



Board of Trustees Meeting Direct Support Organizations

PRESENTED BY

Shawnta Friday-Stroud, Ph.D.

Vice President, University Advancement; Executive Director, FAMU Foundation

Dean, School of Business and Industry

Florida Agricultural and Mechanical University

December 4, 2019



Approval of Minutes

Recommendation:

Approve the minutes of the September 18, 2019, Direct Support Organizations (DSO) Committee Meeting.





Approval of Amphitheater Naming

Summary:

The new Amphitheater will be named upon receipt of a family donation.

Rationale:

A family is making a \$500,000 donation to complete the new Amphitheater (approximately one-fourth of \$2.1M cost to construct the facility).





Acceptance of the Pending Revised 2019-2020 Foundation Budget

Summary:

During its November 23, 2019 Board Meeting, the Foundation Board reviewed and approved its revised budget.

Rationale:

The Foundation Board approved an increase in its budget, which includes withdrawing the remainder of available earnings, to provide additional funding in the areas of university support, donor outreach, and development support.





Approval of new Foundation Board Members

Summary:

- a. Approval of Foundation Board Directors
- b. Approval of Faculty Senate Representative

Rationale:

At the November 23, 2019, FAMU Foundation Board Meeting, the Foundation Board elected three Directors, and the new Faculty Senate Representative was appointed by the President of the Faculty Senate.





2019-2020 Giving

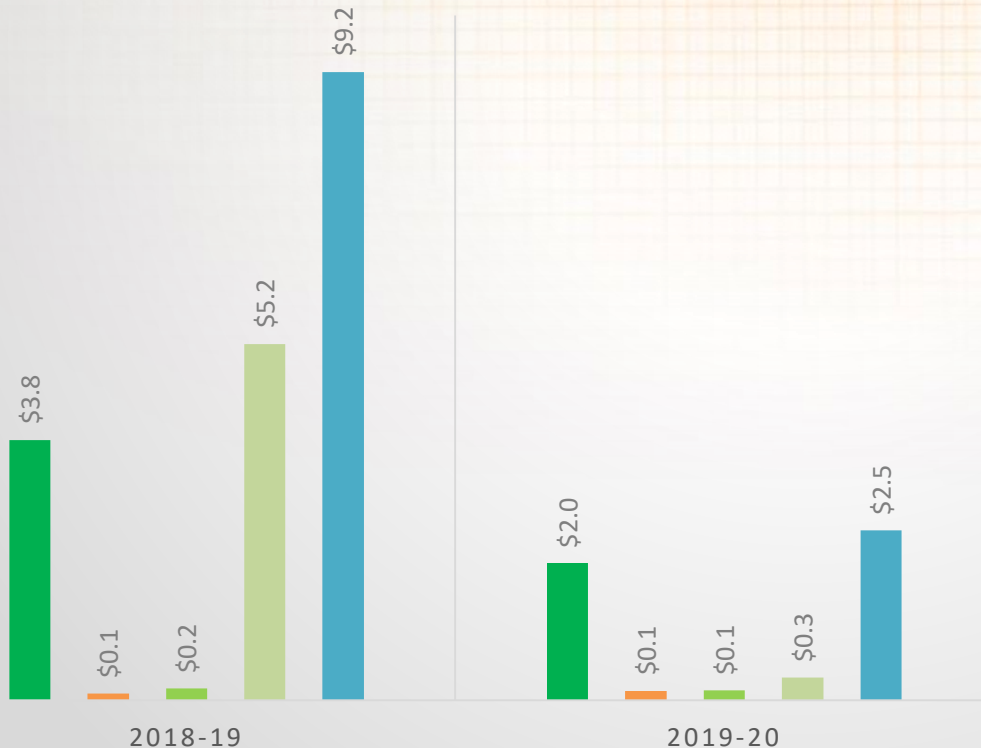
FY 2019-20 University Advancement Updates

**Progress as of
November 12, 2019:
\$2,320,697.63
(19% of \$12.2 Million)**

FUNDRAISING PERFORMANCE SNAPSHOT

■ Cash ■ Planned Gifts ■ Pledges ■ Pledge Collections ■ Total

Millions



- New Cash - **\$2,031,355.05**
- Planned Gifts - **\$141,231.00**
- Pledges - **\$148,111.58**
- Pledge Collections - **\$334,201.98**
- Pledge Fulfillment Rate **20%** ($\$334,201.98 / 1,645,825.84$)





Update on Divisional Activities

1. University Advancement Update

- Launch mailing, email and digital campaign December 1st
- Promote Giving Tuesday on December 3rd
- Launch the University's first ever Day of Giving, April 30 at 12 noon to May 1 at 12 noon (Graduation weekend) in conjunction with the National Alumni Association Day of Giving during their national convention in June.
- Launch campus naming initiative starting with rooms the new CASS Building and Residence Hall
- Host a Donor Recognition event twice a year (Homecoming and Spring) – Inaugural Event hosted on October 3, 2019
- Planned giving focus - This fiscal year seven gifts totaling \$901,954 are in the pipeline.
- Retiree focus – presentation scheduled January 9th to the FAMU Retirees
- A family has donated \$500,000 toward the new Amphitheater.





Update on Divisional Activities

1. University Advancement Update Continued

- Homecoming 2019 – The Experience – (Chaired by Carmen Cummings and Co-Chaired by Bryan Smith, Brandi Tatum-Fedrick, and Shawnta Friday-Stroud) included more than 33 events on campus for students, alumni, and friends, including the celebration of FAMU's 132 years.
- Foundation Director, G. Scott Uzzell, CEO of Converse, served as our 2019 Homecoming Convocation Speaker.
- Affinity giving has contributed \$702,567 this fiscal year, and six classes and four Sororities/Fraternities are raising money for Homecoming 2020.
- Memory Lanes Brick Campaign has raised \$20,650 to date, with the first bricks being ordered and ready by early spring.
- Assistant Vice President Carmen Cummings coordinated the away game community service activities with First Lady Sharon Robinson, Coach Willie Simmons, and the football team.
- The 2nd Athletics Big Push event was held on November 9, 2019.
- FAMU Rising Fundraising Tour
 - Orlando – November 20, 2019 (Director John Crossman)
 - Charlotte – March/April 2020 (Director Lorin Crenshaw, Glenn Ford, Justin Smith)
 - Atlanta – May 20, 2020





Update on DSO Activities

2. DSO Updates

A. FAMU Foundation, Inc.

- The FAMU Foundation Fall Board Retreat and Meeting was held on November 20-23, 2019, in Orlando, Florida.
- The Investment Portfolio balance at July 31, 2019, is \$125.1M.
- The Endowment value at July 31, 2019, is \$94.8M.
- The Foundation's 2018-2019 Annual Audit was completed with no recommendations.
- The FAMU Foundation Spring Board Meeting will be held May 20-21, 2020 in Atlanta, GA.





Update on DSO Activities

2. DSO Updates

B. FAMU National Alumni Association (NAA)

- NAA hosted an Athletics Fundraiser Breakfast, Saturday, November 23, 2019, in Orlando, FL.
- NAA National Convention will be held in Tallahassee, FL, June 4-7, 2020.
- NAA Polk County Chapter is launching a Field House Renovation Fundraiser.





Update on DSO Activities

2. DSO Updates

C. Florida A&M University Rattler Boosters, Inc.

- Automated Accounting Records and Monthly Reports
- Completed 2018-2019 Annual Audit Completed with No Recommendations
- Life Membership Totals – 123 with 23 Subscribing Members
- Endowment over \$90,000
- The FAMU Rattler Boosters, Inc. participated in the November 9, 2019, Athletics Big Push two-hour web-a-thon.





“At FAMU, Great Things Are Happening Every Day.”

established 1887

