



Direct Support Organizations

Presented by Shawnta Friday-Stroud, Ph.D.
Board of Trustees Meeting | September 2, 2020

FAMU

**FLORIDA
AGRICULTURAL AND
MECHANICAL
UNIVERSITY**

DIRECT SUPPORT ORGANIZATIONS

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Dean, School of Business and Industry



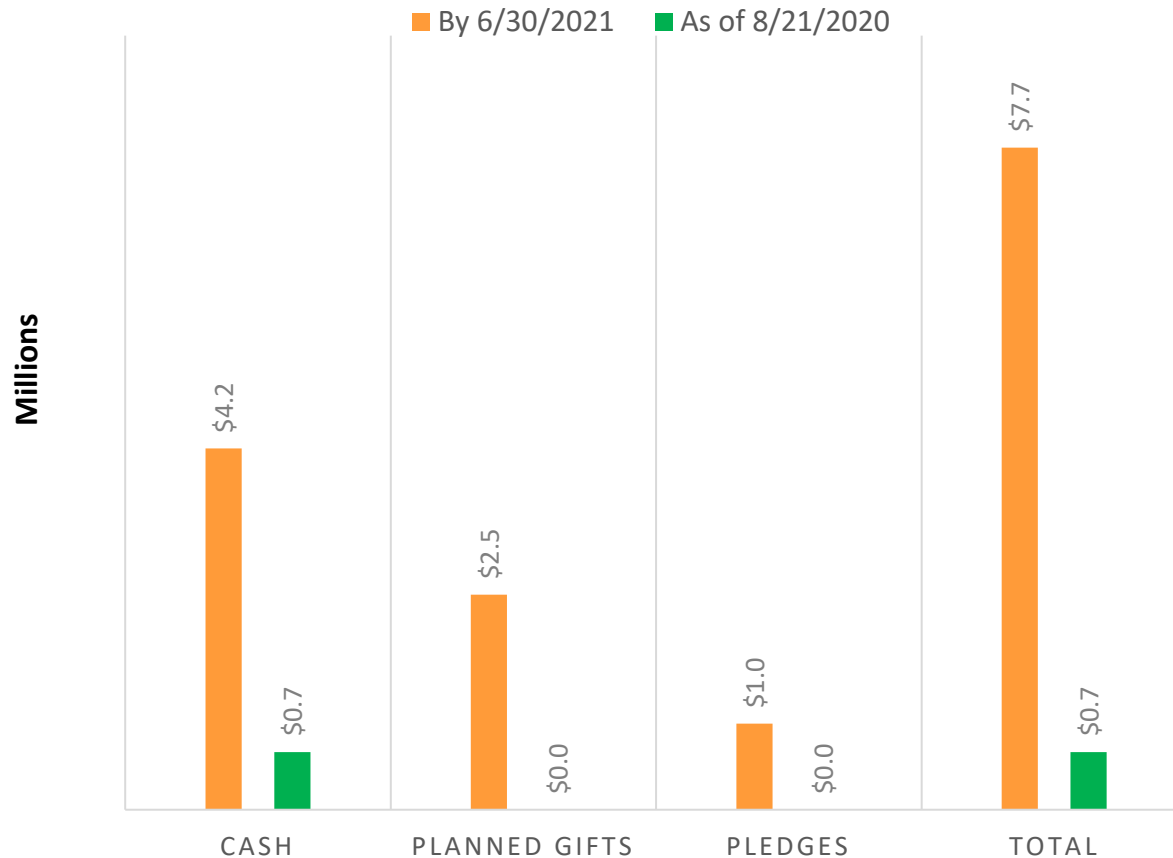
Approval of Minutes

Recommendation:

Approve the minutes of the August 6, 2020, Direct Support Organizations (DSO) Committee Meeting.

2020-2021 Fundraising as of 8/21/2020

FUNDRAISING PERFORMANCE AGAINST GOALS



Progress as of August 21, 2020:

\$668,961.09

(8.7% of \$7.7Million)

- New Cash Goal - \$4.2M
Current - \$668,461 (15.9%)
- Planned Gifts Goal -\$2.5M
Current - \$0 (0%)
- Pledges Goal - \$1M
Current - \$500.00 (0%)
- Pledge Collections
Current - \$92,765.38

Update on Divisional Activities

A. DSO Updates

1. FAMU Foundation, Inc.

- The Investment Portfolio balance at 6/30/20 is \$123,537,196.
- The Endowment Balance at 6/30/20 is \$95,634,705.

2. FAMU National Alumni Association (NAA)

- Cancellation of the Annual Alumni Convention planned for November in Orlando, due to the pandemic.
- Launch of a Founder's Day Fundraising Campaign celebrating the 133rd Birthday of FAMU.
 - Support for scholarships, FAMU Athletics, and other critical University programs.
 - Virtual Kickoff Celebration: Saturday, October 3.
- The NAA hosted a Virtual Town Hall Meeting regarding the Rattler Reopening.

Update on Divisional Activities

3. FAMU Rattler Boosters

- Fundraising Goal of \$159K to replace roof on Gallimore-Powell field house
- The Rattler Boosters Website launch is scheduled to debut in mid-September.
- Rolled out two new Rattler Boosters Membership levels this year.
- Rescheduled Virtual All Sports Kick-Off Fundraising event due to COVID-19.

B. FY 2020-21 University Advancement Updates

- Hosting with the FAMU Industry Cluster a Virtual Symposium featuring John Thompson, Microsoft Chairman of the Board, on September 23 at 4 p.m.
- FY 2020-21 Fundraising as of August 21
 - Amount raised: \$668,961.09 (8.7% of \$7.7M goal)
 - Alumni giving rate: 1.3% of 9% goal

C. EAB Presentation

- EAB is University Advancement's outreach partner.
- Tom Zydel, Senior Strategic Leader with EAB, will present the FAMU update.

“At FAMU,
great things
are happening
every day!”



FLORIDA A&M UNIVERSITY

Founded in 1887 as the State Normal College for Colored Florida Agricultural and Mechanical University (FAMU) is the historically state supported educational facility for African Americans in Florida. It has always been co-educational. In 1890, the second Morrill Act was passed. This enabled the school to become the Black Land Grant College for the State of Florida. In 1891, the college was moved from its original location west of town to its present location which was once the site of "Highwood," Territorial Governor W.P. Duval's slave plantation. The site is one of the highest hills in Tallahassee. The school was known as Florida A&M College from 1909 until 1953, when it attained university status.

On May 6, 1996, the historic Florida A&M University campus was listed in the National Register of Historic Places for its school's historic significance and buildings. The design of the campus was