Joint Agricultural, Dairy and Tobacco Foundations
Development Committee
Spring Board Meeting
Full Report

NC State University Advancement Report

Steve Watt, Interim Associate Vice Chancellor for Development

CALS Advancement Major and Leadership Giving Report

Keith Oakley, Executive Director

- Gift Fee Update (full report in your packets)
  - The total amount received from the three 6 accounts (Ag, Tobacco, and NCSU Foundations) from July 1, 2011 to February 29, 2012 is $131,136.52. The total balance in this account including carryover from 2011-12 is $282,783.59.
  - The total amount received from the 7 account since October 1, 2010 is $103,391.47. This total includes all the contributions to date as well as gifts to non-endowment University Ledger 7 trust funds PLUS the FY12 CALS portion (50%, or 25 basis points) of the new 50 basis point assessment on endowments in those same entities and the CALS portion of the new 50bp assessment on Building to Endowment funds within the University Endowment Fund.
  - Total Commitment for FY 2011 – 2012 to date is $336,611.23. NOTE: This is an annual total including all salary encumbrances through June 30, 2012. However, the amount received on the Gift Fee accounts reflects income for only 8 months.

Chandy Christian, Sr. Director, Major and Leadership Giving

- CALS Advancement’s primary focus is on Major Gift ($25,000 and over) fundraising as we look to what will likely be our most ambitious university-wide campaign ever, quietly launching July 1, 2013.
- To that end, we are looking at our structure, and ramping up the time dedicated by professional major gift officers and support staff who work with those officers, to ensure the human resources are available to attain success in the campaign.
- We are developing strategies and soliciting more than 20 $1 million and over prospects – the most activity at that level we’ve ever seen. Each Major Gift officer is completing Prospect Strategy worksheets for their top prospects, and submitting weekly activity reports that are shared with the Dean, directors, and University Advancement officials.
- What we know about the upcoming anticipated campaign
  - It will be comprehensive.
  - It will be a eight year campaign with a possible goal of $1-1.5 billion.
  - It will have a large focus on endowment giving.
  - It will stretch us to think differently, and do our work differently to reach a goal that may double what we are currently doing (from $25m to $50m a year).
- It will allow for bigger thinking/more strategic alignments to tackle global challenges that impact North Carolina and beyond.
- It will require us to increase major gifts.
- It has already begun with the hiring of the university campaign counsel and feasibility interviews will begin shortly.
- The counting will start July 2013, with $25,000 and over gifts made between 7/1/2012 and 6/30/2013 being “grandfathered” (will count).

**CALS Advancement Planned Giving Report**

**Sonia Murphy, Director of Gift Planning**
- Secured $1.8 Million in planned gifts since the last board meeting
- Working with Keith and Cat on a distinguished professorship in Horticulture Science department.
- Hosting retired staff and faculty to a planned giving luncheon in Raleigh
- Spent 50% of planned giving visits on qualifying prospects in an effort to find new supporters for our upcoming capital campaign.

**Academic and Research Advancement Team Report**

**Chris Cammarene-Wessel, Director of Donor Services and Departmental Fundraising**
- Provided leadership for “Stop the Presses…From the Pages of Perspectives,” our annual CALS Donor Recognition Event, hosting more than 320 people and showcasing faculty research, teaching and extension initiatives.
- Assisted in coordination of, and writing cover letter and insert for, endowment stewardship reports for CALS.
- Signed $100,000 scholarship agreement for Food, Bioprocessing and Nutrition Sciences.
- Recruited Progress Energy and Duke Energy gifts ($34,000) for Natural Resources Leadership Institute.
- Coordinated fundraising for Friends of Soil Science, Farm Animal Days, Pat Hamilton Memorial Garden and other Academic and Research initiatives.
- Took over endowment approval and routing process for CALS Advancement.
  Overseeing event registration sites and fundraising auction systems for upcoming events.

**Bill Collins – Senior Director of Major Gifts**
- Providing ongoing leadership in CALS Ag Leadership Program, including stewardship of $5M gift from Tobacco Trust Fund.
- Procuring additional funding and recruiting participants for new CALS Agricultural Leadership Program.
- Continues to represent College at industry related meetings, including NC Grange, Tobacco Science Research Conference. Received major Lifetime Achievement Award at Tobacco Science Research Conference in Hilton Head, SC.
- Initiating strategies for individual major gift prospects.
• Ongoing leadership in developing and maintaining tobacco industry relationships.

Catherine Maxwell, Executive Director of Development, NC Agricultural Research Service

• NC Dairy Foundation Campaign: The NC Dairy Foundation Campaign for Excellence raised $158,000 in honor of Buddy Gaither’s retirement at the November 18 Celebration of the NC Dairy Industry. This brings the dairy campaign total to $1,184,236 in fundraising toward improvements to the dairy farm and creation of a Dairy and Food Outreach Facility and Retail Creamery.

• NC SweetPotato Campaign: Over $900,000 raised to date toward $1.3 million goal for sweetpotato research and extension work.

• CEFS: Launched silent phase of a funding initiative to build and promote local food systems across North Carolina. $632,100 raised toward $5 million silent phase goal, with $7.5 million in proposals currently outstanding.

• Research Foundation: Providing ongoing facilitation of NC Agricultural and Life Sciences Research Foundation initiatives, including:
  o Facilitation of development sub-committees
    ▪ Technology Development Fund – a venture philanthropy fund to provide proof of concept funding for inventors
    ▪ Innovation Fund endowments – named endowments to support research
    ▪ Matching Gift Fund – partnerships to leverage large scale federal funding through small targeted investments.
  o Year end endowment signings for 2 Research Foundation Innovation Funds and a $50,000 charitable gift annuity.

• AMPLIFY: Providing fundraising and partnership development support for the AMPLIFY initiative, a long term cross disciplinary systems research program on technology-enhanced high intensity agriculture.

• Plant Breeding: Ongoing assistance to Dr. Charles Stuber in support of Center for Plant Breeding.

• Assisted with creation of 2 new scholarships for students majoring in agriculture, and a named fellowship and associated research grant in Agriculture and Resource Economics.

SAVE THE DATE!

STEWARDS OF THE FUTURE: Research for Human Health and Global Sustainability
April 17, 2011 ~ Jane S. McKimmon Center

The NC Agricultural & Life Sciences Research Foundation conference will feature presentations by a Nobel Laureate, Norris Tolson, and many of our own faculty stars. Find conference information, sponsorship opportunities and registration at:

http://cals.ncsu.edu/researchconference

Anne Porter, Director of Development, JC Raulston Arboretum

• $92,190: Annual membership revenue. Nearly 8% increase from same time last year. Continuing with many new early-bird incentives, plus working with DocuSource to increase all areas of membership and annual appeals.
$631,482: All gifts (less membership) from 2-28-11 to 2-29-12. (including Gala and in-kind gifts)

SAVE THE DATES!
Gala in the Garden, Sunday, May 6 at the JC Raulston Arboretum
The honorary chair is Board of Governors member and gardener extraordinaire Frank Grainger. Sign up now to enjoy good food, good friends, and the celebration of NC State’s 125 birthday and 150th birthday of the Morrill Act. Sponsorship opportunities are still available.

September 20-21, 2012: 10th Anniversary Celebration of the McSwain Center Complex

Danesha Seth-Carley, CALS Coordinator for Sustainability Programs
- Developing comprehensive inventory of sustainability programs in CALS and allied colleges
- Recruiting CALS Sustainability Cabinet comprised of leading CALS faculty members.
- Developing an executive education course in corporate sustainability ($100,000 raised). Held successful pilot program at Umstead Hotel March 19 & 20.
- Representing the college at the local, state and national level in corporate sustainability groups such as the Keystone Group and The Sustainability Consortium
- Serving as key liaison for corporate partners interested in collaboration in sustainability research or teaching programs
- Conducting research in plant health, carbon sequestration, turfgrass and ornamentals, attracting over $100,000 in funding for 2012.
- Assisting with sponsor recruitment for Research Conference.
- Initiated cultivation of sustainability-related development opportunities for faculty in horticulture, entomology, and other CALS departments.

Scott Troutman, Director of Development, Academic Programs
- Working with prospects to endow the Graduate Student Professional Development Workshop. Goal is $300,000, which would provide an endowment to fund 34 students per year to attend the workshop. Held 25th Reunion event and will focus on participants for calls.
- Working with CALS Ambassador group to plan Spring fundraiser. Working with Dairy Science Club to fund spring conference.
- Met with Ken Esbenshade to determine major gift focus for Academic Programs going forward

Extension and Youth Advancement Team Report

Craven Hudson, Executive Director, North Carolina 4-H Development Fund and FCS and ECA Foundations
- BP Corporation is sponsoring the development of a 4-H Biofuels curriculum targeted for 8th graders. NC 4-H is creating the curriculum, BP has made an initial $15,000 gift to support this work.
Duke Energy, Progress Energy and Dominion Power have worked together for 64 years to sponsor the NC 4-H Electric Program. The companies are in the midst of planning the 2102 Electric Congress and the other facets of the program. The companies have contributed $44,000 of the $116,000 annual budget as of March 15, 2012.

4-H Enhancement Funds are being set up for Edgecombe, Rutherford and Watauga Counties to support overall 4-H programming in these counties. The signing ceremony for the Edgecombe Enhancement Fund was March 16, 2012.

Moore County 4-H is completing fundraising for the Cary L. McLeod 4-H Program Endowment. The Moore County staff received one of the $1,500 Innovative Private Resource Development grants from the NC Cooperative Extension Foundation to assist staff and volunteers in obtaining funds to move the principal from $15,000 to $25,000.

Brad Dixon, Interim Executive Director, North Carolina 4-H Development Fund

- The Campaign for the Clover is at $7,721,626 in gifts and pledges to 4-H. The campaign has achieved 68% of its $11.5 million goal and will continue for three more years.
- The 2012 NC 4-H Lifetime Achievement Awards will be held Wednesday, April 11, 2012 in Raleigh at the McKimmon Center for Extension and Continuing Education. This year’s recipient of the 4-H Lifetime Achievement Award is Larry Wooten, president of NC Farm Bureau.
- The 4-H SECU Learning Center Challenge Match campaign is underway and is 25% toward its goal. The objective is to match the $1,000,000 gift pledged by the State Employees’ Credit Union Foundation. The 4-H SECU Learning Center is where the past inspires the future. Not a static museum, the Learning Center is an experience for visitors of all ages.
- This year, the NC 4-H Development Fund Board of Directors accepted the challenge to raise $50,000 for 4-H camp scholarships. Each partial 4-H camp scholarship is $250 per child for a week of 4-H camp. Please contact Brad Dixon at (919) 513-4037 or bradley_dixon@ncsu.edu to find out how you can send kids to camp this summer.

Wilma Hammett, Executive Director, North Carolina FCS and ECA Foundations

- The ECA Foundation is setting up its first innovative grants program using profits from the history book project.
- The major fundraising project for the ECA Centennial will be engraved bricks in the garden area of McKimmon Center with a potential profit of $100,000 + to be split between the ECA Foundation and the FCS Foundation.
- Coordinated training for the ECA Foundation and FCS Foundation Boards during Winter Retreats.
- After presenting an ask to Food Lion to fund the 2013 EFNEP Regional Conference, Food Lion requested FCS to send them a proposal for funding an EFNEP educational program in 4 urban counties in the state for this year.
- New funds have been developed for FCS in Mecklenburg County.
- A new fund has been established to support the North Central Extension and Community Association Fund.
Sharon Runion Rowland, Executive Director of Development, NC Cooperative Extension Service Foundation

- The Campaign for Counties private resource development efforts continue with more than 780 Enhancement Funds and Endowments established to support programs in all 100 counties.
- The following new funds have been established: Wilson County Young Farmers Scholarship Endowment, Gates County CES Enhancement Fund, Gates County FCS Enhancement Fund, Madison County 4-H Fund, Louise and Carl Downing Endowment for Randolph County, Craven County Agricultural Enhancement Fund.
- The Craven County “Committee of 100” is working to fund $100,000 for agriculture, family and consumer sciences, 4-H programs and to support staff. Donors are being challenged to commit a minimum of $1,000.
- The 4-H History and Learning Center project is moving forward with the signing of the SECU 4-H Learning Center Building Agreement between the University, the Ag. Foundation, and the SECU Foundation. ($1,000,000) (see Brad Dixon’s report for SECU Challenge update).
- The new Hall of Leadership Campaign Challenge is at $220,000 of the $500,000 goal. A $100,000 gift was provided by Mr. Jim Harrill to be matched by those honoring former and present State 4-H Leaders.
- The International Programs Challenge has begun with asks to individuals who participated in international exchanges as college students. This fund will establish displays at the Learning Center.
- The Camp Younts Foundation and Camp Corral have provided support for Target Sports and the Camp Corral program at Millstone, respectfully. Both are programs that operate through the 4-H Camping Programs.
- The Billy Carter Cotton Leadership Scholarship Endowment has been established by Mrs. Beverly Carter and by the NC Cotton Producers Association.
- Melissa Hight has been hired as Regional Director of Development for the Southeast District. The foundation is in process of hiring a new Regional Director for the West and an Executive Director for the FCS Foundation.
- NC CES Foundation Board meeting is April 12; joint luncheon with Family and Consumer Sciences Foundation, Extension and Community Association Foundation and 4-H Development Fund.

Maurene Rickards, CES Foundation Regional Director – North Central and South Central Districts

- Continued Campaign for Counties emphasis with presentations at 3 District Agent association meetings, one District ALS meeting, and 5 county groups
- Signed two new endowments (Joshua Deese and Chatham Livestock) and 3 new Enhancement Fund accounts
- Worked with staff and volunteers in 3 counties to complete/increase funding for three existing endowments
- Initiated “Committee of 100” pilot program in Caswell County

Melissa Hight, CES Foundation Regional Director, Southeast District
- Participated in County Directors Meeting for Southeast District to provide brief update on Campaign for Counties and to encourage participation. Over the next year, will be working with all counties in region to enhance or build new funds to support Cooperative Extension.
- Working on two new endowments for Robeson County CES.
- Continuing work on “Committee of 100” pilot program in Craven County.

**Josh Starling, Executive Director, North Carolina FFA Foundation**

- $180,000 North Carolina Agricultural Education Program Improvement Grant from the North Carolina Tobacco Trust Fund Commission that will provide 32 improvement grants to Agricultural Education Programs/FFA Chapters in North Carolina.
- $50,000 support from Murphy Brown to the North Carolina FFA Center fundraising drive for the construction of a new girls’ dormitory and bathhouse.
- Started fundraising effort to create 8 new regional FFA endowments for each of the North Carolina FFA regions in the state to offset the cost of regional FFA events. Fundraising committees have been established in each of the 8 regions and have generated over $50,000 in support for these endowments.
- Announced the creation of 2 new endowments to fund the North Carolina FFA Agricultural Tools and Materials Career Development Event from the late Mr. C.V. Tart, Sr. and the North Carolina FFA Parliamentary Procedure Career Development Event from Dr. John Tart.
- Howard Williams, Jones Loflin, and David Ervin led an effort to fully fund the Charles L. Keels State FFA Officer scholarship and were successful by generating an additional $30,000 to surpass the initial endowment goal.
- Hosting the past North Carolina FFA State Officers from 1928-1970 at a reunion in Greensboro to celebrate their service to Agricultural Education and FFA.

**Kathy Kennel, Executive Director, North Carolina Agricultural Foundation**

- Have received more than $100,000 in funding to support various Extension and 4-H programs. Of those, the largest is a $75,000 grant from National 4-H Council in support of the “HealthRocks! Program.”
- We have over $800,000+ in pending proposals to various funding agencies requesting Extension and 4-H program support. The most sizeable is a $666,667 request to the Cole Foundation in support of the North Carolina 4-H History and Learning Center.

**CALS Advancement Grants Report**

**Kathy Kennel, Executive Director, North Carolina Agricultural Foundation**

- The NC Agricultural Foundation, Inc. submitted 7 grant proposals to the NC Tobacco Trust Fund Commission on March 5, requesting $1,575,790; and the NC Tobacco Foundation, Inc. submitted 2 grant proposal requesting $73,083.
- We received $160,000 from Golden LEAF to fund the Ag Leadership Program. We also have a pending proposal to Golden LEAF requesting $40,000 for the ASPIRE program.
• We received $19,000 from the Ag Advancement Consortium/Rural Center in support of sending young farmers and ranchers to the Rural Partners Forum in November 2011; and $40,000 in support of the ASPIRE program.
• US Tobacco Forum will be held in Raleigh June 14-15, 2012.
• See final listing on Extension and Youth Advancement Team Report for Extension-related grants update.