



Direct Support Organizations

Presented by Shawnta Friday-Stroud, Ph.D.

Board of Trustees Meeting, June 3, 2020

Direct Support Organizations

Shawnta Friday-Stroud, Ph.D.
Vice President, University Advancement
Executive Director, FAMU Foundation, Inc.
Dean, School of Business and Industry

Approval of Minutes

Recommendation:

Approve the minutes of the March 4, 2020, Director Support Organizations (DSO) Committee Meeting.

DSO Budgets

Summary:

Consideration of Approval of DSO Budgets: FY 2020-2021

- a. FAMU Foundation, Inc.
- b. FAMU Rattler Boosters

Rationale:

This action is submitted for approval in accordance with FAMU Foundation Board of Trustees Policy No. 2018-01.

The DSO shall submit an annual operating budget, which has been approved by the DSO's governing board and by the President and submitted to the Board for approval.

Honorary Namings

Summary:

Consideration of Approval of Honorary Namings

- a. Steele-Smith Concert Choral Suite
- b. Mary W. Roberts Recital Hall

Rationale:

This action is submitted for approval in accordance with FAMU Foundation Board of Trustees Policy No. 2008-05: Naming Opportunities.

DSO Board Member

Summary:

Consideration of Approval of New DSO Board Member

- FAMU Foundation Board of Directors
- Student Government Association Representative
- Mr. Maurice Gilbert
- Recommended by the Student Body President

Rationale:

This action is submitted for approval in accordance with FAMU Foundation Board of Trustees Policy No. 2018-01.

The policy provides that the Board shall approve all appointments, including elected board members, to any DSO board.

Update on Divisional Activities

A. FY 2019-20 University Updates

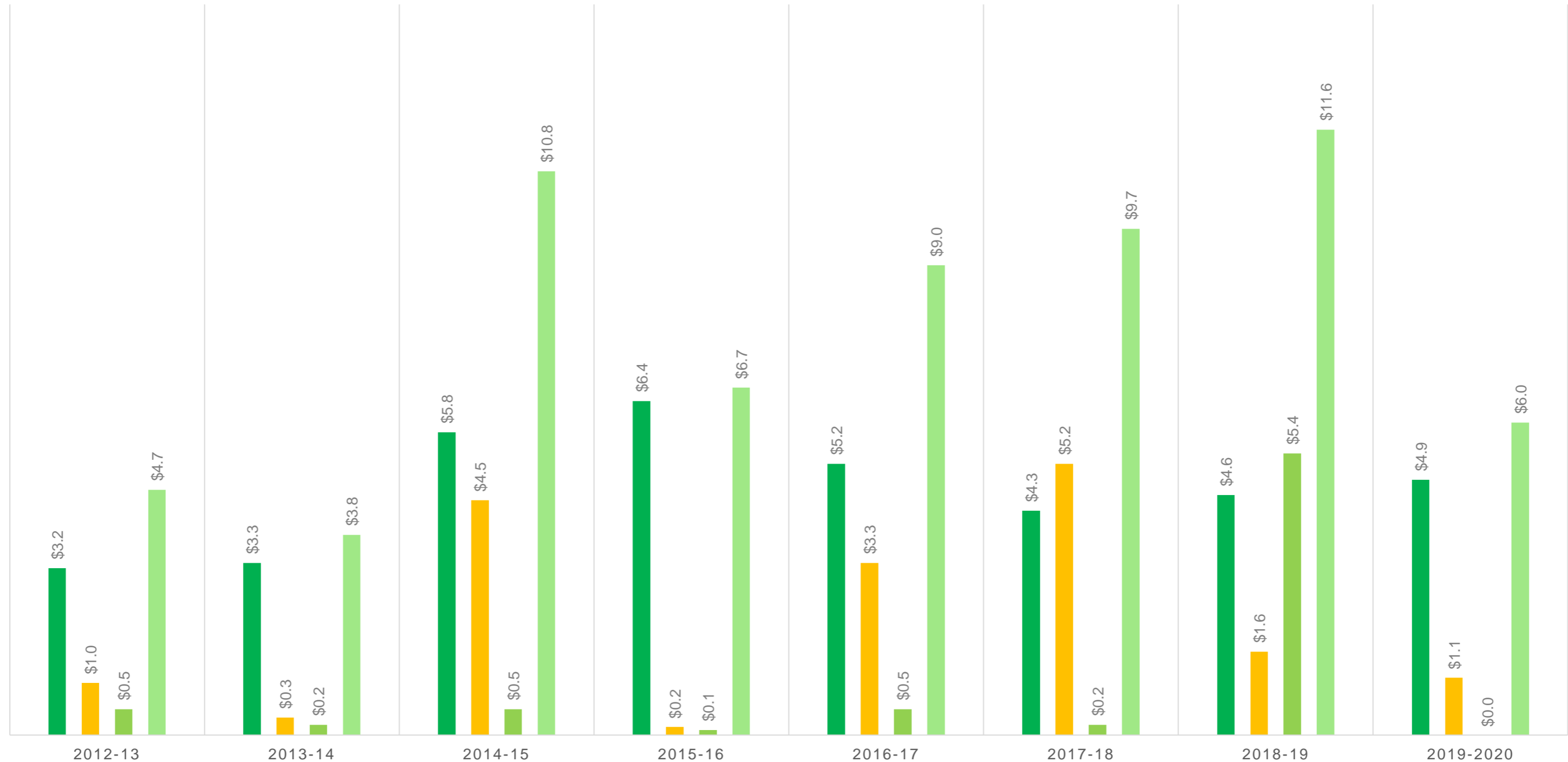
- UA kicked off its first ever/Day of Giving Campaign, 1887 Strikes, 1887 minutes of giving from April 30-May 1 raising \$213,256.72.
- UA kicked off the FAMU Rising “Rise of the Rattler” Campaign with Memory Lane Brick Sale to fund raise for Student Success Initiatives.
- Received \$1.4M cash donations in December; largest amount ever raised in December
- Giving Tuesday raised \$63,000 on December 3, 2019

8-Year Fundraising Overview

FUNDRAISING PERFORMANCE SNAPSHOT

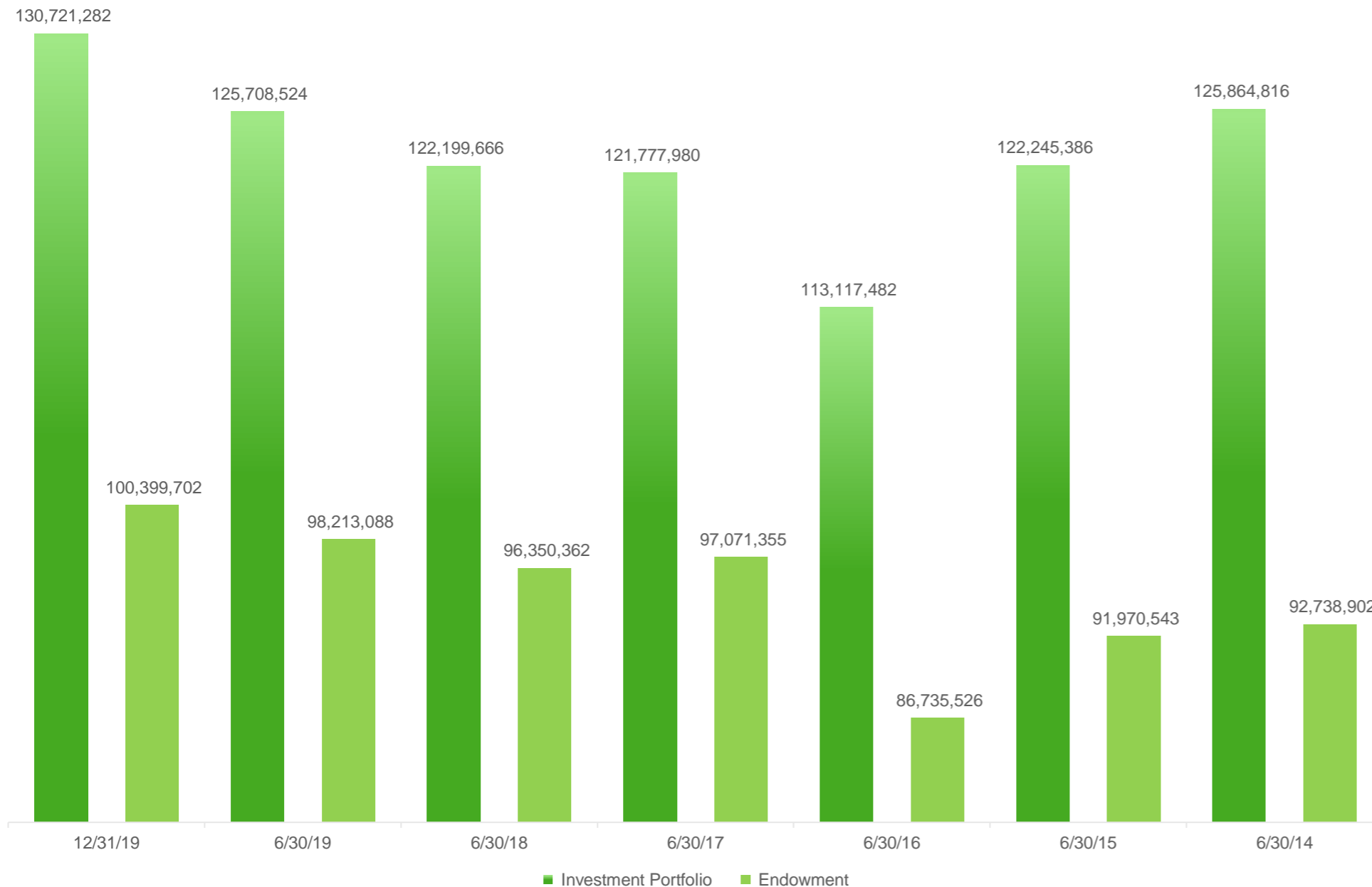
■ Cash ■ Pledges ■ Pledge Collections ■ Total

Millions



Endowment and Investment Values

Investment and Endowment Historical Market Values



Three Factors that Affect Endowment Value

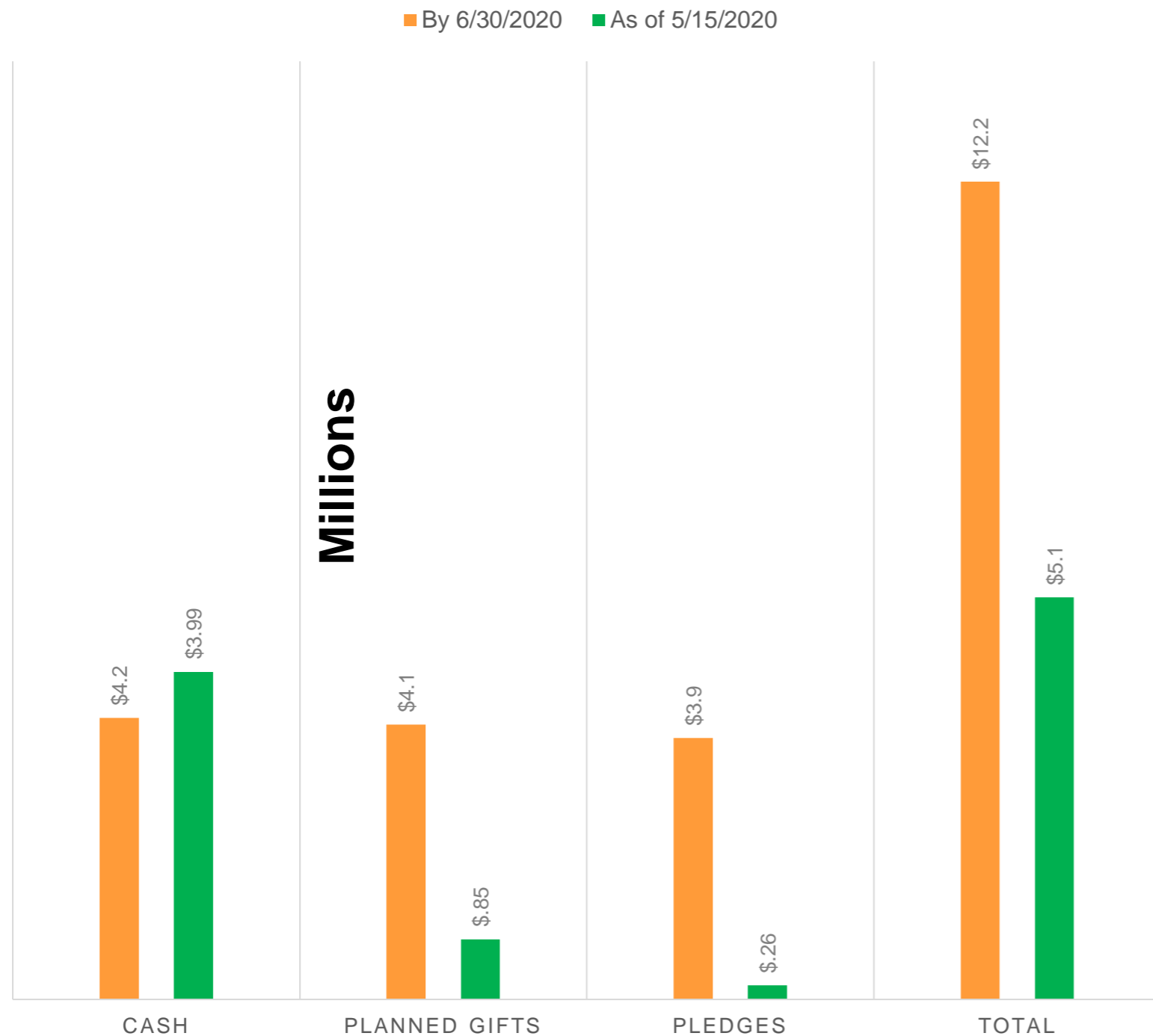
- 1) Endowment Cash Gifts
- 2) Annual Spend Allocation (Reduces value on July 1st)
- 3) Investment Gains/Losses

Additional Factors that Affect Investment Value

- 1) Operational spending over and above or below annual spending allocation
- 2) Investment fees paid with cash from checking account

2019-2020 Fundraising as of 5/15/2020

FUNDRAISING PERFORMANCE AGAINST GOALS



Progress as of May 8, 2020:

\$6,084,564.27

(49.9% of \$12.2 Million)

- **New Cash Goal - \$4.2M**
Current - \$4,940,323.50 (118%)
up \$1.128M from last year
- **Planned Gifts Goal - \$4.1M**
Current - \$950,443 (23.1%)
- **Pledges Goal - \$3.9M**
Current - \$206,797.77 (5.4%)
- **Pledge Collections**
Current - \$614,530.72

Segmentation of \$12.2 Goal



Student Scholarships

Goal - \$7.2M (~59% of \$12.2)

Cash Goal – \$2.4M

Pledge Goal – \$1.8M

Planned Gift Goal – \$3M

Student Success Initiatives

Goal - \$3M (~25% of \$12.2)

Cash Goal – \$2M

Pledge Goal – \$500K

Planned Gift Goal – \$500K

FAMU Athletics

Goal - \$1M (~8% of \$12.2)

Cash Goal – \$400K

Pledge Goal – \$300K

Planned Gift Goal – \$300K

The Arts & History

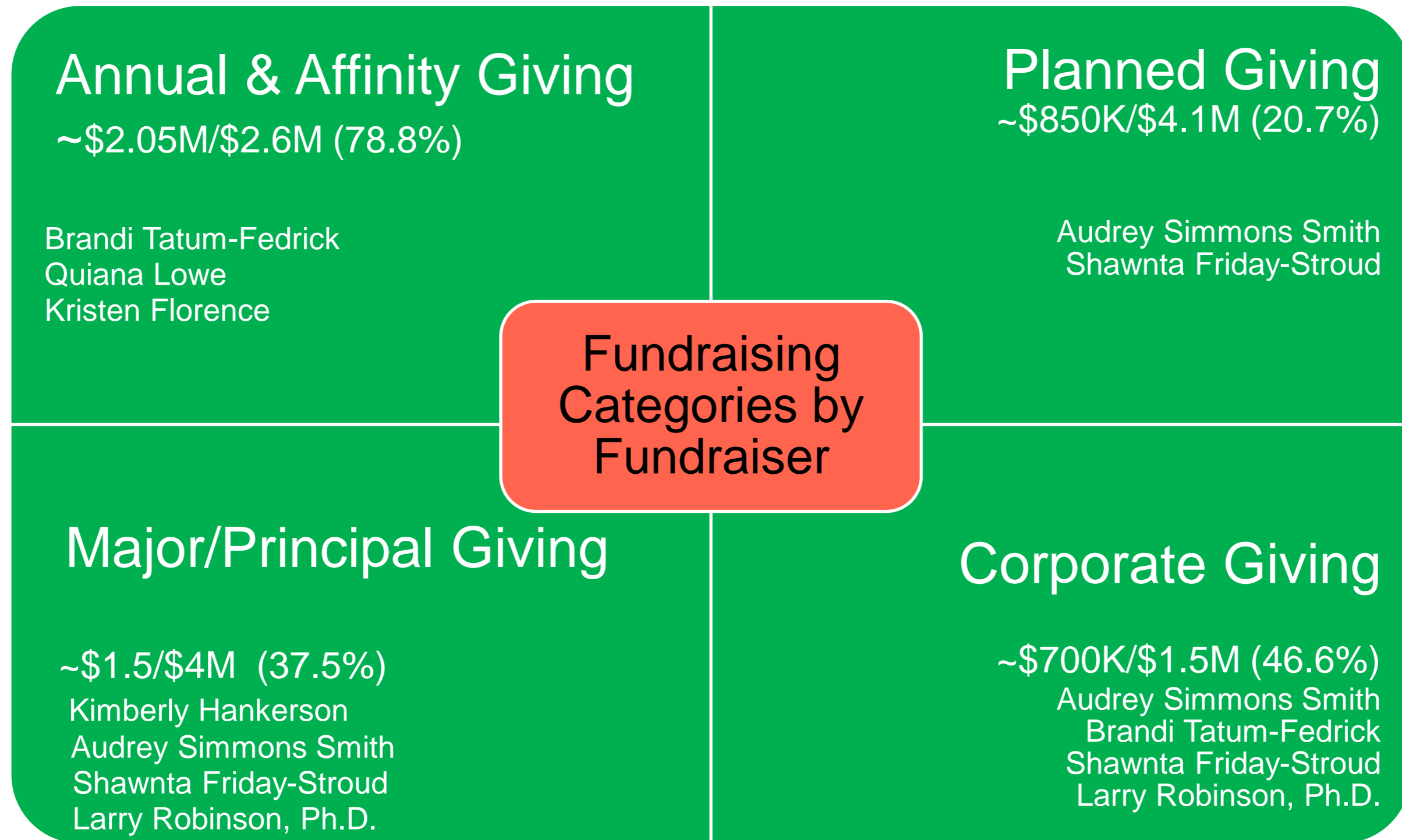
Goal - \$1M (~8% of \$12.2)

Cash Goal – \$400K

Pledge Goal – \$300K

Planned Gift Goal – \$300K

Fundraiser Segmentation



DSOs Updates

FAMU Foundation, Inc.

- Spring 2020 Board Meeting via Zoom, May 21
- Investment Portfolio at 3/31/2020: \$108,779,300 (rebounded by 4/30/2020)
- ³⁰ Endowment value at 3/31/2020 \$83,959,341 (rebounded by 4/30/2020)

FAMU National Alumni Association

- Supported 1887 Strikes Campaign - NAA SOS Fund
- Hosted the NAA Virtual Town Hall via Zoom and Facebook
- Sponsored 60 COVID-19 Testing Site volunteer lunches for 10 days
- Annual Convention, November 2020, Orlando during Florida Classic

DSOs Updates

FAMU Rattler Boosters

- Ms. Angelia N. Williams replaces Mr. Tommy Mitchell Sr. as Executive Director.
- The Boosters thank Mr. Mitchell for his fine Leadership and fundraising efforts.
- The annual Football Rattler Boosters Kick-Off luncheon is tentatively scheduled for Saturday, August 22, 2020.
- The Rattler Boosters acknowledge the seamless lines of Communications with the Athletic department under the leadership of Vice President Kortne Gosha.
- The Boosters support the Field House Renovation and have contributed to the purchase of the new Football Lockers.



“At FAMU, Great Things are Happening Every Day!”