

UWC-USA Advancement Committee Meeting Minutes

Thursday November 17, 2022

Present: Eivind Djupedal, Aly Kassam-Remtulla, Marybeth Kravets, Sanjay Manandhar, Melanie Weston, Mark Hodde (administrator)

Not present: Victoria Mora

Agenda:

1. Status Updates
2. Items for Discussion

Status Updates

Annual Fund Update

- Goal is \$2.4M this year
- Currently tracking ahead of previous years
- #Giving Tuesday goal is \$175K; with a \$50K match
- Goal is a 15% increase over prior year
- Strategic priorities are: additional endowed scholarships, castle renovations, an academic quad, installation of solar power, green space on lower campus
- Advancement Services Manager position has been filled; search underway for Advancement Coordinator; Director of Development search has commenced

Campaign Update

- Major donor event planned for campus on April 15
- Sebastien de Halleux '96 to schedule Zoom calls soon regarding board pledges beginning with board members with longest tenure
- Tax credits at least three different credits being explored
- Abby Falik has joined the campaign as the newest member

Decisions taken: None

Next steps: None

Point Person: None

Timeline: None

Items for Discussion

An alumni giving strategy of five-year commitments of \$20,000/year is being explored. Could the board be challenged to come in with the first million and/or higher if trustees connect staff to donors?

Discussion ensued: the \$20,000/year number was determined via an analysis of the database; we have 200-250 prospects at this level of giving, Aly suggested getting a core group of trustees to commit to donating before asking others; Melanie said that the goal numbers were high but a good starting point, Marybeth felt that asking a trustee to donate \$100,000 could make some uncomfortable

UWC International is hosting a Gala Event in New York City on May 4, 2023 with the opportunity to invite key prospective donors. Given the profile of the event and our own campaign, are there any donors/connections we might make through this event?

Melanie raised the difficulty of inviting friends of UWC-USA to an event benefiting the International Office. It was suggested that the college focus on inviting our committed donors and people who have shown interest in UWC-USA but have not yet donated. It was discussed that we should inform our trustees of this event in the hope that some will attend

Decisions taken: None

Next steps: Mark to invite trustees to the gala

Point Person: Mark

Timeline: Early 2023