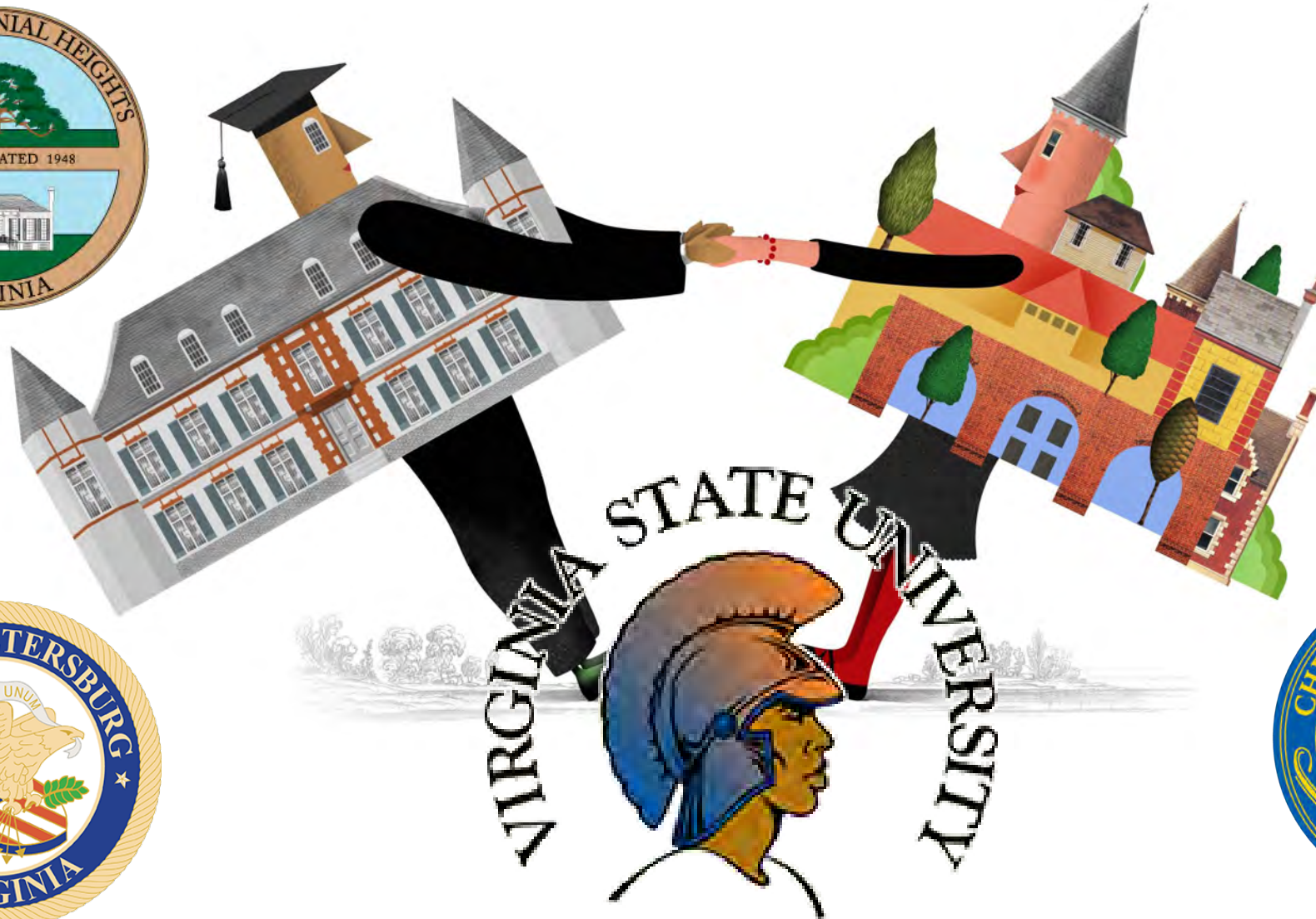




GOVERNMENT RELATIONS UPDATE

Eldon Burton
Virginia State University
September 2023

VSU Town & Gowns





Budget Development

Agency Budget Preparation

August:
Dept of Planning & Budgeting
(DPB) issues instructions to
agencies

September:
Agencies
generate &
submit requests

Review & Recommendation

November:
Governor, DPB,
Cabinet review

December:
Governor submits
document &
bill to General Assembly
(GA)

Budget Deliberation

Legislative Action

January:
Budget bills
referred to
money committees

February:
Senate & House
produce competing
budget proposals

March:
Conference Committee
reports budget bills/
GA approves budget

Gov's Review

March:
Governor signs/vetoes/
vetoes items/or returns
to GA with amendments

Maintain Affordable Access	VSU Allocation
Operational Support	\$1,491,000
Need-Based Financial Aid	2,525,000
Nursing Shortages	\$30,000
Total	\$4,046,000

Maintain Affordable Access

Construct BOLT Leadership Center

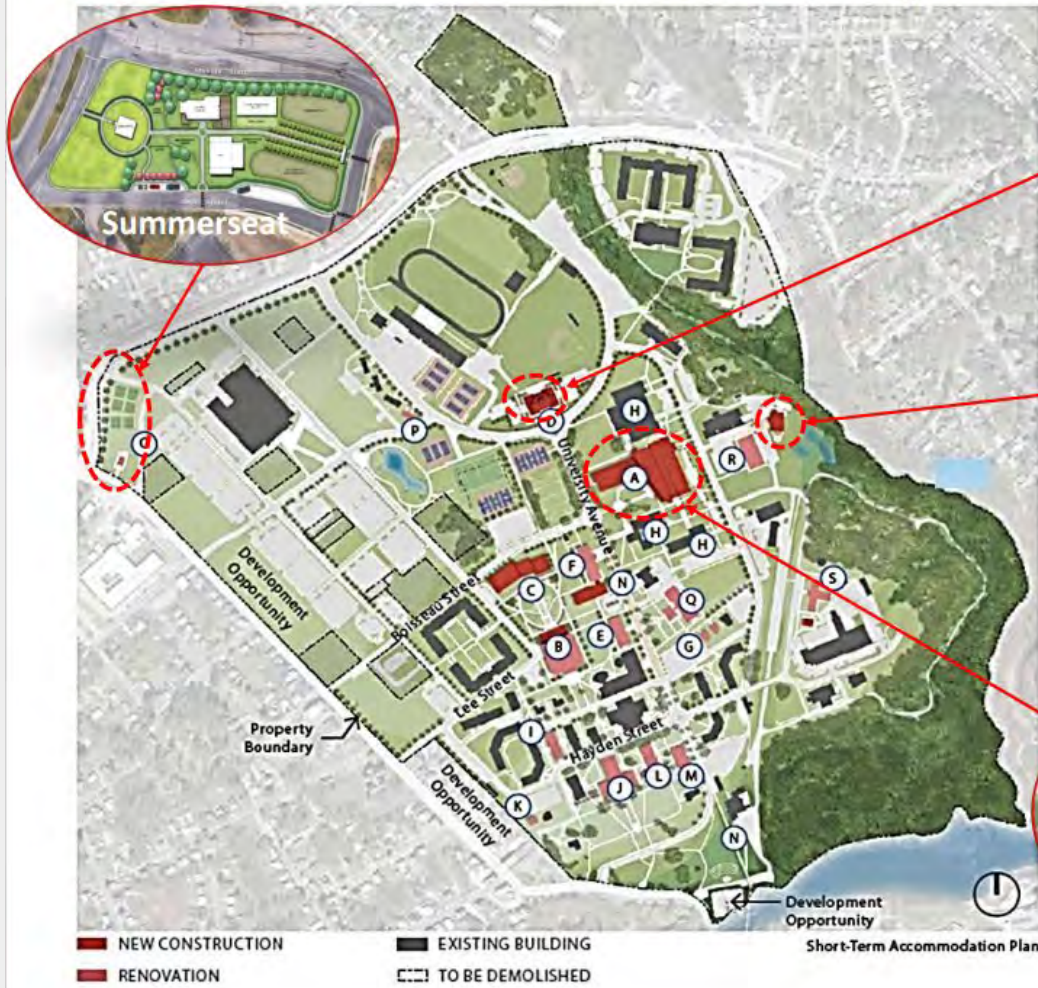


Maintenance Reserves

FY 2023	FY 2024	
\$4,608,602	\$4,556,591	\$5,754,434



VSU Master Plan – New Construction in Progress



Budget Development

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Congresswoman Jennifer McClellan Visits VSU Center For Entrepreneurship



QUESTIONS?

Office of Alumni Engagement Update

Franklin Johnson-Norwood
Director of Alumni Engagement

September 14, 2023





- We reached out to 28,274 alumni.
- We had 3,999 of them respond to us via phone and/or online.
- We collected 2,734 stories and published 778 in the book while the others were included in the digital publication.

Quote from an Alumni Thelma Wyatt

I received my book over a week ago, and I just cannot put it down! I want to share it with a friend, but I have not been able to part with it yet! I am so thankful that I participated in this project. Again, I applaud all who made this happen!

"Where there is no vision, the people perish." Proverbs 29:18. KJV Kudos to those who had the vision, and to those who brought it to fruition! We have a TREASURE for our children, grandchildren, and future generations

Battle of the States 2023

Battle of the States!

 **WINNER!** 

 \$319,121.95

  \$219,145.00

We **WON** the
Battle of the States Giving Challenge
Thank You Alumni, Employees,
Students and Friends for your
unwavering and **GREATER** support
GREATER Happens Here!

“Anatomy of an Alumni Gift”

Case Study: Shardaé Holmes



- Shardaé wanted sow seeds for the future she established the ***STUDENTS IN STEM ENDOWED SCHOLARSHIP FUND*** . The endowment was established with an initial gift of **\$10,000**. This need based scholarship shall be awarded to a Junior or Senior majoring in STEM.
- Shardaé also wanted to create a scholarship that would have an immediate impact. Thus she established to the ***SHARDAÉ N. HOLMES ANNUAL SCHOLARSHIP FUND*** with an initial gift of \$5,000. This merit based scholarship of \$500 to a Junior or Senior majoring in Biology.

Our Plan to Engage the Alumni Community in the Comprehensive Campaign

- Ensuring our alumni understand, embrace and see themselves in the Case for Support
- Reinforcing our relationship with alumni
- Encouraging peer-to-peer engagement
- Offering alumni recognition opportunities



Greater Happens Here
Department of
Institutional Advancement





Since 1882

Official Alumni Homecoming Events

VIRGINIA STATE
THE 1882 EXPERIENCE
TRJAN
HOMECOMING

THURSDAY
OCTOBER 12 2023
FIRST LADY'S ANNUAL
VSU CO-ED GOLF TOURNAMENT
Dogwood Trace Golf Course
Petersburg, VA
8:30 a.m. to 2:00 p.m.

FRIDAY
OCTOBER 13 2023
RIBBON CUTTING CEREMONY
FOR BRICK INSTALLATION
Foster Hall - 2:00 p.m. to 2:30 p.m.

"LIVE"
ON THE HILL
VSU Multipurpose Center Lawn
4:00 pm to 7:30 pm

ALUMNI HOMECOMING
CONCERT
VSU Multipurpose Center
Doors Open at 7:00 p.m.
Showtime at 8:00 p.m.

SATURDAY
OCTOBER 14 2023
PRESIDENT'S TAILGATE
VSU Multipurpose Center Lawn
11:00 a.m. to 1:00 p.m.

Office of Institutional Advancement

September 14, 2023



Greater Happens Here
Department of
Institutional Advancement



VIRGINIA STATE UNIVERSITY

“Preeminence with Purpose”

Institutional Advancement Priorities

**PRIORITY 4: DEFINE THE VSU BRAND AND TO TELL
OUR STORY**

**PRIORITY 5: DIVERSIFY FINANCIAL RESOURCES
AND ENHANCE OPERATIONAL EFFECTIVENESS**



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Institutional Advancement



MISSION MOMENTS



Greater Happens Here

Department of
Institutional Advancement





Since 1882

RECORD YEAR ON THE HILL

\$6,261,327.58

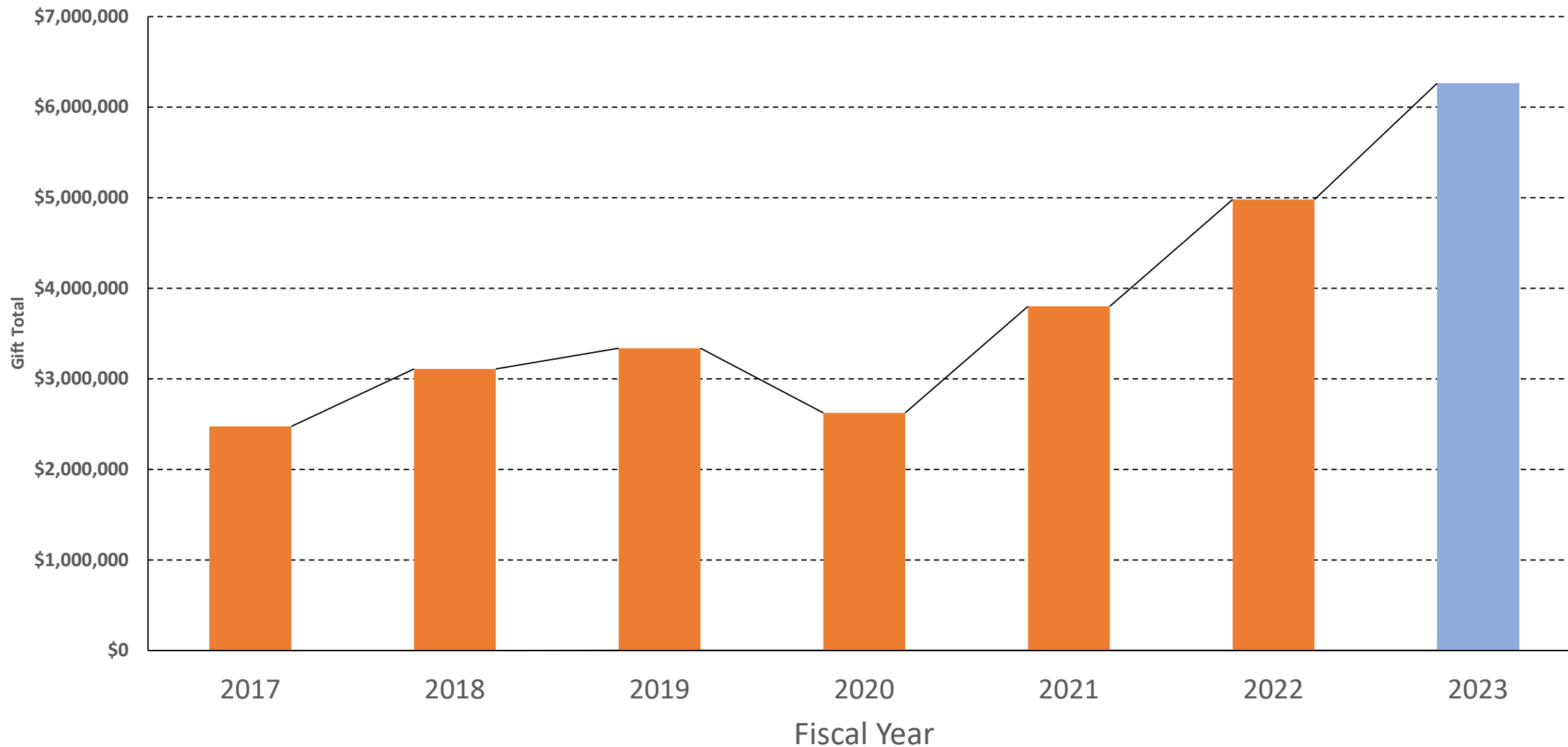
IN TOTAL FUNDRAISING

2,102

TOTAL DONORS



VSU Contributions Per Fiscal Year



** 2021 Scott not reflected*

CAMPAIGN UPDATE



Greater Happens Here

Department of
Institutional Advancement



**Are We Ready for a
Comprehensive Campaign?**

YES WE ARE!



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Department of
Institutional Advancement

Comprehensive campaigns combine vision, capacity, and donor potential in a carefully planned case for support that appeals to the hearts and minds of donors.



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Department of
Institutional Advancement

Comprehensive Campaigns

- Annual, unrestricted fundraising goals over all the campaign years are bundled with additional fundraising needs, including capital and endowment support
- Donors are typically *solicited* just once, with the remainder of the pledge payment period devoted to stewardship

ENDOWMENT

CAPITAL

ANNUAL
FUND

SPECIAL
INITIATIVES

DEVELOPING OUR CAMPAIGN FRAMEWORK



Assess Institutional and Donor Readiness

Launching the Case
for Support

Donor Feasibility
Conversation Guide



Set Goals and Timelines

Goal Set
\$100M (\$46M raised)

Setting SMART Timelines



Curate Campaign Priorities

Big Ideas Kickoff

Story Building for Academics

Leadership Gifts & Philanthropic Potential

generous leadership gifts and philanthropic potential (money) that account for 60% or more of the goal and inspire generosity from others



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Institutional Advancement



CORPORATE PHILANTHROPY
to HBCUs PERSISTS!

Trends in Philanthropy
COLLECTION



One gift. Countless opportunities.





Greater
Happens Here

FY23

GOLDEN NUGGET \$100,00
DIGITAL GAMING \$83,333.33
TOTAL: \$183,333.33

FY22

GOLDEN NUGGET \$200,000
DIGITAL GAMING \$83,333.33
COLONIAL DOWNS \$250,000
TOTAL: \$533,333.33

FY24

BET365 \$100,000
TOTAL: \$183,333.33

CORPORATE PIPELINE

CORPORATION	PURPOSE	ASK AMOUNT
Andrew Mellon Foundation	Curriculum Development	\$200,000 to 300,000
Bristol Meyers Squib	Health, Health Equity	\$50,000-1M
Cameron Foundation	Open	\$50,000 to \$500,000
Carnegie Corporation	Higher Education, Health, Workforce, STEM	\$200,000 to 300,000
Caterpillar Foundation	Workforce Development; STEM	\$150,000 to \$200,000
Hearst	Innovation; Student Success	\$100,000
Lilly Endowment	Higher Education; Health	\$50,00 to \$100,000
Lumina Foundation	Innovation; Student Success	\$200,000 to 300,000
Northrop Grumman	Workforce Development; STEM	\$25,000 -\$100,000
Parsons Foundation	Capital, Health, Equipment for Students	\$150,000 to \$200,000

MISSION MOMENTS



Greater Happens Here

Department of
Institutional Advancement





SINCE ITS INCEPTION, THE
JAY STEGMAIER FUND
HAS RAISED \$20,250.00
TO SUPPORT STUDENTS WHO HAVE
DEMONSTRATED EXCELLENCE IN ACADEMICS,
LEADERSHIP AND UPHOLD THE VSU MISSION.



Greater
Happens Here

2023 JAY STEGMAIER SCHOLARS



Makayla Reese



Mariatu Saidykhan



Bryson Ruff

**Layla Thompson
(no pictured)**



Benedict Uzochukwu

Final Thoughts



Greater Happens Here
Department of
Institutional Advancement