



Institutional Advancement Update

Tonya S. Hall, Vice President for External Relations



IA Fundraising Dashboard Report Fiscal Year 2021

Priority 5: Increase and Diversify Financial Resources and Enhance Operational Effectiveness

<i>As of April 13, 2021</i>	Fiscal Year 2021	Fiscal Year 2020	Fiscal Year 2019
TOTAL DOLLARS	\$3,117,382.77	\$2,274,930.50	\$2,452,859.32
TOTAL DONORS	2,424	2,012	1,901
Alumni & Alumni Association	\$1,051,061.98 1,874	\$945,649.90 1,486	\$1,031,265.38 1,356
Faculty & Staff	\$117,584.22 79	\$91,103.50 102	\$71,002.00 103
Corporations, Foundations & Organizations	\$1,421,198.03 101	\$1,100,677.31 148	\$1,195,827.32 137
Friends	\$489,783.54 24	\$123,907.67 195	\$140,855.86 210
Parents	\$34,335.00 32	\$13,195.70 74	\$12,621.76 77
Students	\$3,420.00 91	\$140.00 3	\$1,187.00 2 17



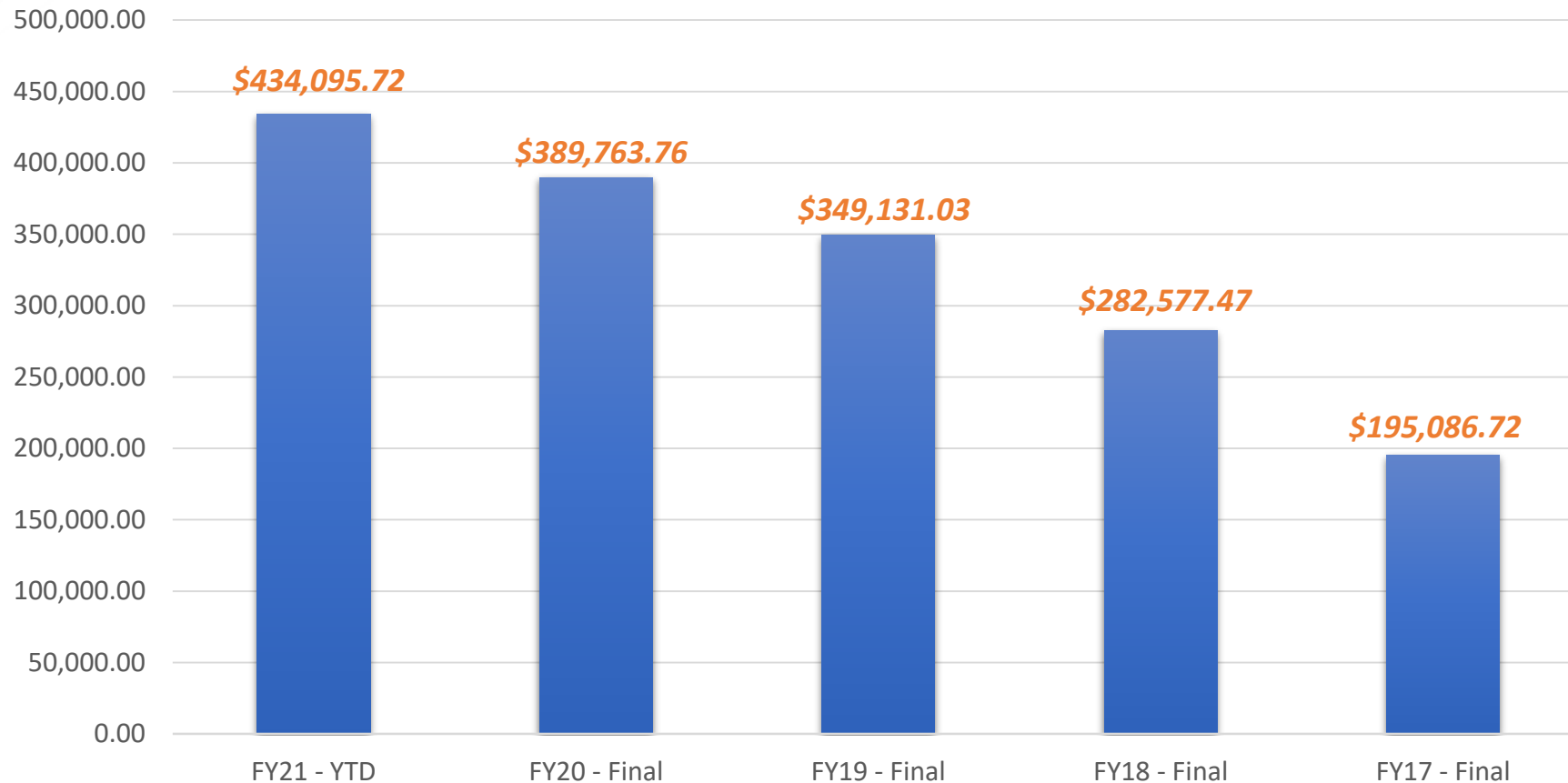
Mackenzie Scott Fund Update

\$30,000,000 Three Focus Areas	
Innovation Fund	\$1,500,000-\$2,000,000
College of Technology & Engineering	\$2,000,000
Investments	\$14,000,000
Balance Remaining	\$12,500,000-\$12,000,000

**No actual dollars have been spent to to date.*



Tuition Assistance Fund





VIRTUAL SCHOLARSHIP DONOR
and
Scholarship Recipient Tea



FY21 Fundraising Activity

New Funds Established (FY21):

30

Major Gift Contributions (\$10,000) Received since Jan. 2021:

- Lynn Rainville and Baron Schwartz - \$265K *(Priority 1, 3,)*
- Mr. Herman and Mrs. Iris Bulls Family Foundation - \$92K *(Priority 3, 5)*
- Thurgood Marshall College Fund - \$50K *(Priority 3)*
- Fashion Nova - \$25K *(Priority 3)*
- Mark Turner Construction - \$20K *(Priority 1)*
- Google - \$18,750 *(Priority 2)*
- Third District, Omega Psi Phi Fraternity, Inc. - \$11K *(Priority 1)*
- Mozilla - \$12,500 *(Priority 2)*
- Educational Credit Management Corporation (ECMC) - \$10K *(Priority 3)*
- Mr. Orran L. and Ellen F. Brown - \$10K *(Priority 1)*

Major Gift Proposals Submitted since January 2021:

- Bank of America - \$50K *(Priority 1)*



Voluntary Support of Education Survey FY20

Institution	Alumni Dollars	# Alumni Solicited	# Alumni Donors	Alumni Donors as Percentage of Solicited	Alumni Giving as a Percentage of Total Giving	Average Gift Size Per Alumni on Record
Albany State University	\$403,689	74,363	308	0.40%	56.60%	\$5.43
Bowie State University	\$275,988	22,856	884	3.90%	16.90%	\$12.07
Charles Drew University of Medicine and Science	\$26,528	4,987	89	1.80%	0.30%	\$5.32
Coppin State University	\$267,648	16,309	702	4.30%	21.20%	\$16.41
Cuyahoga Community College District	\$10,001	71,246	122	0.20%	0.10%	\$0.13
Dillard University	\$515,343	11,560	1,198	10.40%	14.50%	\$44.58
Elizabeth City State University	\$451,903	2,675	866	32.40%	26.60%	\$26.96
Florida Agricultural and Mechanical University	\$840,443	9,725	636	6.50%	12.00%	\$85.79
Meharry Medical College	\$1,836,071	7,127	1,050	14.70%	25.00%	\$257.62
Morehouse School of Medicine	\$342,646	1,750	406	23.20%	3.30%	\$173.14
North Carolina A&T State University	\$6,042,008	57,582	6,249	10.90%	42.50%	\$104.93
North Carolina Central University	\$1,577,817	39,436	2,835	7.20%	35.90%	\$36.82
Prairie View A&M University	\$908,845	33,714	1,608	4.80%	13.70%	\$14.08
Savannah State University	\$432,789	21,160	892	4.20%	28.10%	\$20.45
Spelman College	\$2,873,707	20,034	6,631	33.10%	3.90%	\$142.71
Tennessee State University	\$1,766,294	52,566	4,755	9.10%	33.20%	\$33.60
University of Maryland Eastern Shore	\$163,880	2,444	1,019	41.70%	5.00%	\$9.74
Virginia State University	\$1,050,444	31,000	1,756	5.70%	40.10%	\$32.57
Winston-Salem State University	\$1,059,079	28,000	1,364	4.90%	18.70%	\$37.82

Corporate Prospect Pipeline

IntelliBridge

JP Morgan Chase

Northrop Grumman

M&T Bank

The Fulton Forward Foundation

Horizon Blue Cross Blue Shield

Democratic Gubernatorial Debate



All in for State: Day of Giving

Virginia State University **All In For State: Day of Giving Campaign** on **June 17, 2021** is a dedicated day of giving challenging VSU University Colleges where alumni, faculty, staff, students and friends can make a gift to the college of their choice.

How You Can Help!

- Consider a Matching Challenge gift
- Share the Day of Giving campaign with your network.
- Utilize recorded promotional videos (Facebook, Twitter, Instagram, LinkedIn) to share and promote Day of Giving campaign.



End of Fiscal Year Strategies

- 90 Day Sprint
- All In for State: Day of Giving
- Tuition Assistance Spring Mailing
- LYBUNT* Donor Renewals

**LYBUNT – Last Year Bunt Unfortunately Not This Year*



Mission Moment



Dr. William Ward and Dr. Rose Ward Endowed Scholarship Fund - \$20K



Dr. Paula Johnson Endowed Scholarship - \$10K

“Drs. William and Rose Ward and Dr. Paula Johnson exemplify what VSU Alumni should be, with their many years of service and sacrifice to educate, support, and uplift so many others. This is only a small recognition for their many great accomplishments.”



Upcoming Events

May 21 - 22, 2021
Alumni Weekend

May 23, 2021
Commencement

June 17, 2021
All in for State: Day of Giving

June 30, 2021
End of Fiscal Year