“I’ve learned that you shouldn’t go through life with a catcher’s mitt on both hands. You need to be able to throw something back.”

~ Maya Angelou
WHAT IS A CAMPAIGN?

• “A connected series of operations designed to bring about a particular result”

• Campaigns have specific themes, timeframes and goals

• All gifts from through the year 2022 will count towards the overall campaign goal
WHY ARE CAMPAIGNS IMPORTANT?

• Opportunity to galvanize support across the campus around priority areas

• Fosters collaboration across schools, units and departments on large-scale initiatives

• Creates a sense of unity amongst donors to invest in the institution
Campaign Fundraising Goals & Priorities

- Redefine the Student Experience: $30M
- Enhance Faculty Innovation & Impact: $30M
- Accelerate Discovery and Implementation of Transformational Solutions: $140M

Working $200M Goal over 8 years
The campaign is important in garnering the resources towards our collective mission.

Participation is the key.

**Gillings Faculty & Staff Giving Participation**

- FY July 1 – June 30

<table>
<thead>
<tr>
<th>Year</th>
<th>Participation %</th>
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<td>FY17</td>
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HOW CAN I BE INVOLVED?

• Be an advocate for giving in your office and in your community

• **Make a gift** – Easiest ways are either payroll deduction or online annual gift

• Encourage your colleagues to join you and do the same
SUMMARY

• The campaign is imperative to our mission of improving public health locally and globally.

• Participation is the key. Area of greatest need is unrestricted support to the Public Health Foundation.

• Thank you to those that have given and to those that are open to considering making a gift.