



Fundraising Report February 16, 2024

Agenda Item #1: Dashboard

Information

Action

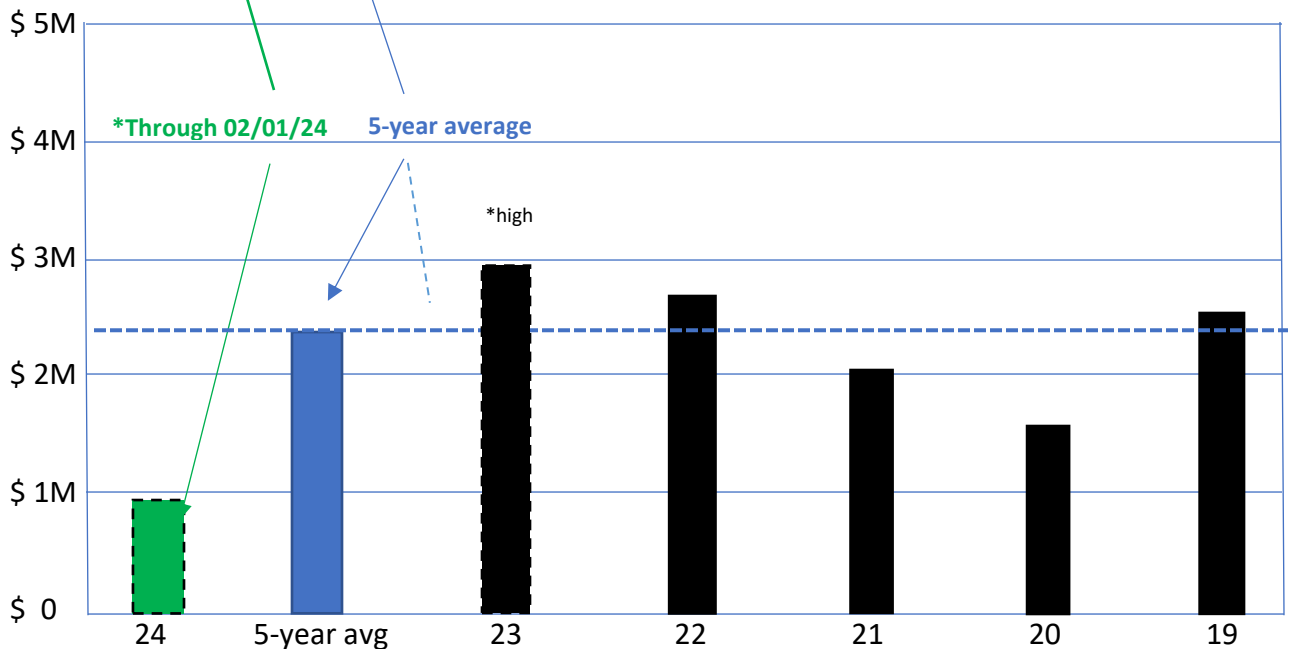
Discussion

Purpose: The dashboard below compares **current fiscal year fundraising** to the previous five years by quarter. The **five-year average** is also included for comparison.

Note: Financial data follows CASE industry standards and represents cash gifts, and documented pledges and estate gifts.

Dashboard 1 ~ Total Fundraising Five Year comparison: Year to Date (YTD) by Quarter (Q#)

Fiscal Year (7/1 – 6/30)	To date 2024	'19 – '23 5-year avg	2023	2022	2021	2020	2019
YTD							
July - Sept Q1	\$277,550	530,159	450,901	586,835	618,111	431,637	563,309
Oct – Dec Q2	\$241,543	622,778	289,855	1,347,312	311,982	753,192	411,550
Jan – Mar Q3	\$428,669	521,845	530,640	573,531	513,088	472,013	519,951
Apr – June Q4		716,981	1,643,509	198,225	593,960	35,917	1,113,295
Total	\$947,762	2,391,763	2,914,905*	2,705,903	2,037,142	1,692,759	2,608,105



Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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Agenda Item #2: Major Gifts Update

Information

Action

Discussion

Background:

Major Gifts are defined by LSSU Advancement as gifts received in excess of \$10,000. The following summary represents the recent major gift activity in support of the University's current key initiatives since the September meeting.

A generous gift of \$85,933.81 was received from the estate of LSSU Professor Emeritus David Knowles. The funds were directed to provide financial aid assistance to LSSU Geology students with the establishment of the David M. Knowles Geology Scholarship (\$27,000), and the establishment of the Glacial Lake Survey Research Fund (\$58,933.91) to provide funding in support of Glacial Survey student research in the Great Lakes region with the intent of a published research paper. Dr. Knowles was a 1946 alumnus and student of Professor Ernie Kemp.

Bud Denker made a \$39,566.80 gift in support of the scholarship he established honoring his parents, Claude and Mary Denker. The Claude and Mary Denker Scholarship provides financial assistance to students majoring in programs within the Lukenda School of Business.

A matching gift from Penske in the amount of \$10,000 was received (Bud Denker gift) supporting the Claude and Mary Denker Scholarship.

Kim and Nancy Strawe made a gift of \$27,500, with \$20,000 in support of the Barch Center for Freshwater Research and Education, and \$7,500 to provide a \$2,500 annual scholarship and to establish an endowment benefitting students majoring in the Fisheries and Wildlife Management programs who also have an appreciation for the outdoor environment. Kim Strawe is 1968 alumnus.

Richard Gulliver made a \$15,000 gift supporting the Teneyck-Gulliver Nursing Scholarship in honor of his late wife Marjorie, who was a 1949 Soo Tech alum and a graduate of the Sparrow Hospital School of Nursing. Their scholarship benefits a sophomore nursing student who demonstrates a dedication and commitment to a career in the nursing field.

An anonymous donor made a pledge payment of \$10,000 towards LSSU Arts Center Gallery. This is an ongoing pledge.

James Seals made a \$10,000 gift in support of the Wesley DeJong Jr. Memorial Fund. James Seals is the grandfather of Wes DeJong, long-time LSSU equipment manager who passed away unexpectedly in 2022. An endowment is being established to honor Wes and to support the priority equipment needs for Laker Athletic equipment managers. Sadly Mr. Seals passed away in December 2023.

JC and Tammy Huizenga made a \$10,000 (Donor Advised Fund) gift supporting the School of Engineering and Technology. Mr. Huizenga is a long-time benefactor of the LSSU School of Engineering. He received the Donald and Catherine Finlayson Award in 2011, which is presented to an individual who has enjoyed success in their profession and community and who is a strong advocate of the University.

An anonymous donor made \$10,000 gift in support of the Philip A. Hart Memorial Scholarship. This prestigious endowment honors the late Senator Hart's legacy.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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Agenda Item #3: Annual Fundraising & Alumni Relations Update

Information

Action

Discussion

Purpose:

This agenda item provides a summary of the LSSU Foundation’s recent Annual Fundraising and LSSU Alumni Relations activities.

Background:

Annual Fundraising activities provide financial support for University initiatives and assist in the identification of potential major gift donors. Alumni Relations activities and communications facilitate the initial engagement of alumni and friends to LSSU beginning the cultivation process for joining the Alumni Membership Program and potential future giving.

LSSU Foundation Annual Fundraising Activities:

Laker Club and Athletic Related Activity

Fiscal Year	Gross Revenue	Number of Donors
2023-24 (YTD Through 1/10)	\$41,595	86
2022-23	\$49,802	85
2021-22	\$54,411	113
2020-21	\$50,855	103
2019-20	\$51,952	129



Launched two new larger programs to support annual giving through Laker Club

- Pledge Per
 - New program for men’s and women’s basketball, men’s and women’s ACHA Hockey, and D1 hockey supporters to pledge per goal and assist (hockey), and pledge per rebound or 3-pointer (basketball).
 - Total donors and donations will not be included until the end of the season.
 - \$1,352 in gross donations has been raised so far through this program.
 - Program includes a mix of new and existing donors, and has shown tremendous value in gathering up-to-date contact information on new, first time donors.

- Laker Meal Sponsor Program
 - Starting with hockey, alumni can now sponsor a team meal on the road. Donors receive recognition via a social media shout-out thanking them for providing the team road meal. To date, \$8,750 has been raised for the season.

A new smaller program has been initiated as well through Birthday Scoreboard Messages at hockey games. For a \$10 donation, donors can get a birthday message up on the scoreboard at hockey games. This program just started in December and received four submissions for the first handful of games.

Laker Men’s Basketball Locker Room Renovation Campaign

The silent phase of the Laker Men’s Basketball Renovation Campaign has now been completed. \$135,000 has been committed to the project, and the overall campaign goal sits at \$225,000. You can click here to view the full scope, photo, and commitments to the campaign:

<https://advancement.lssu.edu/laker-basketball-facility-renovation/>

Annual Give-a-thon (Phone-a-thon)

Our annual Give-a-thon will once again be kicking off this year in February to support the Fund for LSSU, as well as other scholarships and initiatives. The mailer for the campaign hit mailboxes in December 2023.

Fiscal Year	Gross Revenue	Number of Donors
2022-23	\$20,395	144
2021-22	\$16,485	137
2020-21	\$15,860	109
2019-20	\$8,971	104
2018-19	\$9693	136

Friends of Laker Hockey



This program is going into its second season, and for the second straight year we secured \$10,000 towards Laker Hockey. The program consists of four (4) weeknight sessions in an intimate setting with the team, and three (3) game night sessions with a behind the scenes experience.

The most recent event was bowling at the Dondee Lanes. Everyone thoroughly enjoyed the bowling experience.



Annual Lake State Golf Classic

The 35th Lake State Golf Classic is slated to take place on Friday, August 2nd 2024, on the heels of a record setting year with the first full field since 2008.

Fiscal Year	Gross Revenue	Net Revenue	Golfers	Location
2023	\$52,892	\$35,931	144	Wild Bluff
2022	\$45,450	\$34,315	110	Wild Bluff
2021	\$41,686	\$34,161	108	Wild Bluff
2020	COVID	COVID	COVID	Virtual
2019	\$44,719.53	\$32,326	90	Wild Bluff
2018	\$32,740	\$17,897	76	Gaylord
2017	\$51,082	\$31,671	85	Frankenmuth

Laker Lofts

LSSU Advancement is responsible for securing loft revenue each year for athletics. While the \$91,200 secured each year is not part of our fundraising dollars/balance sheet, it is an overall benefit to the university, and helps foster relationships that have resulted in additional fundraising and sponsorship dollars for the university. Currently there is a 10+ person waiting list for lofts.

Alumni Association

Events



VS



LSSU Men's Basketball at Eastern Michigan, Dec. 1, 2023

On Friday, December 1st LSSU Men's Basketball played Eastern Michigan University in Ypsilanti, MI. Before the game, an alumni gathering took place in Ypsilanti, drawing nearly 30 attendees.





Lake State Night at the Griffins, December, 15, 2023:

Our first LSSU Night at the Griffins was also a success with over 45 attendees coming to the game. Pre-game, we hosted an event at Peppino’s in Downtown Grand Rapids. We will look to make the event at the Griffins a yearly occurrence. The next night, fans had the chance to catch the Lakers as they took on Ferris State.



VS



LSSU at Ferris State Saturday, December 16, 2023

In conjunction with LSSU at Griffins on December 15, 2023, alumni enjoyed the game at Ferris State and the Lakers 5-1 victory over the Bulldogs!



Lake State Night at the Red Wings 2/10/24

As of February 1st, close to 150 tickets had been sold for our annual Lake State Night at the Red Wings. This year, the Red Wings are doing a co-branded Wings/Laker jersey for everyone who purchases tickets through our group. Seamore again to be in attendance.



Lake State Night at the Tigers – Saturday, August 17, 2024, 1:10pm

Lake State Night at the Tigers is set for Saturday, August 17th against the Yankees. Pricing and seating location to be announced soon.



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Agenda Item #4: Contributions to the Strategic Plan

Information

Action

Discussion

Purpose:

The purpose of this submittal is to provide a summary of the linkage between the LSSU Foundation and LSSU Alumni Relations activities with the University's strategic plan.

Background:

The LSSU Board of Trustees approved a five-year strategic plan entitled; *Superior Education, Superior Experience, Superior You* at a special board meeting on April 24, 2020. This strategic plan will serve as a road map guiding our activities in support of the applicable strategies during this period.

- 2.3.1 Increase the number of annual and endowed scholarships targeting students from disadvantaged financial backgrounds.

Ongoing work with Deans, faculty and staff to encourage a coordinated effort around philanthropic outreach to increase scholarships, endowments and proposals in support of the LSSU Strategic Plan.

- This quarter, there are two new endowments and Restricted Fund – David Knowles Geology Endowment and the David Knowles Glacial Lake Survey Research Fund

LSSU Professor Emeritus of Geology - Dr. David Knowles was a 1946 alumnus and student of Professor Ernie Kemp. Dr. Knowles estate gift is directed to provide financial aid assistance to LSSU Geology students and to provide funding in support of Glacial Survey student research in the Great Lakes region with the intent of a published research paper

- To date for FY24, 67 gifts to annual scholarships and endowments have been made totaling \$ \$356,677.67.

- 2.3.5 Increase and maintain a funding source for student emergencies.

The Bud Mansfield Student Emergency Fund is an ongoing fundraising priority for LSSU. On Giving Tuesday, November 28 2023, \$5,671 was raised, exceeding the \$5,000 goal.

The new Soo Co-Op endowment will in part support Seamore's Closet, a food-bank available to all students at no charge.

- 2.3.6 Increase grant support to benefit students from socioeconomically disadvantaged backgrounds.

Giving Tuesday (November 28, 2023) has historically benefitted the Bud Mansfield Emergency Fund. Established in 2001, the fund assists under-resourced students in times of need. Many times, these funds can be the difference between staying enrolled, and leaving Lake Superior State University.

We are working with a grant consultant to identify grantors for select strategic priorities.

- *GLEE/Barch CFRE*
- *Fish Hatchery*
- *Research Vessel*
- *Pool*
- *Undergrad Research*
- *Tennis Courts*
- *Autism ADA Compliant*
- *Prison Education Program*
- *Nursing and Simulation Center*
- *Distance Learning*

Over 50 potential granting organizations have been identified and next steps are being determined.

- 2.4.2 Increase communications highlighting successes, accomplishments, and key initiatives of students, faculty, staff, and alumni across multiple platforms and when possible invite community participation.

Campus Highlights 2021-22 was created and distributed in coordination with MarComm which will highlight LSSU successes.

The fall edition of the Laker Log e-magazine was released on December 8, 2023, with the next issue due in late April 2024. Laker E-effect e-newsletters are released monthly, highlighting campus news/initiatives and highlighting alumni success.

- 3.2.14 Review the organizational structure of the University Foundation and reorganize it for maximum fundraising effectiveness.

Transferred authority to award faculty and student grants to Provost, connecting strategic plan with academics and philanthropy.

Provost and Deans are now part of the Alumni Award selection committee.

Provost, Deans, Marketing, and Student Affairs are now part of GLSW planning.

- 3.2.15 Develop long-term Foundation fundraising goals in support of University strategic initiatives.

The Vice President of Advancement is currently developing goals for the upcoming fiscal year, including:

- *Quantifying and surpassing the number and/or amount of annual major gifts acquired (\$10k+), and the number of new donors acquired annually.*
- *Developing a process for identifying, vetting, prioritizing, budgeting and coordinating resources needed in support of the strategic plan.*
- *Monthly meetings are now set up with the Dean's.*

4.2.1 Create and share a reference list of key contacts at LSSU and the community for ease of communication.

Completed

4.2.2 Develop and maintain a promotional system in support of LSSU events and summer activities to broaden exposure, participation, and engagement.

Work continues with Marketing & Communications to develop campus wide calendar to realize economies of scale to promote and leverage efforts throughout campus.

Invitations to BOT members are going out for special events including GLSW, and the Detroit professional team games partnering with LSSU.

4.2.3 Increase awareness of LSSU programs that meet regional job market demands and offer future opportunities in step with economic trends.

Sharing LSSU Career Services information in issues of the Laker Log and on the alumni social media pages.

Career Fair during Great Lake State Weekend.

4.5.5 Enhance the opportunities for alumni and friends of the University to advance the institution with their time and resources.

Researching and reaching out to top cannabis companies in United States to engage and educate them about LSSU cannabis programs.

Creating social media posts to educate funders on work being done at CFRE to combat global warming.

Shared strategic plan with Alumni Association and Foundation to align their goals with LSSU's.

Secondary Strategies:

3.1.3 Develop a process for review/assessment that ensures expenditures are aligned with institutionally approved plans (e.g. LSSU Strategic Plan, LSSU Master Plan, Housing Master Plan, and Facilities Master Plan).

Working on process to align philanthropic priorities with strategic plan. Process will require needs to be: Identified, vetted, prioritized, budgeted, and coordinated.

- 3.2.11 Increase miscellaneous General Fund revenue (e.g. miscellaneous gifts, interest Income, Norris Center revenue, Arts Center revenue, and indirect costs).

Ongoing

- 3.3.6 Determine, and then utilize, best practices for communication to distinct constituent groups, including but not limited to prospective and current students, employees, alumni, and community members.

Laker Club communications will be targeted by sport specific demographics via e-mail, text and social media.

Ongoing social media and email messaging on a variety of topics to employees, alumni and community members.

- 4.1.3 Assign a liaison to facilitate interaction between LSSU and the community for internship opportunities, job shadowing, and hiring after graduation.

No update

- 4.2.4 Work with community partners to create and enact a plan to develop a “college town” atmosphere (i.e. the university pervades the economic and social life of the city).

President Gillette was a key-note speaker at the 2023 Annual Chamber Luncheon.

The relationship with MyMichigan Hospital and Bay Mills Community College has grown significantly in recent months through individual meetings and a new nursing related partnership between the three.

On Dec 4, 2023 LSSU hosted a City Commission meeting for the first time. President Gillette has been invited to speak.

Beginning 2024, LSSU flags will be hung on Ashmun St. and Portage Ave. from July 5 through GLSW.

- 4.5.1 University leadership will collaborate with local political, business, and community leaders.

Staff actively involved with Chippewa County Historical Society and Sault Ste. Marie’s Sunrise Rotary.

Advancement team member Andrew Rubinstein is a member of the Sault Ste Marie City Commission.

Interim President Gillette continues to attend many personal and group meetings.

- 5.4.2 Develop sustainability-related programs and events targeting the community.

No update.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A