

January 26, 2002

MEMORANDUM

TO: The External Affairs Committee:

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

and

The Remaining Members of the Board:

William G. Crutchfield, Jr.	T. Keister Greer
Thomas F. Farrell, II	Elizabeth A. Twohy
Charles L. Glazer	Benjamin P.A. Warthen
William H. Goodwin, Jr.	Sasha L. Wilson
Joseph E. Wolfe	

FROM: Alexander G. Gilliam, Jr.

RE: Minutes of the Meeting of the External Affairs  
Committee on January 26, 2002

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 8:35 a.m., Saturday, January 26, 2002, in the Board Room of the Rotunda; Timothy B. Robertson, Chair, presided. Thomas J. Bliley, Jr., Charles M. Caravati, Jr., M.D., Gordon F. Rainey, Jr., and John P. Ackerly, III, Rector, were present.

Also present were William G. Crutchfield, Jr., Thomas F. Farrell, II, Charles L. Glazer, William H. Goodwin, Jr.,

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T. Keister Greer, Ms. Elizabeth A. Twohy, Benjamin P.A. Warthen, Joseph E. Wolfe, and Ms. Sasha L. Wilson.

Present as well were John T. Casteen, III, Leonard W. Sandridge, Alexander G. Gilliam, Jr., Robert D. Sweeney, Ms. Yoke San L. Reynolds, Gene D. Block, Ms. Colette Sheehy, Ms. Patricia M. Lampkin, Robert E. Reynolds, M.D., R. Ariel Gomez, M.D., and Ms. Jeanne Flippo Bailes.

The Chair asked Mr. Sweeney, Vice President for Development, to present the Agenda. Mr. Sweeney introduced Ms. Reynolds, Vice President for Finance, and asked her to give the customary annual report on University-related foundations.

Ms. Reynolds, as Vice President for Finance, has responsibility for overseeing the foundations' compliance with the Policy on University-Related Foundations, which was approved by the Board of Visitors on October 9, 1992. The foundations submit certain specified reports to the Vice President for Finance.

Ms. Reynolds, referring Members to material distributed previously to them, said that all foundations are in compliance with the Policy on University-Related Foundations.

Mr. Sweeney gave a report on a variety of items of interest to the Committee.

The events of September 11<sup>th</sup>, together with the economic climate, have had a major impact on philanthropy, but the extent of this impact is as yet undetermined. No calls were made by the Development Office for a week and no calls were made in metropolitan New York or Washington until late October and early November. A result of this is that Annual Giving is running 16-20% behind.

In spite of the economic situation in the country, cash flow in the first five months of the current fiscal year exceeds the amount raised in the same period for each of the three previous years. Although the December figures are not yet in, Mr. Sweeney predicted that they would prove the December giving totals to be the largest in the history of the University.

Mr. Sweeney told the Committee about the concept of "Venture Philanthropy," which he looks on as a new way to engage donors on a more personal basis with research and education at the University. Johns Hopkins University has used this effectively in its development efforts and someone from Hopkins conducted a session on Venture Philanthropy for development officers at the University in November.

The Development Office has begun to focus on women in philanthropy as women currently constitute 40% of living alumni and by 2020 will make up 50% of all alumni with undergraduate degrees from the University. In spite of this, 85% of the persons contacted by development officers are male alumni. Donor participation is about equal for male and female alumni, but the level of giving is noticeably lower for alumnae. The Committee on Women and Philanthropy was formed two years ago to address some of these concerns.

The MYTCAV program is a new marketing program. The letters stand for "My Yearly T(Thirty to Two Hundred) Counts at Virginia," and the program is aimed at young alumni who might think that the University does not value smaller gifts. The idea is to engage young alumni "in a culture of consecutive giving." The target population will be all undergraduate alumni and Curry graduate alumni from the last five graduating classes, as well as current fourth year students.

Mr. Sweeney then spoke about the University Web Site which has been developed by Ms. Nancy Tramontin in the Office of University Relations. He showed examples of "virtual tours" and "virtual postcards," and demonstrated how gifts can be made on line.

Summing up his report, Mr. Sweeney said he would stack up the Development and University Relations staff with any similar groups in the country. They are doing an excellent job, he said, and doing it very efficiently.

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On motion, the meeting was adjourned at 9:05 a.m.

AGG:lah  
These minutes have been posted to the University of Virginia Board of Visitors website.  
<http://www.virginia.edu/bov/externalminutes.html>