Direct Support Organizations

Presented by Shawnta Friday-Stroud, Ph.D.

Board of Trustees Meeting, March 4, 2020
Direct Support Organizations

Shawnta Friday-Stroud, Ph.D.
Vice President, University Advancement
Executive Director, FAMU Foundation, Inc.
Dean, School of Business and Industry
Approval of Minutes

Recommendation:
Approve the minutes of the December 4, 2019, Director Support Organizations (DSO) Committee Meeting.
Naming Opportunities Policy

Review of the Naming Opportunities Policy

• Review the naming in perpetuity and term limits.
• It is suggested that additional review and potential modifications are offered after the Legislative Session in the event that new naming requirements are passed.
Update on Divisional Activities

A. FY 2019-20 University Updates

- Received $1.4M cash donations in December; largest amount ever raised in December
- Giving Tuesday raised $63,000 on December 3, 2019
- Donor Recognition Reception will be held on March 28 during the Spring Game
- On April 30, the University will kick off its first ever/Inaugural Day of Giving, 1887 minutes of giving.
Update on Divisional Activities (cont.)

B. DSO Updates

1. **FAMU Foundation, Inc.**
   - Spring 2020 Board Meeting, May 20-21, Atlanta, GA
   - Tentative one-day Board Meeting during the FAMU National Alumni Convention, June 4-7, Tallahassee, FL
   - Investment Portfolio at 12/31/19: $130,721,282; Endowment value at 12/31/19: $100,399,702.

2. **FAMU National Alumni Association**
   - FAMU Day at the Capitol, February 6, Tallahassee, FL
   - Community Celebration – FAMU Football’s 2020 National Signing Day
   - Polk County Alumni Chapter’s fundraising campaign
   - MEAC, mid-March, in Norfolk, VA
   - Annual Convention, June 4-7, Tallahassee, FL
Fundraising Update as of 2/7/2020

Progress as of February 7, 2020: $5,103,061.30 (41.8% of $12.2 Million)

- New Cash Goal - $4.2M
  Current - $3,991,485.55 (95%)

- Planned Gifts Goal - $4.1M
  Current - $850,443 (20.7%)

- Pledges Goal - $3.9M
  Current - $261,132.75 (6.6%)

- Pledge Collections
  Current - $448,926.71
Segmentation of $12.2 Goal

Student Scholarships
Goal - $7.2M (~59% of $12.2)
Cash Goal – $2.4M
Pledge Goal – $1.8M
Planned Gift Goal – $3M

Student Success Initiatives
Goal - $3M (~25% of $12.2)
Cash Goal – $2M
Pledge Goal – $500K
Planned Gift Goal – $500K

FAMU Athletics
Goal - $1M (~8% of $12.2)
Cash Goal – $400K
Pledge Goal – $300K
Planned Gift Goal – $300K

The Arts & History
Goal - $1M (~8% of $12.2)
Cash Goal – $400K
Pledge Goal – $300K
Planned Gift Goal – $300K

Florida A&M University
B. DSO Updates

3. FAMU Rattler Boosters
   • Boosters have contributed $9,730 to the Athletics Department to hire an athletic trainer
   • 352 dues paying members
     o Includes 128 fully paid Life Members; 24 Subscribing Life Members
   • Over $95,000 endowment; $100,000 goal
   • Donations of over $30,000 have been received and earmarked for Stadium and Facilities Enhancements this quarter
   • Rattler Boosters Kick Off Fundraising Committee has begun planning for the 2020 Signature Football event – Saturday, August 22, 2020 – tentative date
“At FAMU, Great Things are Happening Every Day!”