



**Members Present:**

Matt Assenmacher, Tandreia Bellamy, *Committee Vice Chair*, Cecile Bertot, Stuart Brown, Roslyn Burttram, *Committee Chair*, Cary D'Ortona, Manish Hirapara, Robert Kantor, Karen Manglardi, Treva Marshall, Marc McMurrin, Dianne Owen, Heather Pigman, Chris Ristau, Kevin Wydra

**Members Absent:**

Mike Hinn, John Mahony, Cathy McCaw-Engelman, Janet Schwartz

**I. Welcome and Call to Order**

Roslyn Burtram P '20 H '23, *Chair*, Philanthropy and Donor Engagement Committee, called the meeting to order at 1:47p.m., stating that the meeting was covered under the Florida Sunshine Law and the public and press were invited to attend. Roll call was performed, and quorum was confirmed.

**II. Conflict of Interest Disclosure**

No conflicts of interest were declared by committee members.

**III. Approval of Meeting Minutes**

Minutes from the May 30, 2024, Donor Engagement and Stewardship Committee Meeting were unanimously approved as written.

**IV. Action**

Chair Burttram, and Janelle Hom '10MA, *Director, Foundation Board Relations and Advancement*, UCF Advancement and Partnerships, presented the following item.

**A. PDE-1: Fiscal Year 2024 - 2025 UCF Foundation Board Philanthropy Goals**

Hom provided an overview of the proposed Fiscal Year 2024 – 2025 UCF Foundation Board philanthropic goals which align with the UCF Foundation Board Gold Standard program and the AGB Culture of Philanthropy recommendations. The first two metrics are tied directly to the minimum requirements the board has established for itself. Hom outlined the importance of the board taking ownership of the overall attainment goal. Providing board education around the Millican Society was also a key element to this item.

**Motion:** A motion was made by Director Hirapara to recommend approval of the Fiscal Year 2024 – 2025 UCF Foundation Board Philanthropy Goals to the UCF Foundation Board of Directors on its non-consent agenda. The motion was seconded by Director D'Ortona. The motion passed unanimously.

Joe Allwood, *Associate Vice President, Advancement Operations*, UCF Advancement and Partnerships, Rodney Grabowski, *Senior Vice President*, UCF Advancement and Partnerships, and *Chief Executive Officer*, UCF Foundation, Inc., presented the following item:

**B. PDE-2: Campaign Gift Counting Policy**

Allwood provided an overview of campaign counting standards, utilizing CASE as a guide for standards. Campaign counting is used to track gifts that are received during a specified period towards a specific fundraising goal. The intent of campaign counting is to reflect the total impact of these fundraising efforts by representing gifts in keeping with industry standards. The types of gifts that are counted have not changed from the last comprehensive campaign held at UCF, except in one area, planned giving. The proposed update to the policy would split planned gifts into three (3) categories: irrevocable planned gifts received or committed, realized planned gifts, and bequests/legacy intentions.

**Motion:**

A motion was made by Director Owen to recommend approval of the Campaign Gift Counting Policy to the UCF Foundation Board of Directors on its non-consent agenda. The motion was seconded by Director Assenmacher. The motion passed unanimously.

Richard Welsh, *Senior Associate General Counsel*, University of Central Florida, presented the following item:

**C. PDE-3: Bank of America Scholarship Fund Modification**

Welsh provided an overview of the recommended modifications to the Bank of America Scholarship Fund. The three (3) modifications included the removal of the annual volunteering requirement for scholarship renewal, amount of the award removed, and language incorporated that would allow for greater flexibility to award more than one (1) student per year, so long as the funding would permit.

Directors inquired about attempts to contact Bank of America regarding the proposed modification; staff indicated a response had not been received. Directors also expressed concern regarding the complete removal of volunteer hours.

**Motion:**

The motion was not recommended for approval. Chair Burttram recommended tabling this item and revisit at the January 2025 meeting.

**V. Discussion**

Rodney Grabowski, *Senior Vice President*, UCF Advancement and Partnerships, and *Chief Executive Officer*, UCF Foundation, Inc., and Claire Burns, *Assistant Vice President, Donor Experience*, UCF Advancement and Partnerships, presented the following item:

**A. DISC-1: Fiscal Year 2023-2024 Annual Fundraising and Stewardship Review**

Grabowski provided a brief overview of results for Fiscal Year 2023 – 2024, noting the achievement of \$104.4 million in attainment. Outright gifts (cash) saw a 9% increase from the previous fiscal year. Gifts and donor count metrics also saw record highs. Burns provided an overview of donor experience and engagement metrics, noting 225 donors were acknowledged by members of this committee, and ten (10) committee members hosted events in Fiscal Year 2023 – 2024.

Rodney Grabowski, *Senior Vice President, UCF Advancement and Partnerships*, and *Chief Executive Officer, UCF Foundation, Inc.*, and Claire Burns, *Assistant Vice President, Donor Experience, UCF Advancement and Partnerships*, presented the following item:

**B. DISC-2: Fiscal Year 2024-2025 Attainment, Engagement, and Stewardship Goals**

Grabowski provided a brief overview of the attainment goals for Fiscal Year 2024 – 2025. Burns provided an overview of engagement and stewardship goals, with efforts to expand activity in appropriate areas under the revised charter, and to sustain activities accomplished in the previous fiscal year.

Janelle Hom '10MA, *Director, Foundation Board Relations and Advancement, UCF Advancement and Partnerships*, presented the following items.

**C. DISC-3: Annual Committee Review Items**

**1. Fiscal Year 2024 – 2025 Philanthropy and Donor Engagement Committee Annual Plan**

Board staff provided an overview of the Philanthropy and Donor Engagement Committee's workplan for the year. Committee members were encouraged to provide feedback on agenda items for future meetings.

**2. PDE-4: Philanthropy and Donor Engagement Committee Charter**

Staff recommended one revision of removing the Alumni Board's Philanthropy Chair ex-officio as a required member of the committee. The position had a stronger alignment historically. No other changes were recommended.

**Motion:** A motion was made by Advisor Marshall to recommend approval of the revised Philanthropy and Donor Engagement Committee Charter to the UCF Foundation Board of Directors, on its consent agenda. The motion was seconded by Director Hirapara. The motion was passed unanimously.

**D. DISC-4: Philanthropic Referral Process**

Hom provided an overview of how board members could submit philanthropic referrals to the board office, along with how those referrals would be handled upon receipt. Hom outlined several options to assist in developing referrals, including relationship mapping. Hom emphasized that in the same way potential board member referrals are handled, names are handled with care and are placed in a moves matrix managed by board staff.

Director Wydra inquired if referrals to other areas of the University, such as the Shareholder's Society, would count in this process. Hom encouraged that directors self report those referrals so that an accurate representation of philanthropic impact could be tracked.

Joe Allwood, *Associate Vice President, Advancement Operations*, and Claire Burns, *Assistant Vice President, Donor Experience, UCF Advancement and Partnerships*, presented the following items:

**E. DISC-5: Giving Societies Composition Review**

Allwood and Burns provided an overview of the three central recognition programs: President's Circle (Annual Giving), the Constellation Society (Lifetime Giving), and Millican Society (Planned Giving). The quantity of members per society, relationship to the University (alum, parent, friend, etc.), and age demographics were included in the review.

Directors provided observations based on the data presented. Vice Chair Bellamy inquired about the process for a donor to notify the University of their incorporation of planned gift. Grabowski highlighted the staff responsible for planned giving and noted that additional information would be forthcoming to the board on documenting these types of gifts.

**F. DISC-6: Scholarship Administration Process Impact**

Allwood reviewed an analysis of scholarship creation, scholarship dollars raised, and dollars awarded. Compared to the previous three (3)-year period, UCF Advancement and Partnerships saw positive impacts on scholarship creation, including a 33% increase in scholarship funds, and a 27% increase in endowed scholarship funds. The department also saw a 90% increase in total scholarship dollars raised over the same time period.

Staff have identified and are developing solutions to overcome scholarship fund utilization barriers, including process improvements to scholarship data accessibility, transparency, and accountability, continuing to develop a culture of philanthropy with key stakeholders and campus partners, and strategic restriction language in donor dialogs and gift agreements.

**VI. Information**

The following informational items were provided to the committee. No questions or comments were offered by committee members.

**A. INFO-1: Donor Recognition Programs Review**

**B. INFO-2: University Naming Policy**

**C. INFO-3: AGB Article: Foundations of Consequence: Student-Focused Philanthropy**

**VII. New Business**

No new business was presented.

**VIII. Adjournment**

Chair Burtram adjourned the meeting at 3:05 p.m.

Approved by the Philanthropy and Donor Engagement Committee on **January 16, 2025**.

Respectfully Submitted by:



Roslyn Burtram  
2025-01-22 03:48 UTC

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Roslyn Burtram H'23 P'20, *Chair*, Philanthropy and Donor Engagement Committee

Minutes Prepared By: Maria Ffrench, Coordinator, Legal Services, UCF Advancement and Partnerships