FY2017 ACCOMPLISHMENTS

Philanthropic Activity
- Increase in University-wide philanthropic cash flow ($283.4M, up 9%), new commitments & gifts ($312.4M, up 19%), and total commitments including future support ($359.4M, up 14%)
- Created, implemented, and promoted Bicentennial Scholars Fund matching program
- Increased Development Officer activity across Grounds:
  - 13,075 visits and 4,775 discovery meetings, up 14% over the previous year
  - $407.5 million in solicitations, a 60% increase over FY16
  - 2,626 documented gift conversations, a 51% increase over FY16
- GivingToHoosDay success: 20% increase in both dollars raised and gifts made; 300% increase in first-time donors

Campaign Preparation
- Over 125 stakeholder conversations regarding campaign chair selection
- Peter Grant named as Campaign Chair
- Engaged Grenzebach Glier and Associates to undertake comprehensive campaign readiness study
  - Preliminary work completed by GG+A; draft report in progress
  - BOV member participation in GG+A surveys and interviews
- Schools and units in the Provost’s Development Forum developed and shared campaign plans/priorities
- Extended 160over90 contract to develop campaign messaging and narratives
  - Preliminary work completed and content strategy developed
  - Creative concept phase currently in progress
- Executed regional campaign planning events (6 events in 5 markets)
- Coordinated “sizzle idea” discussions
  - Digital Health Ecosystem, Don Brown (Data Science Institute)
  - UVA Brain Institute, Dr. Jaideep Kapur (School of Medicine)
  - Solving the World’s Hardest Problems, Eric Martin (McIntire School of Commerce)
  - Nudge Solutions Lab, Ben Castleman (Curry School of Education)

Leadership and Collaboration
- Advancement leadership transition complete; Assistant VPs for Advancement Communications and Advancement Operations hired and in place
- Continued relationship-building with school/unit-based foundations via meetings with school/unit leadership and frequent attendance at foundation Board meetings
• Coordinated global engagement programming for the Bicentennial Celebration through Alumni & Parent Engagement
• Supported Ad Hoc Committee on Research through Foundation Relations

**FY2018 GOALS**

• Finalize campaign priorities and case statement
• Set working campaign goal
• Implement recommendations from GG+A report
• Determine campaign funding and where to invest resources
• Introduce Campaign Chair to key stakeholders
• Finalize leadership volunteer structure and begin volunteer enlistment
• Continue increase in philanthropic cash flow and commitments
• Initiate fundraising strategies for pan-University centers
• Develop a second campaign signature matching fund
• Finalize campaign messaging and narratives with 160over90 and share with schools/units
• Continue Bicentennial Scholars Fund implementation
• Continue alumni and parent engagement in support of philanthropic goals