March 2024 Advancement Committee

Schedule
Wednesday, March 13, 2024 8:40 AM — 8:50 AM CDT
Organizer
Colton Cockrum

Agenda

1. Call to Order and Open Remarks
   Presented by Robert Carter

2. Roll Call and Declaration of Quorum
   Presented by Colton Cockrum

3. Advancement Giving Update
   Presented by Kimberly Grantham
   - BOT agenda item - Advancement.docx
   - March 2024 BOT Meeting - Advancement.pptx

4. Additional Business

5. Adjournment
1. Call to Order and Open Remarks

Presented by Robert Carter
2. Roll Call and Declaration of Quorum

Presented by Colton Cockrum
3. Advancement Giving Update
Presented by Kimberly Grantham
The University of Memphis Board of Trustees

Recommendation

Choose: For Presentation

Date: 2/6/24

Committee: Advancement

Presentation: Powerpoint slides

Presented by: Kimberly Grantham, Interim VP for Advancement

Background: Provide high-level overview of Campaign productivity to date. Discuss strategies related to R1 match.
Advancement Update

Advancement Committee

Kimberly Grantham
Interim VP Advancement

March 13, 2024
University Center
## Advancement KPIs FY23

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</thead>
<tbody>
<tr>
<td>Alumni Giving Rate</td>
<td>7.7%</td>
<td>5.7%</td>
<td>5.5%</td>
<td>5.6%</td>
<td>4.9%</td>
<td>5.3%</td>
<td>5.00%</td>
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<tr>
<td>Annual Giving ($)</td>
<td>$25,013,000</td>
<td>$40,822,000</td>
<td>$33,715,000</td>
<td>$36,726,000</td>
<td>$54,545,000</td>
<td>$36,666,342</td>
<td>$35,000,000</td>
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<tr>
<td>Alumni Donor Count</td>
<td>5,543</td>
<td>5,735</td>
<td>5,273</td>
<td>6,024</td>
<td>5,869</td>
<td>4,920</td>
<td>10,725</td>
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Campaign Update

Total Goal: $500M
Amount Raised: $210M
% to Goal: 42.06%
Total Campaign Giving by Gift Level

- Major: $89.74M
- Principal: $77.78M
- Mid-Level: $20.40M
- $1k - $4.9k: $10.12M
- Annual Giving: $6.63M
- Leadership Annual Giving: $5.63M
- (Blank): $0.01M
Contributions vs. 3-year Average
R1 Sustainability Update & Details

Total Committed: $21,793,310
Total Collected: $14,598,450

Endowment Detail:
- Chairs: 8
- Professorships: 6
- General Endowments: 6
- Faculty Fellowships: 3
- Student Support: 2
Driven By Giving Year-Over-Year Comparison

**2021**
- Dollars: $220,118
- Donors: 999

**2022**
- Dollars: $650,218
- Donors: 1,141

**2023**
- Dollars: $1,657,072
- Donors: 1,454

+195% in dollars
+14% in donors

+154% in dollars
+27% in donors
4. Additional Business
5. Adjournment