



Direct Support Organizations

Presented by Shawnta Friday-Stroud, Ph.D.

Board of Trustees Meeting, March 4, 2020

Direct Support Organizations

Shawnta Friday-Stroud, Ph.D.
Vice President, University Advancement
Executive Director, FAMU Foundation, Inc.
Dean, School of Business and Industry

Approval of Minutes

Recommendation:

Approve the minutes of the December 4, 2019, Director Support Organizations (DSO) Committee Meeting.

Naming Opportunities Policy

Review of the Naming Opportunities Policy

- Review the naming in perpetuity and term limits.
- It is suggested that additional review and potential modifications are offered after the Legislative Session in the event that new naming requirements are passed.

Update on Divisional Activities

A. FY 2019-20 University Updates

- Received \$1.4M cash donations in December; largest amount ever raised in December
- Giving Tuesday raised \$63,000 on December 3, 2019
- Donor Recognition Reception will be held on March 28 during the Spring Game
- On April 30, the University will kick off its first ever/Inaugural Day of Giving, 1887 minutes of giving.

Update on Divisional Activities (cont.)

B. DSO Updates

1. FAMU Foundation, Inc.

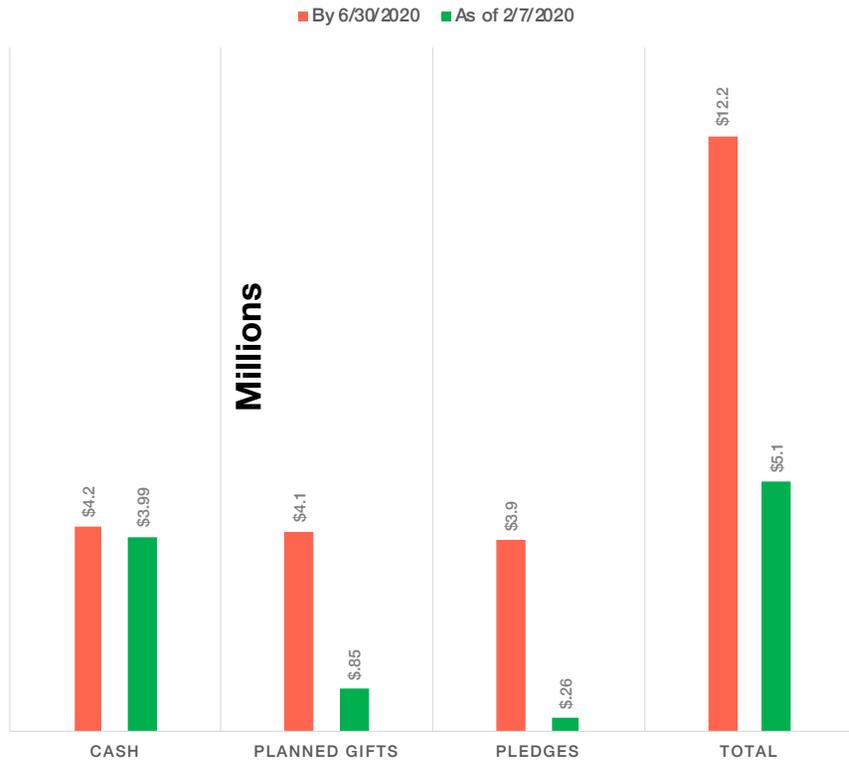
- Spring 2020 Board Meeting, May 20-21, Atlanta, GA
- Tentative one-day Board Meeting during the FAMU National Alumni Convention, June 4-7, Tallahassee, FL
- Investment Portfolio at 12/31/19: \$130,721,282; Endowment value at 12/31/19: \$100,399,702.

2. FAMU National Alumni Association

- FAMU Day at the Capitol, February 6, Tallahassee, FL
- Community Celebration – FAMU Football’s 2020 National Signing Day
- Polk County Alumni Chapter’s fundraising campaign
- MEAC, mid-March, in Norfolk, VA
- Annual Convention, June 4-7, Tallahassee, FL

Fundraising Update as of 2/7/2020

FUNDRAISING PERFORMANCE AGAINST GOALS



Progress as of February 7, 2020:

\$5,103,061.30

(41.8% of \$12.2 Million)

- **New Cash Goal - \$4.2M**
Current - \$3,991,485.55 (95%)
- **Planned Gifts Goal - \$4.1M**
Current - \$850,443 (20.7%)
- **Pledges Goal - \$3.9M**
Current - \$261,132.75 (6.6%)
- **Pledge Collections**
Current - \$448,926.71

Segmentation of \$12.2 Goal



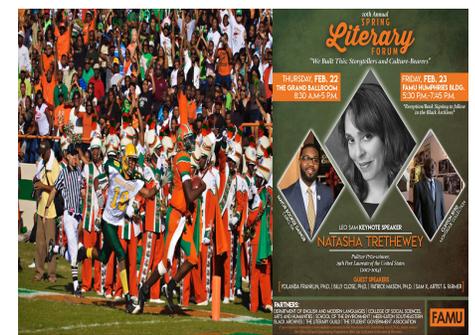
Student Scholarships
 Goal - \$7.2M (~59% of \$12.2)
 Cash Goal – \$2.4M
 Pledge Goal – \$1.8M
 Planned Gift Goal – \$3M



Student Success Initiatives
 Goal - \$3M (~25% of \$12.2)
 Cash Goal – \$2M
 Pledge Goal – \$500K
 Planned Gift Goal – \$500K



FAMU Athletics
 Goal - \$1M (~8% of \$12.2)
 Cash Goal – \$400K
 Pledge Goal – \$300K
 Planned Gift Goal – \$300K



The Arts & History
 Goal - \$1M (~8% of \$12.2)
 Cash Goal – \$400K
 Pledge Goal – \$300K
 Planned Gift Goal – \$300K

Update on Divisional Activities (cont.)

B. DSO Updates

3. FAMU Rattler Boosters

- Boosters have contributed \$9,730 to the Athletics Department to hire an athletic trainer
- 352 dues paying members
 - Includes 128 fully paid Life Members; 24 Subscribing Life Members
- Over \$95,000 endowment; \$100,000 goal
- Donations of over \$30,000 have been received and earmarked for Stadium and Facilities Enhancements this quarter
- Rattler Boosters Kick Off Fundraising Committee has begun planning for the 2020 Signature Football event – Saturday, August 22, 2020 – tentative date



“At FAMU, Great Things are Happening Every Day!”

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