

Parent Giving Update

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Parents Council Liaison



UNIVERSITY *of* NORTH CAROLINA WILMINGTON

University Advancement

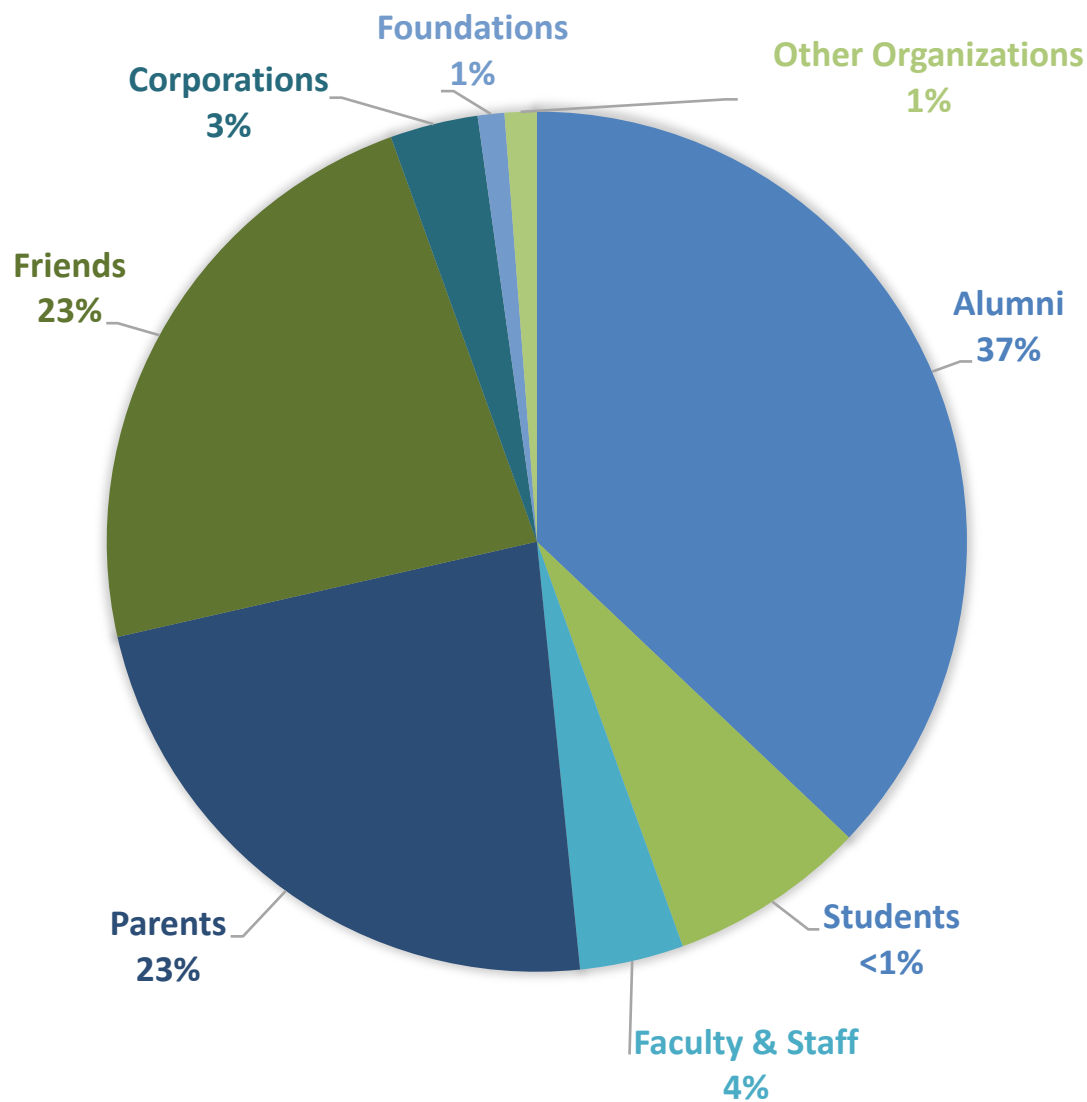
Fiscal Year 2018-2019

| | |
|---------------------------|---------------------|
| Gifts Received | \$12,636,675 |
| New Commitments | \$12,525,473 |
| Planned Gift Commitments | \$2,769,040 |
| Total Productivity | \$23,745,827 |

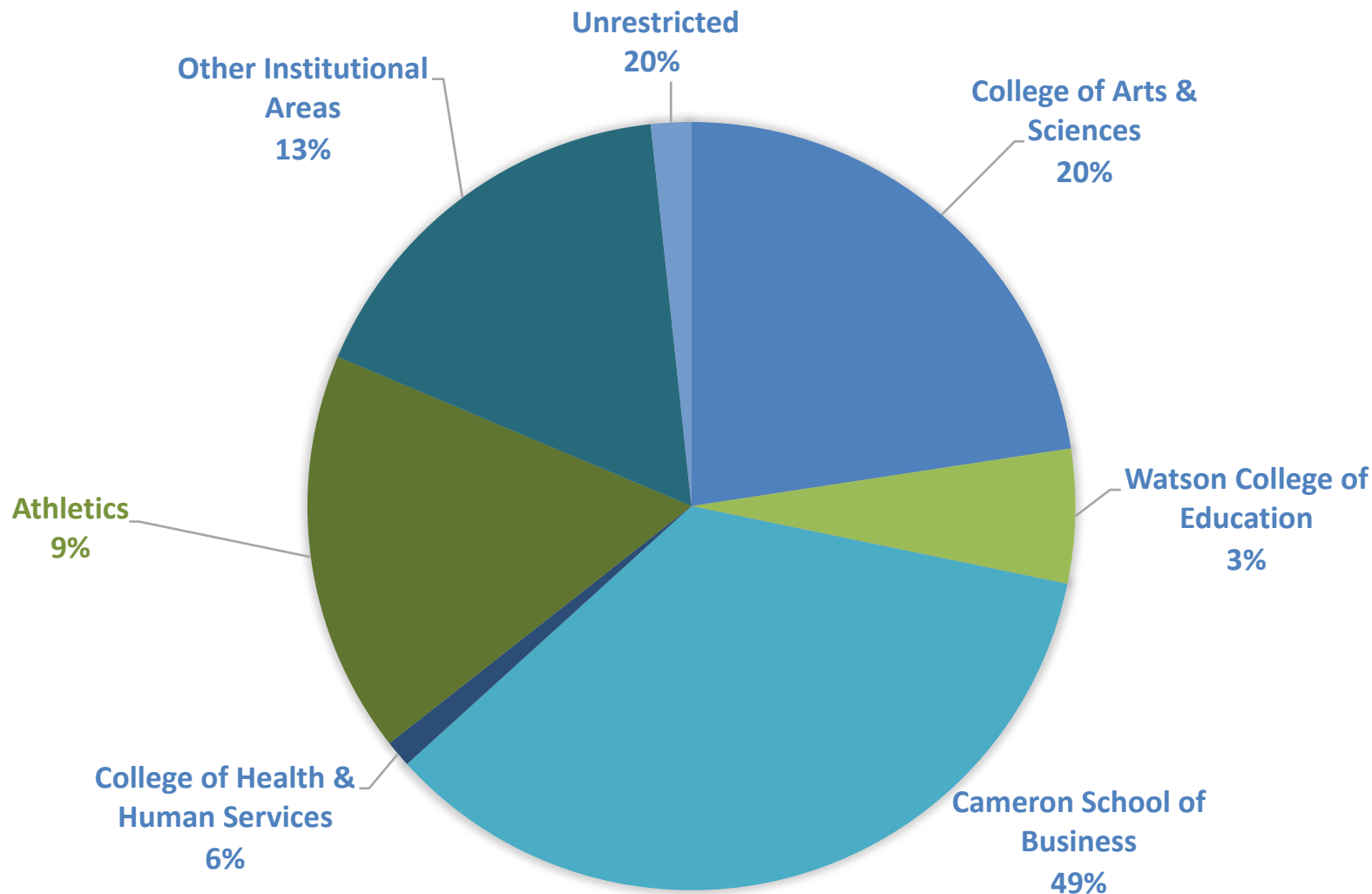
Noteworthy Highlights

- 18,557 gifts overall (over 88% were less than \$250)
- \$10 million pledge to establish a new school within the Cameron School of Business is UNCW's largest outright gift commitment
- Give More in 24 Challenge: 1,894 donors collectively contributed \$250,962 on April 9, 2019
- All giving societies membership are tracking ahead of last year – Clocktower Society, E.L. White Society and Wilmington Society
- Currently conducting image study to inform campaign marketing and communication strategies
- Making plan to launch public phase of campaign in fall of 2020

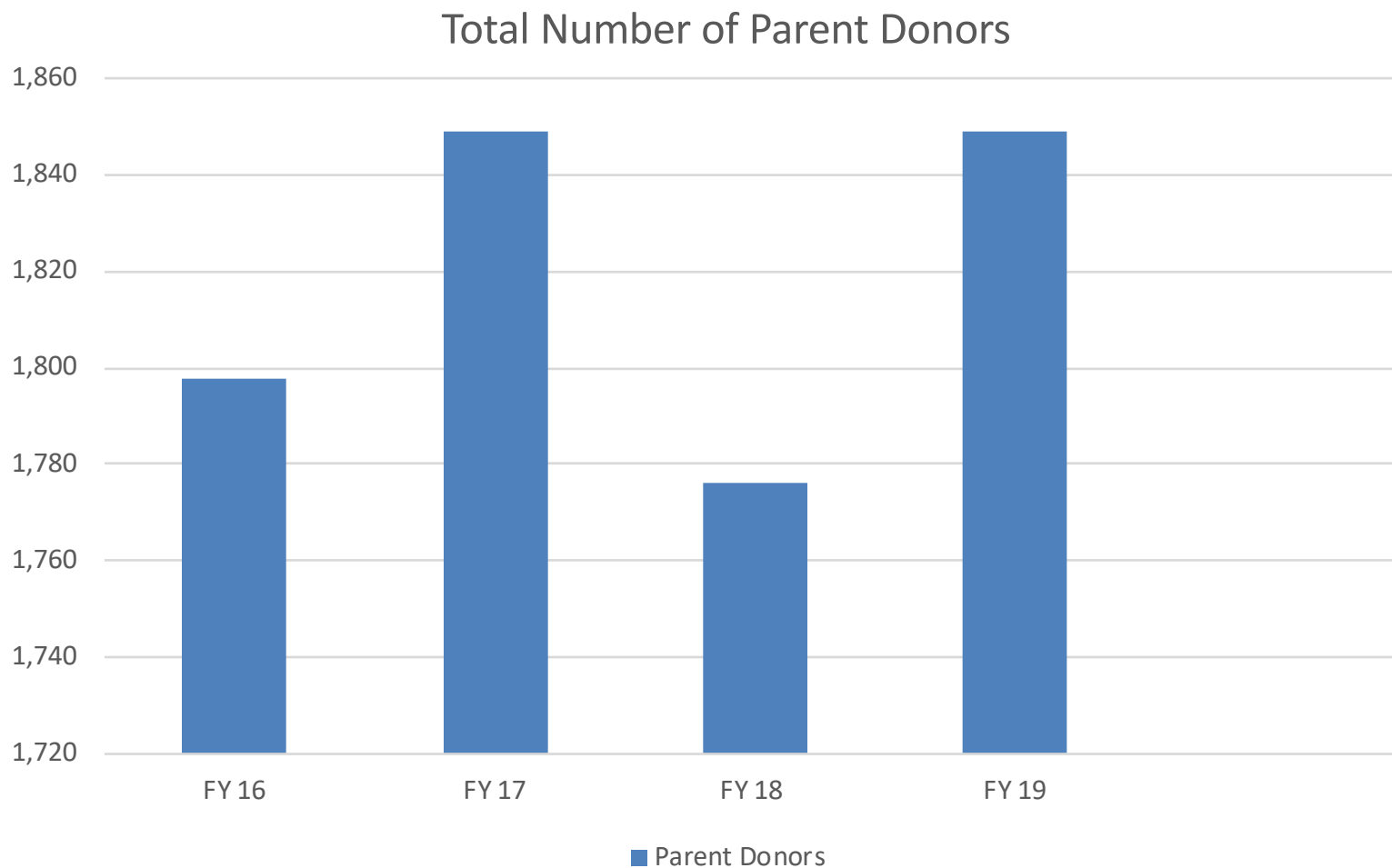
Where did it come from?



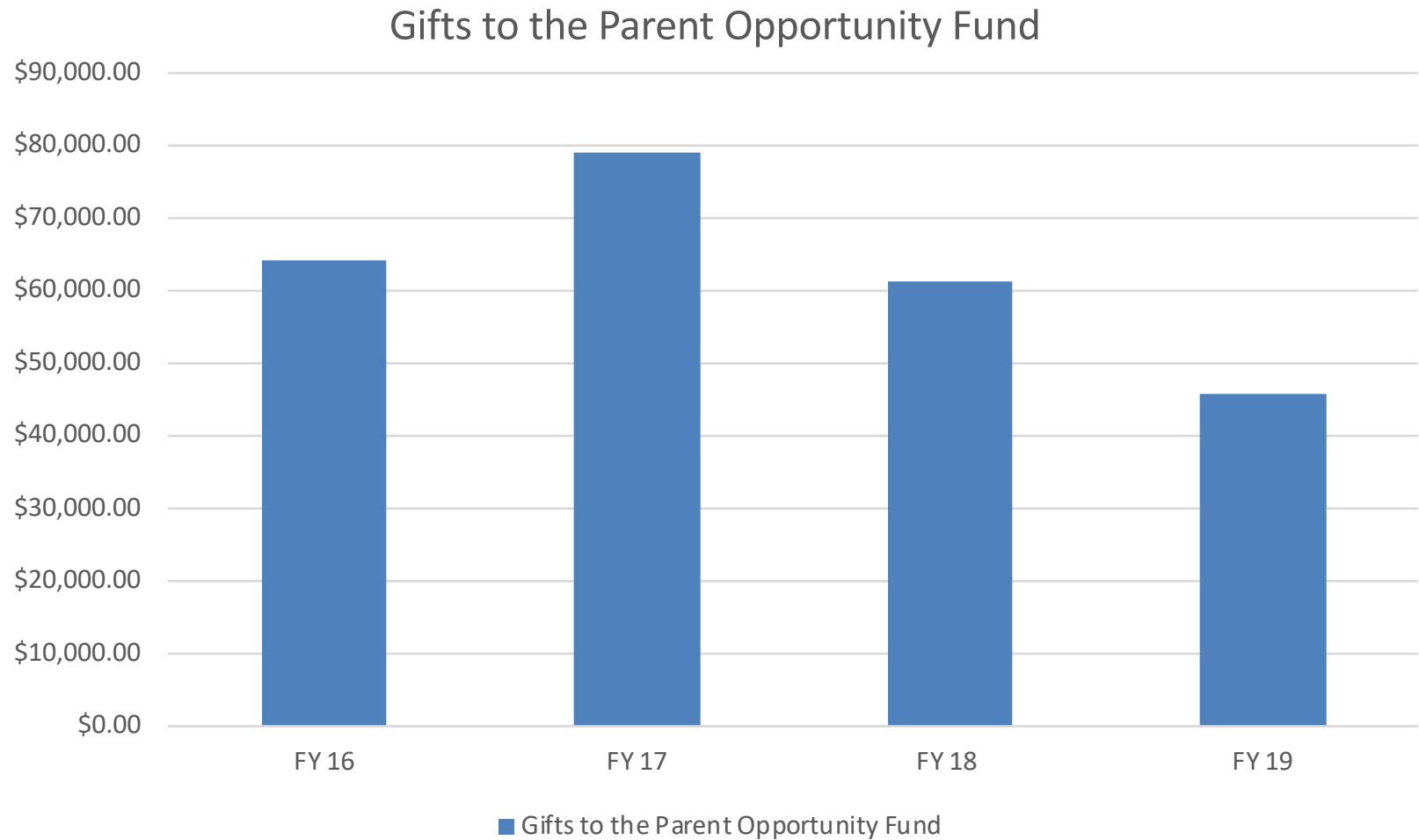
Where did donors direct it?



Parent Giving Trends



Parent Giving Trends



Parent Opportunity Fund In Action



Opportunities to hear expert speakers



Seahawk LEADS program



Taking Flight Senior Capstone Program



UNCWeekend Programming

Parents Council Membership

- 54 current families kicking off FY '20
- \$226,577.31 Parents Council member total giving in FY '19

