



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

HEELRAISERS SOCIETY Thanks to Carolina

"Do people really donate while they're students?"

Yes! Students contribute thousands of dollars to the University each year. Often, students give just a few dollars when they can spare it to an area of campus that's important to them. Many students contribute during the Senior Class Campaign their last year at Carolina. During the 2007-08 academic year, nearly 1,800 students gave more than \$96,000 to improve the quality of Carolina's academics, student-life and athletics programs.

"I already 'give' to the University when I pay tuition. Why should I give more?"

Tuition and fees account for about 11 percent of the University's total revenue. Think about how much of the University's student life, athletic and even academic programs we'd lose if we only had tuition and fees. Plus, Carolina is routinely named the "best value in higher education" by publications like *The Princeton Review*/*Random House* and Kiplinger's *Personal Finance*, so you're getting more education for your dollar than anywhere else!

"If Carolina is a public university, doesn't the state cover the rest of the budget?"

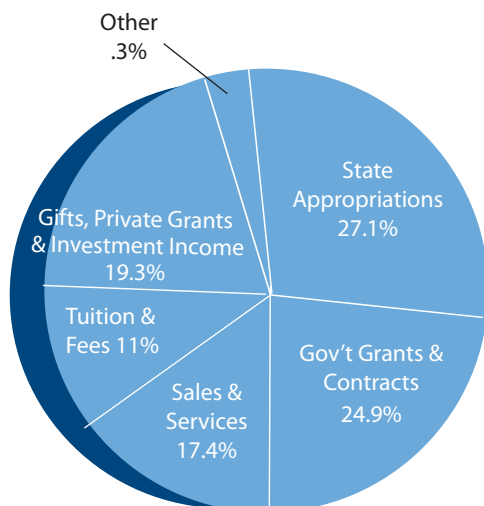
As the University of North Carolina system's flagship school, UNC is supported in part by the state. But the

state's contribution is only about 27 percent of Carolina's annual budget (see chart below). If you combine the state's support with tuition and fees you pay as a student, then the University is still short about 66 percent of its annual budget! Students can help Carolina bridge that gap by making gifts of any amount that will combine with those of alumni and friends to make a difference. Last year, private funds provided support equal to the state appropriation — 24 percent!

"Okay, so where will my money go and what will it really do?"

You can designate your gift to just about any area of the University. There are more than 7,000 funds to choose from. You can support an academic department such as your major; centers like the Campus Y or the Center for Public Service; a student organization such as the Black Student Movement, College Republicans, Carolina Cancer Focus or Company Carolina; a student program such as Student Health Services, University Career Services or P2P; or an athletic program such as women's soccer, baseball or field hockey, to name a few. While you think your contribution may be small, gifts of any size can make a huge difference to parts of the University that do not have significant resources, especially when combined with those of other alumni, students and friends.

Carolina's sources of revenue: FY 2008*



*percentages are rounded to nearest whole number



The Carolina
Heelraisers
Society

Carolina
undergraduates who
make contributions

of any size to any area of the University are honored with membership in the Heelraisers Society. Members get perks for contributing at certain levels, are recognized in the Heelraisers Honor Roll and receive other benefits that are determined annually. So remember to make your annual contribution to Carolina and become part of the Heelraisers!

Heelraisers Council

The Heelraisers Council was created in an effort to expand annual giving programs to students. Primary goals of

(more)

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the council are to educate students about the importance of private giving at Carolina, to increase annual giving among students and to prepare students to remain philanthropically supportive of Carolina after graduation. The council will be involved with

- marketing, event planning and other creative efforts for the Senior Class Campaign and Heelraisers Student Giving Society;
- peer solicitations;
- meeting with student organizations;
- meeting with representatives in respective schools and academic units on campus; and
- recruitment of future council members.

Interested? Contact Shea Grisham at 919-962-2012 or shea_grisham@unc.edu

Annual Giving Leadership Recognition

The 1793 Society was established to recognize those alumni, friends and students who have made a commitment to the future of the University. They are Carolina's most generous supporters.

Students may join the 1793 Society with a gift of \$250 during the academic year.

Membership in the 1793 Society brings many rewards, the most significant of which is the knowledge that your gift makes a real difference to current and future Carolina students. In addition to bringing you the pride of direct involvement and aid in Carolina's mission of excellence, your leadership gift will also be appropriately acknowledged in University publications. And as a valued member of the Carolina family, you will receive regular updates about the University and be invited to special campus events.

"How can I give?"

The two easiest ways to give are online using your UNC One Card at annualfund.unc.edu/onecard or by credit card at annualfund.unc.edu/gift. Gifts by cash or check can be mailed to P.O. Box 309, Chapel Hill, N.C. 27514-0309. If you prefer, gifts may be made in installments.

Contact

Questions or concerns? Contact Shea Grisham at 919-962-2012 or shea_grisham@unc.edu.

VISIT US ONLINE AT ANNUALFUND.UNC.EDU/HEELRAISERS