**NC Agricultural Foundation, Inc.  
NC Dairy Foundation  
NC Tobacco Foundation, Inc.  
Joint Development Committee Report**

**UNIVERSITY FUNDRAISING AND CAMPAIGN UPDATE: Francine Cronin, Associate Vice Chancellor for University Development**

* University Development has filled the vacant Executive Director of Corporate and Foundation Relations position. Lorena McLaren (coming to us from Carnegie Melon) will join us on November 18th. This leaves two (of the four) open Executive Director positions, the Executive Director of Major Gifts and Executive Director of Gift Planning. Filling these two positions is a top priority.
* The University’s Fundraising results in Fiscal Year 2014-15 totaled $208,473,272. Through the first quarter of this fiscal year, overall gifts and new commitments total $20,356,421.
* Campaign Giving University-wide as of October 31 = $755.9 million. We need to secure at least 60% ($900M) of the Campaign goal by the public launch. Key Campaign deliverables for the remainder of the fiscal year have been outlined and include forming an internal Campaign Operations Workgroup. This workgroup will be critical to successful completion of the Campaign, engage Advancement/Development Staff & others in Campaign execution, ensure key duties are being planned for & managed, and align deliverables with all aspects of Campaign operations.
* ​We have hired a strategic partner, SimpsonScarborough, to conduct a three phase approach ​​designed to inform both our Campaign communications plan and Campaign messaging. They are currently conducting focus groups with audiences that were selected based on conversations​ ​they ​had, and continue to have, with senior leadership, development officers, college communicators and staff.​​ Over the next few weeks, they ​will be analyzing data and ​scheduling a campus ​visit ​to discuss their research and next steps. We will have more details to share with the board in March.
* Initial planning is underway for a Volunteer Leadership Summit in May/June 2016. We will: discuss and adjust proposed Campaign priorities and funding opportunities, provide training on Roles of Campaign Volunteers, Ways of Giving, Campaign Mechanics (e.g., Counting Rules), involve the participants in our Campaign branding/marketing campaign, and create enthusiasm for ramp-up and launch of Campaign.

**OVERALL CALS FUNDRAISING RESULTS: Keith Oakley**

* FY 2014-15 (July 1, 2014 through June 30, 2015): $57,263,208 plus conditional Plant Sciences Initiative pledges of $6.9 million.
* FY 2015-16 1st Quarter (July 1, 2015 through September 30, 2015): $5,933,132 + $110K Conditional Pledges for PSI

**Academic Programs / Departmental Fundraising and JC Raulston Arboretum: Sonia Murphy and Chris Cammarene-Wessel**

* The JC Raulston Arboretum is experiencing a second year of record growth with its membership increasing 18% since last year. JCRA will celebrate its 40th anniversary in 2016 with a new luminary night event and a special tribute to JC Raulston (the man) at the Hunt Library through an exhibit about his life.  Look for JCRA Director Mark Weathington’s new monthly column in the News and Observer.
* Dr. Tom Ranney was nominated and confirmed as the new JC Raulston Distinguished Professor, an endowment established several decades ago supporting a position in the Department of Horticultural Science and funding the work of graduate students in the field of ornamental horticulture.
* CALS has received more than $2.1M in unrestricted support for the college, departments, academic programs and student support since July 1. Our primary focus for targeted fundraising is on student access and success initiatives through Academic Programs and recruitment and internships for Agricultural Institute. Department of Soil Science is reinvigorating Advisory Council and major gift fundraising plan.

**NCALS Research Foundation and Corporate & Foundation Relations:   
Catherine Maxwell, Thomas Manshack**

* Supporting NC Plant Sciences Initiative early stage fund development, including assistance in raising over $8,487,750 from commodity groups, agricultural organizations, and the GoldenLEAF Foundation through October 2015.
* Providing strategic direction and fundraising support in prospective corporate and foundation donor identification, proposal development and cultivation for CALS faculty, programs and departments, including: SweetPotato Campaign, Dairy Campaign, Collins Initiative, CEFS Challenge, AMPLIFY; Center for Plant Breeding; Alliance for Saving Threatened Forests; Apiculture Initiative; Parents as Teachers; CALS Diversity Programs Office; Faithful Families; and the NC Agricultural & Life Sciences Research Foundation Innovation Fund.
* Provided leadership in fundraising and program planning for highly successful CALS Stewards of the Future Conference: Water for a Growing World, held November 2 with nearly 500 in attendance.

**NC Cooperative Extension Agricultural Programs Foundation and 4-H Development Fund: Virginia Yopp and Dan Cook; NC FCS & ECA Foundation: Chris Cammarene-Wessel**

* CALS Advancement is currently seeking candidates for the following positions: Associate Director for the NC 4-H Development Fund and Director of Development for the western North Carolina region. Please feel free to contact Virginia Yopp at 919.513.0136 or vlyopp@ncsu.edu with referrals.
* The dedication for the 4-H History and Learning Center at Millstone Camp will be held Sunday, April 10, 2016 at 3:00 p.m.
* With Department Head Carolyn Dunn, working to increase endowment and annual support for Youth, Family and Community Sciences and FCS/ECA programs statewide. NC FCS & ECA Foundation is recruiting fundraising board members for newly merged foundation. Contact Chris Wessel at 919.515.7678 or cwessel@ncsu.edu with recommendations for membership.

**CALS Gift Planning: De Teague**

* We worked with donors to help them plan and document more than $18.4 million in bequest expectancies in Fiscal 2014-15. Over $1.6 million was received in bequests for CALS last year.
* During the first quarter of this fiscal year, our donors have created more than $2.3 million in planned gift vehicles.

**Grants Update: Kathy Kennel**

* The NC Agricultural Foundation, Inc. received $481,692 in funding from the NC Tobacco Trust Fund Commission in support of the "NC AgVentures" and "Agricultural Education Program Improvement Grant" projects.
* We continue to partner with Extension’s county programs on their submission of United Way and Community Foundation grants, as well as various foundation and small funding agency grants.

**Campaign and Prospecting Update: Maura Conyngham**

* CALS will partner with University Development and Communications to develop dynamic campaign materials.
* Thanks to all board members who participated in our first campaign prospect screening session last fall.  We have followed up with five of your referrals, and one potential major gift donor has emerged!  We are looking at the remaining lists and determining what our next steps will be, including the possibility of additional prospect screening sessions at future meetings.