



January 25, 2023
Hill Ballroom, Carolina Inn

OPEN SESSION

FOR INFORMATION

1. Legislative Update

Amy McConkey, Director of State Affairs

Kelly Dockham, Director of Federal Affairs

Roxana Boyd, Assistant Director of Federal Affairs

2. Campaign Closeout Update

Jeff Hill, Associate Vice Chancellor of Campaign Management & Marketing

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.

COMMITTEE MEMBERS

Allie Ray McCullen, Chair

Ramsey White, Vice Chair

Rob Bryan

Gene Davis

Marty Kotis

Ralph W. Meekins, Sr.

Vinay Patel

Teddy Vann



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Jeff Hill

*Associate Vice Chancellor
University Development Office*

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Campaign Dashboard

DATA AS OF Jan. 8, 2023 | Calendar year-end gifts still being processed

\$5,060,158,456

TOTAL CAMPAIGN ACTIVITY

PERCENT TO
GOAL

119%

TIME
ELAPSED

100%

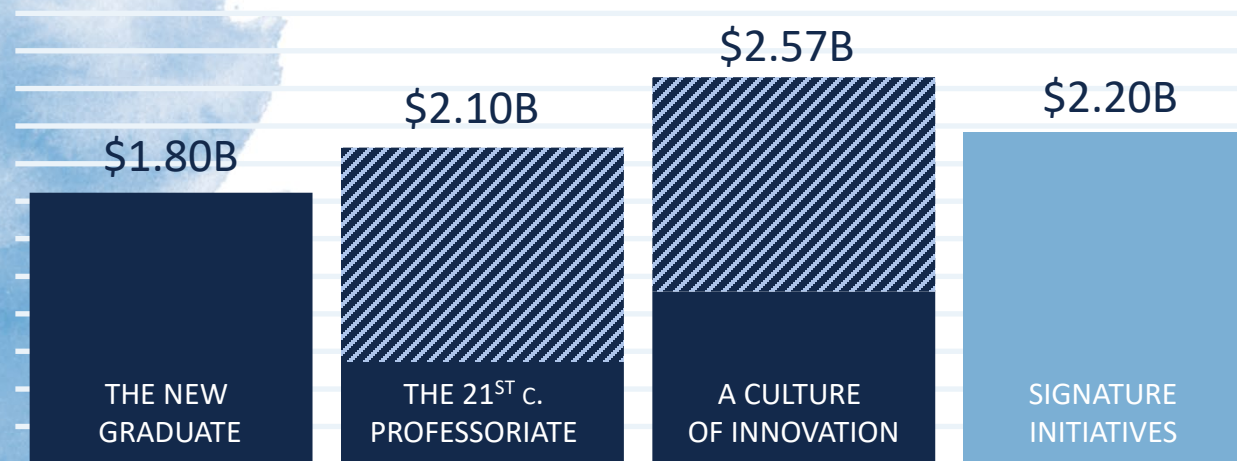
TOTAL
DONORS

221,952

ALUMNI
PARTICIPATION

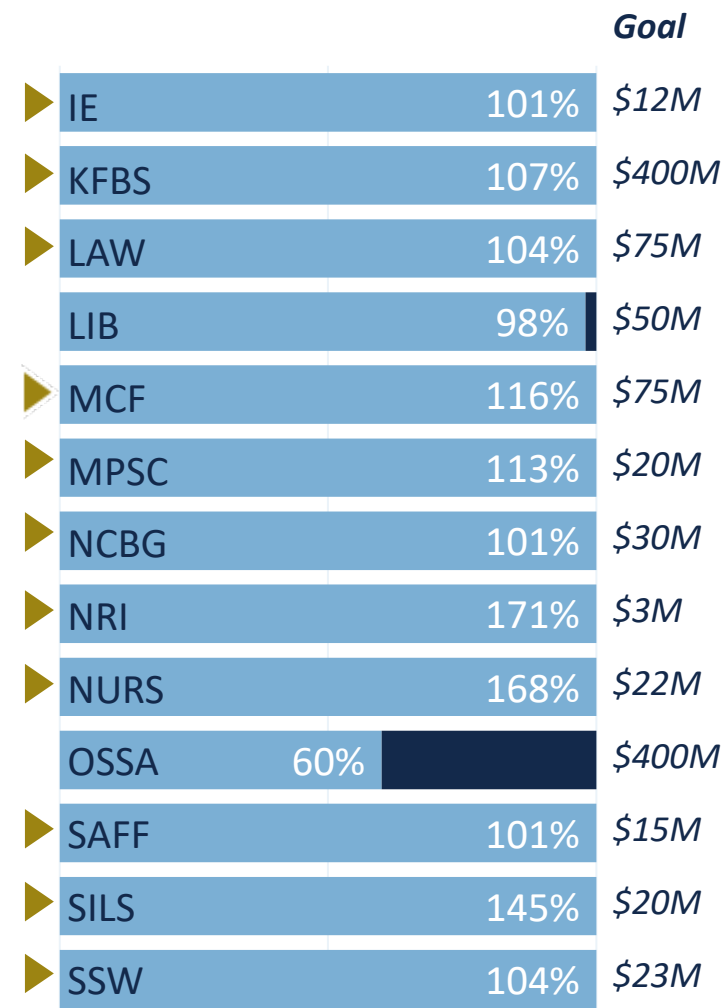
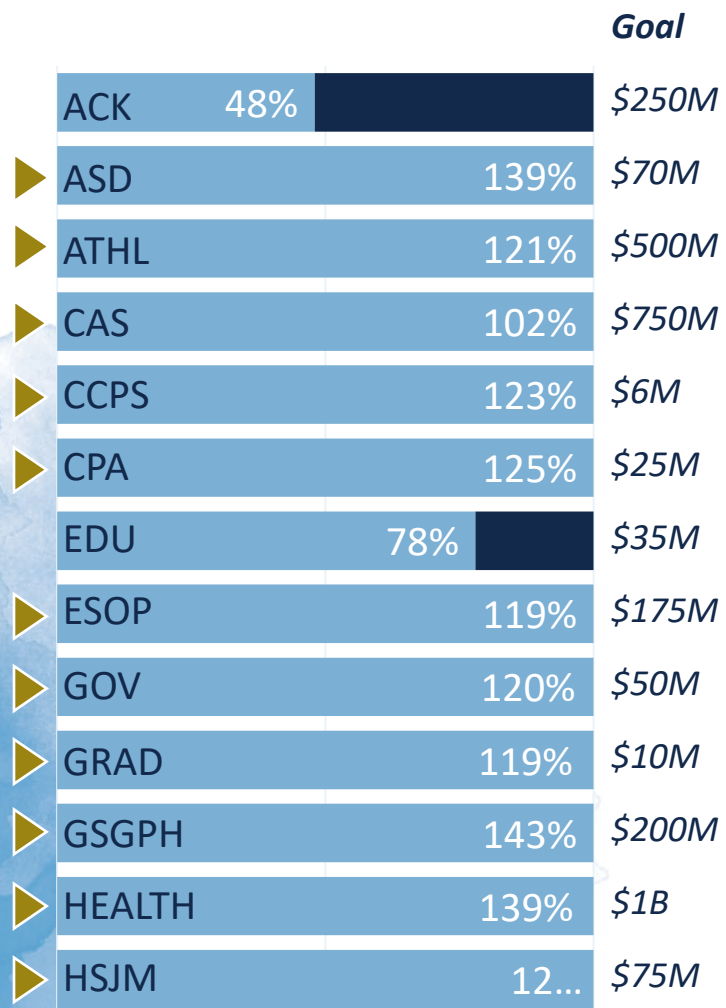
26%

× Campaign Pillars



Unit Results

DATA AS OF Jan. 8, 2023 | Calendar year-end gifts still being processed.

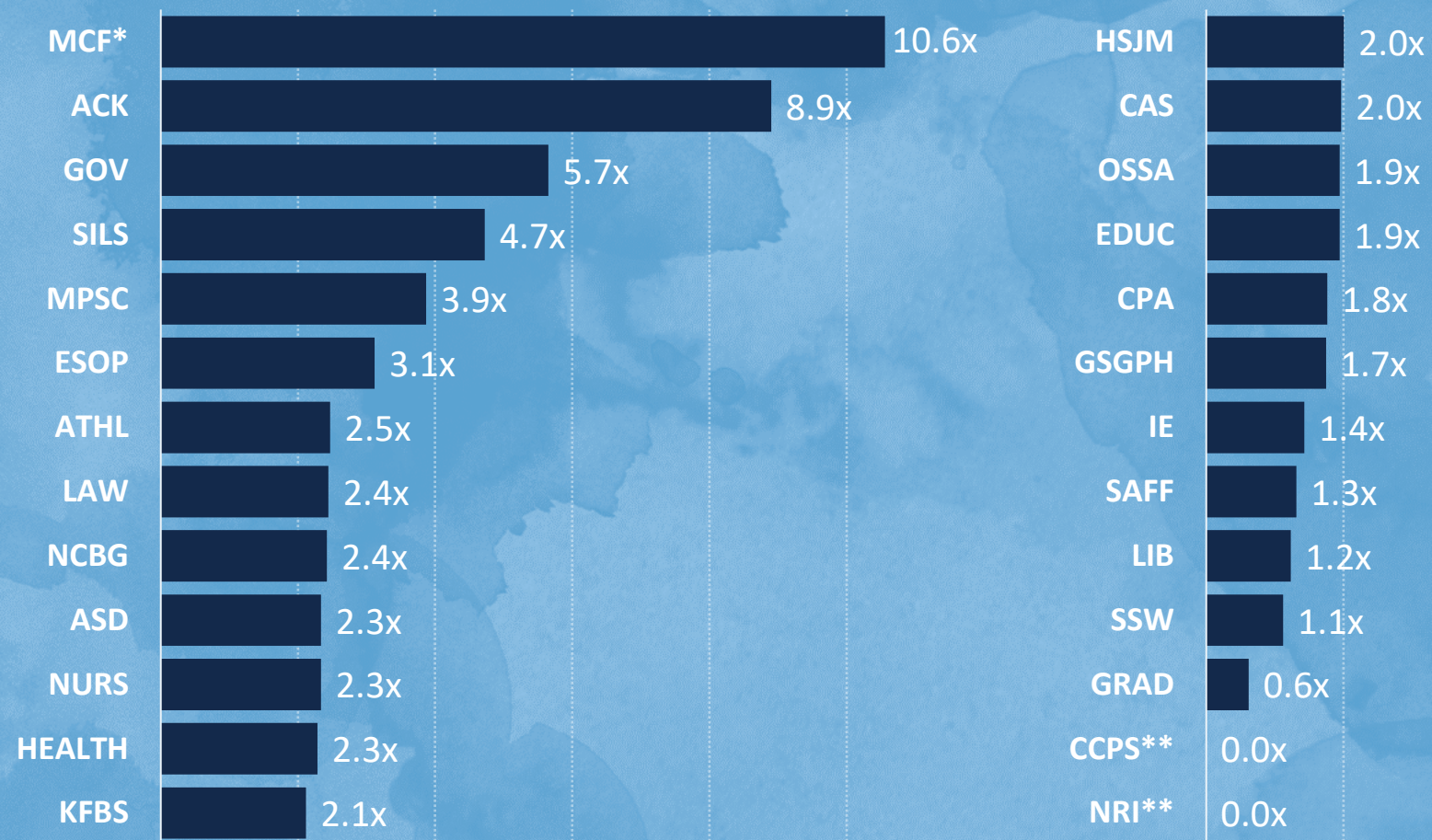


▶ Met goal.

Acronyms key available online at: <https://unc.live/acronyms>

Campaign Performance vs. Carolina First

REFLECTS JAN. 8, 2023 TOTALS AS A MULTIPLE OF FINAL CAROLINA FIRST COMMITMENTS



* No Carolina First campaign goal.

** New fundraising unit.

Signature Initiative Results

DATA AS OF Jan. 8, 2023 | Calendar year-end gifts still being processed.



CAROLINA EDGE

\$1.012B

Scholarships and financial aid • 101% of goal



CONVERGENT SCIENCE

\$451M

Translational research with impact • 129% of goal



ARTS EVERYWHERE

\$226M

Arts for everyone • 65% of goal



A GLOBAL MINDSET

\$516M

Carolina's connections to the world • 172% of goal



CAMPAIGN COMMITMENTS

By Gift Type



Cash Gifts

\$1.27B

Pledges

\$1.18B

Grants

\$1.37B

Deferred

\$1.24B



CAMPAIGN COMMITMENTS



By Gift Type ☐ Received ☒ Future

Cash Gifts



Pledges



Grants



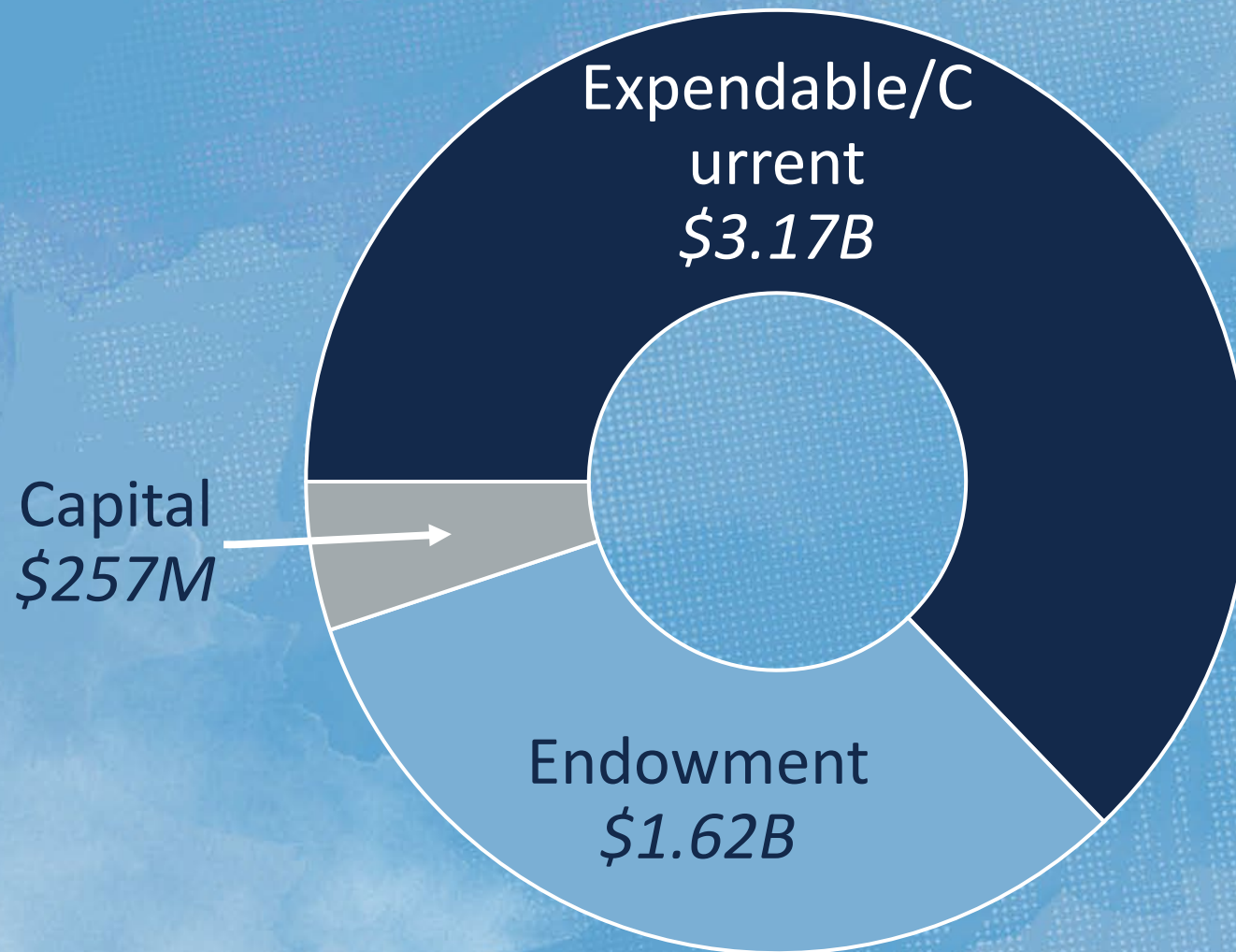
Deferred





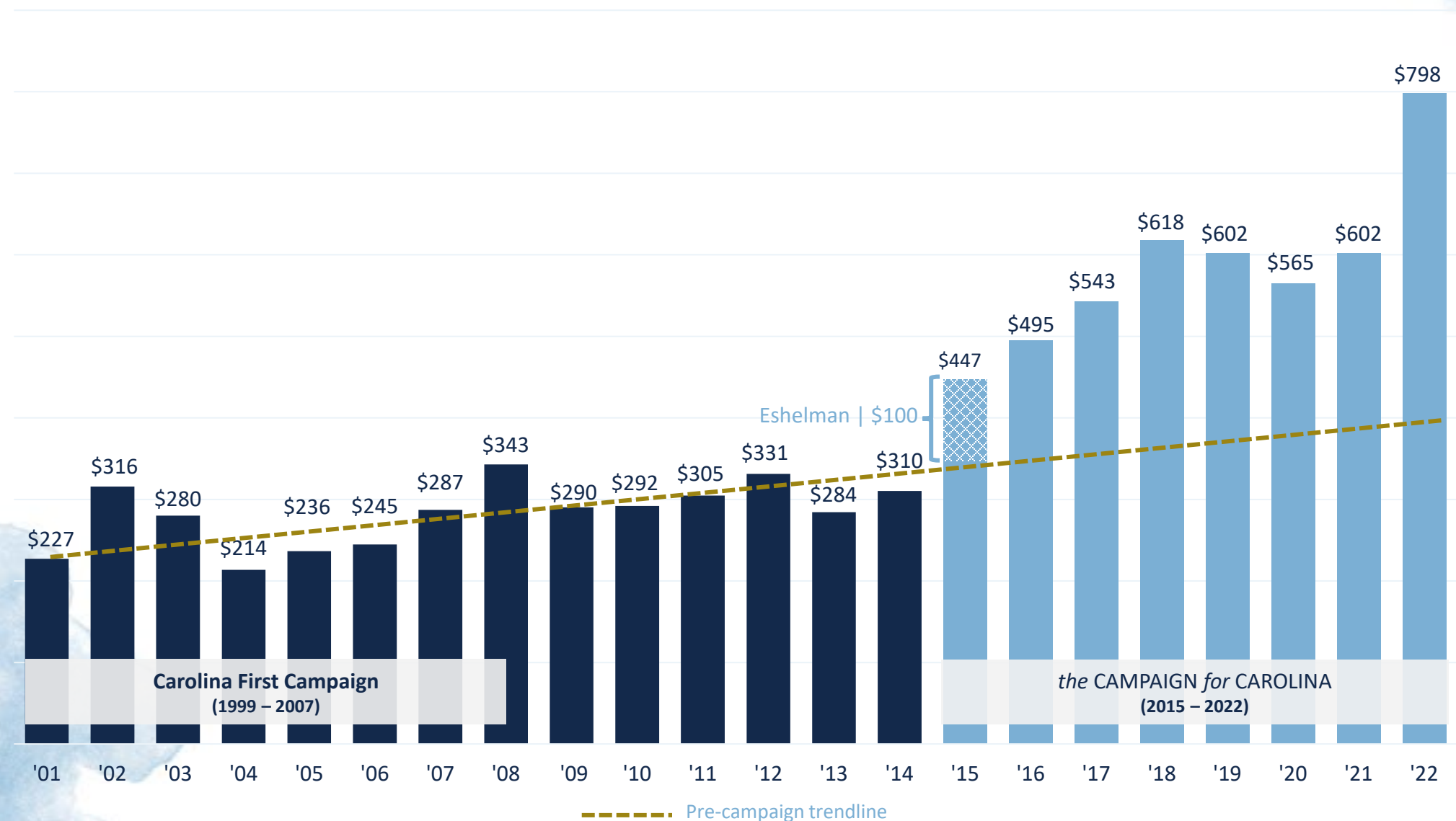
CAMPAIGN COMMITMENTS

By Purpose Type



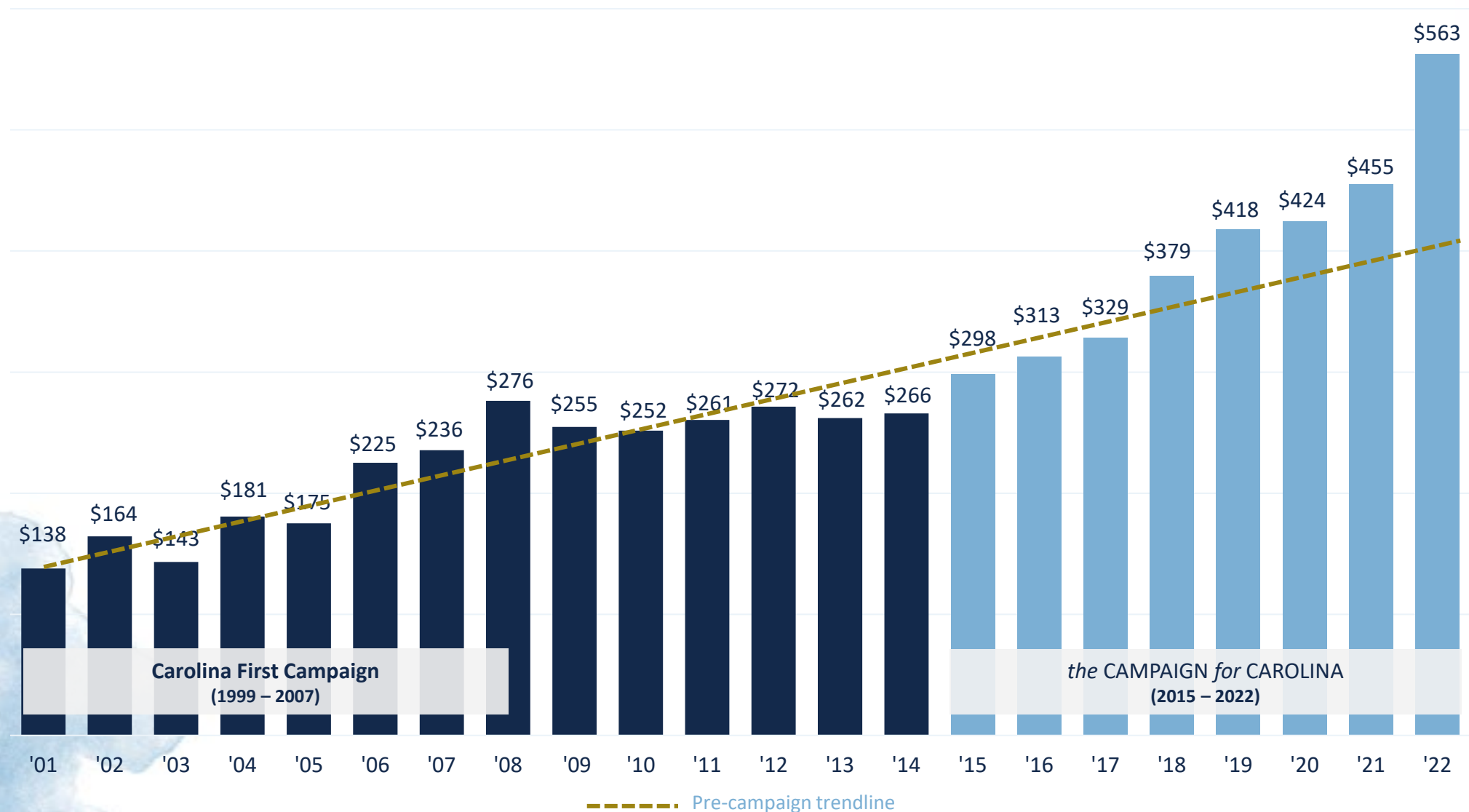
CAROLINA'S NEW CASH AND COMMITMENTS

Dollars in Millions



CAROLINA CASH

Dollars in Millions



Impact



School of Nursing



Impact

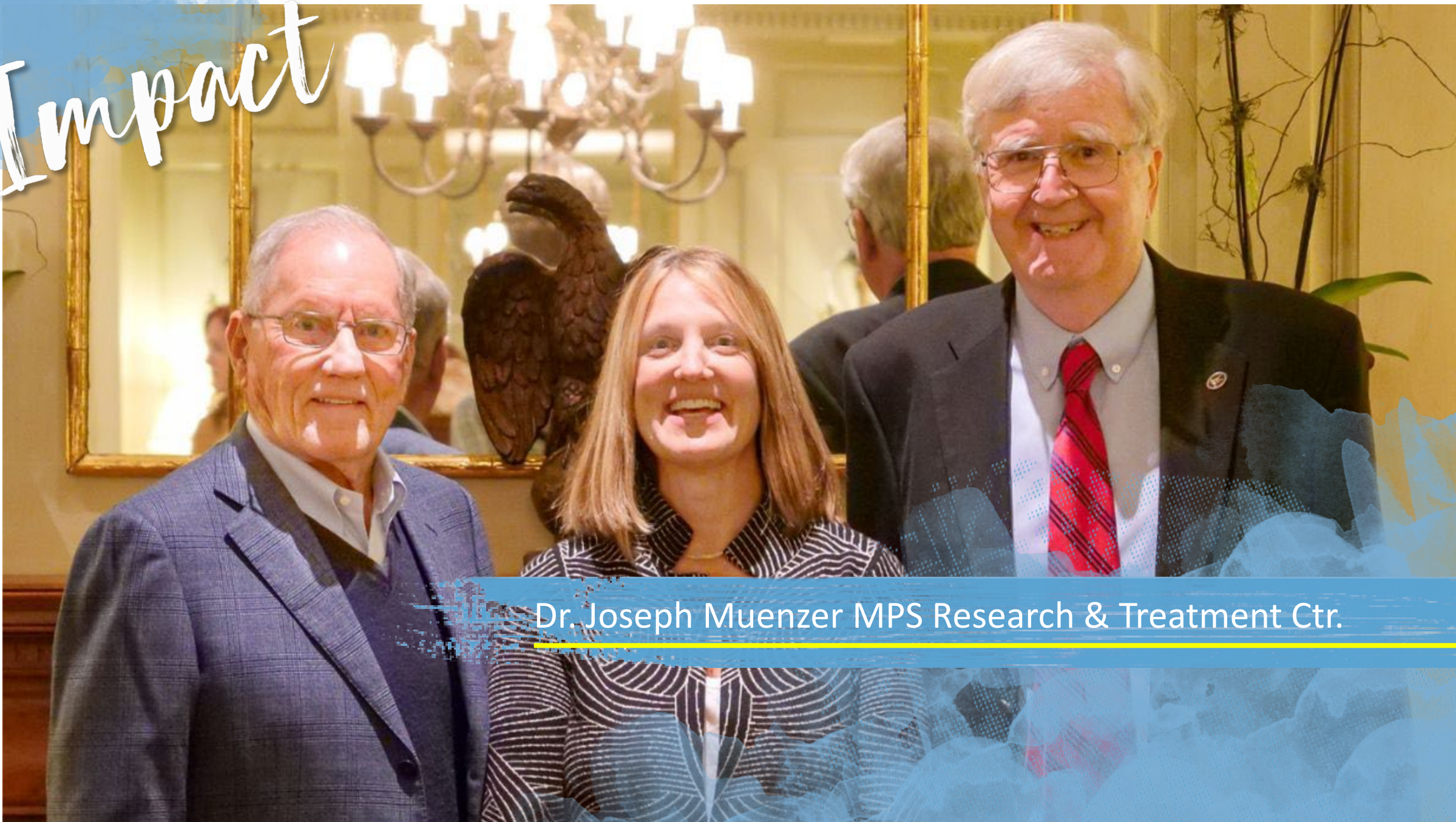
Chancellor's Science Scholars



Impact

Carolina Covenant & Blue Sky Scholarships

Impact



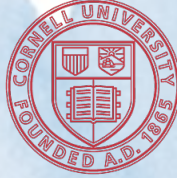
Dr. Joseph Muenzer MPS Research & Treatment Ctr.



CAMPAIGN CONTEXT

Higher Education's Most Successful Campaigns

\$6B+ Club



\$5B Club



\$4B Club

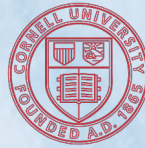


\$3B Club

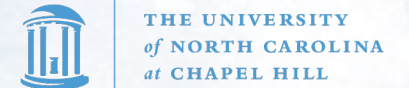


Higher Education's Most Successful Campaigns

\$6B+ Club



\$5B Club



\$4B Club



\$3B Club



Higher Education's Most Successful Campaigns

\$6B+ Club



\$5B Club

UCLA



\$4B Club

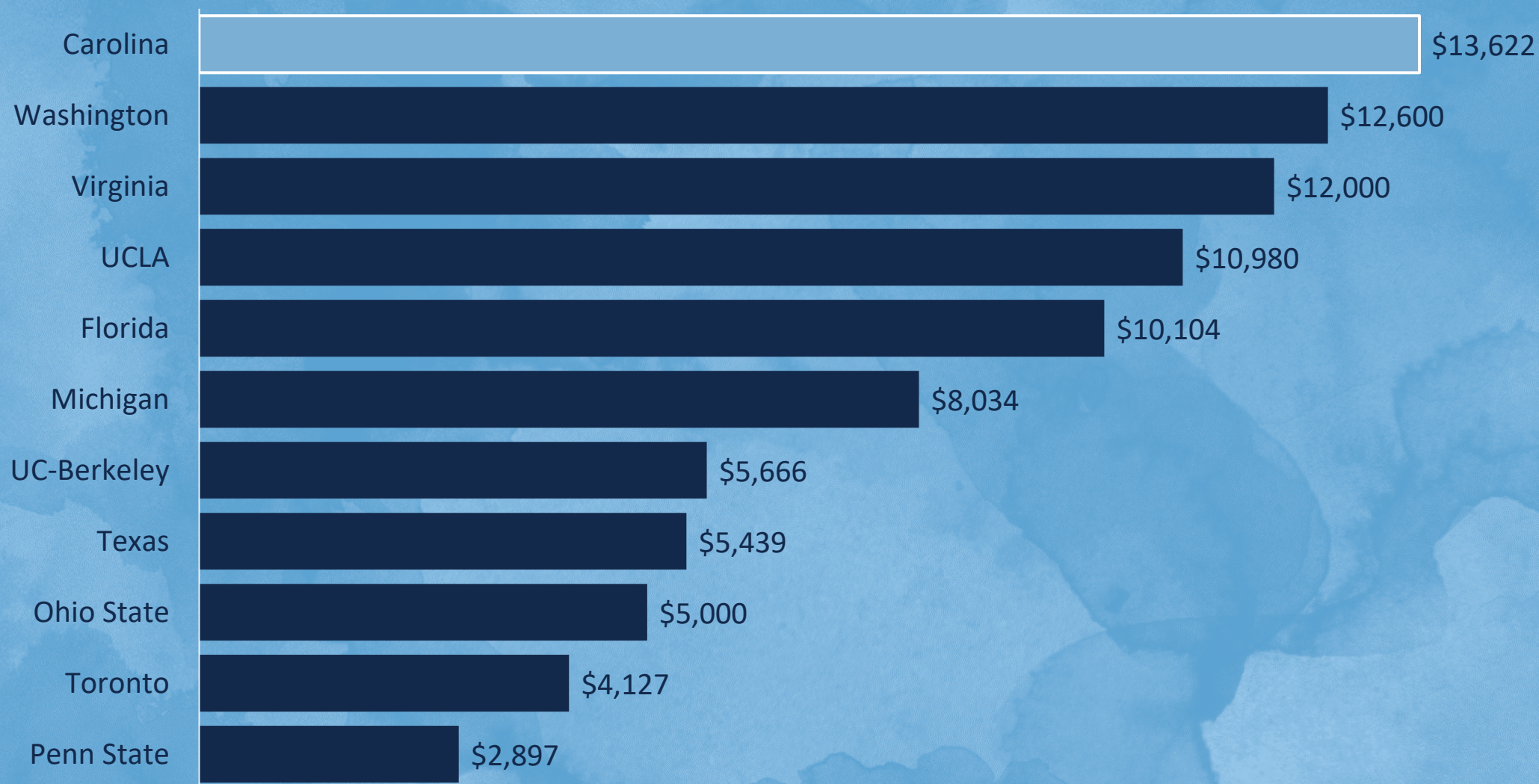


\$3B Club



Punching Above Our Weight

CAMPAIGN FUNDRAISING ON A PER ALUMNUS BASIS. BASED ON LAST COMPLETED CAMPAIGN.



Campaign data: Council for Advancement and Support of Education (CASE). Alumni counts: individual university websites.

Still Plenty of Potential

Minimum Giving Capacity	Total Alumni Households	
\$5M	342	
\$1M	870	
\$500K	1,507	
\$100K	10,807	
\$25K	102,034	

Still Plenty of Potential

Minimum Giving Capacity	Total Alumni Households	Untapped or “Undertapped”*
\$5M	342	58%
\$1M	870	66%
\$500K	1,507	75%
\$100K	10,807	80%
\$25K	102,034	92%

**Did not give at least 5% of minimum gift capacity*

Enduring Legacy

QUANTITATIVE

- EIGHT best fundraising years ever
- 180% INCREASE in annual commitments since FY13
- 114% INCREASE in annual revenue since FY13
- 3600% INCREASE in annual principal gift commitments since FY13
- 747,908 gifts
- LARGEST GIFT ever to Carolina

QUALITATIVE

- UNIFIED CAMPAIGN BRAND for all schools and units for first time ever
- IMPACTFUL VOLUNTEER COMMITTEES for women, diversity, next generation, global, real estate and private equity
- FIRST EVER EFFORT to engage LGBTQ alumni as a group
- NEW INVESTMENTS in infrastructure
- DATA-DRIVEN decision-making



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Jeff Hill

*Associate Vice Chancellor
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