

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
JUNE 15, 2001**

EXTERNAL AFFAIRS COMMITTEE

Friday, June 15, 2001

10:30 - 11:00 a.m.

Board Room, The Rotunda

Committee Members:

Timothy B. Robertson, Chair
Thomas J. Bliley, Jr.
Charles M. Caravati, Jr., M.D.
Elsie Goodwyn Holland

Gordon F. Rainey, Jr.
Terence P. Ross
Thomas A. Saunders, III
John P. Ackerly, III, Ex Officio

AGENDA

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- REPORTS BY THE SENIOR VICE PRESIDENT
FOR DEVELOPMENT AND PUBLIC AFFAIRS
(Mr. Sweeney)
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UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 15, 2001

COMMITTEE: External Affairs

AGENDA ITEM: A. Vice President's Remarks

BACKGROUND: The University of Virginia is engaged in a new phase of institutional fundraising following the completion of the seven-year Campaign for the University.

DISCUSSION: Mr. Sweeney will address several challenges affecting fundraising in the post-Campaign period, with a special focus on annual giving.

ACTION REQUIRED: None.

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COMMITTEE: External Affairs

AGENDA ITEM: A.1. Campaign Transition/Fundraising
and Economic Indicators

BACKGROUND: Following the successful conclusion of the University's first billion-dollar campaign, the University of Virginia has become one of the nation's top universities in fundraising, public or private.

DISCUSSION: The Campaign for the University of Virginia occurred during a time of unprecedented economic prosperity, with unparalleled stock market gains and a significant growth in personal income. During this period, philanthropic support for charitable organizations across the country soared.

Mr. Sweeney will review the major economic indicators, noting how changes in economic conditions have impacted philanthropic support for education. Data compiled by Marts & Lundy, the University's fundraising counsel, will be used to illustrate the effects of the market and personal income growth on different types of giving (unrestricted gifts, capital gifts, endowment support, etc.) to a cross-section of American educational institutions.

ACTION REQUIRED: None

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 15, 2001

COMMITTEE: External Affairs

AGENDA ITEM: A.2. Transitional Issues and
Opportunities/Annual Giving

BACKGROUND: The Campaign for the University of Virginia ended on December 31, 2000. Vice President Sweeney is working with the schools and units to identify approaches to fundraising based on the Virginia 2020 strategic directions and the priorities of the Deans and program directors.

DISCUSSION: Mr. Sweeney will review the statistics on Annual Giving over the course of the recent Campaign. Annual Giving represents overall monies raised for current operating support in all the schools and units. During the Campaign, Annual Giving fundraising made great strides. The University Development Office coordinates a number of these Annual Giving activities, including the President's annual letter, management of the Phonathon, administration of the Rotunda Society, and Reunion giving. Data will be presented to show how Annual Giving approaches gained in sophistication and effectiveness over the course of the Campaign, raising more than \$105.4 million, approximately 21% above the goal of \$86.7 million.

Despite the success of the Campaign, the University's need for current operating support remains greater than ever. In order to reach the next level, the Annual Giving program must employ innovative techniques. Mr. Sweeney will discuss new Annual Giving approaches, such as the use of the Internet to send targeted messages to specific alumni groups, especially young alumni.

ACTION REQUIRED: None

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 15, 2001

COMMITTEE: External Affairs

AGENDA ITEM: B. Philanthropic Cash Flow

BACKGROUND: A statistical review of fund-raising cash gifts received for the period July 1, 2001 - April 30, 2001. Emphasis will be placed on measuring performance compared to Fiscal Year 2000 and the previous three fiscal years.

DISCUSSION: The April reports will be available by the June meeting of the Board of Visitors and will be discussed at that time.

ACTION REQUIRED: None