Endowment
USC System – Endowment Assets

<table>
<thead>
<tr>
<th>Year</th>
<th>Assets (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>345,000</td>
</tr>
<tr>
<td>2006</td>
<td>385,340</td>
</tr>
<tr>
<td>2007</td>
<td>438,514</td>
</tr>
<tr>
<td>2008</td>
<td>425,151</td>
</tr>
<tr>
<td>2009</td>
<td>391,468</td>
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</tbody>
</table>
Philanthropy
University of South Carolina
Fundraising Results
July 1, 1993 – February 28, 2010
Campaign Planning
What are we doing?

Initiatives being developed by schools/colleges/units

Incorporate presidential initiatives and those from Advance Carolina (i.e. Rule of Law, Student Leadership Development, Business School, Honors College and energy & health sciences research)

Developing marketing and communication plan

Forming initiative development committee
Leadership Gifts

$100,000,000 Leadership Program

$15 - $30,000,000 Scholarships

$11,000,000 Pharmacy Entrepreneur Center
Fundraiser Training

Coaching and Mentoring
Staffing and Budget

How to efficiently allocate resources to achieve goal

Benchmarking
Prospect Identification

Rescreen database to update ratings

Planned Giving prospect mining
Feasibility Study

Small number of high level prospect/donors to recalibrate and test goal
Kick - Off

Timing

Goal

Theme

Event
Goal?

Working with $900,000,000 gift table
Allocation of Campaign Designations

- Scholarship: 20%
- Capital: 25%
- Faculty Support: 20%
- Program: 35%
Alumni Association

How to operate more efficiently with the Development Office

Re-confirm role of Alumni Association in advancement of University

Continue to review best practices for alumni associations

Evaluate events (i.e. chapter events, May Carolina, Homecoming, Carolina Day at the State House)

Engage alumni volunteers active in other university boards outside of the CAA (i.e. Board of Visitors and Educational Foundation Board)

Use alumni events to showcase Patricia Moore-Pastides’ cookbook, proceeds of which benefit the University