

**BOLDLY
BUFFALO**
THE CAMPAIGN FOR UB



Harmonizing Philanthropy and Impact through Strategic Fund Utilization and Campus Partnerships

Business Day 2024

 **University at Buffalo**





Welcome & Introductions



Pleased to meet you!

- Kathleen S. Heckman, BA, MBA

- Female
- Preferred pronouns: she/her/hers
- Non-disabled
- Experienced (25+ years) higher education leader, problem-solver, planner, communicator
- Western New York native
- Wife and mother of two
- Berner and cat mom
- Community volunteer

Pleased to meet you!

- **Nicole Shepherd (she/her/hers)**

- Service professional with 20+ years in donor/customer relations, management, marketing and events. 18 years at UB.
- Western New York native with a brief stint in Ohio.
- Wife and mother of two active teens, a dog and a cat.
- Board member, City Honors Foundation and City Honors Crew.



Pleased to meet you!

Timothy Russo

- Public finance professional with years of financial management and leadership experience. Has worked in State-wide budgeting offices as well as in local government.
- Master's of Public Administration (MPA) with State and Local Government Financial Management concentration.
- Western NY native.
- Dad to a happy 2.5 year old toddler and three dogs.

Introduction

- Welcome and Introductions
- Importance of fundraising, stewardship, and the strategic utilization of donor gifts
- Purpose and objectives of the presentation
 - Creating awareness
 - Ensuring donor intent is met
 - Enabling the strategic utilization of funds
 - Creating happy donors
 - Securing additional gifts
 - Fueling UB's aspirations

Understanding Fundraising in Higher Education



Fundraising—Definition and Concept

- Fundraising is the **practice of asking for voluntary financial support of higher education**. At some colleges and universities, fundraising is known as development or institutional advancement.
- As other sources of annual revenue decrease, this voluntary support—philanthropy—is vital to the long-term sustainability of U.S. colleges and universities.

Higher Ed Fundraising—Overview

- Philanthropic giving to higher education totaled \$58 billion in 2023, a slight decline from the record high in 2022 (of \$59.5 billion)
 - 80% of contributions went to restricted endowments, primarily to fund scholarships and to “operations with restrictions on use”—usually research projects.
 - 64.7% of charitable donations came from organizations, with the balance split between alumni and other non-alumni individuals (with a slight lead by alumni).
 - In 2023 there was a rise in major gifts with 11 donations of \$100 million or more (representing 3.9% of the total).

Source: [Voluntary Support of Education survey](#) from the Council for Advancement and Support of Education

Benefits of Fundraising

- Enhancing academic programs and research
- Supporting scholarships and financial aid
- Funding capital projects and infrastructure improvements
- Attracting and retaining top faculty and staff
- Strengthening the university's reputation and brand



Role of Philanthropy in Advancing the University



UB Fundraising—Overview

- Philanthropic giving to UB increased by 15% in fiscal year 2023 to a total of \$123 million, surpassing the previous record of \$115.7 million (FY'21)
 - Commitments to facilities/facilities improvement and equipment increased 944.2% (YOY), led by a \$20 million naming gift for the new School of Engineering and Applied Sciences building
 - Commitments to scholarships and fellowships increased 9.6% (YOY) including 21 new endowed funds
 - Added 3 new endowed chairs/professorships including the first endowed chair in the Graduate School of Education
 - Through the campaign period 45% of commitments came from organizations, 38% came from alumni and 17% came from individuals who were not alumni

Impact of Philanthropic Funds on UB

Disciplinary Excellence

Reputation and impact campaigns, engagement activities, and reporting highlight the academic and research excellence of our faculty and students.

Focused fundraising efforts secure resources for interdisciplinary efforts such as the Center for Information Integrity, HOME Initiative for Sustainable Living, and AI and expand the infrastructure to support key academic programs, improve research environments and advance priority programs.

Partnerships with academic units to deepen constituent engagement and to secure seed funding for new tenure track hires.

More than \$145M secured to support the research outcomes of faculty at the forefront of their fields.

Creation of 78 new endowed faculty positions to increase tenure track faculty in all disciplines.

Student Success & Experience

Alumni identity-based programs created to support student groups already in existence—providing mentoring, professional coaching, and a more cohesive pathway to life after UB.

Partnership with career design center to amplify the alumni/student mentoring program, internships and placement opportunities.

More than \$528M raised to support student success.

Enriched learning and living environment with 30 new state-of-the-art buildings and renovated facilities.

Fan engagement to enrich the student-athlete experience.

Enrollment


Partnership with admissions to leverage alumni affinity in the recruitment process.

Fund-development to enable the construction of new buildings necessary to support enrollment growth.

Increased endowed scholarship funds by 86% to ensure that UB remains affordable AND a school of choice.

More than \$121M in scholarship and fellowship funds secured to recruit and retain the brightest and most diverse students.

Since July 1, 2013



Importance of Fund Utilization—Driving Effective Stewardship

Strategic Utilization of Donor Gifts

- Understanding and adherence to donor intent (donor agreements)
- Fund usage and impact reporting
- Utilization of Academic Works: UB Scholarship Portal for scholarship administration
- Creating case for additional asks

Stewardship

- Importance of donor stewardship
- Building and maintaining relationships with donors
- Acknowledging and recognizing donors' contributions
 - Naming opportunities
 - Student thank yous and other expressions of gratitude
- Providing progress updates and impact reports to donors
 - Tailoring stewardship efforts based on donor preferences



Role of Campus Partners



Creating a Culture of Philanthropy at UB

- Everyone is an advancement officer; everyone helps create this culture.
- Volunteerism and participation in advancement events and activities like Homecoming and Giving Day.
- When you hear about a great story about the impact of philanthropy, let us know!
- If you don't already do so, consider participating in the faculty/staff campaign. Your participation matters!

Faculty and Academic Divisions

- Advising on academic funding opportunities aligned with donor intent and that advance Top 25 ambitions
- Participating in meetings, events, and donor engagement activities
- Connecting advancement staff with former students; sharing information
- Engaging alumni and potential donors as volunteers in campus initiatives and speakers and tracking engagement in enterprise CRM
- Gift acceptance—should this gift be accepted, can we use it, is it enough?

Faculty and Academic Divisions *cont.*

- Strategic utilization of philanthropic funds; meeting donor intent; identifying compelling impact stories.
- Completing space inventory—universe of naming/recognition opportunities and master database of existing named spaces.
- Using proper name of named spaces.
- Respond to inquiries from Advancement staff about expenditure of philanthropic funds. These details are critical to impact reporting.

Advancement

- Facilitating communication and engagement between donors and relevant campus stakeholders (lifelong relationships)
- Making the ask
- Monitoring donor relations to ensure donor satisfaction and engagement
- Educating the campus community about the impact of donations

Alumni Engagement

- Leveraging alumni connections for potential funding opportunities
- Aggregating information (golden record) to amplify university outreach efforts
- Encouraging alumni engagement in specific projects or initiatives (mentoring, hiring, internships, etc.)

UB Foundation

- Fiduciary responsibility for donor funds
- Prudent investment of philanthropic funds
- Oversight of donor intent



Q&A

Key Takeaways

- Importance of fundraising, stewardship, and the strategic utilization of donor gifts.
- As other sources of annual revenue decrease, this voluntary support—philanthropy—is vital to the long-term sustainability of UB.
- Significant opportunity for UB to enhance academic programs and research, increase scholarships and financial aid, initiate new capital projects and infrastructure improvements, and attract and retain top faculty and staff.
- Everyone is an advancement officer; everyone helps create a culture of philanthropy and giving

How Did We Do?

- Your feedback will help us improve the content of future sessions
- Take the *Session Survey* on your smart device using the QR Code on your schedule
- Thank you for your feedback