

UNC and UNC Foundation Campaign Reorganization

Ad Hoc Committee & Foundation Board Meeting

June 2025



UNC

Background

Our goal is to best position the university to successfully complete a comprehensive campaign with a **bold goal of \$200 million** in support of the vision expressed in the *Rowing, Not Drifting 2030* Strategic Plan.



Campaign Readiness Recommendations

Recommendations from Readiness & Feasibility Studies by GG+A
(received in February 2023 and presented in May 2023 joint meeting)

- Improve **alignment** between UNC & UNC Foundation
- Create formal opportunities for volunteer **engagement** in philanthropy for highly invested donors to UNC
- Increase **investment** in Development to improve results (specifically to hire front line fundraisers and planned giving officer and reinforce Annual Giving Programs)



Operating Agreement

- **New Operating Agreement** signed November 15, 2024
 - Effective through November 15, 2025
- Implementation of new OA showing **results** in **alignment, engagement, and investment** with highlights to follow...



Accomplishments to Date



Personnel & Operations (Alignment)

- President Feinstein becomes UNC Foundation President in November
- Andy & Foundation Board Chair Littler meet regularly
- Internal controls and existing processes remain in place and unchanged for Foundation operations
- Dale Pratt begins as Foundation CFO in November and joins board as ex-officio board member
- Foundation staff become University staff on January 1, 2025
- Regular meetings occur with Andy, Dale, Allie, & Eileen to support operations and donor needs

Accomplishments to Date



Foundation Board (Engagement)

- Three new voting members join Foundation Board in February 2025
 - John Schmidt and Collin Richardson join Philanthropy Committee, Kevin Ahern joins Investment Committee
- Philanthropy Committee is established as a regular committee of the Foundation Board with Brian Davidson serving as Chair
- Foundation Board Chair/Vice Chair regularly attend BOT meetings and provide an update
- Trustee Martinez regularly attends Foundation Board meetings as a liaison
- Joint meeting of UNC Foundation Board and Board of Trustees scheduled for December 2025

Accomplishments to Date



Investment in Advancement (Investment)

- Foundation staff transitioned to University staff, all received pay increases to reflect parity with similar UNC positions
- New investment of roughly \$1M in UNC Advancement infrastructure
 - Director of Gift Planning, 2 Associate Directors of Development, Director of Annual Giving, Director of Campaign Stewardship approved with searches in varying stages
 - Investments in non-personnel infrastructure needs such as email technology, printing and postage for solicitation and stewardship materials, Campaign counsel, development travel and operations

Looking Ahead



Operating Agreement Deadlines

June 10 - Ad Hoc Committee and small group of Foundation Board members meeting #1 to discuss effectiveness and sustainability

August 1 – Deadline for recommendations made by University and Foundation Board regarding terms of renewal

August 15 – Deadline for second meeting of Ad Hoc Committee and small group of Foundation Board members to discuss effectiveness and sustainability

September 15 – Deadline for parties to reach agreement on renewal or begin mediation

November 15 – Current Operating Agreement expires