

# For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

## University Advancement Update — September 2019

With less than a year remaining in William & Mary's *For the Bold* campaign, the university is nearing its \$1 billion goal, raising nearly \$900 million. Once again W&M is the No. 1 nationally ranked public university for participation with 26.4 percent of alumni giving back to alma mater in FY19.

The university has seen a two-fold increase in donors during the campaign — resulting in 42,556 individuals giving \$92 million last year. There has also been more than a 250 percent increase in the number of alumni participating in new and expanded offerings — including new career and networking opportunities — since the start of the campaign in FY12. Below are some notes and news from the past few months as well as the year ahead.

### STRENGTHEN ALUMNI ENGAGEMENT

We are continuing to focus on providing exceptional offerings for alumni, parents and friends, particularly related to networking and professional development. In FY19 nearly 28,000 people attended 495 events in 45 cities around the world in support of all three campaign goals.

#### Alumni House Expansion

Construction is on track for summer 2020 completion. We still have approximately \$2 million to raise in order to complete the \$22.7 million project. If you would like your family to be remembered for all time in the *Family Courtyard*, please contact my colleague, [Richard Long M.Ed. '18](#).

#### Homecoming & Reunion Weekend, October 17-20, 2019

A highlight of [this year's Homecoming](#) will be a conversation between President Rowe and two-time World Cup champion head coach Jill Ellis '88, L.H.D. '16.

#### Identity Group Programming

We have hired two new staff members on our alumni inclusion initiatives team, which is convening leadership circles of 25 current and emerging leaders representing each of our Black/African American, LGBT+ and Latino/a communities. These leaders will meet in November and March of this year and will guide future initiatives.

#### Alumni Medallion Ceremony, February 8, 2020

This year's honorees are Frances C. Engoron '70, William C. Mims '79 and Peter M. Nance '66.

#### W&M Professionals Week, February 24-28, 2020

The inaugural [W&M Professionals Week](#) was launched last year to help alumni advance their careers, network with other members of the Tribe community and share how their W&M education has benefited their lives. This year's events will be held February 24-28, 2020 and will feature regional events, guest

speakers, webinars, online networking and a career change bootcamp.

### **William & Mary Weekend in San Francisco, September 3-6, 2020**

Our next [William & Mary Weekend](#) will be held in conjunction with the W&M vs. Stanford football game over Labor Day weekend 2020 and will feature a wide range of opportunities throughout the Bay Area. Our room block is now available at the beautiful and historic Fairmont. Event registration opens May 2020.

## **ACHIEVE 40 PERCENT ALUMNI PARTICIPATION**

We ended FY19 with 26.4 percent of undergraduate alumni giving during the year, a slight decline from the prior year. According to the most recent U.S. News rankings, however, William & Mary rose nationally to 14th best among all national public and private universities in alumni giving, which is up from 17th a year ago and 35th since the start of the campaign in 2011. We have now surpassed our third Ivy League Institution (Cornell, Yale and Columbia). William & Mary boasts one of the highest donor retention rates in the U.S., with 71.5 percent of undergraduate alumni renewing their investment in alma mater year after year.

In FY19, gifts of less than \$100 collectively added up to nearly \$1.8 million. Since the start of the campaign, gifts of this size have totaled approximately \$13 million and gifts of less than \$25 have provided nearly \$2 million — buttressing priorities and initiatives at William & Mary and reinforcing the fact that all gifts make a difference.

### **Tag Day, September 25, 2019**

On [Tag Day](#), Students for University Advancement “tag” people, places and things on campus that would not be possible without private giving to promote greater awareness about the power of philanthropy.

### **Tribefunding, November 1 - December 15, 2019**

[Tribefunding](#), our crowdfunding effort, helps the community dream up big ideas, fund bold projects and make a difference at W&M and far beyond. In two years more than \$50,000 has been raised from more than 1,000 donors with an average gift of \$75.

### **Impact Week, November 4-8, 2019**

Impact Week is a week-long effort in which three student organizations compete to receive grant funding to execute their proposed community service project that benefits the local William & Mary or Williamsburg community. Each semester, more than 600 students give during Impact Week and see their gifts at work.

### **One Tribe One Day, April 21, 2020**

Our seventh annual [One Tribe One Day](#) will take place on April 21, 2020. Last year, we reached a record 13,144 donors in a single day, raising nearly \$2.5 million for priorities across the university. With your help, we can make this the most successful One Tribe One Day to date!

## RAISE \$1 BILLION

As of June 30, 2019, we have secured \$891,784,169.96 toward the priorities of our *For the Bold* campaign. In FY19, William & Mary secured almost \$92 million from 42,556 donors contributing to areas across the university. More than 50 percent of gifts received for the *For the Bold* campaign have been cash, which is extremely high for any fundraising initiative. Approximately 35 percent of gifts are deferred and less than 10 percent comprise outstanding pledges.

With one year left in the *For the Bold* campaign, William & Mary remains focused on a variety of philanthropic priorities. In addition to [scholarships](#), [teaching excellence](#), [health and wellness](#) and [diversity and inclusion](#), the university aims to raise additional funds for [The Martha Wren Briggs Center for the Visual Arts](#), home of the [Muscarelle Museum of Art](#), the [Studio for Teaching and Learning Innovation](#), the [Memorial to African Americans Enslaved by William & Mary](#) as well as fundraising initiatives within [William & Mary Athletics](#).

### Unrestricted Funding

Unrestricted funding will continue to be an area of focus for President Rowe and our entire university advancement team as we seek to implement priorities identified through strategic planning. There has been a steady uptick in unrestricted giving for schools and units across the university over the course of the *For the Bold* campaign. In FY19 alone, nearly \$15 million in unrestricted dollars were secured — in addition to the establishment of the [President's Strategic Investment Fund](#), thanks to a gift from an anonymous alumna.

### Affording Opportunity

Support for scholarships, our top fundraising priority, has exceeded \$275 million with \$25.5 million raised and 69 scholarships established in FY19. This brings the total number of scholarships created during the campaign to 487. The [Scholarships Impact Fund](#), in particular, experienced a surge in unrestricted funding over the last fiscal year with a nearly two-fold increase in dollars raised. Scholarships are the top priority in the *For the Bold* campaign — to date, \$276 million has been raised toward the overall goal.

### Recent Gift Announcements and Campaign News

- [Groundbreaking generosity: Gifts fund the \\$2.4M Busch Field Team Facility](#)
- [A gift to remember Sara: The Sara E. Nance Professorship of English](#)
- [Society of 1918 raises \\$2.65 million to support William & Mary alumnae](#)
- [William & Mary's Business School to Launch Center for Online Learning](#)
- [W&M alumna makes \\$1.5 million gift in honor of President Katherine Rowe](#)
- [\\$1M scholarships gift to help active duty or veterans of the U.S. Armed Forces at the business school](#)
- [The Cloudera Foundation awards AidData over \\$1M to expand use of GeoQuery for social impact](#)
- [An art collection for the ages: Julian Fore '71 makes significant estate gift of artwork to William & Mary's Muscarelle Museum of Art Foundation](#)
- [A Continued Promise: Generous \\$1 million gift will expand reach of 1693 Scholars Program](#)
- [Bold Giving: William & Mary Class of 1969 raises over \\$20.7 million and reached 54% participation during 50th Class Reunion](#)

- [\\$1M Mellon Foundation grant funds inclusive research and community engagement at William & Mary](#)
- [UiPath gives more than \\$4 million in “robots” to undergraduate students at William & Mary’s Raymond A. Mason School of Business](#)
- [Generous endowment funds faculty research for Asian & Pacific Islander American Studies program](#)

## Videos

- [Bold Moments](#) — This video is the culmination of a year of work with the W&M Foundation that focused on developing messaging for academic priorities in the campaign, highlighting the mission of the university and our goal to prepare students to thrive in a complex world. We are currently collaborating with Athletics on a similar effort.
- [Transformative Potential of Football](#) — Will Smith’s ’14 story is a great example of how the power of a William & Mary education combined with the power of athletics is helping to improve lives around the world.

## IMPORTANT DATES

- McLeod & Tyler Fitness Studios Dedication — October 3, 2019
- Parent & Family Weekend — October 4-6, 2019
- Homecoming & Reunion Weekend — October 17-20, 2019
- Tribe Field Hockey Center Dedication — October 27, 2019
- Tribefunding — November 1 - December 15, 2019
- Impact Week — November 4-8, 2019
- Denver Presidential Reception — November 12, 2019
- Stanford v. W&M Basketball Game — November 21, 2019
- Yule Log Celebrations — December 2019
- Atlanta Presidential Reception — December 5, 2019
- Honorary Alumni Nominations Due — January 15, 2020
- Homecoming Grand Marshal Nominations Due — January 15, 2020
- Charter Day Weekend — February 5-9, 2020
- One Tribe. One Network. Professionals Week — February 24-28, 2020
- CAA Men’s Basketball Tournament — March 7-10, 2020
- CAA Women’s Basketball Tournament — March 11-14, 2020
- Impact Week — March 16-20, 2020
- Houston Presidential Reception — March 31, 2020
- Alumni Medallion Nominations Due — April 1, 2020
- Douglas N. Morton ’62 Alumni Service Awards Nominations Due — April 1, 2020
- Dallas Presidential Reception — April 2, 2020
- Tribefunding — April 13 - May 15, 2020
- One Tribe One Day — April 21, 2020
- Traditions Weekend — April 23-26, 2020
- Commencement Weekend — May 15-17, 2020
- Philadelphia Presidential Reception — May 20, 2020
- Denver Presidential Reception — Late May 2020

- Class Ambassador Academy — June 5-6, 2020
- Alumni Admission Weekend — June 19-20, 2020
- W&M Weekend in San Francisco — September 3-6, 2020
- Homecoming & Reunion Weekend 2020 — October 15-18, 2020