Summary and Highlights
Overall, the University of North Carolina Wilmington enjoyed a very productive year in philanthropic giving. Under a new Vice Chancellor for University Advancement, the Division engaged in the following endeavors:

• Implementation of key performance targets in major and planned giving, annual giving, and alumni giving.
• Prepared for the conversion to a new CRM tool (The Raiser’s Edge).
• Successfully completed the first-ever 24-hour challenge raising 450% over goal.
• Recruited a new Assistant Vice Chancellor for Major Gifts as well as two directors of development who will work primarily with the Watson College of Education and the College of Health and Human Services.
• Experienced unprecedented increases in alumni event attendance and engagement.
• Launched the UNCW Society (annual giving society) and the Clocktower Society (consecutive giving society).
• Generated new major gifts commitment in excess of $4.9M (up 53% over the 2012-2013 fiscal year).
• Generated support in excess of $11.3 in gifts and commitments (up 19% over the 2012-2013 fiscal year).
• Gifts receipted totaled $7.9M (up 41% over the 2012-2013 fiscal year).

2014-2015 Focus and Areas of Priority
• Development of institutional philanthropic priorities.
• Recruitment for critical vacant key positions. (Associate Vice Chancellor for University Advancement, Director of Alumni Relations, Development Director for Planned Giving)
• Converting CRM system to Raiser’s Edge from Banner in August 2014. Full implementation is anticipated by July 2015.
• Launch of three-year strategic plan developed in summer of 2014.
• Minor structural changes to maximize efficiency.
• Implementation of key performance targets in major and planned giving, annual giving, and alumni giving.

2014-2015 Performance Targets

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<tr>
<td>Major gift commitments</td>
<td>$5,733,000</td>
<td>$6,019,650</td>
<td>$6,320,633</td>
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<tr>
<td>Planned Giving Commitments</td>
<td>$1,050,000</td>
<td>$1,102,500</td>
<td>$1,157,625</td>
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<td>Annual giving program production</td>
<td>$663,974</td>
<td>$683,893</td>
<td>$704,410</td>
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<tr>
<td>Number of alumni donors</td>
<td>3,686</td>
<td>3,760</td>
<td>3,835</td>
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Major Gifts
Prospects under management: **1,261**
FY 14 Contacts: **2,706**
Average of contacts per month: **225**
Solicitations: **189**
Solicitations value: **$8,993,854**
New commitments value: **$4,892,729**

Planned Giving
Unrealized planned gifts: **4**
Unrealized planned gift value: **$724,609**
Realized planned gifts: **17**
Realized planned gift value: **$2,671,760**

Annual Giving
Total dollars received: **$758,657**
Phone program: **$220,047**
Online giving: **$226,676**
Direct mail: **$86,489**
Faculty staff percent: **30%** (545 donors)
Faculty staff amount: **$165,461** gifts and pledges
UNCW Society Members: **2,118**
Clocktower Society Members: **3,176**

Funds Raised FY14
Gifts receipted: **$7,898,456**
Gifts and commitments: **$11,308,486**
Number of donors: **9,418**
Number of alumni donors: **3,458**
Alumni giving percentage: **5.44%**
Number of new donors: **2,734**

**Giving Source Distribution (2013-2014)**