External Relations & Institutional Advancement Update

Willis W. Walter, PH.D
Vice President External Relations and Institutional Advancement

November 12, 2026

External Relations and Institutional Advancement

Agenda

- Comprehensive Campaign Update
- FY 27 Results (to date)
- Corporate Donor Update
- Latest Results from our Virtual Philanthropy Officer
- Update on New Portal and Giving Tuesday

VIRGINIA STATE
Since 1882

$150 Million Comprehensive Campaign

Student Success

Academic Excellence

Campus Transformation

Strategic Partnerships & Economic Impact

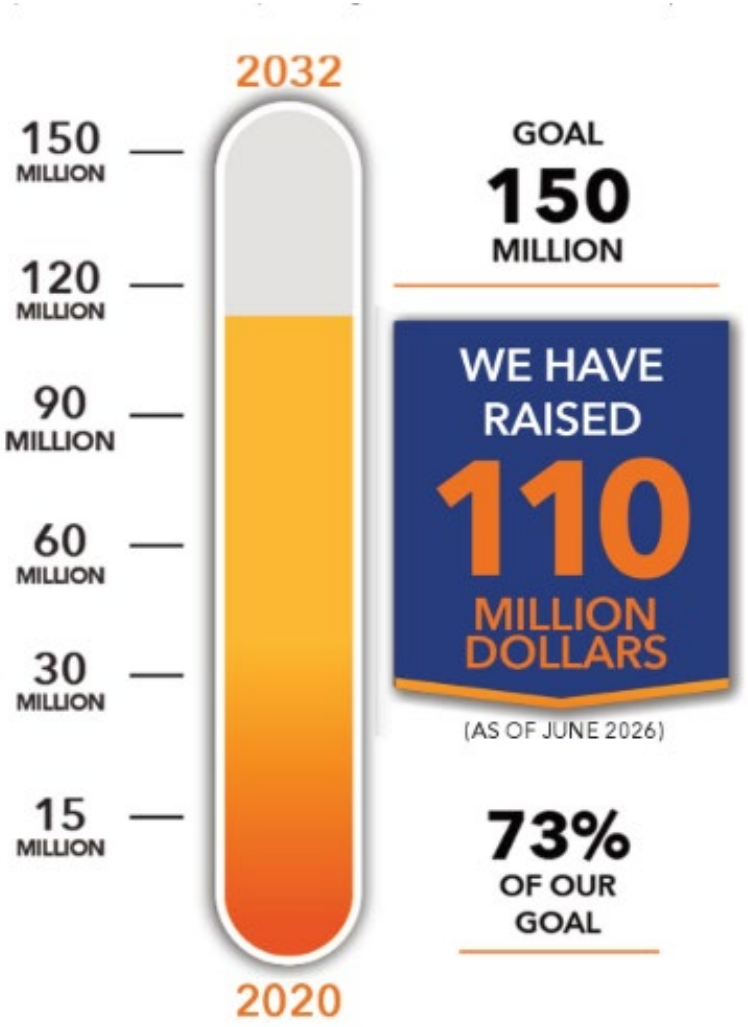
Endowment Growth for Sustainability



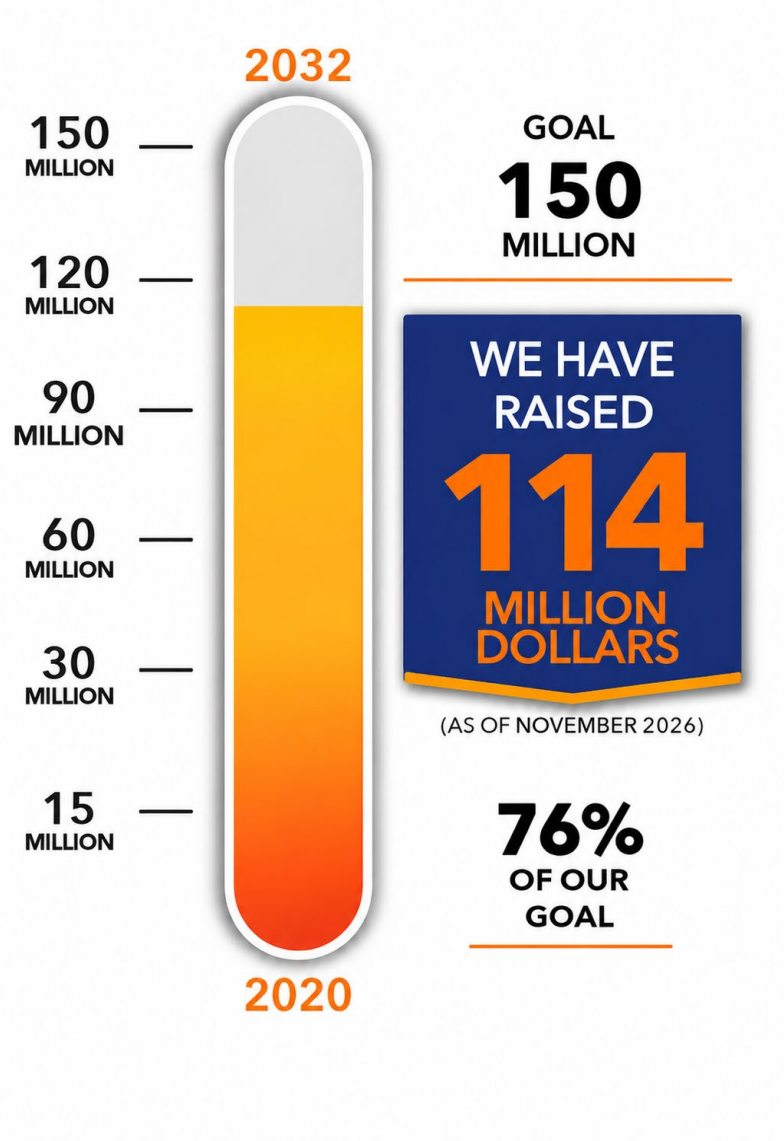
VSU
VIRGINIA STATE
Since 1882

$150 Million Comprehensive Campaign

June 2026



November 2026



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Since 1882

FY27 - Fiscal Year-End Totals

As of Oct. 29, 2026

	FY 2027		FY 2026		FY Differences
	Dollars	Donors	Dollars	Donors	Dollars
Grand Total	$4,152,184.82	1055	$1,637,651.87	1382	$2,514,532.95
ALUMNI	$532,636.39	740	$479,602.51	956	$53,033.88
ALUMNI ASSOC	$1,758.35	3	$55,308.00	5	-$53,549.65
CORP/FDN/ORG	$3,409,186.11	45	$969,179.64	50	$2,440,006.47
FACULTY & STAFF	$21,927.64	79	$44,003.03	89	-$22,075.39
FRIENDS/INDVLS	$186,097.33	186	$88,768.69	273	$97,328.64
PARENTS	$578.00	1	$550.00	6	$28.00
STUDENTS	$1.00	1	$240.00	3	-$239.00

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Corporate Prospects by College/School

College	Focus sectors	Build on	First prospects	Possible signature ask
Agriculture	Food processing, hospitality, farm finance	Thompson Hospitality, Colonial Farm Credit, Universal Corp.	Performance Food Group, Smithfield Foods, Hilton	Endowed hospitality and agribusiness scholarships; Randolph Farm research sponsor
Reginald F. Lewis College of Business	Financial services, consulting, retail	Lockheed Martin, WBENC, campus recruiters	Capital One, CarMax, Markel, Freddie Mac, Deloitte	Named M.B.A. fellowships; entrepreneurship center sponsor
Engineering and Technology	Defense, semiconductors, AI and cyber	Lockheed Martin, Newport News Shipbuilding, Micron	Northrop Grumman, Boeing, General Dynamics, Rolls-Royce	Founding partner of the AI and cybersecurity center; senior design sponsorships

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Update from Vanessa S. Upshaw
Virtual Engagement Officer



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Outcomes Since Launch

ALL DONOR STATUSES

10/16/25 – 10/26/26 · 1,043 donors · VEO: Vanessa

HIGHLIGHTS

LARGEST GIFT

$100,000

CRM V00447710 · Lifetime $201,548

AVERAGE GIFT

$680

NUMBER OF GIFTS

580

From 302 donors

TOTAL RAISED

$428,432

UPGRADES

$276,041

From 271 gifts

LAPSED REACTIVATION

$40,736

From 66 gifts

DONORS WITH A PLEDGE

0

ENGAGEMENTS

1,328

Active donors only

ACTIVITIES

13,468

Active donors only

OPT-OUT RATE

0%

Active donors only

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Homecoming 2026 Recap



First Lady's Golf Tournament
$238,358



Bonfire On The Hill
$20,000



President's Tailgate
$39,435



Homecoming Football Game
National Visibility

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Giving Tuesday 2026



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Greater
Happens Here