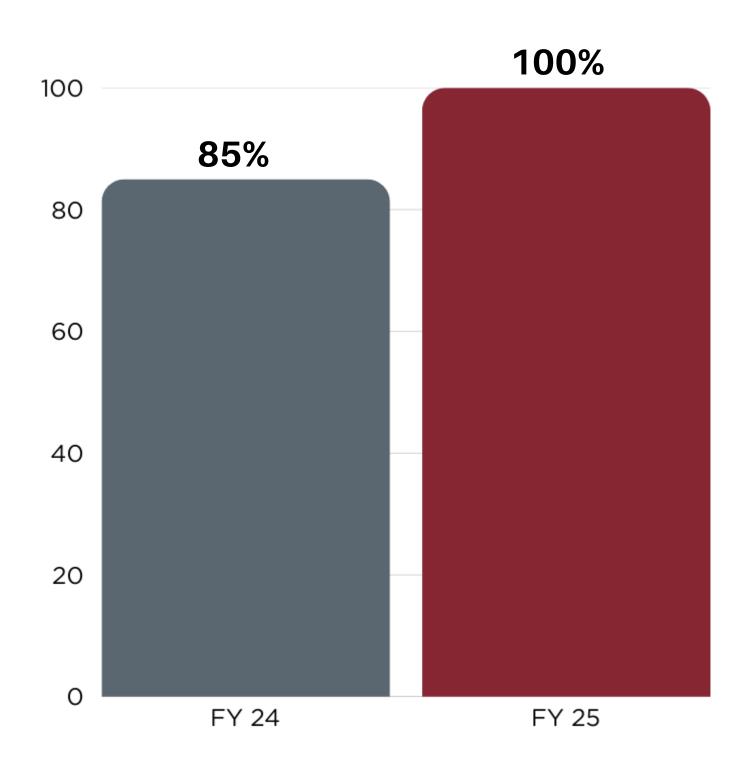
# **Board of Trustees Giving**

Year-over-Year Giving Comparison



# **Board of Trustees Percentage of Giving**

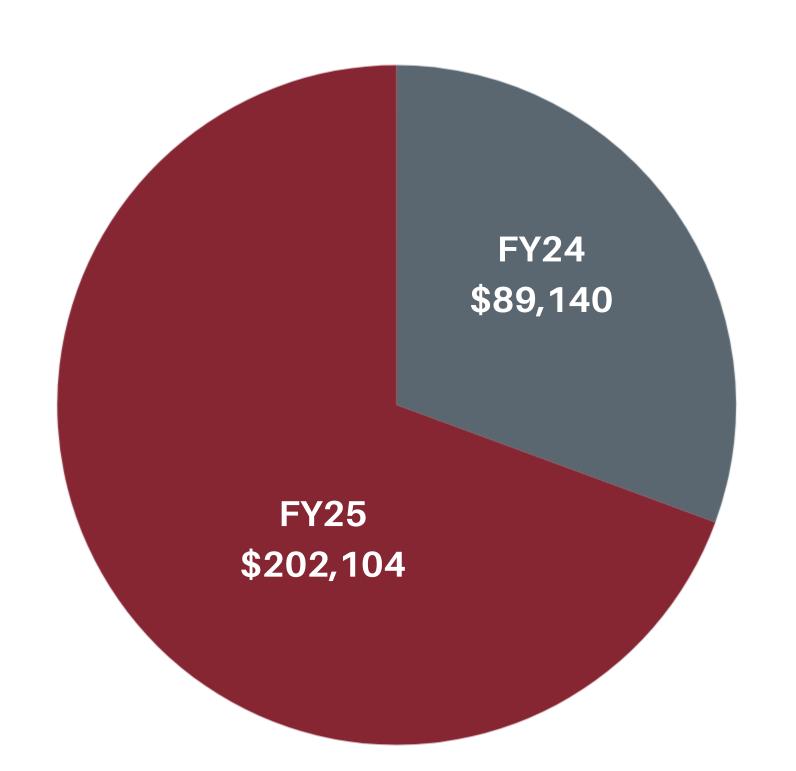
Year-over-Year Participation Comparison





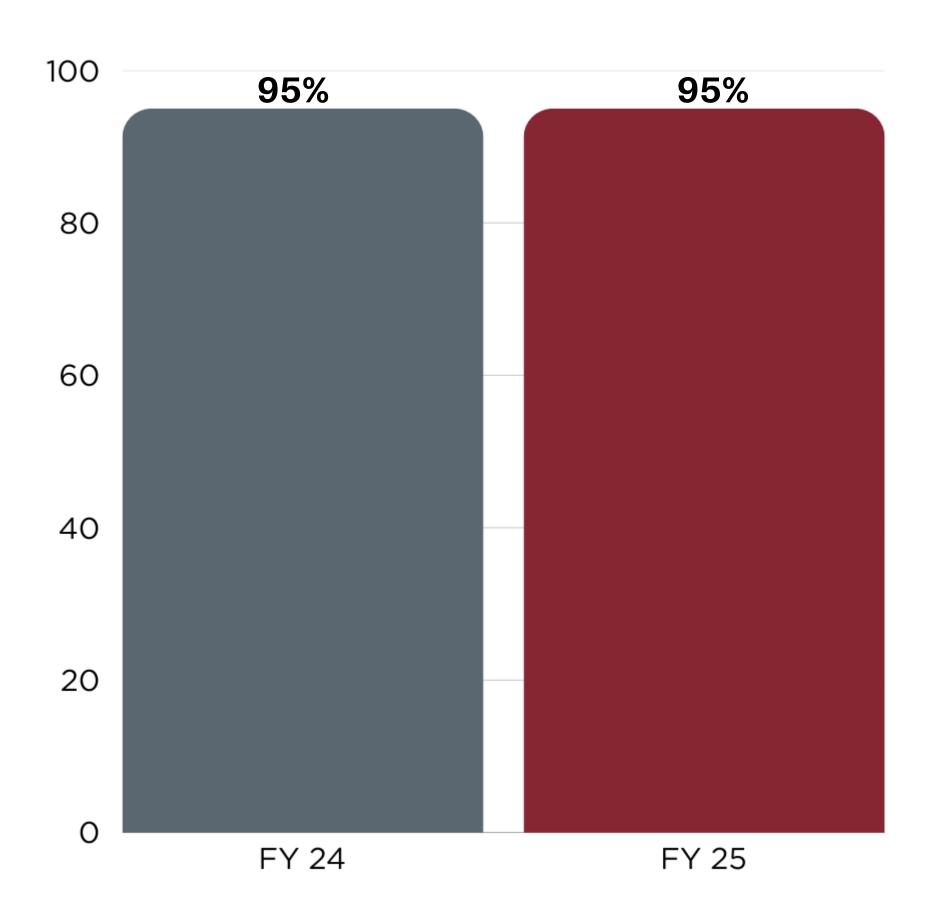
# **Foundation Board Giving**

Year-over-Year Giving Comparison

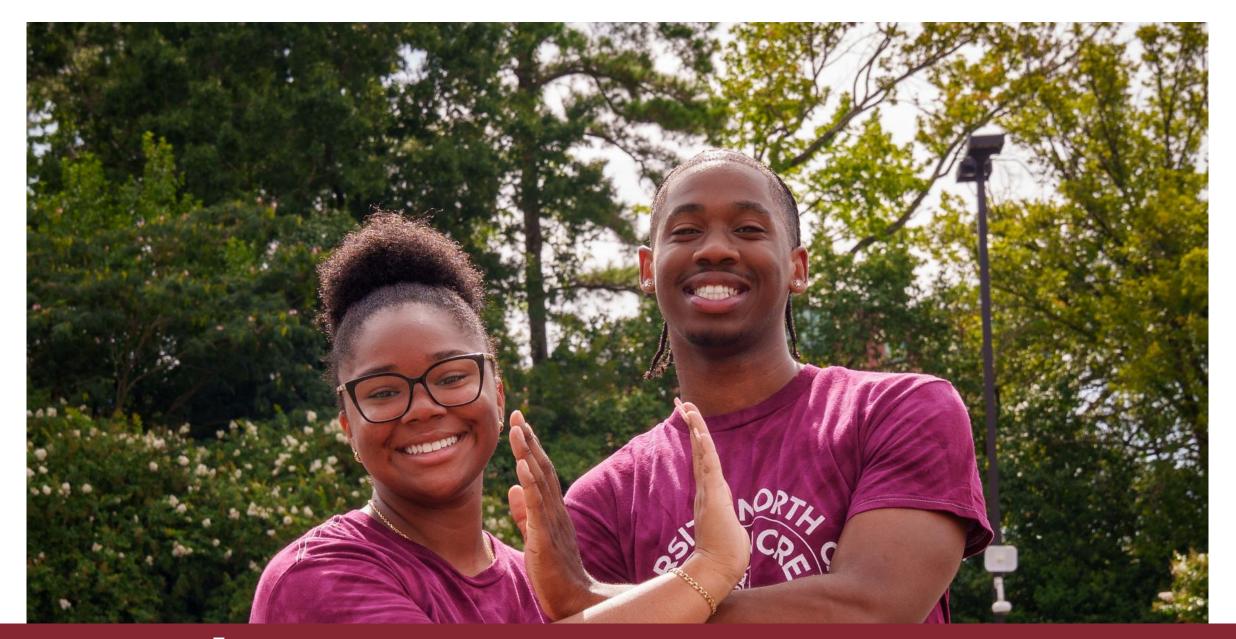


# **Foundation Board Percentage of Giving**

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** 











# **Goal 3: Institutional Sustainability**

# **Expand Merit and Need Base Scholarships**



\$500,000 School of Business



# Goal 3: Institutional Sustainability

# 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

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.



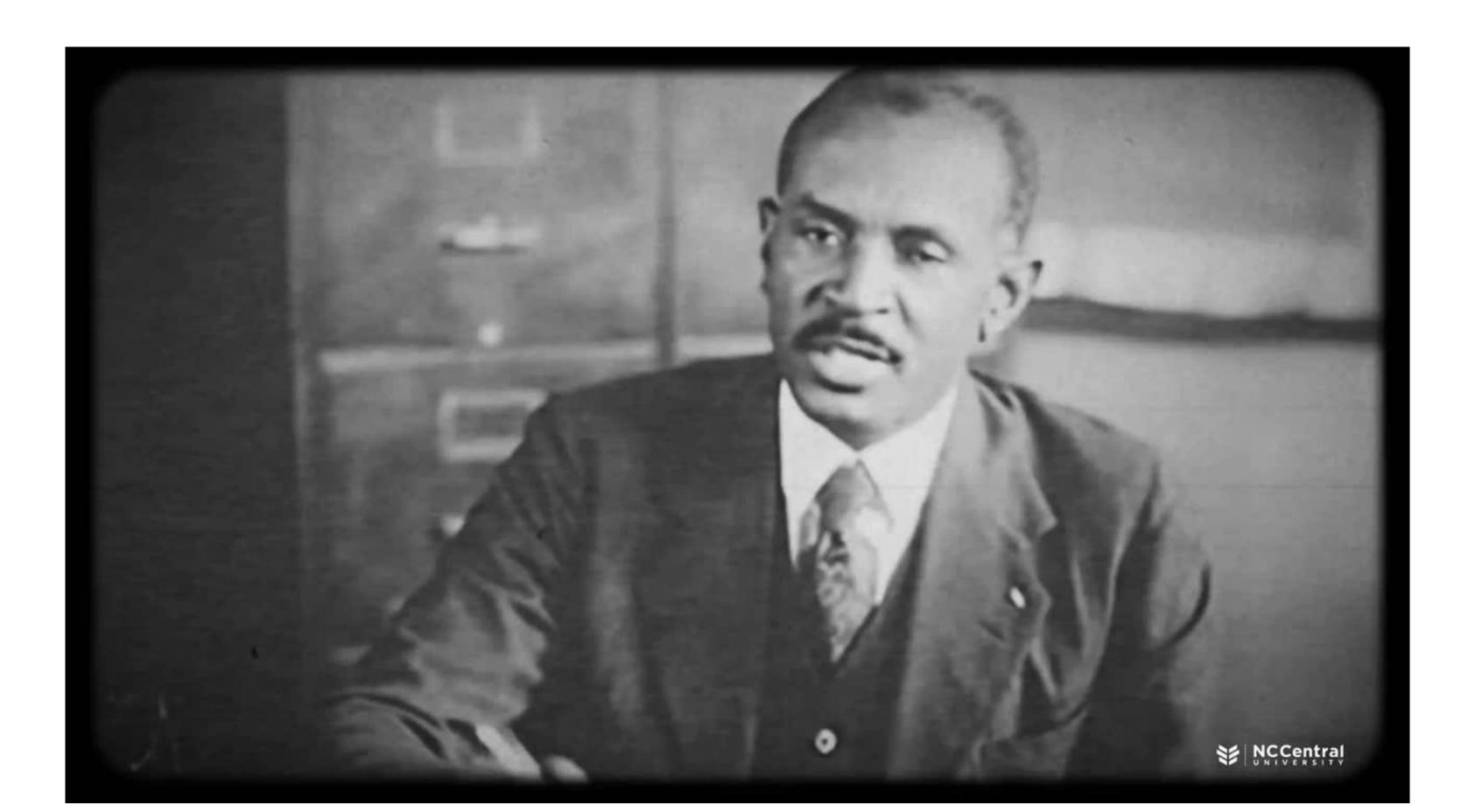


Omari Collins, '16





# The Power of Us Annual Giving Campaign









# Thank You!