Philanthropic Cash Flow

$20.1 MILLION INCREASE

*Philanthropic cash flow includes gifts, pledge payments, private grants, and deferred (irrevocable) gifts.
Total New Commitments

$64.7 MILLION INCREASE

*Total new commitments include new gifts, private grants, realized bequests, deferred (irrevocable) gifts, original pledge amounts of new pledges recorded during the fiscal year to-date (pledge payments excluded), and new bequest expectancies.
<table>
<thead>
<tr>
<th>Bicentennial Endowed Chairs</th>
<th>Bicentennial Endowed Scholarships</th>
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<tbody>
<tr>
<td>Capital Projects</td>
<td>Worthy Programs</td>
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Bicentennial Campaign Timeline

- **Planning Stage:** July 2014 - June 2017
- **Silent Phase:** July 2017 - Fall 2019
- **Public Phase:** Fall 2019 - Fall 2025/26
Bicentennial Campaign Planning Stages

• **Phase I (July 2014-June 2015):** Restructuring and Rebuilding

• **Phase II (July 2015-June 2016):** Grounds-wide Planning and Assessment

• **Phase III (July 2016-June 2017):** Implementation
Planning Phase I: Completed

- Restructuring and Rebuilding the Team
- Organizational Discipline
- Collaboration
Planning Phase II: Ahead of Schedule

• Initial Consultative Planning Meetings

• Needs Assessment/Priority Setting

• With University Communications, Determine Campaign Messaging, Themes and Motivations

• Recruitment of Bicentennial Campaign Chair

• Internal/External Committee Structures

• Funding of the Campaign
Planning Phase III: Projected

- Final Committee Recruitment
- Approval of Key Fundraising Priorities
- Stakeholder Feedback on Case Statements
- Establish Working Goal for the Campaign
- Individualized Leadership Gift Prospect Strategies
- Development/Approval of Initial Marketing Material
- Formalize Policies and Procedures
Bicentennial Campaign: What Will Be Different?

- Big Gifts/Big Ideas
- New Leadership—Across Grounds
- Expanded Major Gift Donor Base
- Investment in the Campaign
- Data Analytics/Technology
- Enhanced Marketing/Communications
- Campaign Counsel