University Development Update
Steve Clark, Assistant Vice Chancellor

- FY 14 has been another strong fundraising year for the University. New gifts and commitments of $144,779,691 have exceeded the annual goal of nearly $132,975,000 – with three months remaining in the fiscal year.
  - CALS has performed strongly as well. $26,018,355 received to date is up 20% from this time last year.
- The endowment continues to be a key focus as the University enters the pre-public phase of the campaign.
  - New gifts and commitments to endowment totaled $70,390,018, already surpassing the fiscal year goal of $66,140,000 with three months remaining.
  - CALS continues to report strong growth in new endowment gifts and commitments. The $13,986,775 received in the first nine months almost equals last year’s entire fiscal year total.
- Annual Giving performing well.
  - With three months remaining, $1,930,765 has been received to date, nearly exceeding last year’s total of $1,968,872 was received in FY 13
  - CALS continues to see strong annual giving performance. $188,809 received to date is up 4% from this time last year.

CALS Advancement Update
Keith Oakley, Executive Director

- CALS’ strong fundraising performance to date, particularly in endowments, has been propelled by our highest year ever in recorded planned gifts, and by the rapid success of the Collins Initiative.
  - Planned giving, under Te Teague’s leadership, has documented $9.79 million in deferred gifts this year.
  - The Collins Initiative has raised cash and pledges in the amount of $2,202,000 thus far, with more than $10 million in proposals submitted and under consideration.

Preparing the Way/Planned Giving
De Teague, Director of Gift Planning

- Inaugurated in November 2013 to increase participation in deferred gifts, including bequests, among current Board members in CALS. Through March 31, 2014, just over four months later, CALS has documented a total of $275,000 in NEW deferred gifts among this volunteer leadership group.
- While results are not guaranteed, currently more than $1,125,000 is in the pipeline for closure within the next six months. Plans to continue developing this pipeline include already scheduled visits with 10 Board members before the end of fiscal year 2014, an increase in visibility of the initiative through the CALS Board website and other written materials, and the presentation of a seminar on Planned Giving being given throughout the state, to current and former Board members.
Academic and Research Advancement/CALS Donor Relations
Catherine Maxwell, Thomas Manshack, Chris Cammarene-Wessel, Anne Porter, Bill Collins

- Working toward $1M+ in academic programs/departmental major gifts ($25,000 and over) fundraising (does not include annual fundraising for scholarships/endowment gifts under $25,000 or faculty-initiated departmental support). Have outstanding proposals in excess of $525,000, with $698,000 received to date.

- CALS Advancement launched and is providing leadership to the Collins Initiative, a $10M+ effort to create endowments for a chair and program endowment in support of tobacco programs. Over $2.2M raised to date.

- Research development is providing strategic direction for project-related fundraising including: Alliance for Saving Threatened Forests; Blazich Fellowship; Plant Breeding Graduate Symposium; Apiculture Initiative; NC Agricultural & Life Sciences Research Foundation Innovation Fund, AMPLIFY, Center for Plant Breeding; and Equipment Initiative, a component of the Smith Initiative for Research Stations and Field Laboratories.

- Research-related major gifts/pledges total $3.625M this fiscal year to projects including a $1.5 million bequest for horticultural science faculty, students and programs; the Dairy and SweetPotato campaigns, CEFS Challenge, and individual/corporate gifts/pledges to scholarships, fellowships, professorships and research. Submitted an additional $2.15M in outstanding proposals.

- JC Raulston Arboretum raised a total of $170,000 in major gifts to support the Master Plan, and $118,777 in gifts to the Arboretum Endowment; event fundraising of $28,000+ from Raulston Blooms and $57,350 in Gala sponsorships to date. Membership revenue of $107,109 in FY2015; Raulston Blooms yielded 50 new memberships!

- CALS Donor Relations team tagged more than 1,300 individuals, organizations and companies in the University’s database for endowment stewardship reporting and invitations to donor recognition events – a huge accomplishment that allows us to centralize some stewardship functions.
  - That means our donors all receive the same type of professionally-produced endowment report from any foundation at NC State.
  - Frees up more time for the CALS Donor Relations team to take on specialized cultivation and stewardship activities for our donors.

- CALS hosted the first joint donor-retiree recognition event at McKimmon last December, with an "Extension listening session" format. More than 200 participants provided feedback and insights into Extension's future, mingled with recipients and colleagues, and enjoyed a college update.
Extension and Youth Advancement

Sonia Murphy, Heather Daughtridge, Cally Hass, Liza Martina, Loretta Shelton, Josh Starling

- Reached 50% of annual operational support budgeted for the 4-H Development Fund.
- Secured $75,000 Duke Energy grant funding for the 2014 Electric Congress.
- Visited/made contact with 71% of Award and Scholarship donors and 44% of Sustainer Board Members since November.
- Created first endowment ($25,000, unrestricted) for Madison County Extension Service.
- Established Stamey Family 4-H and FFA Livestock Endowment ($26,000)
- At invitation of District Director, led day-long meeting on resource development which was attended jointly by Western District County Directors and their ALS members.
- Received $180,000 grant from the North Carolina Tobacco Trust Fund Commission to provide more than 35 program improvement grants to High School Agricultural Education programs in North Carolina.
- $17,000 in sponsorship for the EFNEP (Expanded Foods and Nutrition Education Program Multi-State Conference hosted by NC. (including about $1,000 in-kind) Over 325 people from 6 states (NC, SC, VA, WVA, Alabama, TX) and Virgin Islands will attend. The sponsorships will provide honoraria and travel for 4-5 nationally known speakers.
- Extension Farm School fundraising continues as part of a leadership focus in the college. $129,000 committed for next year with a $30,000/year pledge over the next 3 years in the finalizing process.
- Solicitations for the 4-H History and Learning center at Millstone are underway with $250,000 recommitted from the Cole Foundation and a proposal to be delivered to NC State Employees Credit Union for $750,000. **If you know anyone on the NC SECU board please let Sonia Murphy know as it may help to talk to them on 4-H’s behalf.**

CAMPAIGN DISCUSSION AND ACTIONS MOVING FORWARD
Albert Corbett, Committee Chair
Chandy Christian, Sr. Director of Leadership Giving and CALS Campaign Coordinator

RECOMMENDATIONS TO THE FULL BOARD