

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS**

**Meeting of the
Advancement Committee**

June 7, 2018

ADVANCEMENT COMMITTEE

**Thursday, June 7, 2018
9:45 – 10:45 a.m.
Board Room, The Rotunda**

Committee Members:

John A. Griffin, Chair
James V. Reyes, Vice Chair
Barbara J. Fried
Robert D. Hardie

Tammy S. Murphy
Jeffrey C. Walker
Frank M. Conner III, Ex-officio
William B. Fryer, Consulting Member

AGENDA

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I. REMARKS BY THE COMMITTEE CHAIR (Mr. Griffin)	1
II. DISCUSSION: SIGNIFICANT GIFT TO THE MCINTIRE SCHOOL OF COMMERCE (Mr. Griffin to introduce Mr. Carl P. Zeithaml and guest; Mr. Zeithaml and guest to report)	2
III. REPORT FROM THE VICE PRESIDENT FOR ADVANCEMENT (Mr. Luellen)	3
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**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY**

BOARD MEETING: June 7, 2018

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.

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

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AGENDA ITEM: II. Discussion: Significant Gift to the McIntire School of Commerce

ACTION REQUIRED: None

DISCUSSION: In April 2018, a McIntire School of Commerce alumnus and donor made a leadership gift commitment in support of two of the McIntire School's most important priorities: world-class faculty and expanded, first-rate facilities. Mr. Carl P. Zeithaml, Dean of the McIntire School of Commerce, will discuss the impact this investment will have on the ability of the School to attract exceptional students and faculty. Mr. Zeithaml will also invite the donor to share the inspiration for this extraordinary gift.

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BOARD OF VISITORS AGENDA ITEM SUMMARY**

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AGENDA ITEM: III. Report from the Vice President for Advancement

ACTION REQUIRED: None

BACKGROUND: 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.). New commitments include new gifts, private grants, bequests, deferred gifts, donor-advised fund gifts, and non-binding commitments; pledge payments are excluded from new commitments.

Through March 31, cash flow for FY 2018 was \$199 million, a decrease of 5.5% compared to the previous fiscal year. New commitments for FY 2018 (new gifts and new pledge amounts) stood at \$258 million, 17% over the same period in FY 2017. When combined with new future support, total commitments reached \$303.7 million, an 18.6% increase over the previous year.

DISCUSSION: Mr. Luellen will provide an updated summary on fundraising progress as well as projections for the fiscal year. He will also report on campaign planning implementation.

University of Virginia Fundraising Progress Report for the Fiscal Year through March 31, 2018

School/Area	Philanthropic Cash Flow (1)	Cash Flow % change from FY2017	New Commitments (2)	New Commitments % change from FY2017	New Future Support (3)	Total Commitments (4)	Total Commitments % change from FY2017
Architecture School / Foundation	\$2,061,310.29	-45.29%	\$2,249,618.55	-44.74%	\$1,020,000.00	\$3,269,618.55	-21.14%
College of Arts & Sciences / Fdn	\$23,800,964.97	9.21%	\$18,141,557.94	-29.50%	\$13,345,483.34	\$31,487,041.28	-1.63%
Blandy Farm / FOSA	\$94,206.71	53.08%	\$94,206.71	34.66%	\$0.00	\$94,206.71	-35.01%
McIntire School of Commerce / Fdn	\$4,700,629.88	5.47%	\$6,516,077.05	25.21%	\$2,630,000.00	\$9,146,077.05	73.25%
School of Continuing & Prof. Studies	\$4,082.07	66.76%	\$4,528.74	-31.29%	\$0.00	\$4,528.74	-31.29%
Darden School / Foundation	\$17,421,640.44	50.25%	\$28,524,707.36	137.77%	\$489,690.00	\$29,014,397.36	123.36%
Curry School of Education / Fdn	\$5,576,792.39	-47.21%	\$5,911,883.78	-45.07%	\$950,000.00	\$6,861,883.78	-39.08%
Engineering School / Foundation	\$6,594,502.97	-22.87%	\$21,906,423.16	143.37%	\$1,505,000.00	\$23,411,423.16	129.82%
Law School / Foundation	\$8,714,125.19	-12.25%	\$31,533,717.16	196.75%	\$3,722,547.13	\$35,256,264.29	72.86%
Batten School / Foundation	\$1,448,882.89	-12.45%	\$6,372,037.96	237.89%	\$153,333.33	\$6,525,371.29	246.02%
Health System:							
Medical School / Foundation	\$22,001,495.57	-18.54%	\$24,001,500.86	-10.47%	\$12,746,967.15	\$36,748,468.01	10.55%
Medical Center	\$3,295,224.69	29.98%	\$3,012,657.46	27.31%	\$1,000,000.00	\$4,012,657.46	64.02%
School of Nursing	\$2,847,142.38	43.97%	\$3,083,505.52	-56.58%	\$10,000.00	\$3,093,505.52	-57.09%
Subtotal for Health System	\$28,143,862.64	-10.72%	\$30,097,663.84	-17.03%	\$13,756,967.15	\$43,854,630.99	2.23%
Athletics / Foundation	\$46,565,582.70	90.47%	\$46,945,392.26	12.53%	\$527,765.30	\$47,473,157.56	7.07%
Jefferson Scholars Foundation	\$7,380,380.76	-62.98%	\$6,614,346.88	-62.30%	\$343,154.00	\$6,957,500.88	-62.84%
Miller Center / Foundation	\$1,806,187.15	15.74%	\$1,112,260.23	-21.20%	\$0.00	\$1,112,260.23	-21.20%
Rector & Visitors	\$13,706,478.40	-60.25%	\$13,423,678.68	-26.72%	\$2,060,000.00	\$15,483,678.68	-29.09%
Center for Politics	\$626,543.37	-32.38%	\$478,261.55	-83.80%	\$0.00	\$478,261.55	-83.94%
Jeffersonian Grounds Initiative	\$1,614,131.01	-61.26%	\$888,203.55	-78.92%	\$520,000.00	\$1,408,203.55	-70.43%
Fralin Museum of Art	\$2,245,686.97	10.96%	\$3,212,458.25	338.82%	\$0.00	\$3,212,458.25	338.82%
University Library	\$1,856,411.74	6.81%	\$1,466,639.66	-6.80%	\$65,700.00	\$1,532,339.66	-7.06%
Virginia Fdn for the Humanities	\$2,271,291.68	77.43%	\$2,215,816.82	75.38%	\$0.00	\$2,215,816.82	75.38%
Women's Center	\$32,329.23	-94.77%	\$34,919.03	-84.87%	\$0.00	\$34,919.03	-84.87%
UVa Fund	\$10,367,677.65	29.04%	\$11,172,067.69	38.69%	\$1,318,783.33	\$12,490,851.02	34.96%
Alumni Association	\$3,457,016.10	5.84%	\$2,953,572.66	0.68%	\$3,255,000.00	\$6,208,572.66	110.51%
UVa's College at Wise / Foundation	\$8,522,817.77	105.43%	\$16,042,243.09	273.70%	\$150,291.25	\$16,192,534.34	236.25%
Totals	\$199,013,534.97	-5.47%	\$257,912,282.60	16.77%	\$45,813,714.83	\$303,725,997.43	18.57%

(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 7, 2018

COMMITTEE: Advancement

AGENDA ITEM: IV. Report on Giving ToHoosDay

ACTION REQUIRED: None

BACKGROUND: Giving ToHoosDay, the University’s day of philanthropy, occurred on Tuesday, April 10, 2018, and was a thorough success. In a 24-hour period, UVA received a total of \$4,450,447 from 7,247 gifts; contributions came from all 50 states as well as 22 countries. All undergraduate and graduate schools participated this year, in addition to 52 non-school areas. Among schools, the Darden School of Business raised the most funds and the College of Arts & Sciences received the highest number of gifts. Among non-school areas, the Virginia Athletics Foundation raised the most funds and received the highest number of gifts.

DISCUSSION: Ms. Cynthia (Cindy) S. Fredrick, Associate Vice President for Engagement & Annual Giving in University Advancement, and Mr. Patrick W. Stanley, Director of Digital Engagement in University Advancement, will report on the day’s achievements and discuss the year-long planning and Grounds-wide efforts that brought about the success of GivingToHoosDay 2018.

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

BOARD MEETING: June 7, 2018

COMMITTEE: Advancement

AGENDA ITEM: V.A. Resolution Confirming the Campaign Goal and Timeline

BACKGROUND: The University of Virginia has completed two capital campaigns that have each secured in excess of \$1 billion, and is one of a select group of public institutions to have raised over \$3 billion in a capital campaign (the *Knowledge is Power* campaign, which concluded in June 2013). The University began the nucleus phase of its current campaign in 2017 to coincide with the institution’s Bicentennial Celebrations; the campaign is set to launch publicly in the fall of 2019.

DISCUSSION: The proposed goal for the University’s current campaign is based on multiple considerations, including strategic planning and focused discussions among internal academic and advancement leadership, as well as guidance provided by external counsel at Grenzebach Glier and Associates, a consulting firm recognized globally for their expertise in higher education philanthropy. Additionally, the proposed goal takes into account the institution’s fundraising progress since the last campaign, which will count toward the current campaign goal. Based on these factors, University leadership recommends a campaign goal of \$5 billion.

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

RESOLUTION CONFIRMING THE CAMPAIGN GOAL AND TIMELINE

WHEREAS, the University of Virginia is nationally known among institutions of higher learning for the success of its philanthropic efforts; and

WHEREAS, substantial philanthropic support is necessary for the University to maintain excellence in teaching, research, and service; and

WHEREAS, July 1, 2017 marked the beginning of the quiet phase of the University’s third century campaign, set to launch publicly in the fall of 2019; and

WHEREAS, the University has engaged in a comprehensive campaign planning process, drawing on the expertise of professionals in its advancement community and internationally respected consultants for guidance; and

WHEREAS, this process includes the necessary step of recommending an initial campaign goal, one that is both reasonable and aspirational, and appropriate to the lofty aspirations of our University in its third century;

RESOLVED, the University sets an initial campaign goal of \$5 billion and a campaign timeline that extends through June 30, 2025, the 200th anniversary of the first classes being offered at the University.

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COMMITTEE: Advancement

AGENDA ITEM: V.B. Commending Resolution for William B. Fryer and the Council of Foundations

BACKGROUND: The Council of Foundations was created in 2005 as the Council of Chairs, with a mission to foster cooperation and collaboration among fundraising foundations, schools, units, and the University. A significant objective of the Council was to help the University reach the \$3 billion campaign goal of that period by maximizing efficiencies across the Advancement community, and by focusing the attention of Council membership and their deans on the impact of successful major gift contributions.

In September 2007, a Board of Visitors Special Committee on Foundations, charged with assessing the effectiveness of the University's decentralized advancement function, issued a report on its findings and offered several recommendations to ensure more strategic coordination. Placing a priority on communication and common goals, the report recommended the establishment of a Council of Foundations with three of its members serving as non-voting representatives to separate Board of Visitors Committees: External Affairs (now Advancement), Buildings and Grounds, and Finance. The Board of Visitors approved the Special Committee's report in October 2007, and in 2008 the Council of Foundations was formed from the structure of the Council of Chairs. Council representatives began serving as Consulting Members to the Board in February 2008. In November 2011, the Board approved the transition of the Buildings and Grounds Committee Consulting Member to the Student Affairs and Athletics (now Academic and Student Life) Committee.

As relationships between the University and its affiliated foundations have evolved since the Special Committee issued its report, and as the University has embarked upon a new campaign with an updated structure, the Board of Visitors has decided to conclude the consulting roles of Council of Foundations members, and wishes to thank those Council representatives who for many years have given their time and talent to the University in these roles.

DISCUSSION: Representative to the Advancement committee is Mr. William (Bill) B. Fryer. Mr. Fryer is an alumnus of the University of Virginia College of Arts & Sciences (B.A., 1971) and Law School (J.D., 1974). He is a partner and co-founder of the real estate investment firm Iron Tree Capital LLC, with offices in Atlanta and New York City. Mr. Fryer has served as Chair of the Council of Foundations since the fall of 2014, and as the Law School Foundation's representative since the Council's inception. He has also served as a trustee of the College Foundation, a member of the Law School Dean's Council, and president of the Law School Alumni Council. Mr. Fryer is the parent of two UVA alumni.

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

COMMENDING RESOLUTION FOR WILLIAM B. FRYER AND THE COUNCIL OF FOUNDATIONS

WHEREAS, William B. Fryer took an undergraduate degree from the University of Virginia's College of Arts & Sciences in 1971 and a J.D. degree from the UVA Law School in 1974; and

WHEREAS, Mr. Fryer has served with great commitment on the Council of Foundations since its inception, both as Chair and as a representative of the Law School Foundation, and has represented the Council as a Consulting Member to the Board of Visitors Advancement Committee; and

WHEREAS, Mr. Fryer has been a dedicated alumnus and has contributed considerable time and talent in multiple volunteer roles across the University;

RESOLVED, the Board of Visitors offers significant thanks and appreciation to William B. Fryer for his generous support and dedication to the University of Virginia, and for representing the Council of Foundations before the Board of Visitors Advancement Committee.

NAMINGS REPORT

**ADVANCEMENT COMMITTEE
UNIVERSITY OF VIRGINIA**

JUNE 7, 2018

Namings Report

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

LOG A LOAD FOR KIDS PLAY SPACE *Gift of Log A Load For Kids*

Log A Load For Kids is the collective philanthropic giving entity of timber and logging companies nationwide. Since 2001, the organization has been a donor to the UVA Children's Hospital through the Children's Medical Center Telethon and the Children's Miracle Network. This naming recognizes the donor's support of the 7th floor play space in the Children's Hospital, which allows children who are not normally able to get up and leave their rooms a chance to interact with other patients on the floor.

JACKSON WAITING AREA IN HONOR OF LENA JACKSON **and** **PANERA "CHANGE FOR CHILDREN" FAMILY ROOM** *Gifts of Rick and Rosemary Postle and Blue Ridge Bread*

Rick and Rosemary Postle have been generous donors to both the UVA Children's Hospital and the Cancer Center, and their support includes gifts to the renovations of the in-patient unit on the 7th floor of the east hospital. Rick Postle is a member of the Children's Hospital Committee and Rosemary Postle is a member of the Cancer Center Board. The Postle family gives personally as well as through their company, Blue Ridge Bread, which operates the local Panera restaurants. Their daughter, Kelly Jackson, also has been instrumental in making their Panera "Change for Children" campaign a significant ongoing fundraiser for the Children's Hospital. In recognition of the family's philanthropy, a waiting area in the Battle Building was named the "Postle – Jackson Waiting Area in honor of Lena Jackson," and a family room on the 7th floor of the building was named the "Change for Children' Family Room."

SANDS FAMILY GROUNDS *Gifts of Frank M. Sands Sr. and Frank M. Sands Jr.*

Frank M. Sands Sr. is a 1963 alumnus of the Darden School of Business, and currently serves as chairman of Sands Capital Management, which he founded in 1992. He serves as a member of the Darden School Foundation Board of Trustees and is also a strong supporter and board member of Darden's Richard A. Mayo Center for Asset Management. Mr. Sands was recognized at Darden in April 2017 with the Charles C. Abbott Award, the highest honor the Darden School bestows upon alumni. Frank M. Sands Jr. is a 1994 alumnus of the Darden School of Business, and is the chief investment officer and chief executive officer of Sands Capital Management. Mr. Sands serves on the Foundation Board of Trustees alongside his father, and has been instrumental in Darden's growth. This naming of the Darden School's location in Arlington, VA recognizes the Sands' long-standing service and philanthropy to Darden. Their gifts enabled Darden to secure this D.C.-area location, which occupies the top two stories of a modern high-rise building and includes classrooms, offices, and event space.