

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS**

**Meeting of the
Advancement Committee**

June 9, 2017

ADVANCEMENT COMMITTEE

Friday, June 9, 2017
11:30 a.m. – 12:30 p.m.
Board Room, The Rotunda

Committee Members:

John A. Griffin, Chair
James V. Reyes, Vice Chair
Thomas A. DePasquale
Babur B. Lateef, M.D.
Tammy S. Murphy

Jeffrey C. Walker
William H. Goodwin, Jr., Ex-officio
Nina J. Solenski, M.D., Faculty Member
Bryanna F. Miller, Student Member
William B. Fryer, Consulting Member

AGENDA

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II. BIG IDEA: NUDGE⁴ SOLUTIONS LAB (Mr. Griffin to introduce Mr. Benjamin L. Castleman; Mr. Castleman to report)	2
III. DISCUSSION WITH THE VICE PRESIDENT FOR ADVANCEMENT (Mr. Luellen)	3
A. Fundraising Progress Report	
B. GivingToHoosDay Report (Mr. Luellen to introduce Ms. Cynthia S. Fredrick; Ms. Fredrick to report)	
C. Campaign Volunteer Leadership (Mr. Luellen to introduce Mr. Peter M. Grant II; Mr. Grant to make remarks)	
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**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY**

BOARD MEETING: June 9, 2017

COMMITTEE: Advancement

AGENDA ITEM: I. Remarks by the Committee Chair

ACTION REQUIRED: None

DISCUSSION: The Committee chair, Mr. John Griffin, will welcome guests and provide an overview of the meeting agenda.

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AGENDA ITEM: II. Big Idea: Nudge⁴ Solutions Lab

ACTION REQUIRED: None

BACKGROUND: In an ongoing series of faculty presentations, the Committee will have the opportunity to learn about faculty projects and initiatives with the potential to attract transformative philanthropic gifts and to distinguish the University in multiple areas.

DISCUSSION: The Nudge⁴ Solutions Lab develops scalable solutions to some of society's biggest challenges by leveraging a unique combination of data science, interactive technologies, behavioral insights, and deep practitioner partnerships. Nudge⁴ focuses on four priority areas: education, workforce development, criminal justice, and veterans' affairs. Lab projects address a range of policy issues, from improving school nutrition and increasing college completion rates, to reducing recidivism among previously incarcerated youth and adults, to increasing consumer financial protections for servicemembers and their dependents. Nudge⁴ partners with a variety of agencies and organizations, including the Virginia Community College System, former First Lady Michelle Obama's Reach Higher Initiative, and the US Army, among many others. Nudge⁴ projects directly reached over one million individuals in 2016 alone.

Ben Castleman is an Assistant Professor of Education and Public Policy at the University of Virginia, and the Founder and Director of the [Nudge⁴ Solutions Lab](#). He is a senior advisor to Former First Lady Michelle Obama's Reach Higher Initiative and is the Faculty Director of the University of Virginia-US Army Partnership on Veterans' Education. Mr. Castleman leads Mrs. Obama's Up Next campaign, a national text messaging campaign to improve college, financial aid, and loan repayment outcomes for young Americans. He has presented his research at several White House convenings and in testimony before Congress. Mr. Castleman is a graduate of Brown University, and completed his doctoral work at Harvard University. Before returning to graduate school, he was a public school teacher and administrator in Providence, RI.

**UNIVERSITY OF VIRGINIA
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BOARD MEETING: June 9, 2017

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AGENDA ITEM: III. Discussion with the Vice President for Advancement

ACTION REQUIRED: None

DISCUSSION: Mr. Luellen will report on FY 2017 philanthropic cash flow and new commitments through March 30, 2017. Philanthropic cash flow measures actual gifts received by the University during a specific fiscal year. It includes cash or cash equivalents received for philanthropic purposes; it does not include pledges or future support (bequest expectancies, annuities, etc.).

Through March 30, cash flow for FY 2017 was \$210.5 million, up 14.4% compared to the same period in the previous fiscal year. New commitments through March 30 (new gifts and new pledge amounts) stood at \$220.9 million, an increase of 26.6% over the same period in FY 2016. When combined with new future support, total new commitments reached \$256.2 million, a 27% increase over the previous year.

Ms. Cynthia “Cindy” Fredrick will report on the results of the 2017 GivingToHoosDay University-wide fundraising initiative. Mr. Peter M. Grant II, who has been nominated as Campaign Chair of the upcoming philanthropic campaign, will discuss plans for volunteer leadership of the campaign.

University of Virginia Fundraising Progress Report for the Fiscal Year through March 30, 2017

School/Area	Philanthropic Cash Flow (1)	Cash Flow % change from FY2016	New Commitments (2)	New Commitments % change from FY2016	New Future Support (3)	Total Commitments (4)	Total Commitments % change from FY2016
Architecture School / Foundation	\$3,767,544.37	301.84%	\$4,071,116.30	371.31%	\$75,000.00	\$4,146,116.30	204.02%
College of Arts & Sciences / Fdn	\$21,794,099.70	-20.48%	\$25,732,676.07	-2.64%	\$6,277,655.67	\$32,010,331.74	-6.78%
Blandy Farm / FOSA	\$61,540.02	-56.08%	\$69,959.10	-50.08%	\$75,000.00	\$144,959.10	3.45%
McIntire School of Commerce / Fdn	\$4,456,998.35	-0.12%	\$5,204,155.22	72.09%	\$75,000.00	\$5,279,155.22	61.24%
School of Continuing & Prof. Studies	\$2,447.87	-35.37%	\$6,590.72	72.87%	\$0.00	\$6,590.72	72.87%
Darden School / Foundation	\$11,595,018.46	24.77%	\$11,996,721.28	71.20%	\$993,500.00	\$12,990,221.28	47.07%
Curry School of Education / Fdn	\$10,564,112.27	50.96%	\$10,762,928.02	43.15%	\$500,000.00	\$11,262,928.02	39.88%
Engineering School / Foundation	\$8,550,011.24	-10.24%	\$9,001,159.56	47.98%	\$1,185,715.00	\$10,186,874.56	58.98%
Law School / Foundation	\$9,931,070.46	2.42%	\$10,626,342.02	3.25%	\$9,770,000.00	\$20,396,342.02	72.05%
Batten School / Foundation	\$1,654,904.43	40.36%	\$1,885,825.15	59.81%	\$0.00	\$1,885,825.15	59.81%
Health System:							
Medical School / Foundation	\$27,009,225.27	-28.56%	\$26,806,889.16	-33.16%	\$6,436,000.00	\$33,242,889.16	-24.99%
Medical Center	\$2,535,169.74	13.31%	\$2,366,399.37	19.45%	\$80,000.00	\$2,446,399.37	23.49%
School of Nursing	\$1,977,589.92	-22.73%	\$7,100,966.45	353.18%	\$109,000.00	\$7,209,966.45	70.98%
Subtotal for Health System	\$31,521,984.93	-26.01%	\$36,274,254.98	-16.91%	\$6,625,000.00	\$42,899,254.98	-15.08%
Athletics / Foundation	\$24,447,407.49	-13.30%	\$41,717,127.05	50.31%	\$2,622,681.70	\$44,339,808.75	58.07%
Jefferson Scholars Foundation	\$19,936,300.20	150.36%	\$17,546,993.37	172.26%	\$1,175,000.00	\$18,721,993.37	139.60%
Miller Center / Foundation	\$1,560,567.35	1.12%	\$1,411,529.52	-37.19%	\$0.00	\$1,411,529.52	-37.19%
Rector & Visitors	\$34,485,147.42	124.75%	\$18,317,400.01	32.79%	\$3,518,694.13	\$21,836,094.14	27.38%
Center for Politics	\$926,534.06	566.30%	\$2,952,637.56	1,971.85%	\$25,000.00	\$2,977,637.56	1,989.40%
Jeffersonian Grounds Initiative	\$4,166,793.11	78.21%	\$4,212,823.89	64.32%	\$550,000.00	\$4,762,823.89	57.35%
Fralin Museum of Art	\$2,023,956.51	21.60%	\$732,069.51	-74.77%	\$0.00	\$732,069.51	-84.17%
University Library	\$1,738,072.57	105.52%	\$1,573,659.24	108.10%	\$75,000.00	\$1,648,659.24	118.02%
Virginia Fdn for the Humanities	\$1,280,136.45	-4.20%	\$1,263,423.07	57.79%	\$0.00	\$1,263,423.07	57.79%
Women's Center	\$618,371.61	0.29%	\$230,832.35	205.12%	\$0.00	\$230,832.35	205.12%
UVa Fund	\$8,034,671.59	18.77%	\$8,055,502.55	20.63%	\$1,200,000.00	\$9,255,502.55	38.13%
Alumni Association	\$3,266,205.74	32.35%	\$2,933,660.93	32.31%	\$15,605.67	\$2,949,266.60	27.27%
UVa's College at Wise / Foundation	\$4,148,825.42	64.92%	\$4,292,787.42	121.66%	\$522,791.00	\$4,815,578.42	148.65%
Totals	\$210,532,721.62	14.43%	\$220,872,174.89	26.57%	\$35,281,643.17	\$256,153,818.06	27.06%

(1) Includes gifts, pledge payments, private grants, and deferred (irrevocable) gifts.

(2) Includes new gifts, private grants, bequests, deferred (irrevocable) gifts, donor-advised fund gifts, and non-binding commitments. Pledge payments are excluded.

(3) Includes expectancies (revocable gifts).

(4) New commitments and new future support.

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY**

BOARD MEETING: June 9, 2017

COMMITTEE: Advancement

AGENDA ITEM: IV.A. Appointment of the Campaign Chair

BACKGROUND: The University’s upcoming philanthropic campaign will be the largest and most comprehensive fundraising effort in UVA history. Given the magnitude of this undertaking, the campaign will require strong and charismatic volunteer leadership that inspires diverse groups throughout the University community. After months of consultation with academic and administrative leaders, Board of Visitors members, staff, donors, and volunteers with regard to the qualities of the ideal campaign chair, the University selected Mr. Peter M. Grant II to serve in this important role. With the appointment of Mr. Grant as campaign chair at this early juncture, the University’s campaign planning and strategy development remain on track and ahead of schedule.

Mr. Grant is a “double ‘Hoo” with degrees from the College of Arts & Sciences (’78) and the Darden School of Business (’86). He and his wife, Colleen Jennings Grant, are the parents of three alumni and one current student. Mr. Grant has served in numerous volunteer leadership roles at the University and school and unit levels, and he and Mrs. Grant have been generous supporters of UVA for many years. He has a highly successful career in private equity investing, investment banking, and capital market transactions. Currently, Mr. Grant is Partner at Anchormarck Holdings, LLC, the Charlottesville-based private equity investment firm he founded in 2014.

ACTION REQUIRED: Approval by the Advancement Committee and by the Board of Visitors

APPOINTMENT OF PETER M. GRANT II AS THE CHAIR OF THE UNIVERSITY OF VIRGINIA’S THIRD CENTURY CAMPAIGN

WHEREAS, this year the University of Virginia will enter the silent phase of its third century campaign, the largest fundraising effort at UVA to date; and

WHEREAS, the campaign will require strong and charismatic volunteer leadership to achieve success; and

WHEREAS, Mr. Peter M. Grant II, of Charlottesville, is a proud and engaged alumnus of the University, having graduated from the College of Arts and Sciences in 1978 and from the Darden School of Business in 1986; and

WHEREAS, Mr. Grant has served in multiple leadership roles including on University-level committees and school- and unit-based foundation boards and advisory councils, and he and his wife, Colleen Jennings Grant, have been generous supporters of the University for many years; and

WHEREAS, the characteristics demonstrated by Mr. Grant, including his experience, enthusiasm, and exceptional leadership and commitment to UVA, align perfectly with those qualities considered by the University to be essential for a successful campaign chair;

RESOLVED, the Board of Visitors appoints Peter M. Grant II as the Chair of the University of Virginia's third century campaign.

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AGENDA ITEM: IV.B. Commending Resolution for C. Thomas Faulders III

BACKGROUND: C. Thomas “Tom” Faulders III assumed leadership of the Alumni Association of the University of Virginia in March 2006, and after 11 years as the organization’s President and Chief Executive Officer, he will be retiring at the end of June 2017. Mr. Faulders received a Bachelor of Arts degree in Economics from the College of Arts & Sciences in 1971, and resided on the Lawn during his fourth year. He returned to the University after a 26-year career in the telecommunications and technology industries, prior to which he served in the U.S. Navy for eight years and received an M.B.A from the University of Pennsylvania’s Wharton School in 1981. Before returning to lead the Alumni Association, Mr. Faulders had remained active as a donor and volunteer for areas and leadership groups across the institution.

Under his leadership, the Alumni Association built a stronger relationship with the University; expanded reunions and career services programming; increased access to Alumni Association communications including the *Virginia Magazine*; and supported the growth of alumni interest groups that enhance engagement opportunities for the University’s alumni. Mr. Faulders served as a member of President Teresa Sullivan’s cabinet and on multiple University committees, including a leadership role for the Bicentennial Commission.

ACTION REQUIRED: Approval by the Advancement Committee

COMMENDING RESOLUTION FOR C. THOMAS FAULDERS III

WHEREAS, Mr. C. Thomas “Tom” Faulders III, took an undergraduate degree from the University of Virginia in 1971; and

WHEREAS, Mr. Faulders was an active and engaged alumnus and volunteer following his graduation from the University; and

WHEREAS, Mr. Faulders assumed the position of President and Chief Executive Officer of the UVA Alumni Association in 2006, following a 26-year career in the telecommunications and technology industries; and

WHEREAS, under his leadership, the Alumni Association cultivated a strong partnership with the University, increased its focus on keeping alumni engaged and connected, and developed into a more robust organization; and

WHEREAS, in the summer of 2017, Mr. Faulders will step down as President and CEO of the Alumni Association after 11 years;

RESOLVED, the Advancement Committee of the Board of Visitors expresses its appreciation to C. Thomas Faulders III for his service on behalf of the University of Virginia and its alumni, and wishes him and his wife, Mrs. Dana Faulders, great happiness in all of their future endeavors.

NAMINGS REPORT

**ADVANCEMENT COMMITTEE
UNIVERSITY OF VIRGINIA**

JUNE 9, 2017

Namings Report

The following namings do not require Board action; they are provided below as a matter of record.

ROBERT F. BRUNER MEDIA ROOM

Gift of Douglas R. Lebda

A conference room (Room 114) located in the W.L. Lyons Brown II Innovation Laboratory in Sponsors Hall at the Darden School of Business is named in honor of former Darden dean Bob Bruner at the suggestion of Doug Lebda, who received an M.B.A. from Darden in 1998 and is a generous benefactor of the school. Mr. Bruner was a professor during Mr. Lebda's time as a student at Darden and influenced him significantly. Mr. Lebda is an emeritus member of the Darden School Foundation Board of Trustees. He currently serves as Chairman and CEO of LendingTree.com, a leading online loan marketplace. He founded LendingTree in 1996 with the aim of empowering consumers seeking to finance homes. Mr. Lebda also serves as Chairman of the Board of Recyclebank and is an active mentor and angel investor. He holds a Bachelor's degree from Bucknell University.

THE JOSEPH AND ROBERT CORNELL MEMORIAL FOUNDATION GALLERY

Gift of The Joseph and Robert Cornell Memorial Foundation

An entrance gallery, located inside the lobby of the Thomas H. Bayly building at the Fralin Museum of Art, is named in recognition of the cumulative philanthropic support from The Joseph and Robert Cornell Memorial Foundation. The Foundation, directed by co-trustees Richard Ader and UVA alumnus Joseph Erdman (College of Arts & Sciences, 1956), is an extraordinary supporter of the Arts at the University of Virginia. The Foundation's contributions have included donated works by celebrated American artist Joseph Cornell, funding for additional Museum acquisitions, and an endowment that supports the Museum's operations, exhibitions, and educational programs. The Foundation has funded arts programming throughout other areas of the University as well.