



# Direct Support Organizations

## Presented by Shawnta Friday-Stroud, Ph.D.

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Board of Trustees Retreat, August 6, 2020

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# Direct Support Organizations

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

# DSO Budget

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## **Summary:**

Consideration of Approval of DSO Budget: FY 2020-2021

a. FAMU National Alumni Association

## **Rationale:**

This action is submitted for approval in accordance with FAMU Foundation Board of Trustees Policy No. 2018-01.

The DSO shall submit an annual operating budget, which has been approved by the DSO's governing board and by the President and submitted to the Board for approval.

# DSO Bylaws

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## **Summary:**

Consideration of Approval of Revised Bylaws

a. FAMU Foundation, Inc.

## **Rationale:**

This action is submitted for approval in accordance with FAMU Foundation Board of Trustees Policy No. 2018-01: FAMU Direct Support Organizations.

Provides that any subsequent amendments to the Articles of Incorporation or Bylaws of the organization shall be approved by the President and the Board, prior to becoming effective.

# University Advancement Updates

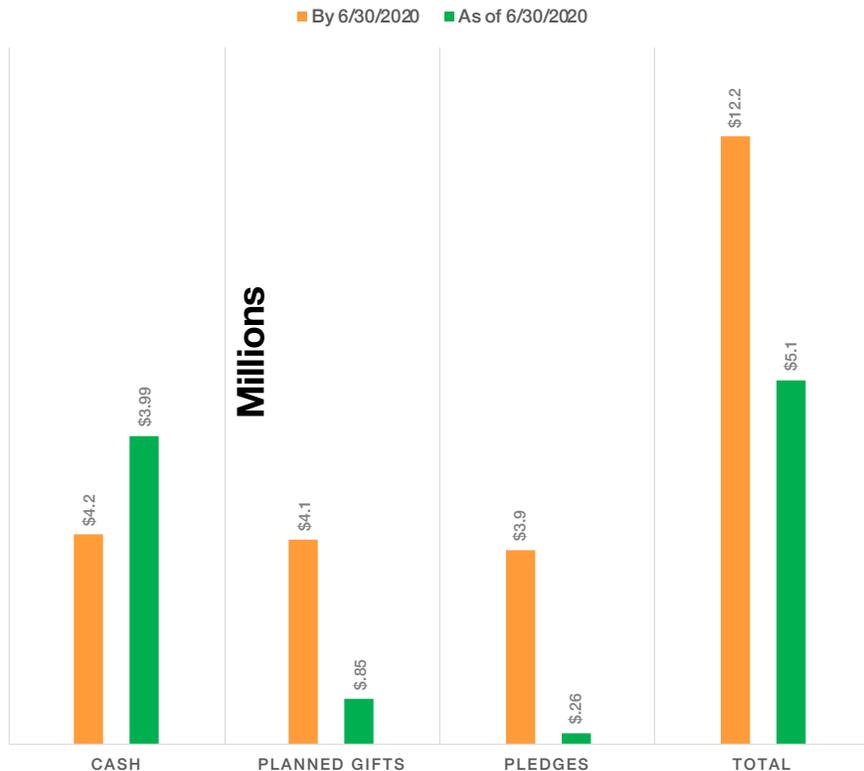
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## A. FY 2019-20 Updates

- Investment Portfolio Value:
  - 6/30/2020: \$123,537,196
  - 4/30/2020: \$117,230,606
- Endowment Value:
  - 6/30/2020: \$95,634,705
  - 4/30/2020: \$90,534,684
- Alumni Giving Rate
  - 6/30/2020: 7.7%
  - 6/30/2019: 5.4%
- Fundraising Total
  - 6/30/2020: \$7.3M
  - 6/30/2019: \$11.65

# 2019-2020 Fundraising as of 6/30/2020

## FUNDRAISING PERFORMANCE AGAINST GOALS



Total as of June 30, 2020:

**\$7,339,949.44**

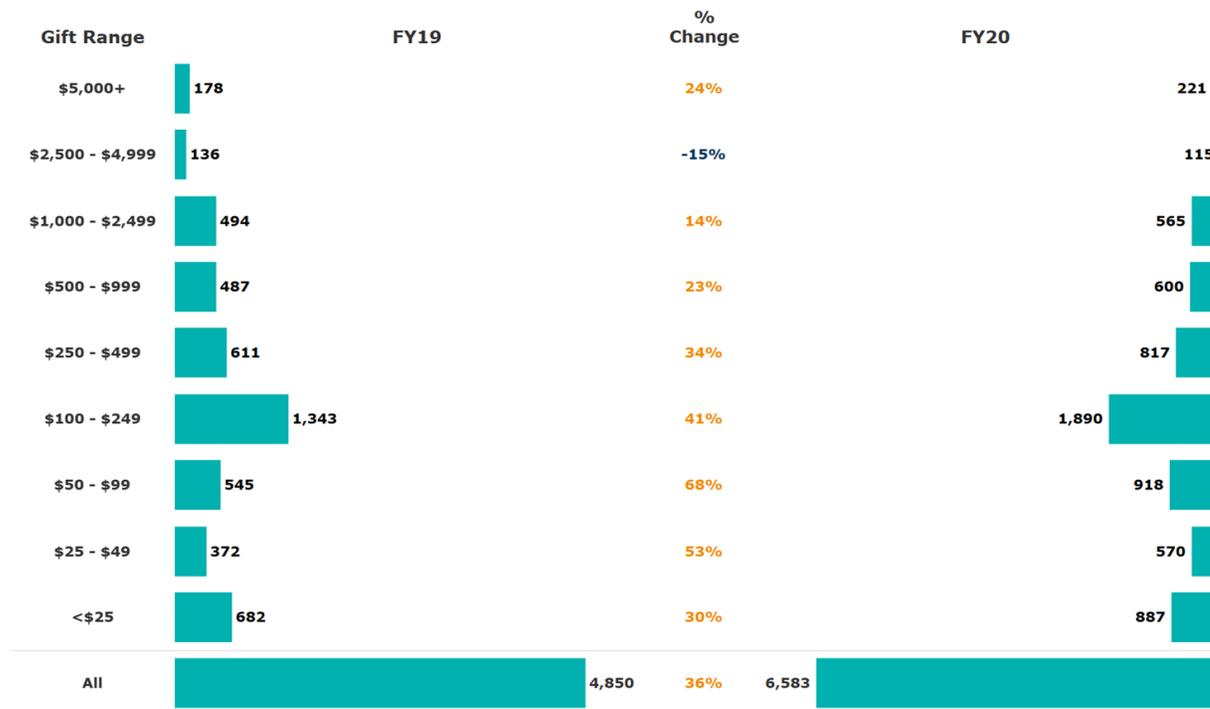
(60% of \$12.2 Million)

- **New Cash Goal - \$4.2M**  
Current - \$6,199,700.69 (148%)  
up \$1.585M from last year
- **Planned Gifts Goal - \$4.1M**  
Current - \$950,443 (23.1%)
- **Pledges Goal - \$3.9M**  
Current - \$189,805.75 (5.2%)
- **Pledge Collections**  
Current - ~\$630K

# EAB Presentation

## FAMU Giving Funnel <sup>1</sup>

Through 6/30



1) All Funds  
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# EAB Presentation

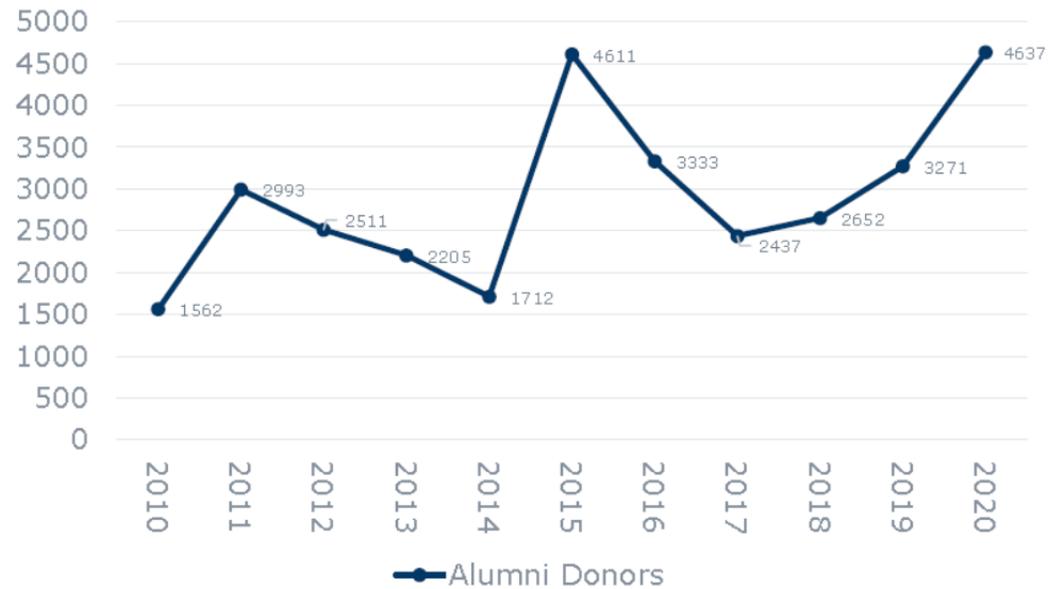
## Measuring Success

	FY18	FY19	FY20	Year-End Goal
	as of 6/30	as of 6/30	as of 6/30	
<b>Multi-Year Donors</b>	66%	76%	81%	80-90%
<b>Second-Year Donors</b>	16%	16%	23%	20-25%
<b>Third-Year Donors</b>	42%	40%	43%	40-50%
<b>Second-Year Reactivated Donors</b>	31%	36%	51%	40-50%
<b>Third-Year Reactivated Donors</b>	50%	57%	60%	60-70%
<b>New Donors</b>	1,559	1,887	2,554	
<b>Reactivated Lapsed Donors</b>	209	251	442	



# EAB Presentation

FAMU's Upward Trend



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

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