

# CAROLINA ANNUAL GIVING

How you can make a difference.

OFFICE OF  
UNIVERSITY DEVELOPMENT



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

## YOUR SUPPORT MATTERS

When many people think about donations at universities, they think of “big” gifts—a \$10 million gift that will name a school, fund a new building project or create an endowed professorship or scholarship. Those transformative gifts get a lot of press. But for many donors who don’t have the resources to make gifts of that size, it may be difficult to see the value and impact of smaller, annual donations.

But the truth is, like all other nonprofit organizations that rely on private support for a significant portion of their annual revenue, Carolina needs annual gifts of all sizes.

## CAROLINA ANNUAL GIVING

Annual gifts to Carolina come in all sizes, from all types of donors, to all areas of the University. We connect with alumni, friends, parents, students, faculty and staff to encourage them to remember Carolina and further their involvement with campus by giving annually to the University. We do this through mail, email, phone calls, personal conversations and encouraging involvement with our volunteer programs.

In academic year 2014–2015:

- Donors gave \$447 million in private gifts and commitments to UNC.
- \$3.28 million of that \$447 million were gifts of less than \$250.
- 39,493 Carolina alumni gave back to UNC.

With an average gift of about \$105 per donor through Carolina Annual Giving, these tens of thousands of supporters had a significant and immediate impact on campus. These donors recognized that the University has a variety of needs, many of which can be addressed by immediately available, unrestricted gifts. So, they chose to add UNC to their list of philanthropic organizations worthy of their annual charitable contributions.

Valuable funds went to support areas all around campus, including:

- The Carolina Covenant that has enabled more than 5,300 high-achieving, low-income students to attend Carolina and graduate debt-free;
- The Center for Public Service, which fosters student engagement with the community through programs such as the Buckley Public Service Scholars;
- The Eve Carson Memorial Scholarship, which encourages student leadership and honors the legacy of the former student body president; and
- More than 7,000 other funds available to receive donations on campus.

## BECOME A CHANCELLOR'S CLUB MEMBER

By making a significant contribution to Carolina, you can be recognized by one of our four Chancellor's Clubs. Make a gift at any of the following levels to qualify for membership:

### 1793 *Society*

The 1793 Society recognizes those whose annual gifts total \$2,000–\$4,999. Special minimum annual gift levels for membership are available to:

- students, \$250–\$4,999;
- undergraduate alumni one to five years since graduation, \$500–\$4,999;
- undergraduate alumni six to 10 years since graduation, \$1,000–\$4,999.

### CAROLINA *Society*

The Carolina Society recognizes those whose annual gifts total \$5,000–\$9,999.

### CHANCELLOR'S *Circle*

The Chancellor's Circle recognizes those whose annual gifts total \$10,000–\$24,999.

### CORNERSTONE *Society*

The Cornerstone Society recognizes those whose annual gifts total \$25,000 or more.

## MEMBER BENEFITS

In addition to knowing that your gift(s) provides direct, essential support for Carolina, as a Chancellor's Clubs member you receive *Around the Hill*, an e-newsletter that features upcoming events and programs at UNC, and special invitations to campus and regional events.

## WHY GIVE ANNUALLY

Private support provides a significant portion of the University's annual revenue, both through current gifts and continued returns on the investment of endowed funds. All of these funds enable us to provide resources that otherwise would not be possible—resources that help Carolina continue to be recognized as a world-class public research university.

Annual gifts also help support three vital funding priorities: Student Aid, Faculty Support and Programming Initiatives.

## HELPING STUDENTS

Ensuring that qualified students have access to a Carolina education is a priority for the University. While UNC continues to be a great value, upholding its #1 "best value" ranking by *Kiplinger's Personal Finance* magazine 15 consecutive times, more than 44 percent of students still qualify for financial support. Over the past few years, UNC has absorbed cuts in state and federal grants even as more students than ever qualified for aid.

Still, during academic year 2013–2014, UNC's Office of Scholarships and Student Aid disbursed more than \$400 million in scholarships, loans and work study to more than 18,500 undergraduate, graduate and professional students. And, we continued to meet 100 percent of the demonstrated need of our students. Private gifts help provide our talented students with the support they need to come to Carolina.

## RETAINING VALUABLE FACULTY

It is vital that we recruit the best scholars and retain our esteemed faculty members in a competitive environment. Private gifts to Carolina can support professorships and faculty enhancement funds, which allow us to reward and support our faculty with the resources they need to teach and conduct innovative research, right here in Chapel Hill.

## SUPPORTING PROGRAMS ON CAMPUS

Our office also works to support programs at Carolina that enrich and enhance every student's experience throughout their four years. Initiatives and centers funded with the help of private donations include the Campus Y, Center for Public Service and the Institute for the Environment.

## WHERE TO GIVE

Carolina Annual Giving raises support for all of the schools, units and programs at Carolina. You can designate your gift to any area of campus that is significant to you.

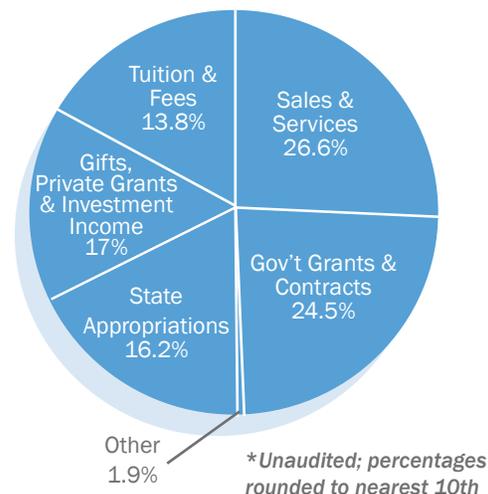
Contributions to the Chancellor's Unrestricted Fund help us fulfill the most overarching funding priorities on campus. Unrestricted funds are vital to both the day-to-day operations of Carolina and to the long-term success of the University. Areas that benefit from Chancellor's Unrestricted Fund dollars include undergraduate scholarships, graduate fellowships, performing arts grants, professorships and more.

## BECOME A BELL RINGER

*Carolina*  
**BELL**  
*Ringers*

The Carolina Bell Ringers society honors our most loyal donors. Make a gift of any amount in the two most recent consecutive academic years, and you will become a Bell Ringer. Bell Ringers receive an annual car decal signifying their loyal giving to Carolina.

## SOURCES OF REVENUE FY 2015\*



## HOW TO GIVE

You can give online now at [giving.unc.edu/gift](http://giving.unc.edu/gift).

Gifts by cash or check can be mailed to P.O. Box 309, Chapel Hill, N.C. 27514-0309. Make checks payable to UNC-Chapel Hill.

If you prefer, gifts may be made in monthly or annual installments. Payroll deduction is also available for UNC employees.

Please contact us if you need information about designating your gift.

## CONTACT

Thank you for considering a gift to your Carolina!

For more information contact: [annualgiving@unc.edu](mailto:annualgiving@unc.edu)

## OFFICE OF UNIVERSITY DEVELOPMENT

208 W. Franklin Street, Chapel Hill, NC 27516  
Mailing address: P.O. Box 309, Chapel Hill, NC 27514  
Office: 919.962.2336

[giving.unc.edu](http://giving.unc.edu)