

Reported to the Board of Trustees  
November 16, 2017

# UI FOUNDATION & UNIVERSITY OF ILLINOIS DEVELOPMENT PROGRAM

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UNIVERSITY OF ILLINOIS BOARD OF TRUSTEES MEETING  
NOVEMBER 16, 2017

# ACTIVITY & PROGRAM BRIEFING

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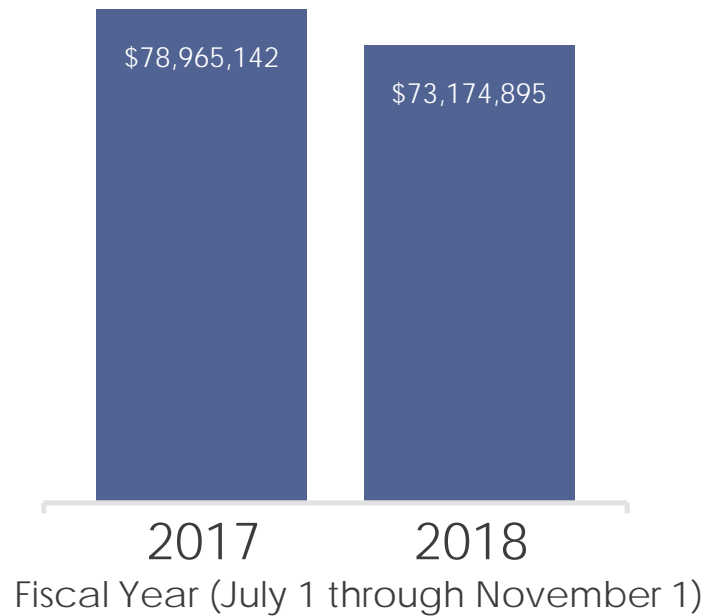
FY 2018 FISCAL YEAR UPDATE  
CURRENT PROGRAM PRIORITIES

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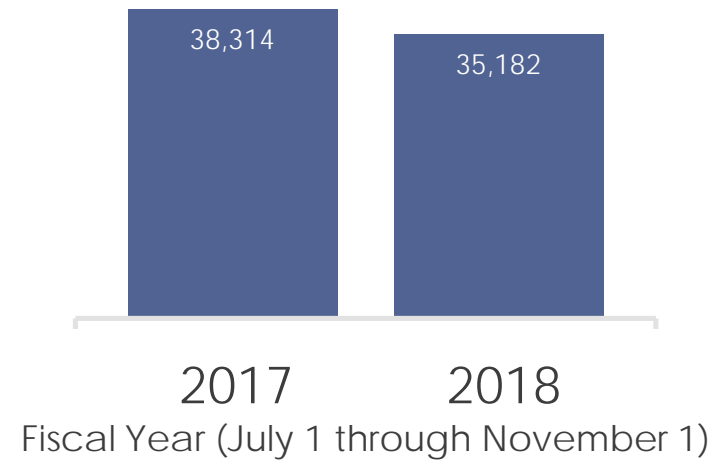
# PRIVATE SUPPORT - CASH FLOW

*Fiscal Year to November 1, 2017 (Year over Year)*

## Dollars



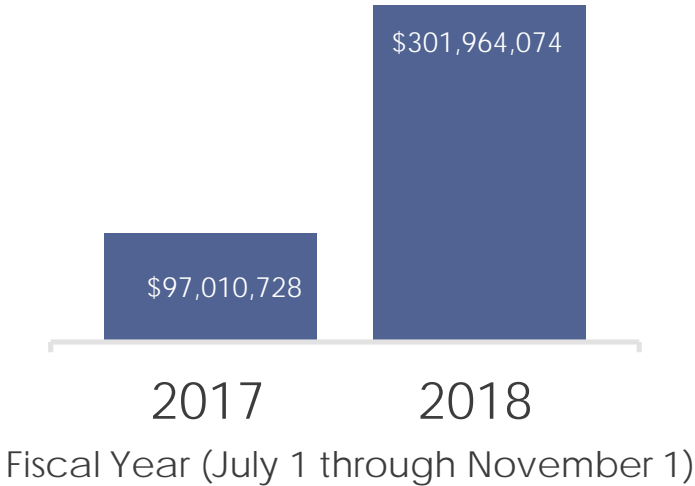
## Donors



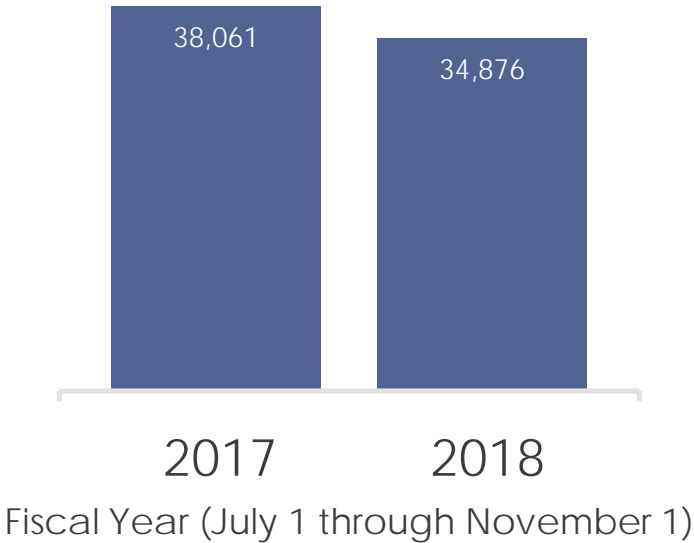
# PRIVATE SUPPORT - NEW BUSINESS

*Fiscal Year to November 1, 2017 (Year over Year)*

## Dollars



## Donors



# DEVELOPMENT PROGRAM PLAN FISCAL YEAR 2018

- Three University campaigns launched, amounting to the largest fundraising initiative in System history.
- New, modern branding strategy revealed to help tell our amazing story and provide coordinated yet individualized efforts across the System.
- Development Program Plan developed for FY 2018 through the remainder of the campaign. Raising the bar by closing more major gifts.
- Tracking and measuring campaigns in aggregate as well as at an individual university level to ensure success.
- Increasing engagement of alumni communities through a strengthened University-based approach.
- Continuing to work with campus and university leaders to establish University Advancement and fundraising as an enterprise-wide priority.

# OCTOBER UIF BOARD OF DIRECTORS MEETING

## OCTOBER 12-13, 2017

Alumni, friends and donors attended a fall program in Urbana-Champaign. The meetings focused on Board elections and leadership transition, as well as campaign launch activities designed to amplify giving and engagement. The new University-based campaign branding strategy was unveiled.

### Agenda Topics

- UIF Board Elections
- Campaigns – Launch
- Marketing and Communications
- Development Program Performance



# CAMPAIGNS & MARKETING/COMMUNICATIONS

The Three University of Illinois Campaigns launched synchronously in October.

**October 10, 2017 - University of Illinois Springfield**

**October 13, 2017 - University of Illinois at Urbana-Champaign**

**October 28, 2017- University of Illinois at Chicago**

# CAMPAIGN GOALS

The system-level fundraising goal for this campaign is \$3.1B.

Name	GOAL
UIS: Reaching Stellar	\$40M
UIC: Ignite	\$750M
UIUC: With Illinois	\$2.25B
University Administration	\$60M
<b>TOTAL GOAL</b>	<b>\$3.10B</b>



# CAMPAIGN COMMUNICATIONS

- **3 Campaign Brand Platforms**
  - **UIS** – campaign theme aligned & aspirational:  
**“Reaching Stellar”**
  - **UIC** – campaign theme promoting action & promise:  
**“Ignite”**
  - **Urbana** – campaign theme uniting excellence & essential: **“With Illinois”**
- **System messaging Platform** (supports the campaigns, but is not a fundraising campaign name)
  - Bold long term value driven = **“Altogether Extraordinary”**

# CAMPAIGN COMMUNICATIONS



# ALTOGETHER EXTRAORDINARY



UNIVERSITY  
OF ILLINOIS  
SYSTEM

Altogether  
Extraordinary™

Fueled by countless supporters and driven by the most talented individuals, we explore further, dive deeper, and reach higher.

When you radically rethink potential, the impossible is made possible every day—in a thriving micro-urban community, the heart of a big city, and the state capital. Extraordinary happens here, and radiates out to the world.

# AN EXTRAORDINARY GIFT

On October 26, 2017 we announced a \$150 million gift from our generous alumni Larry and Beth Gies that will name the University of Illinois at Urbana-Champaign's College of Business as the Gies College of Business. We are grateful to Larry and Beth Gies and hope their gift will also inspire others to support the "With Illinois" Campaign. This gift will have a transformative impact on the campus and our students for generations to come.



# FISCAL YEAR 2018

With the successful launches of the University-based campaigns, the University Development Team is looking ahead to continuing our strong momentum. These launches represent a historical moment for the University of Illinois System.

With the recent receipt of a \$150 million naming gift for the Urbana-Champaign School of Business from the generous donors Larry and Beth Gies, our success builds.

While fundraising cannot close all budget gaps, philanthropy plays an important role in helping to ensure the University of Illinois remains among the Nation's most distinguished public universities.

The 2018 Fiscal Year is a year of exciting celebrations and a time for all three universities and the System to reach for the stars, spark the imagination of the world, and come together like never before.

**The University of Illinois is ... Altogether Extraordinary!**

