



**LIKE NO
OTHER.**
The Campaign for UNCW

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The Campaign for UNCW



2015

Started silent phase
Campaign counting began



2017

Conducted campaign feasibility study



2019

Conducted image study with key stakeholders



2021

Announced the campaign publicly



2022

Achieved initial goals
Announced stretch goal of \$125M

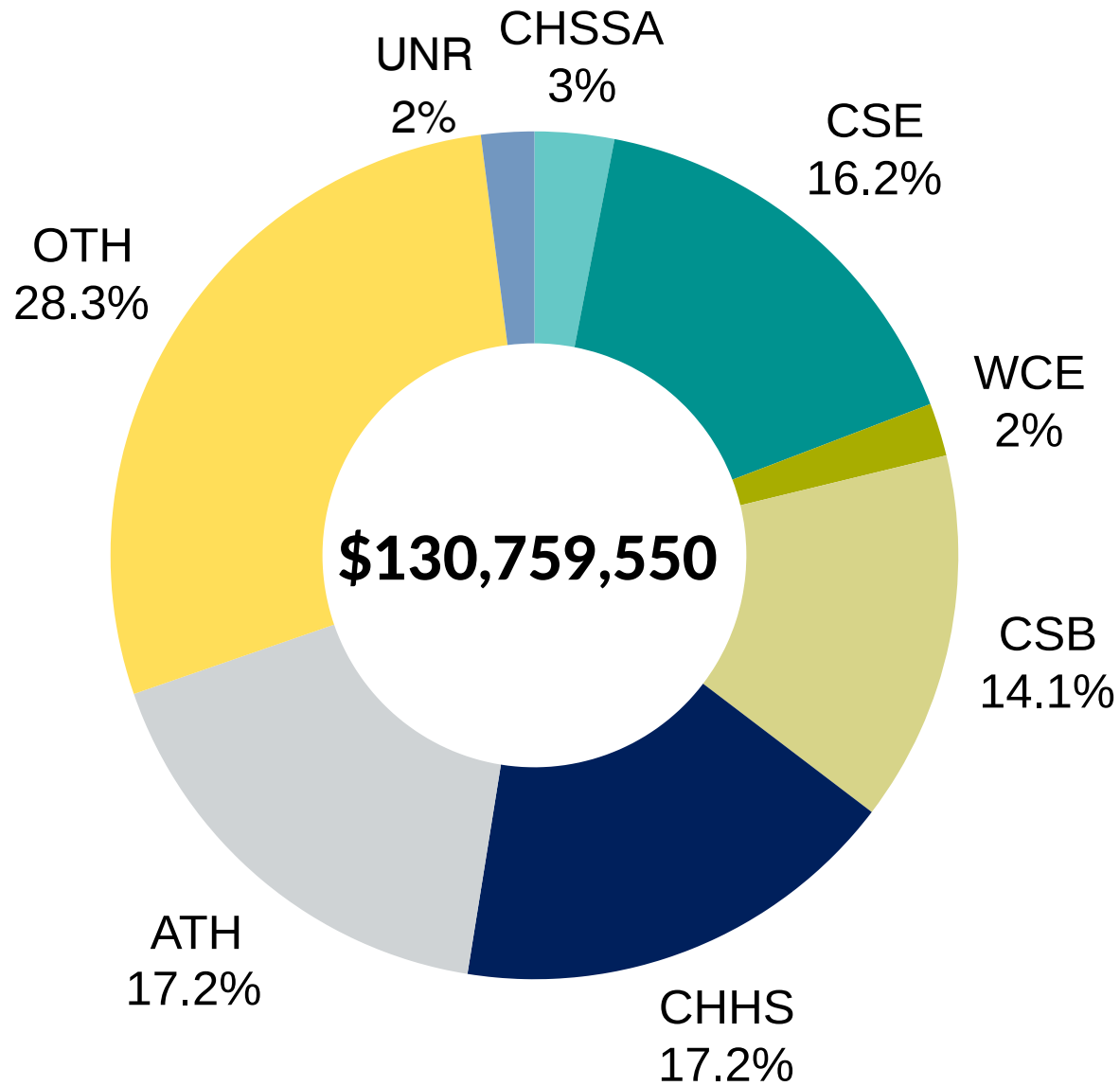


2024

Stretch goal met!
Celebrate campaign impact

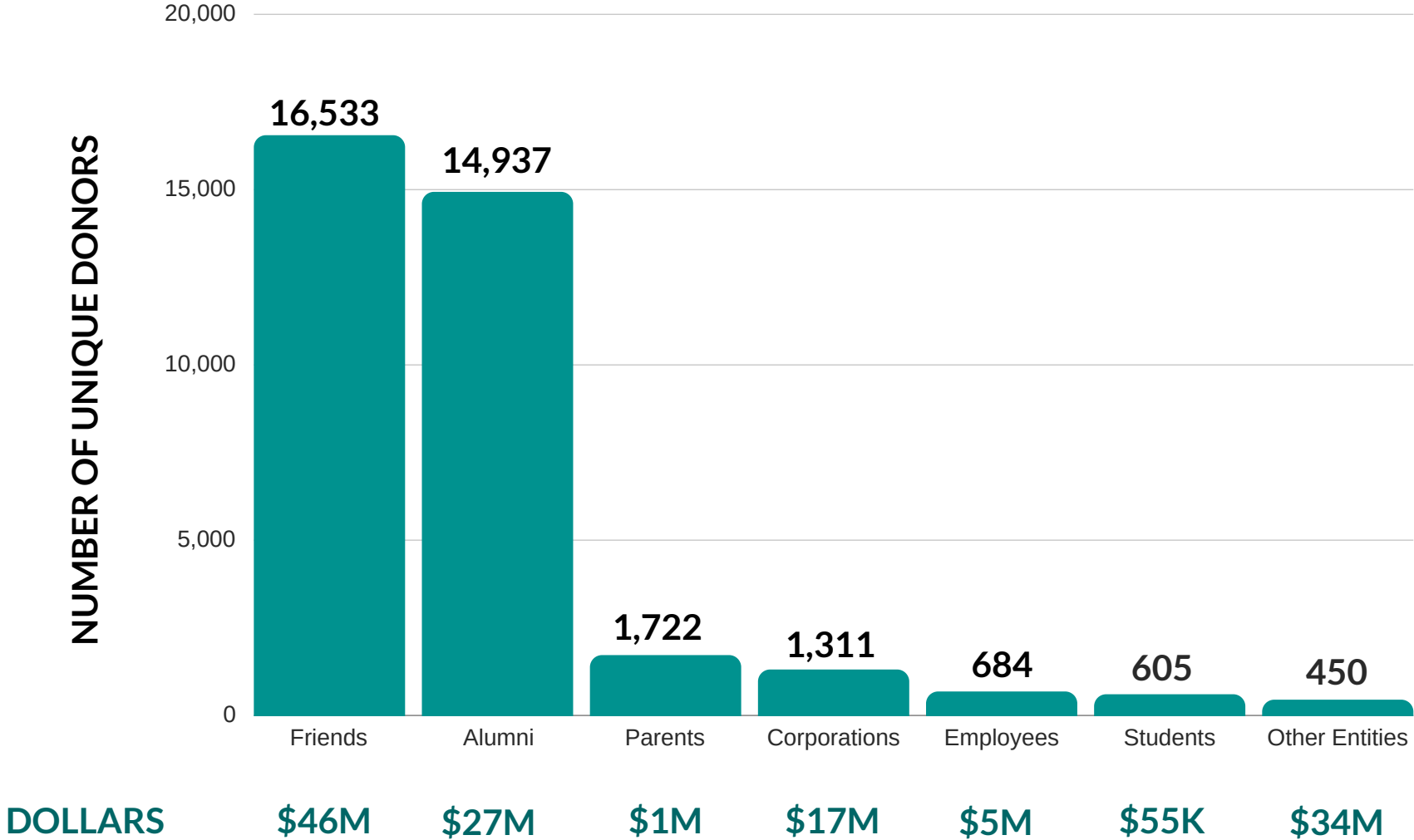
CAMPAIGN DOLLARS BY AREA

7.1.15-2.29.24



CAMPAIGN DONORS AND DOLLARS BY CONSTITUENCIES

7.1.15-2.29.24





\$44M

NEW GIFTS TO THE ENDOWMENT
DURING THE CAMPAIGN

598

NUMBER OF ENDOWED FUNDS

\$154M

MARKET VALUE AS OF 6.30.23

273

new scholarships
established during the campaign





86% of all
campaign
gifts less
than \$250

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Campaign celebrations:

3/26: Endowed Scholarship Dinner

4/2-4/3: Seahawks Give

4/8: CSB Scholarship & Awards Dinner

4/15: CHHS Scholarship Luncheon

4/19: Campaign Celebration Event

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Seahawks GIVE

April 2-3

\$641,557.97 raised
by 1,977 donors
in 24 hours!





this is
UNCW's
campaign