



For the Bold

VIRGINIA MUSEUM OF FINE ARTS

JAMES W AND FRANCES G MCGLOTHLIN WING

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

# Campaign Goals



Strengthen alumni  
engagement



Achieve 40 percent  
alumni participation



Raise  
\$1 billion





Strengthen alumni  
engagement

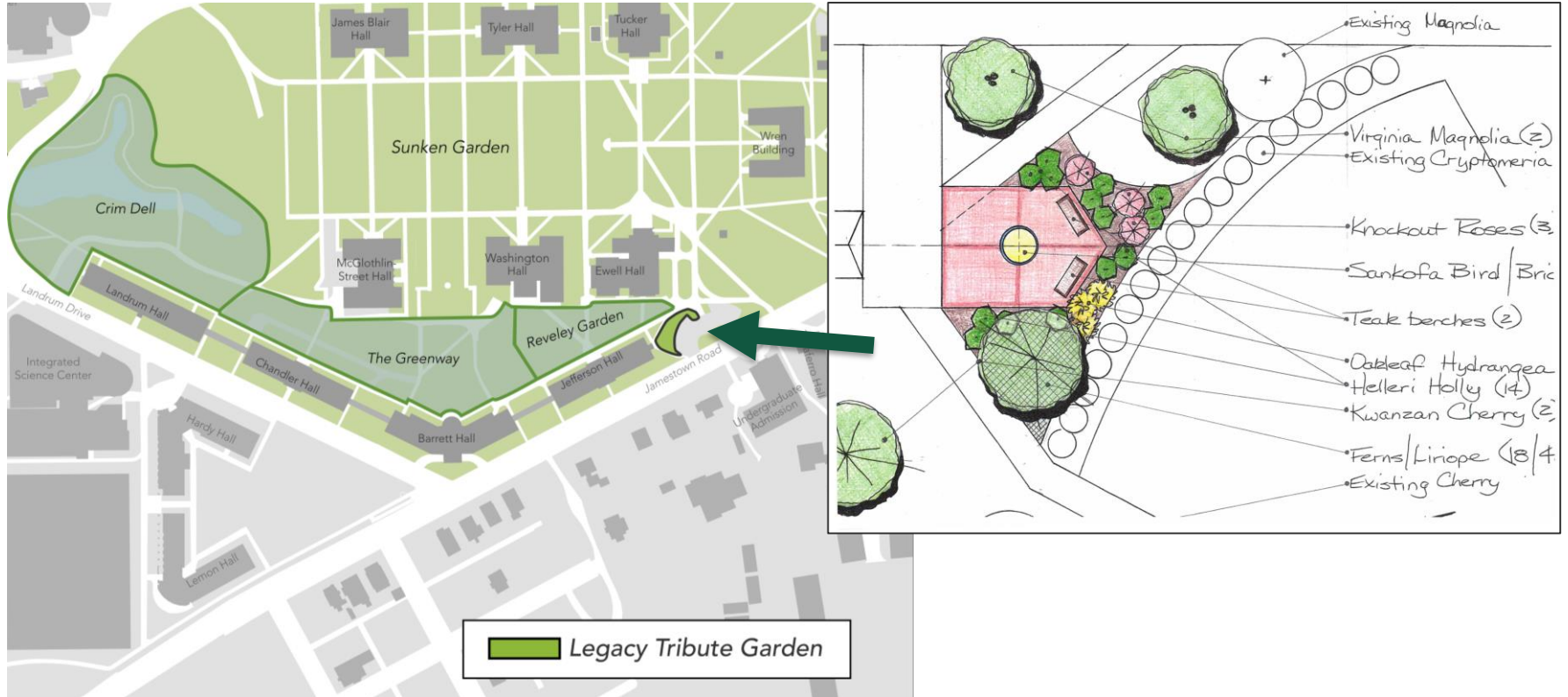




# Legacy Weekend, April 12-14



# Legacy Tribute Garden



# SOCIETY OF 1918

**All Aboard!**  
**March 23**

- Series of keynotes and panels about serving on corporate, nonprofit and elected/appointed boards
- 90 William & Mary women attended: varying levels of board experience, society members and prospective members



## W&M Women's Weekend September 21-23, 2018

- Keynote speaker: Anna Deavere Smith
- Pathways focusing on personal, professional and interpersonal growth
- Events will focus on the eight dimensions of wellness
- MARY Talks — short talks on big ideas from fellow W&M women and friends





# Traditions Weekend

## April 20-22

- Class of 1968's 50<sup>th</sup> Reunion
- Olde Guard
- Boyle Society
- Alumni House Expansion Ground Breaking





# Alumni House Expansion & Renovation



# Commencement Weekend, May 10-12

## Thursday, May 10

- Student Academic Prizes

## Friday, May 11

- Honorary Alumni Award Ceremony
  - *Joe Gofus*
  - *Stephen Johnsen*
  - *Helen and Taylor Reveley*
  - *Joel Schwartz*
  - *John Charles Thomas*
- Legacy Family Reception

## Saturday, April 21

- Alumni Induction Ceremony





A nighttime photograph of the Chicago skyline, featuring several illuminated skyscrapers and a bridge over a body of water. The lights from the buildings and bridge reflect on the water's surface.

W&M  
WEEKEND

JUNE 1-3  
— CHICAGO —

AN ADVENTURE  
IN THE MAKING

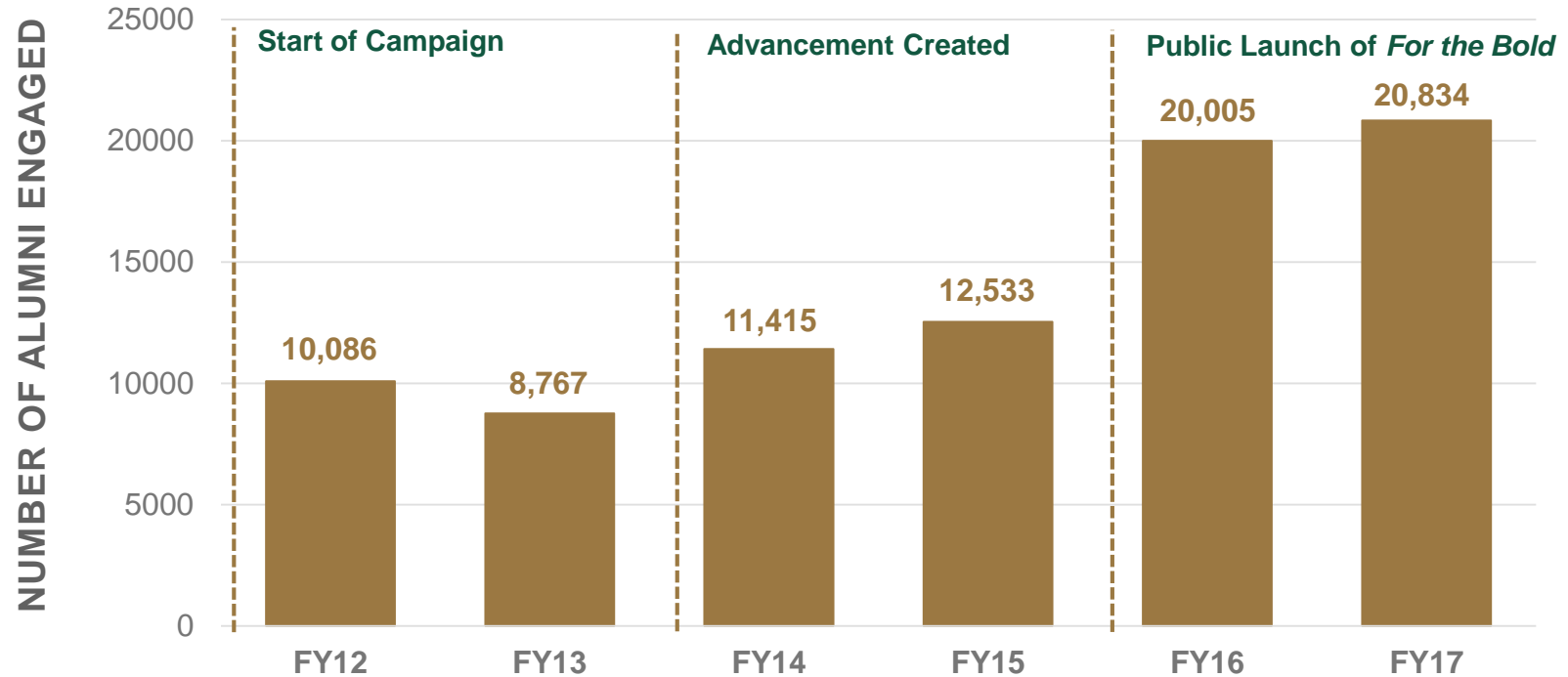


## Homecoming October 18-21, 2018



Grand Marshal Ruth W. Tillar '45

# Alumni Engagement Growth



40%

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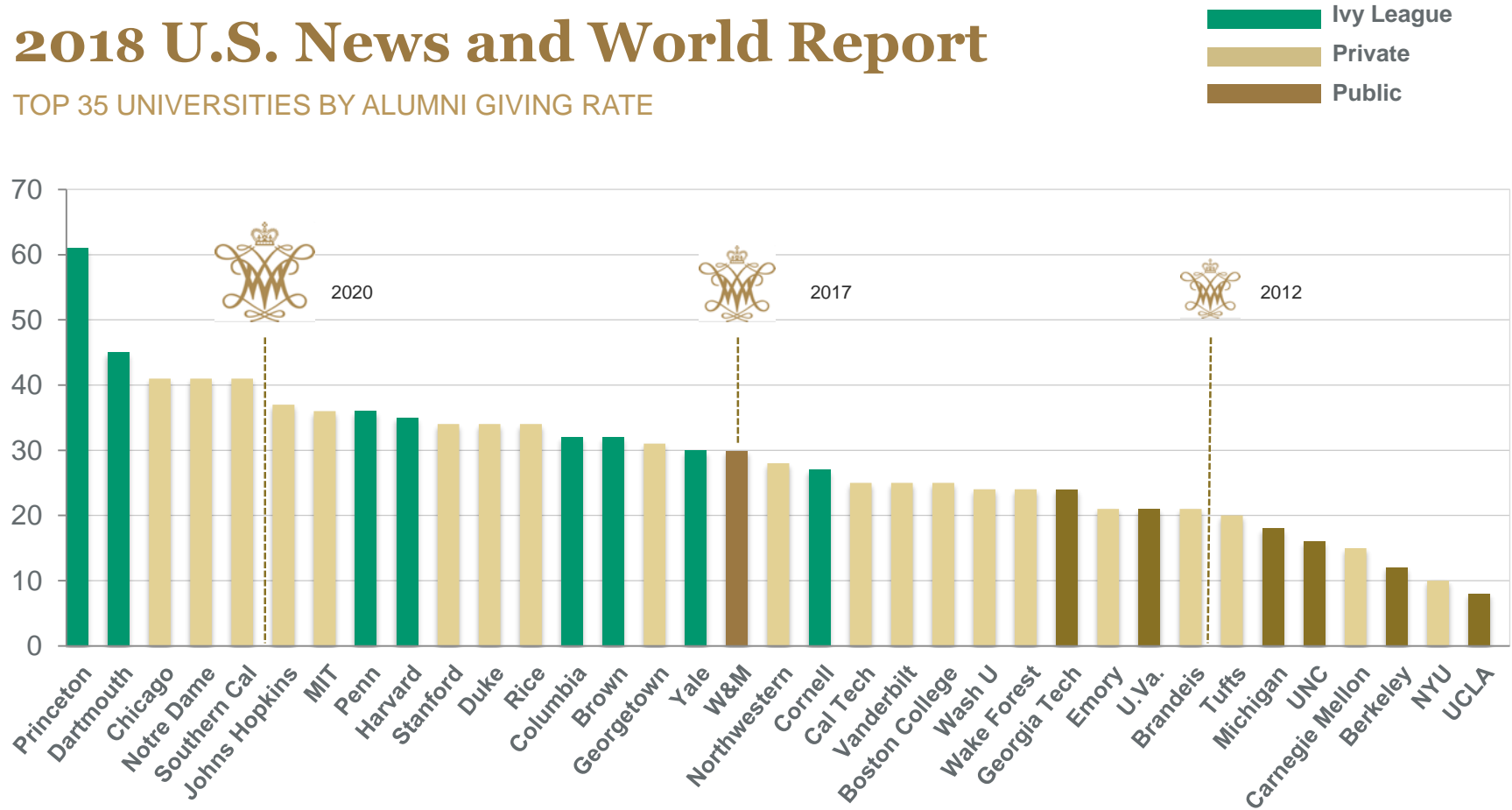
Achieve 40%  
alumni participation





# 2018 U.S. News and World Report

## TOP 35 UNIVERSITIES BY ALUMNI GIVING RATE



# Honors Fellowships

2009 – 12 projects

35% of projects funded

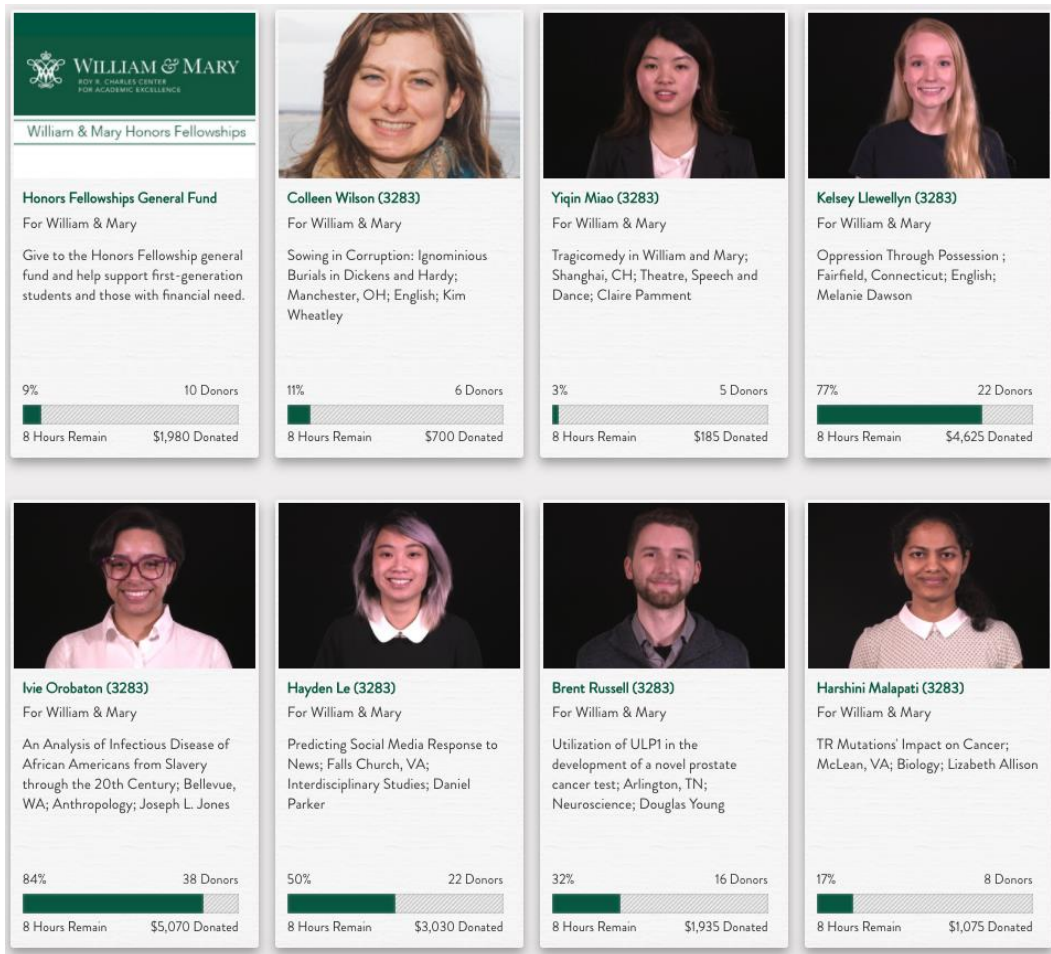
2018 – 74 projects

95% of projects funded

418 Honors Fellows in 10 years

1,230 Gifts

\$338,000



# Tribefunding

Spring '18  
April 9 – May 15

- Sarah Ives Gore Childcare Center classroom renovation
- Alpha Kappa Psi 2019 convention
- Stories of Highland's descendant communities
- tribeHacks
- American Bosnian Collaboration Project
- Primary School in Ghana (SPAID)
- Dare to DREAM

**\$76,500 total goal**  
**\$5,062 raised to date**



## Renovate a Classroom, Childcare ...

For William & Mary

Our goal is to fully renovate one classroom by updating cabinets, repairing and repainting walls, and replacing flooring.

0% 0 Donors  
37 Days Remain \$0 Donated



## Professional Development for AKPsi

For William & Mary

Help us raise \$1,500 to send five deserving Alpha Kappa Psi members to distinguishing leadership opportunities in 2018 and 2019.

0% 0 Donors  
37 Days Remain \$0 Donated



## Capturing Stories – Highland

For William & Mary

James Monroe's Highland and William & Mary Libraries will capture oral histories of descendants of enslaved African Americans at Highland.

0% 0 Donors  
37 Days Remain \$0 Donated



## tribeHacks

For William & Mary

tribeHacks is a 36 hour hardware and software competition held here on our campus, designed to spark creativity and connect students.

0% 0 Donors  
37 Days Remain \$0 Donated



## American Bosnian Collaboration P...

For William & Mary

Donate \$15 and give our students the opportunity to teach intercultural communication to Bosnian youths in the heart of Sarajevo!

0% 1 Donor  
37 Days Remain \$1 Donated



## Construction of Primary School i...

For William & Mary

Donate to support the completion of a primary school project and provide higher quality education in Fodome Ahor, Ghana!

0% 0 Donors  
37 Days Remain \$0 Donated



## Dare to Dream

For William & Mary

The Dare to DREAM fund provides emergency support to students at W&M with heightened vulnerability due to their immigration classification.

0% 0 Donors  
37 Days Remain \$0 Donated





**4.10.2018**

A DAY FOR GIVING BACK  
AND PAYING IT FORWARD.



ONE EXTRAORDINARY  
DAY FOR THE TRIBE

2014	2015	2016	2017
<b>1,906</b>	<b>6,078</b>	<b>10,358</b>	<b>12,658</b>
DONORS	DONORS	DONORS	DONORS



**12,770**  
DONORS

FIVE YEARS OF GIVING BACK AND PAYING IT FORWARD

**7,247**  
ALUMNI

**693**  
STUDENTS

**1,394**  
NEW DONORS

**2,624**  
PARENTS

**699**  
FACULTY/STAFF



GERDELMAN  
SCHOOL & UNIT  
COMPETITION

HUNDREDS OF VOLUNTEERS  
HELPED RAISE

**\$2.5M+**

TOTAL DONORS:  
ATHLETICS WON \$15K

MOST NEW DONORS:  
ARTS & SCIENCES WON \$15K

MOST IMPROVED:  
VIMS WON \$15K

HONORABLE MENTION:  
STUDENT AFFAIRS WON \$5K

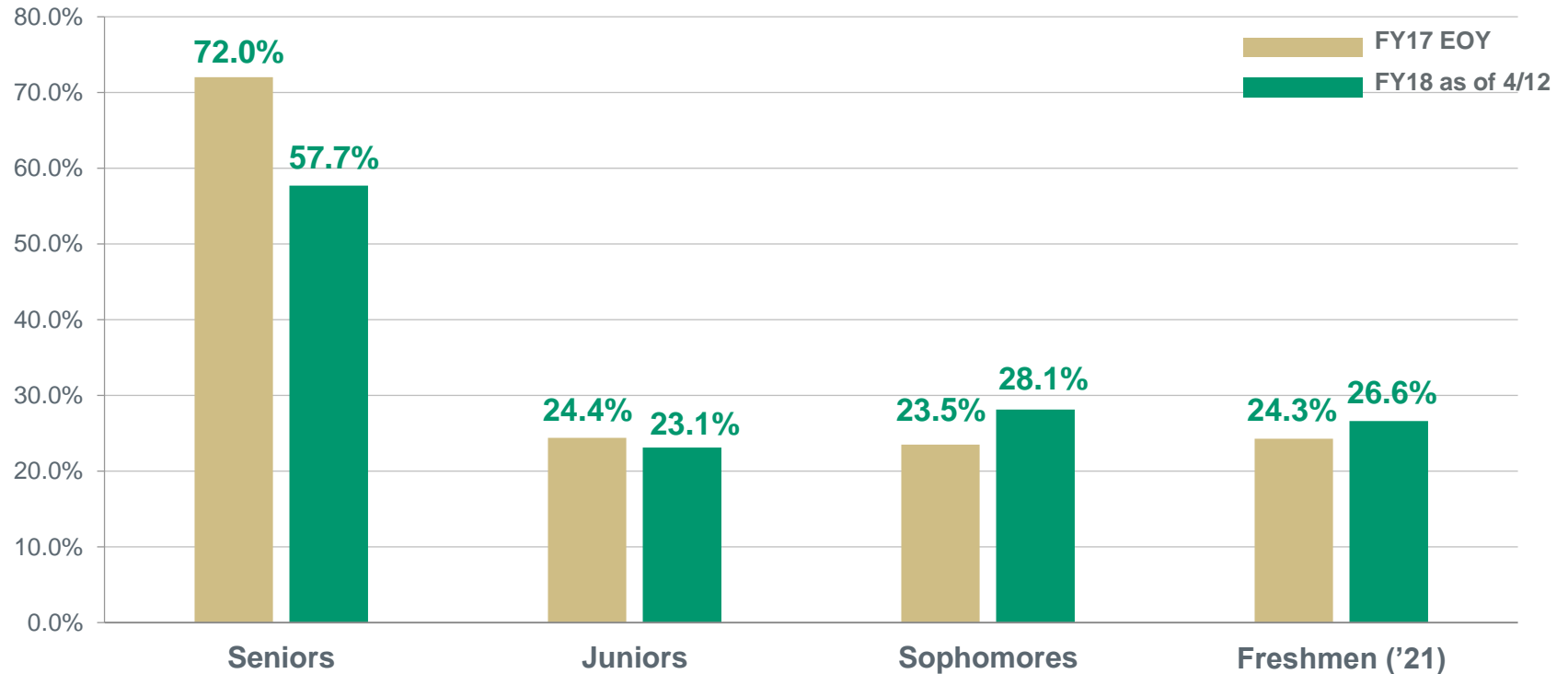
## Recent Giving Days

University	Alumni	Donors
W&M	100,000	12,770
UVA	230,000	7,247*
VT	250,000	4,841*
NYU	500,000	3,502
UNC	322,000	3,461

\* Counted gifts, not donors



# Student Philanthropy by Percentage



# Campaign Celebration in Richmond | March 27, 2018

VIRGINIA MUSEUM OF FINE ARTS



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# Campaign Celebration in Chicago | May 31, 2018

JOHN G. SHEDD AQUARIUM





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