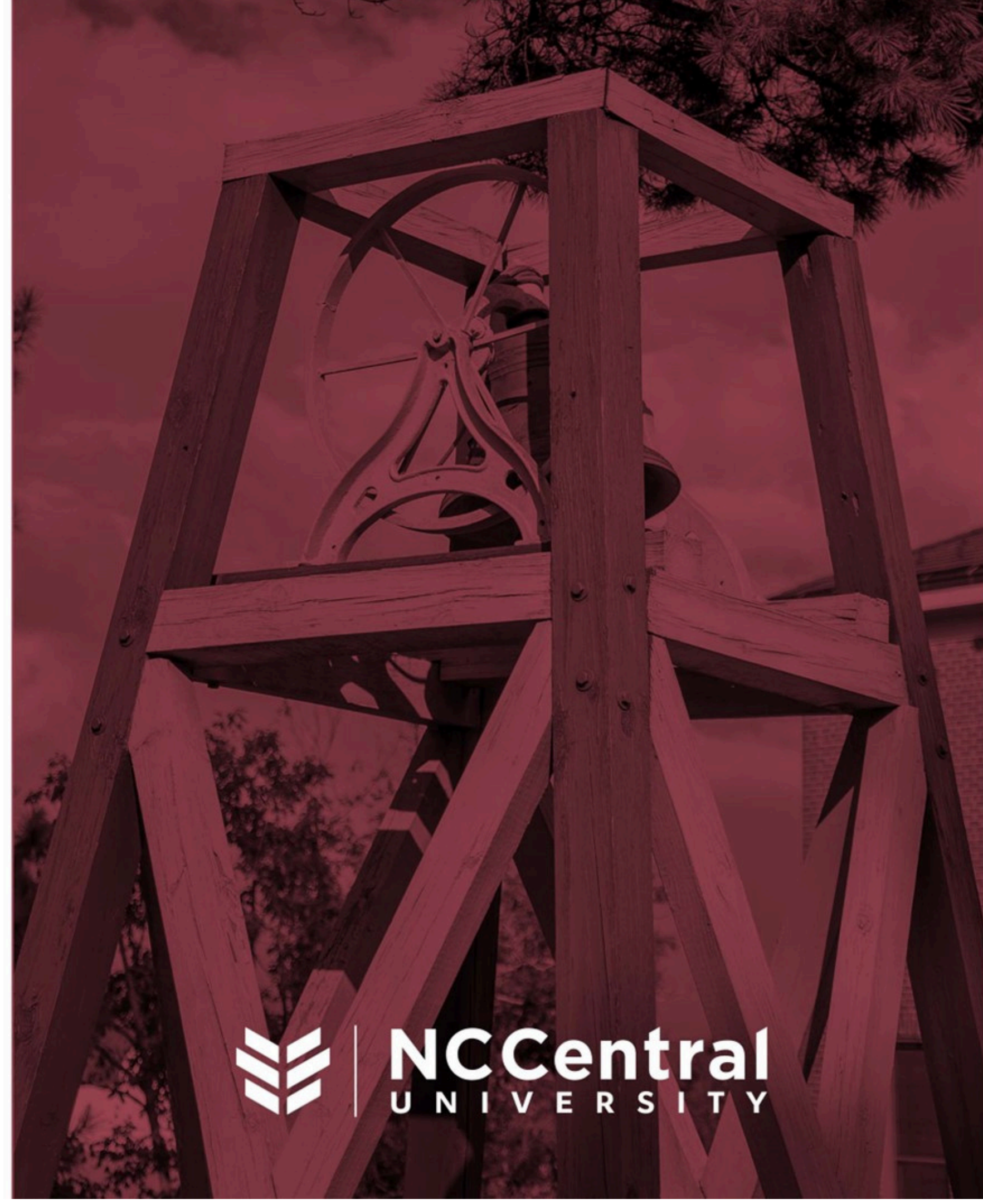




NCCU BOARD OF TRUSTEES MEETING

INSTITUTIONAL ADVANCEMENT

Susan L. Hester, Vice Chancellor
September 30, 2024



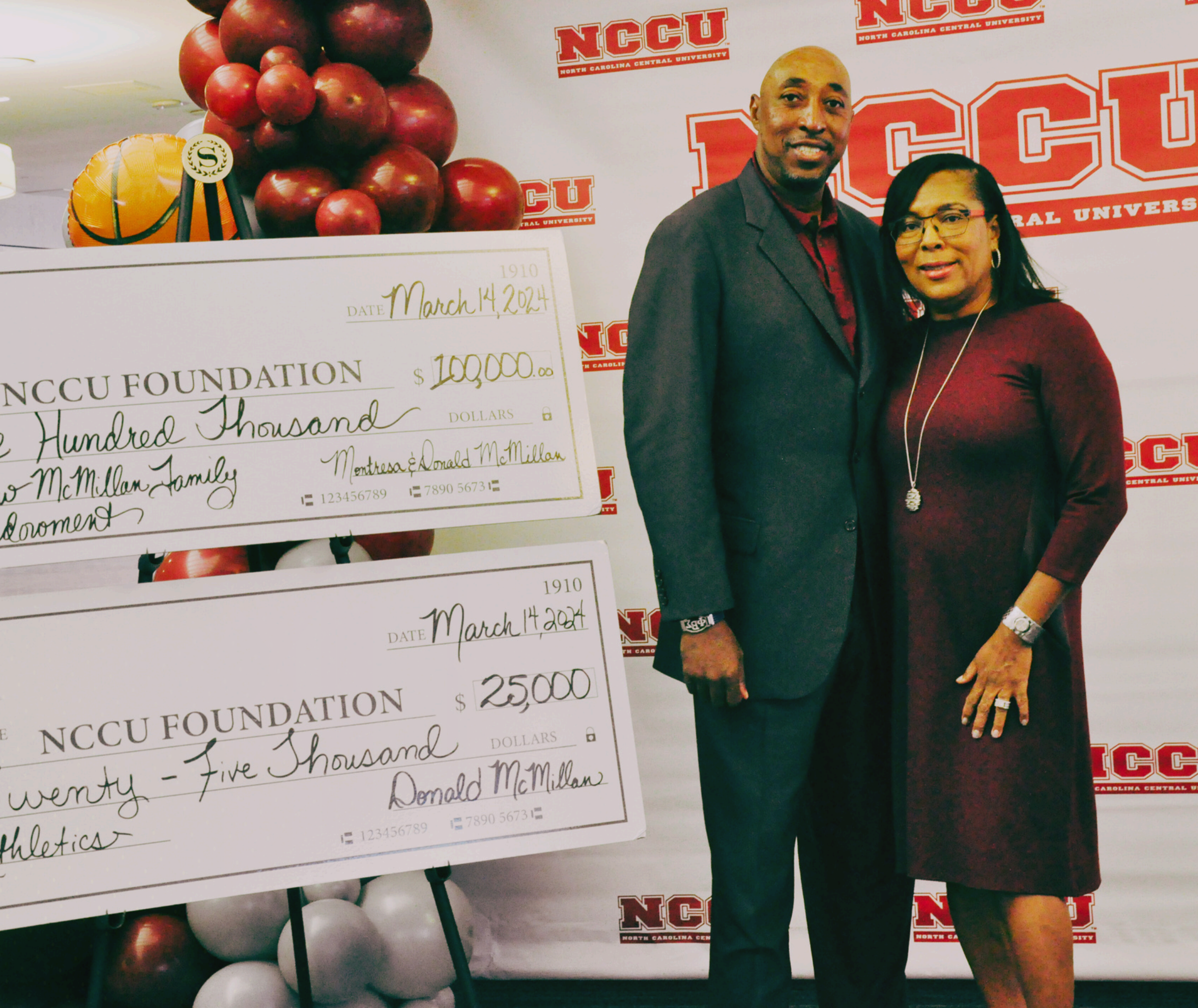


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In service to North Carolina Central University, our students and stakeholders - Institutional Advancement is dedicated to each individual, corporation, foundation, organization and our faithful alumni whose gifts are powerful testaments to philanthropy in action at NCCU.

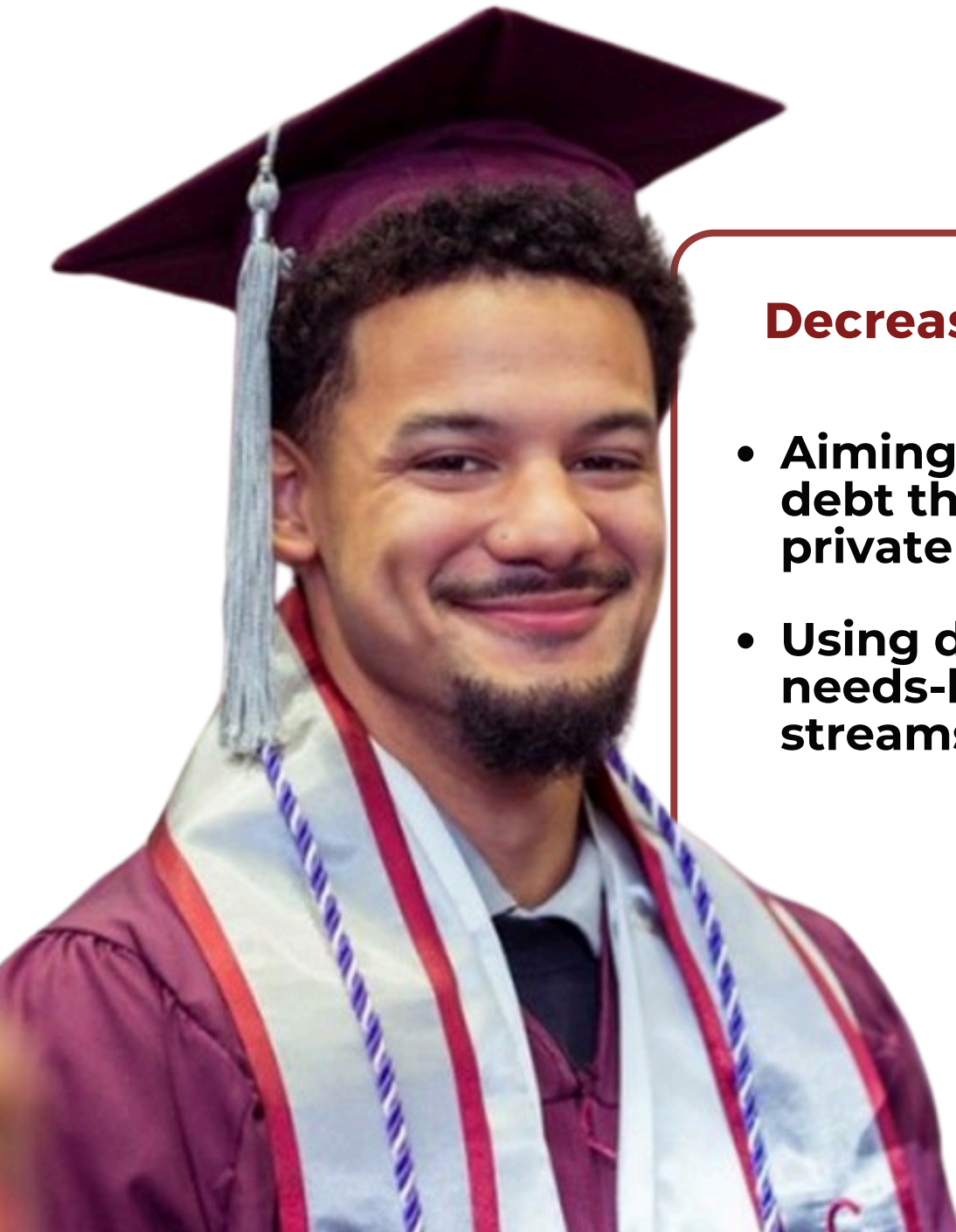
Susan L. Hester

Vice Chancellor of Institutional Advancement



CREATING A CULTURE OF TRANSFORMATIONAL PHILANTHROPY

The Division of Institutional Advancement is committed to performing, engaging, collaborating and partnering with our internal and external stakeholders and diverse audiences through integrated strategically aligned communications, engagement programs, and philanthropic opportunities to secure transformative gifts and opportunities for North Carolina Central University.



Decreasing Student Debt

- Aiming to reduce student debt through targeted private gifts
- Using data to identify needs-based funding streams.

Needs-Based Funding Restricted

- Aligning passion with need
- Increased donations are directed to needs-based students.

Needs-Based Funding Unrestricted

- Identifying donors for areas of greatest need through the Annual Fund

OFFICE OF DEVELOPMENT

Corporate Engagement

FY24 JULY 1, 2023 - JUNE 30, 2024

Goal: Strengthen value-added collaboration with internal and external constituent partners

- Hosted several events in partnership with Durham and Raleigh Chambers
- Increased engagement with RTP area companies (over 70% have been engaged via email, phone or via events)
- Increased corporate and foundation presence on campus (over 15 visits)
 - **Cisco, Wolfspeed, Bank of America, Yardi Foundation, Fidelity Investments, GSK, Pfizer**
- Revamped engagement strategy to focus more attention on market and university priorities
- Created strategic external partnerships with the RTP Foundation

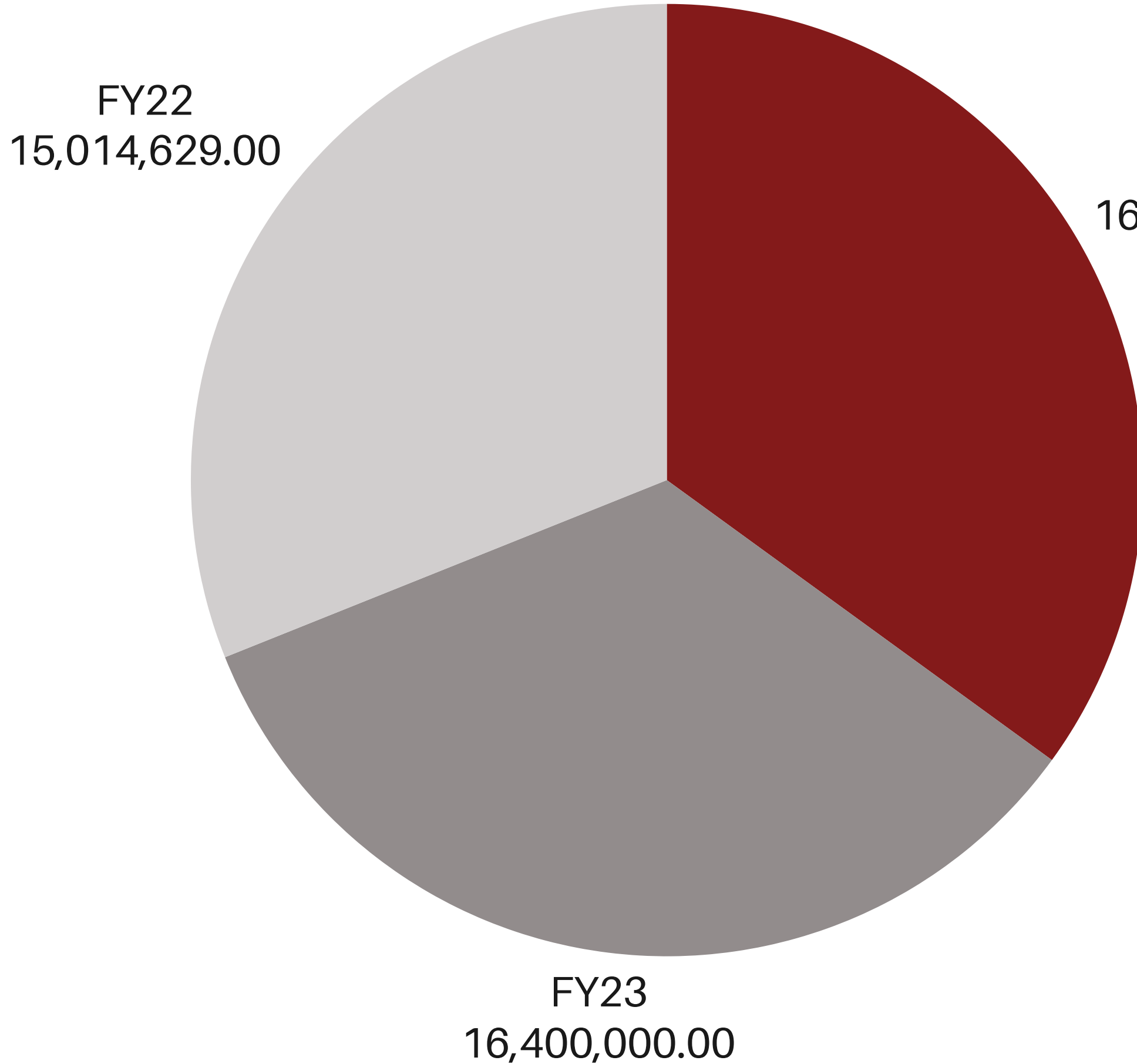




FUNDRAISING BENCHMARKS

Overall Fundraising Three Year comparison

■ FY24 ■ FY23 ■ FY22



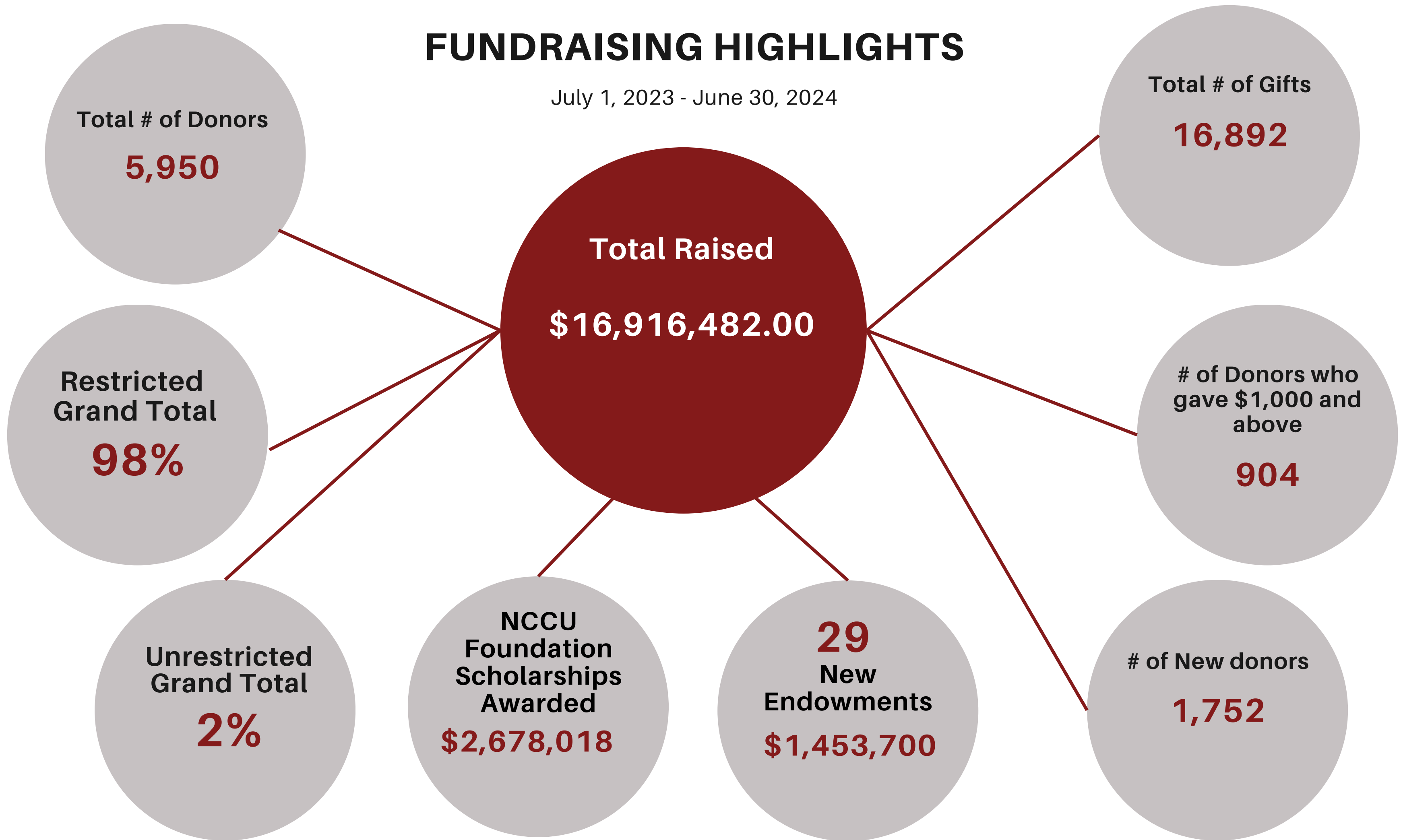
FY24
16,916,482.00

FY24
\$16,916,482.00

Surpassing a \$15,000,000.00 goal for FY22 - FY24

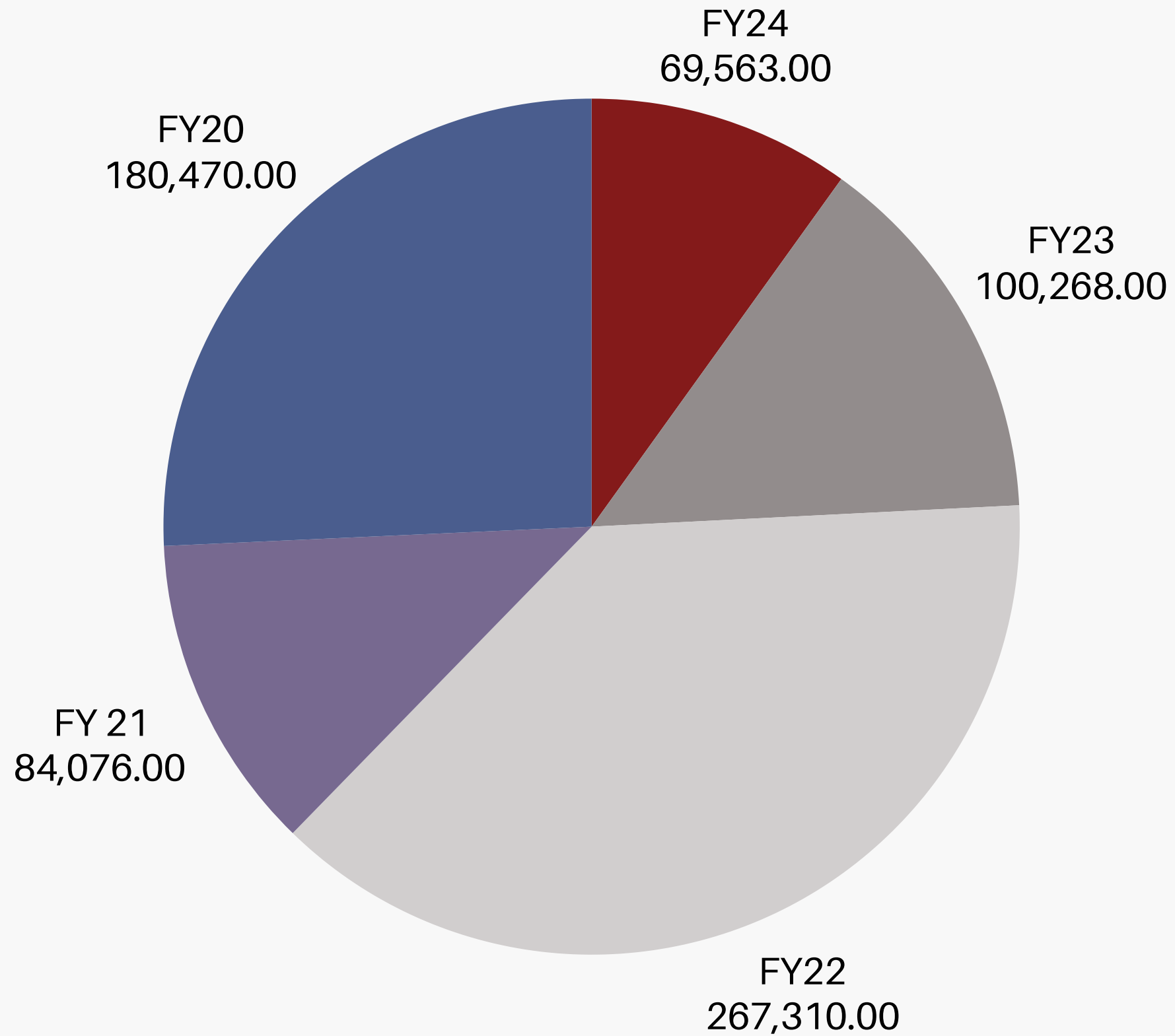
FUNDRAISING HIGHLIGHTS

July 1, 2023 - June 30, 2024



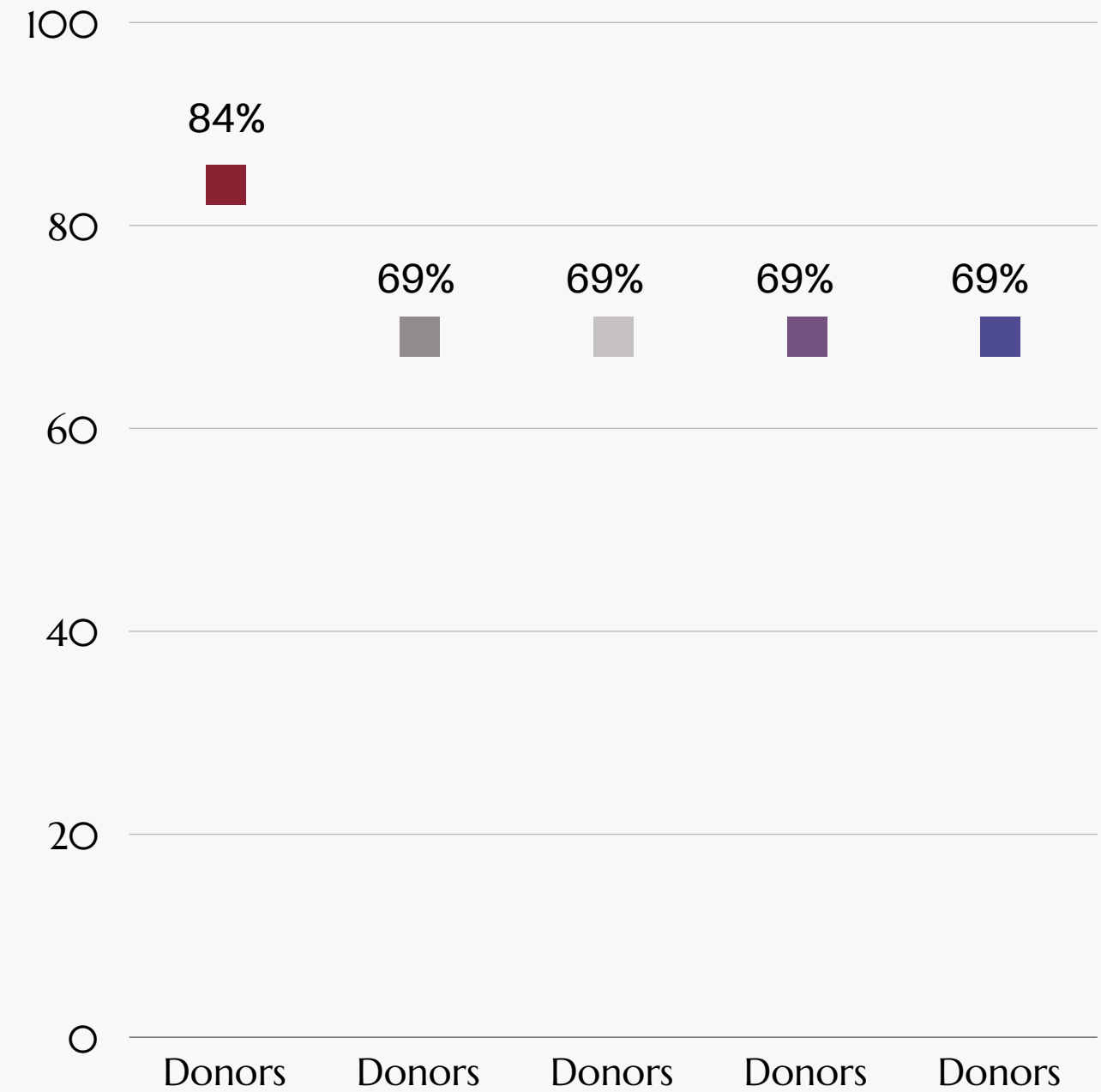
Board of Trustees Five Year Overall Giving - \$701,687

FY24 FY23 FY22 FY 21
FY20



Board of Trustees Five Year Overall Percentage of Giving - 72%

FY24 FY23 FY22 FY21 FY20




**BOARD OF TRUSTEES
FUNDRAISING BENCHMARKS**



BOARD OF TRUSTEES FUNDRAISING BENCHMARKS

Board of Trustees Transformative Cultivation

FY23
\$1,500,000.00
Lowe's, Inc



School of Business Auditorium

FY23
\$32,000.00
Capital Group



Annual Fund
Social Justice & Racial Equity
Athletics

FY23
FY24
\$52,000.00
Hispanic Federation

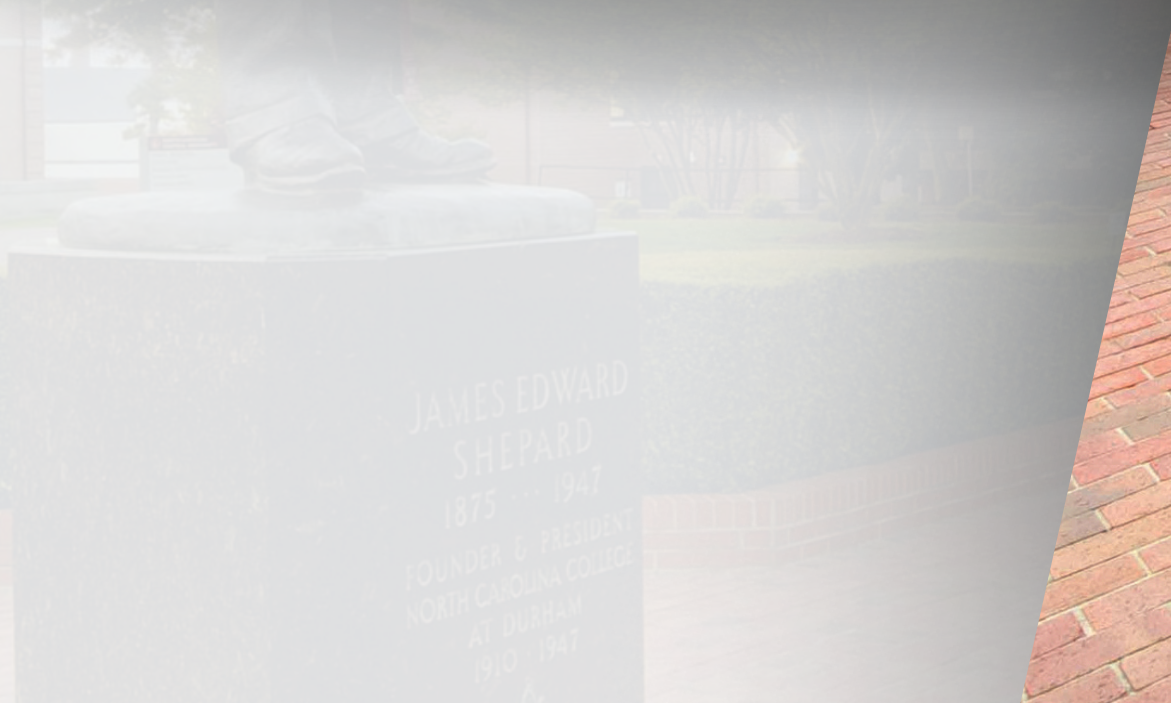


Crear Futuros Mentoring Program





FY25
\$17,000,000.00
FUNDRAISING GOAL

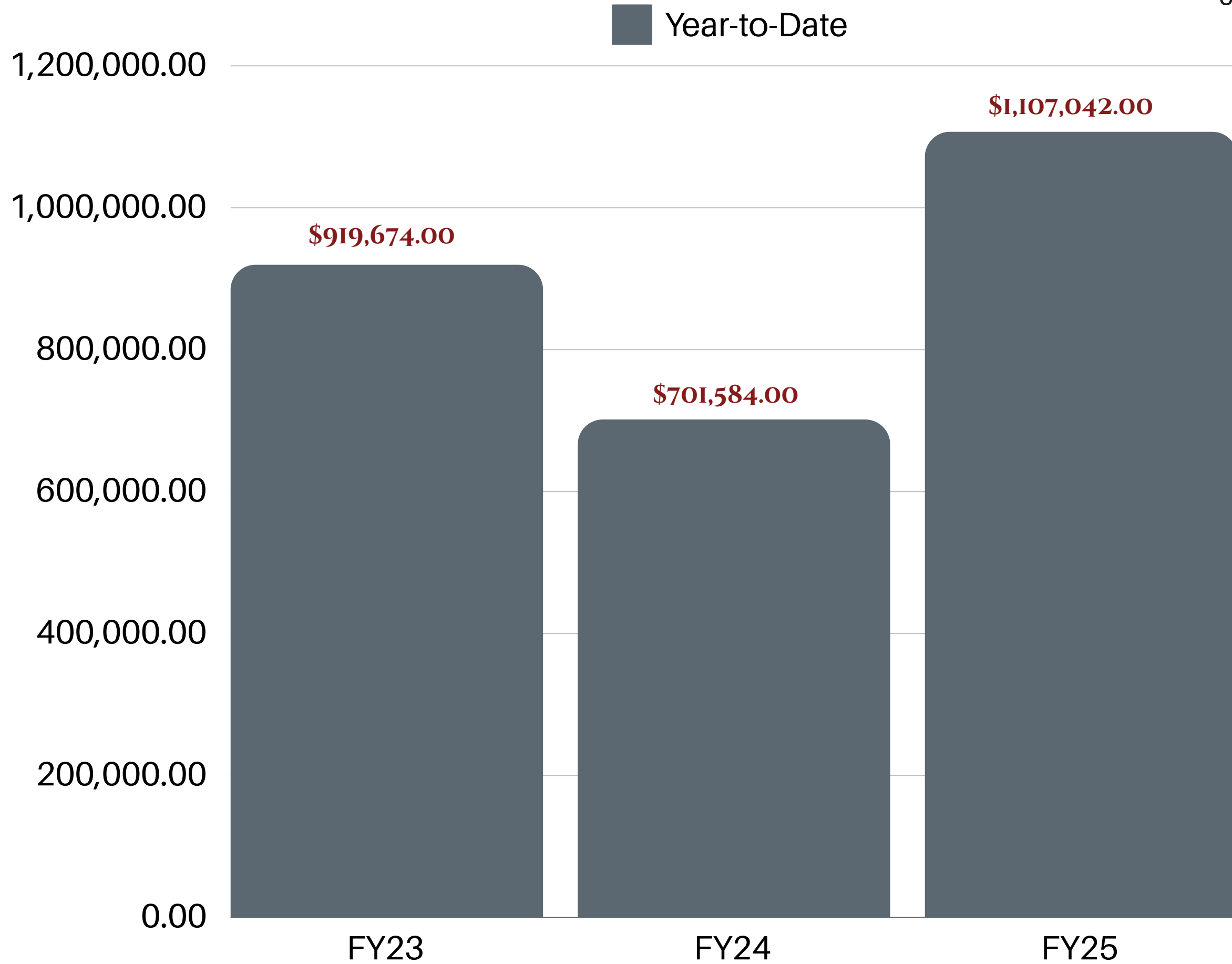


FY25 Goal: \$17,000,000.00

FUNDRAISING YEAR-TO-DATE

Year to Date Fundraising Three Year comparison

July 1, 2024 - September 1, 2024



FY25
\$1,107,042.00



NCCentral
UNIVERSITY

Office of Alumni Relations

ALUMNI ENGAGEMENT

Legacy Spotlight



Other Alumni Pictured:
Demorris Lee, Class of 1990
Brandon Riley, Class of 2007
Tremaine Riley, Class of 2007

NCCU ALUMNI SPOTLIGHT

DANISA BAKER '00, '04
CYBERSECURITY PROGRAM
MANAGER

Danisa Baker, a proud double alumna with certifications including Project Management Professional (PMP) and Cybersecurity, has a diverse career in non-profit, financial, and IT industries. She currently serves as a Cybersecurity Program Manager and remains actively engaged in alumni and community initiatives.



NCCU ALUMNI SPOTLIGHT

TALYA ALLEN '22
LABOR & DELIVERY NURSE

Talya Allen works as a Labor and Delivery Registered Nurse, focusing on serving rural communities and addressing maternal health disparities. She is a strong advocate for underrepresented individuals.



ALUMNI ENGAGEMENT

ORANGE BLOSSOM CLASSIC MIAMI, FLORIDA

AUGUST 27 - SEPTEMBER 1, 2024



Orange Blossom Classic Chancellor's Video

Instagram

Plays - 21,000

Likes - 1,760

Comments - 29

Shares - 158

Facebook

Reach - 638 people

Plays - 2,900+

Reactions - 252 people

Comments - 28

Shares - 37

X (Twitter)

Impressions - 435 Views

Engagement - 45 Direct

Interactions link clicks (likes, retweets, replies) - 1

27,000+



Alumni Engagement

- First live media recorded and shared during a game.
- First student engagement during kick-off.
 - Football team field entrance
 - Cheerleading team field entrance
 - Marching band opening
- Alumni engagement visiting suites and stadium seating.

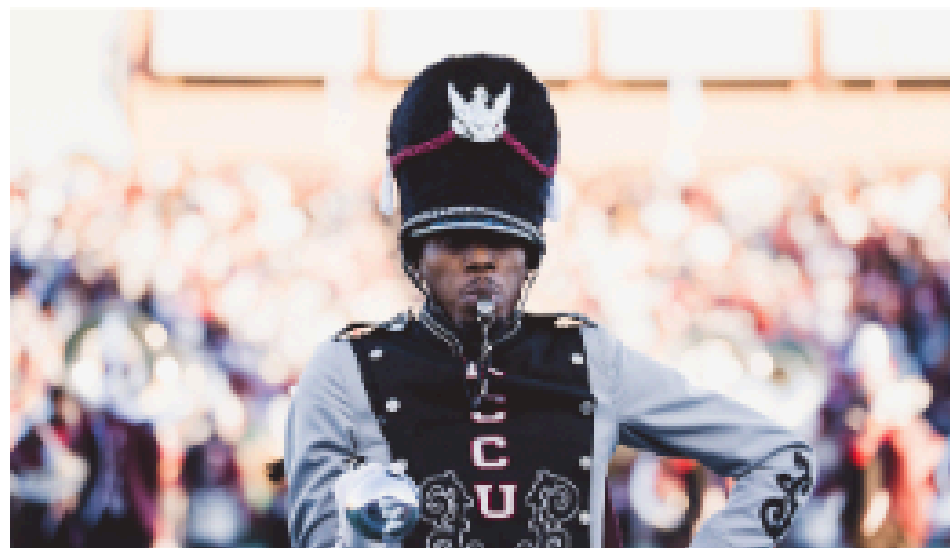
Take
Flight



THE *Ultimate* HOMECOMING

EXPERIENCE

October 20 - 26, 2024



Visit <https://www.nccu.edu/the-ultimate-homecoming-experience>

THE *Ultimate*
HOMECOMING
 EXPERIENCE

ALUMNI ENGAGEMENT

NCCU YOUNG ALUMNI PRESENTS

HOSTED BY NCCU CLASSES OF 2014-2024

THU OCT 24

THE THURSDAY NIGHT INTRO

FEATURING PROJECT 919 GOGO BAND

DOORS 8PM

THE HOUSE

4310 S MIAMI BLVD. DURHAM, NC 27703

NCCU 2024 HOMECOMING




NCCU D9 ALUMNI & NCCU OFFICE OF ALUMNI RELATIONS PRESENT

FRIDAY, OCT. 25TH 1P-5P

NCCU

D9 ALUMNI AND FRIENDS TENT PARTY

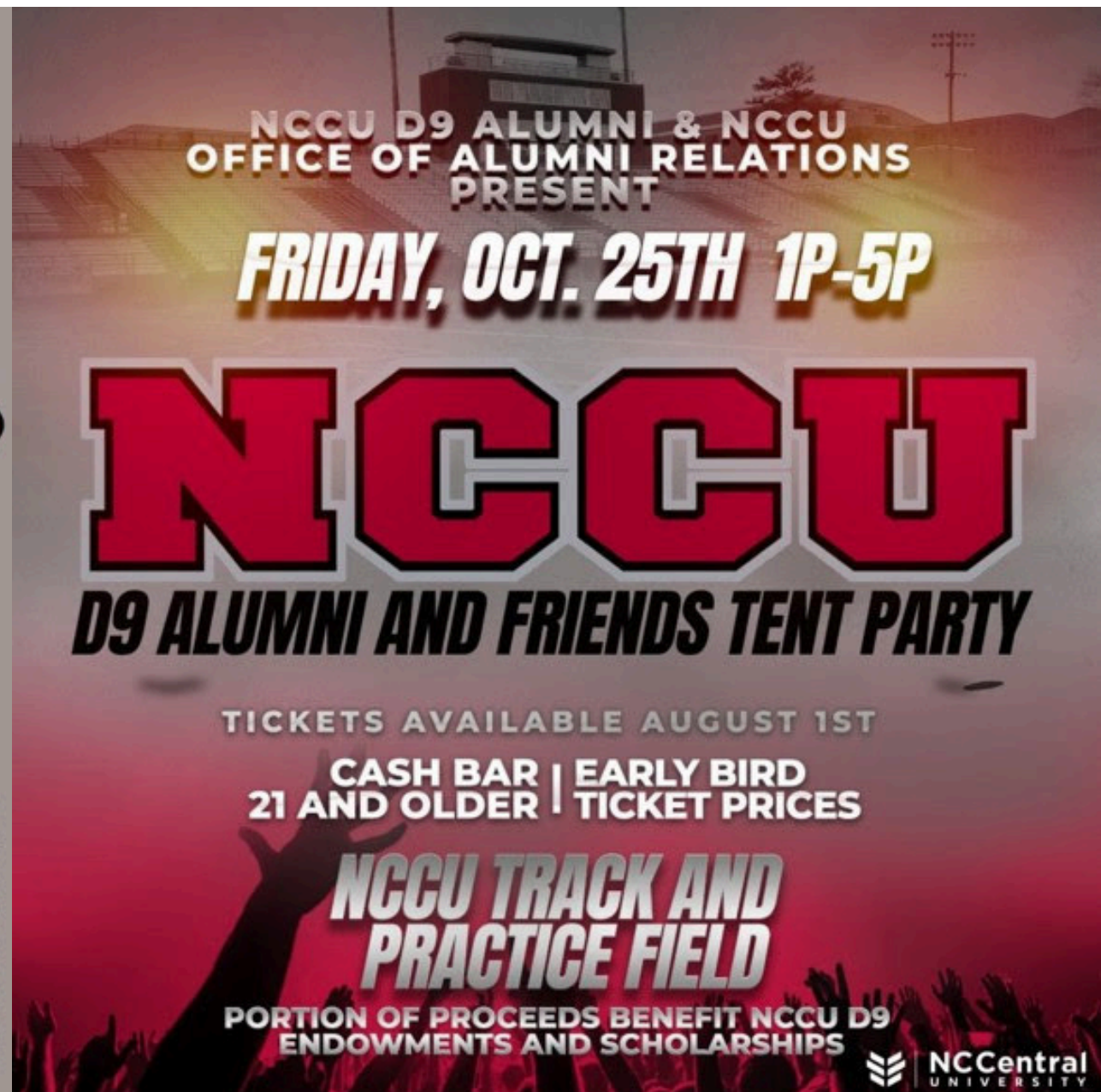
TICKETS AVAILABLE AUGUST 1ST

CASH BAR | EARLY BIRD 21 AND OLDER | TICKET PRICES

NCCU TRACK AND PRACTICE FIELD

PORTION OF PROCEEDS BENEFIT NCCU D9 ENDOWMENTS AND SCHOLARSHIPS

NCCentral UNIVERSITY



THE *Ultimate* HOMECOMING EXPERIENCE

NORTH CAROLINA CENTRAL UNIVERSITY PRESENTS

ANGIE STONE

FRI. OCT. 25TH 8 P.M.

SPECIAL GUEST NIITO BAND

SHERATON IMPERIAL HOTEL RALEIGH-DURHAM AIRPORT 4700 EMPEROR BLVD., DURHAM, NC

TICKETS AVAILABLE







NCCentral
UNIVERSITY

Division of
Institutional Advancement

Thank you!