

Development Update

Mark Luellen, VP for Advancement
Amy Karr, SAVP for Health System Development
Health System Board
September 15, 2022

A strategic plan is a catalyst for our development



**UVA Health
Strategic Plan**

One Future Together | Health & Hope for All

DRAFT

UVA Health Strategic Plan:
An Extension of the University's "Great & Good 2030 Plan"
September 1, 2022





Corley Raileanu

Executive
Director,
Cancer
Programs



Polly Hunter

Senior
Director,
Patient Care
Initiatives



Richard Long

Director,
Children's



Courtney Harris

Associate
Director,
Healthcare
Philanthropy



Justus Kelley

Associate
Director,
Healthcare
Philanthropy



Chrissy Gibbons

Director,
Research
Departments
and Centers

- Dean Kibbe: Department chairs and center directors accountable for development goals
 - Upcoming Department Annual Reviews (DARs)
- 322 trainings and strategy meetings with faculty (24 group sessions)
- Patient giving doubled to \$32M

Key Events





- Growing the board
- Requirements of membership
 - Campaign gift to UVA Health
 - Host philanthropic events for Health System
 - Connect us with new prospects and influencers
- Health Foundation Board will help us activate the strategic plan with donor constituency

- \$75,565,602 in Total Commitments (100% of goal)
- Highest annual total for UVA Health in current campaign
- Over \$32 million given by patients
- 50% increase in number of gifts of \$100,000+



HONOR
the FUTURE

THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA