



# Institutional Advancement Update



**Presented by:**

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# IA Fundraising Dashboard Report FY20 FINAL

	Fiscal Year 2020	Fiscal Year 2019
<b>CHARITABLE</b>	\$2,625,723.05	\$3,021,671.27
<b>NON-CHARITABLE</b>	\$206,216.91	\$330,124.68
<b>TOTAL DOLLARS</b>	<b>\$2,831,939.96</b>	<b>\$3,351,795.95</b>
<b>TOTAL DONORS</b>	2,395	2,338
<b>Alumni &amp; Alumni Association</b>	\$1,125,554.87 1,778	\$1,349,256.40 1,687
<b>Faculty &amp; Staff</b>	\$106,382.84 109	\$91,110.94 109
<b>Corporations, Foundations &amp; Organizations</b>	\$1,223,497.04 144	\$1,387,700.06 164

As of June 30, 2020



# IA Fundraising Dashboard Report FY21 YTD

	Fiscal Year 2021	Fiscal Year 2020
<b>CHARITABLE</b>	\$622,337.61	\$335,229.34
<b>NON-CHARITABLE</b>	\$12,394.36	\$63,587.88
<b>TOTAL DOLLARS</b>	<b>\$634,731.97</b>	<b>\$398,817.22</b>
<b>TOTAL DONORS</b>	498	355
<b>Alumni &amp; Alumni Association</b>	\$283,430.06 397	\$154,713.11 213
<b>Faculty &amp; Staff</b>	\$30,524.58 51	\$11,884.67 58
<b>Corporations, Foundations &amp; Organizations</b>	\$262,350.02 19	\$145,313.26 27

As of August 31, 2020



# **Fiscal Year 2021 Goals**

- Grow virtual engagement opportunities
- Increase donors over FY20 (2,395) by 5%
- Increase number of corporate and foundation proposals to minimum of two per month



# FY21 Major Gifts

## Awarded

FUNDER	AMOUNT REQUESTED	AMOUNT AWARDED	PURPOSE
Morgan Trust (BOA)	\$150K	\$150K	Technology
Verizon	\$50K	\$50K	Technology
PcW	\$10K	\$10K	College of Business Digital Enhancement
Micron Foundation	\$10K	\$10K	College of Engineering Student Support/Activities

*\*Dominion Energy “HBCU Promise” program – portion of \$35M*





# FY21 Major Gifts

## Pipeline & Pending

FUNDER	AMOUNT	STATUS	PURPOSE
Truist Foundation	\$30K	Pending	Scholarships
Herndon Foundation	\$15K	Pending	STEM Enrichment Program
Community Foundation	TBD	Pipeline	Programming
FedEx	\$1.5M	Pipeline	Scholarships/Executive Leadership Pipeline
Bloomberg Philanthropies	\$3.2M	Pipeline	Data Center Enhancement/College of Engineering
Southern Company Foundation	\$500,000	Pipeline	Technology
Arcus Foundation	\$15,000	Pipeline	LGBTQIA – Diversity & Inclusion



# FY21 Major Gifts

## Pipeline & Pending

FUNDER	STATUS
Norfolk Southern	Pipeline
Lettie Pate Whitehead	Pipeline
Lumina Foundation	Pipeline
M&T Bank	Pipeline



# Q1 Strategies

Alumni Relations	Annual Fund	Major Gifts	Stewardship
"Dear New Grad" Alumni Letter Campaign	Rogers Stadium Virtual Sell Out	Proposals Awarded: 4 \$220,000	Weekly "Thank You" Calls
Virtual Alumni Town Hall	Fall Solicitation Letter	Donor Meetings: Community Foundation IBM Sabra Bank of America Cameron Foundation	\$10K Donor Gifts
Class Coordinator Training	E-solicitations and Newsletter		
	LYBUNT Phone Calls/ Emails		





# Q2 Strategies

Alumni Relations	Annual Fund	Major Gifts	Stewardship
Virtual Homecoming	Rogers Stadium Virtual Sell Out	Proposal submissions	Weekly "Thank You" Calls
Trojan 10 Under 10 Nominations	E-solicitations and Newsletter	Donor Visit/Meeting: Luck Companies	Holiday Greeting Cards
Class Reunion Giving	LYBUNT Phone Calls		Annual Report
	Giving Tuesday		



# Events

- Virtual Alumni Homecoming  
*October 23 & 24, 2020*
  - *Paint & Sip*
  - *5K*
  - *Half Time Show & Day Party*
  - *Rogers Stadium Virtual Sell Out*

## Rogers Stadium Virtual Sell Out – VIRTUAL HOMECOMING WEEKEND 2020



Just because we can't be together in-person for Homecoming, there is still an opportunity to come together and support the **Trojans** this year!

**Virginia State alumni** and **fans** can help us virtually sell out Rogers Stadium by making a donation of **\$25** or more to support tuition assistance and by encouraging others to do the same. Every increment of **\$25** will count as one seat filled in the stadium.

Support students with what would have been expenses for an in-person homecoming. Make your gift and log-in on October 24 at 3 pm to VSU Live Stream for a Virtual Half Time Show and Day Party. **Help us sell out the stadium by October 24!**

**Give online:** <http://bit.ly/AlumniVirtualHCEvents>

For more information  
email [alumni@vsu.edu](mailto:alumni@vsu.edu)

**Want to support as a group?** Make a donation by October 16 of \$2,500 or more and be recognized during the Virtual Half Time Show.

