

DIVISION OF INSTITUTIONAL ADVANCEMENT

# PBA 2019-20

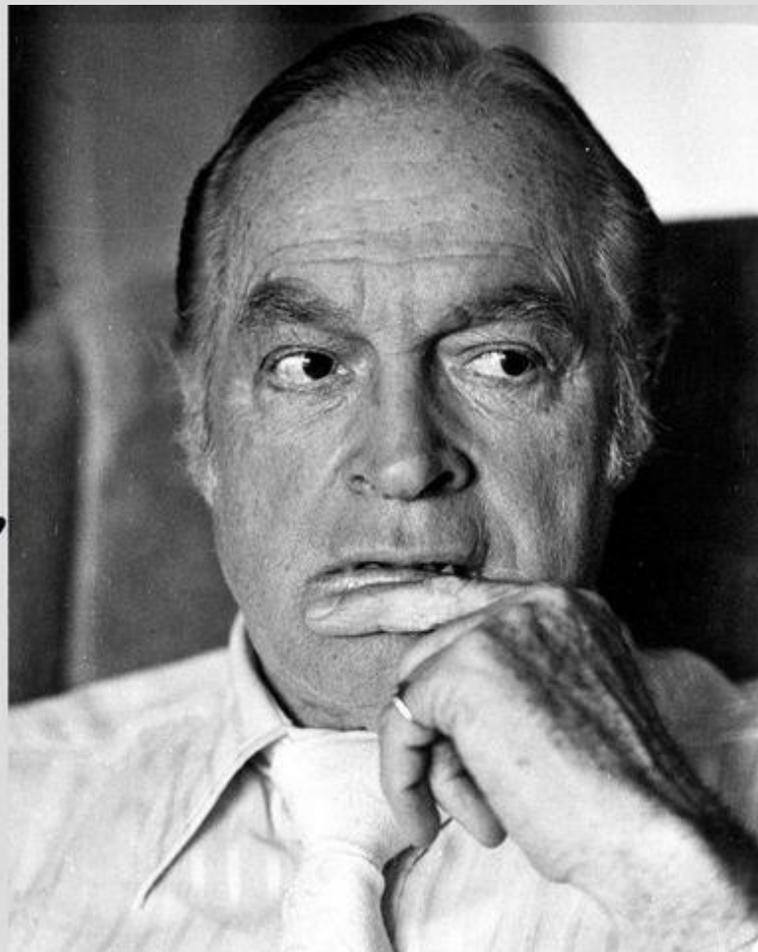
**SCOTT COOKSEY**

Vice President, Institutional Advancement  
CEO, UVU Foundation



**“I've always been in  
the right place and  
time. Of course, I  
steered myself there.”**

**Bob Hope**



“You can’t be that kid standing at the top of the water slide, overthinking it. You have to go down the chute.”

Tina Fey



# PBA ACCOUNTABILITY 2016-2019

## Funds Designated to Improve Fundraising Results:

- Noorda Center for Performing Arts
- Woodbury School of Business new building
- Training for MGOs, Deans, and Administrators

## New Positions in All Areas:

- Increased donations
- Enhanced Donor Relations and Executive Events
- More efficient and effective processes for handling gift transactions and funds



# PBA ACCOUNTABILITY 2016-2019

- Secured and maintained software for efficient and accurate management of funds and gift transactions
- Initiated planning for UVU's first-ever campaign
- Reduced total overhead expensed to endowment earnings by 67% (\$2.7M)
- Reduced G&A by 22% (\$317K)

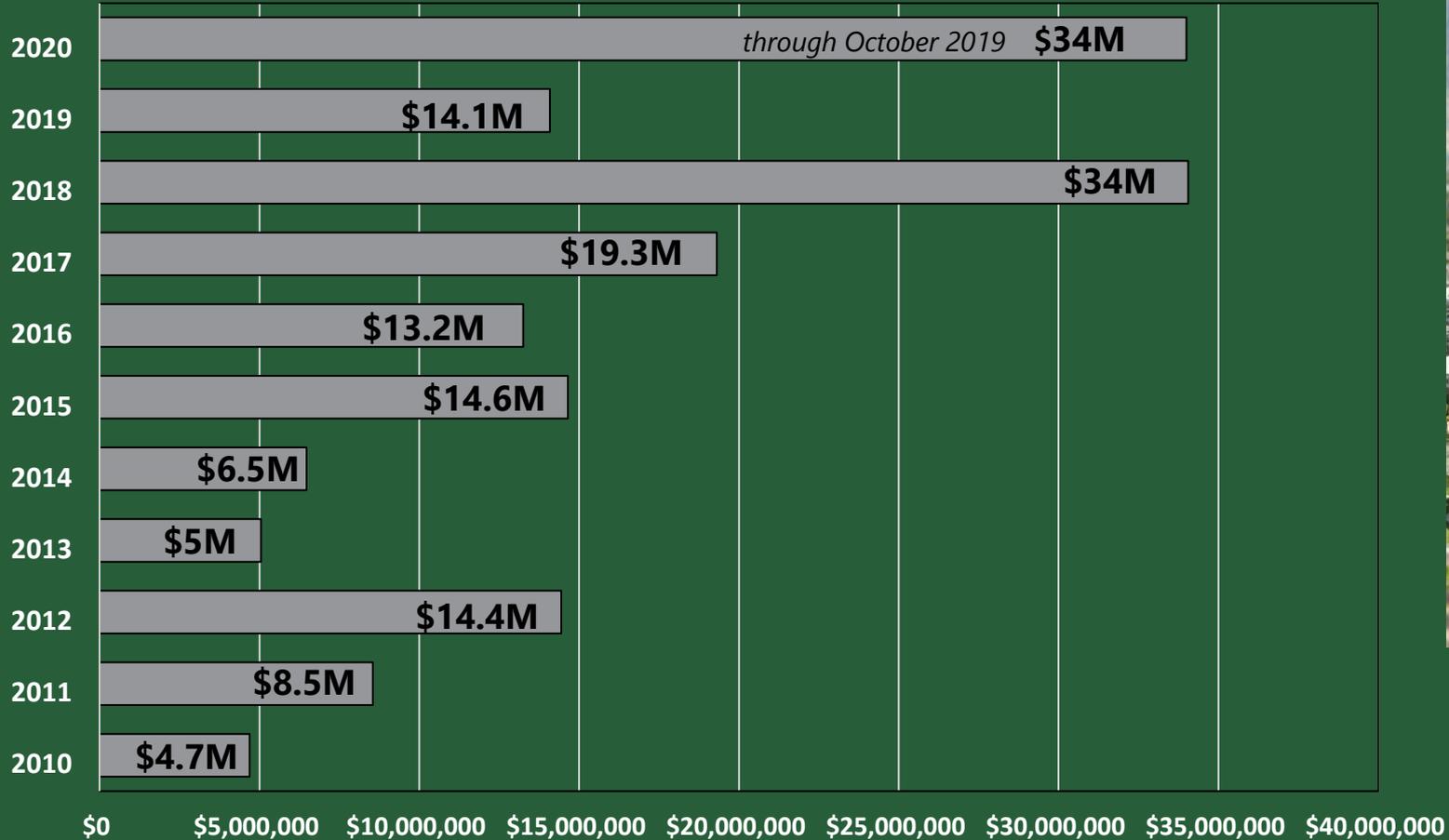


# RESULTS

- \$10M to name the Scott C. Keller Building
- \$11.7M Bastian Home and Supporting Gifts
- \$17.7M from dōTERRA
- \$908,351 raised at 2019 Scholarship Ball
- 19 Gifts of \$500,000 or more in FY18 – FY19



# FUNDRAISING HISTORY



# PBA ACCOUNTABILITY 2016-2019

## A Positive and Significant Impact on Students:

- Scholarships
- Programs
- Facilities



# WHERE WE'RE GOING

- Increase the percentage of alumni supporting UVU to 15%
- Build endowment to \$150 million +
- Achieve \$100 million in annual donations
- Sustain \$100 million in annual donations



# TO ACCOMPLISH OUR GOALS:

- Enhance alumni engagement and involvement
- Enhance major donor engagement
- Initiate first-ever comprehensive campaign



**The Future**  
is not something  
we enter.

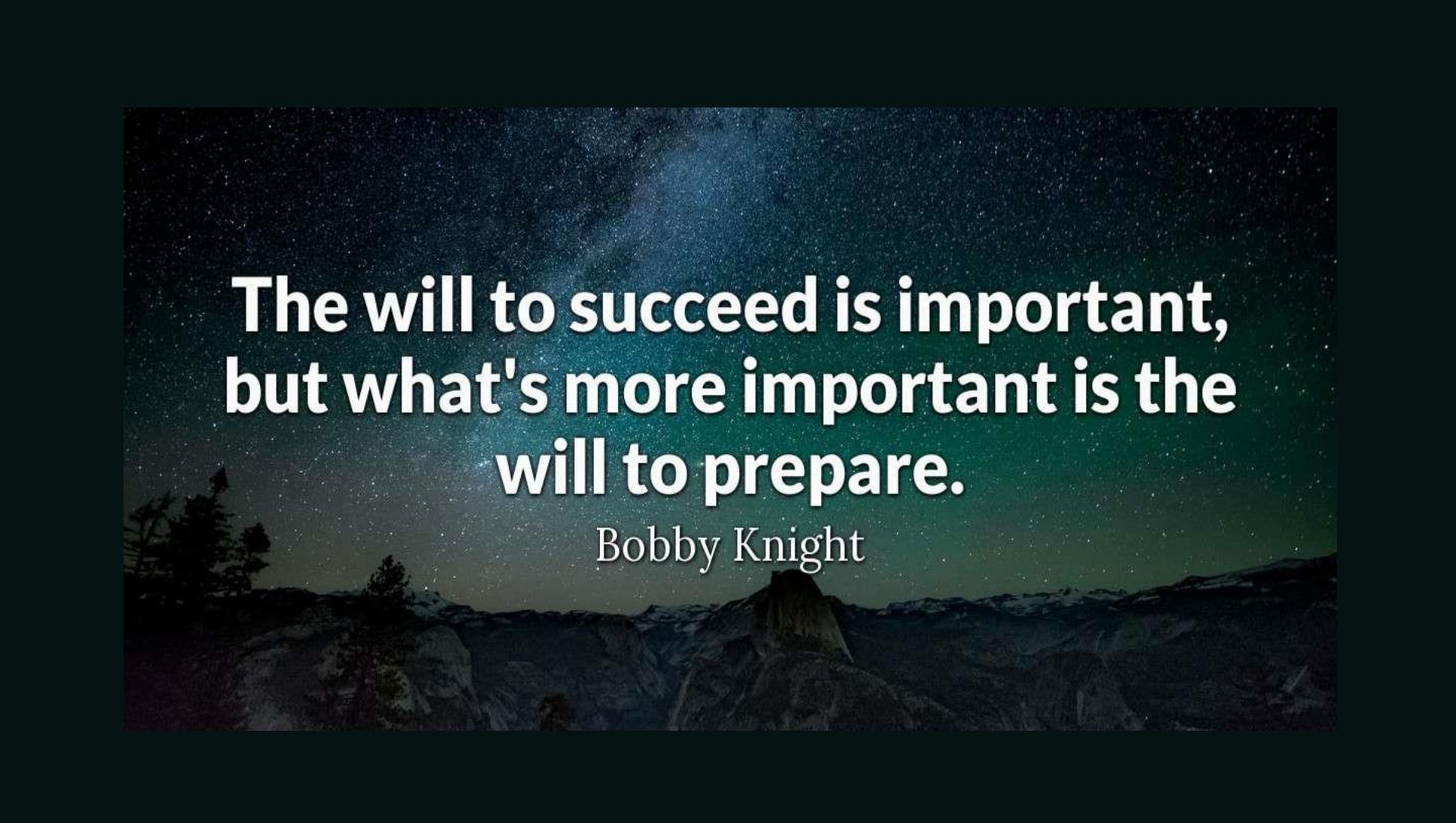
**The Future**  
is something we  
create.



## MAJOR GIFTS AND DEVELOPMENT PROGRAMS

Senior Director of Donor Relations and Annual Giving	\$145,831	On-Going Base Funding
Senior Director of Major Gifts	\$145,831	On-Going Base Funding
Assistant Director of Donor Relations	\$89,860	On-Going Base Funding
Assistant Director, Leadership Annual Giving	\$96,414	On-Going Base Funding
Parent Coordinator Digital Outreach	\$75,499	On-Going Base Funding



A night sky with the Milky Way galaxy visible over a dark, rocky landscape. The text is centered in the upper half of the image.

**The will to succeed is important,  
but what's more important is the  
will to prepare.**

Bobby Knight

## CENTRAL ADVANCEMENT

Gift Processing Manager	\$76,034	On-Going Base Funding
Part Time Research Assistant	\$23,000	On-Going Base Funding
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Database Hygiene	\$44,000	One-Time Funding
Division Technology	\$25,000	One-Time Funding

## ALUMNI RELATIONS & COMMUNICATIONS

Director, Alumni Engagement & Chapters	\$107,474	On-Going Base Funding
Videographer	\$86,806	On-Going Base Funding

## DIVISION WIDE

Campaign Planning	\$150,000	One-Time Funding
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**UVU**<sup>TM</sup>

# INSTITUTIONAL ADVANCEMENT

## ON-GOING BASE FUNDING

**Target \$849,100**

Senior Director of Donor Relations and Annual Giving	\$145,831
Director of Alumni Engagement and Chapters	\$107,474
Gift Processing Manager	\$76,034
Senior Director of Major Gifts	\$145,831
Assistant Director of Donor Relations	\$89,860
Assistant Director, Leadership Annual Giving	\$96,414
Parent Coordinator Digital Outreach	\$75,499
Videographer	\$86,806
Part Time Research Assistant	\$23,000
<b>TOTAL</b>	<b>\$849,100</b>



**GVU**

# INSTITUTIONAL ADVANCEMENT

## ONE-TIME FUNDING

**Target \$219,000**

Campaign Planning

\$150,000

Database Hygiene

\$44,000

Division Technology

\$25,000

**TOTAL**

**\$219,000**



# INSTITUTIONAL ADVANCEMENT & ALUMNI CENTER



**UVU**



If you want to go fast, go  
alone. If you want to go  
far, you need a team.

-John Wooden

**UVU** UTAH VALLEY  

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UNIVERSITY™