

UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES

Brandon McCray, Associate Vice President for Philanthropy



Agenda

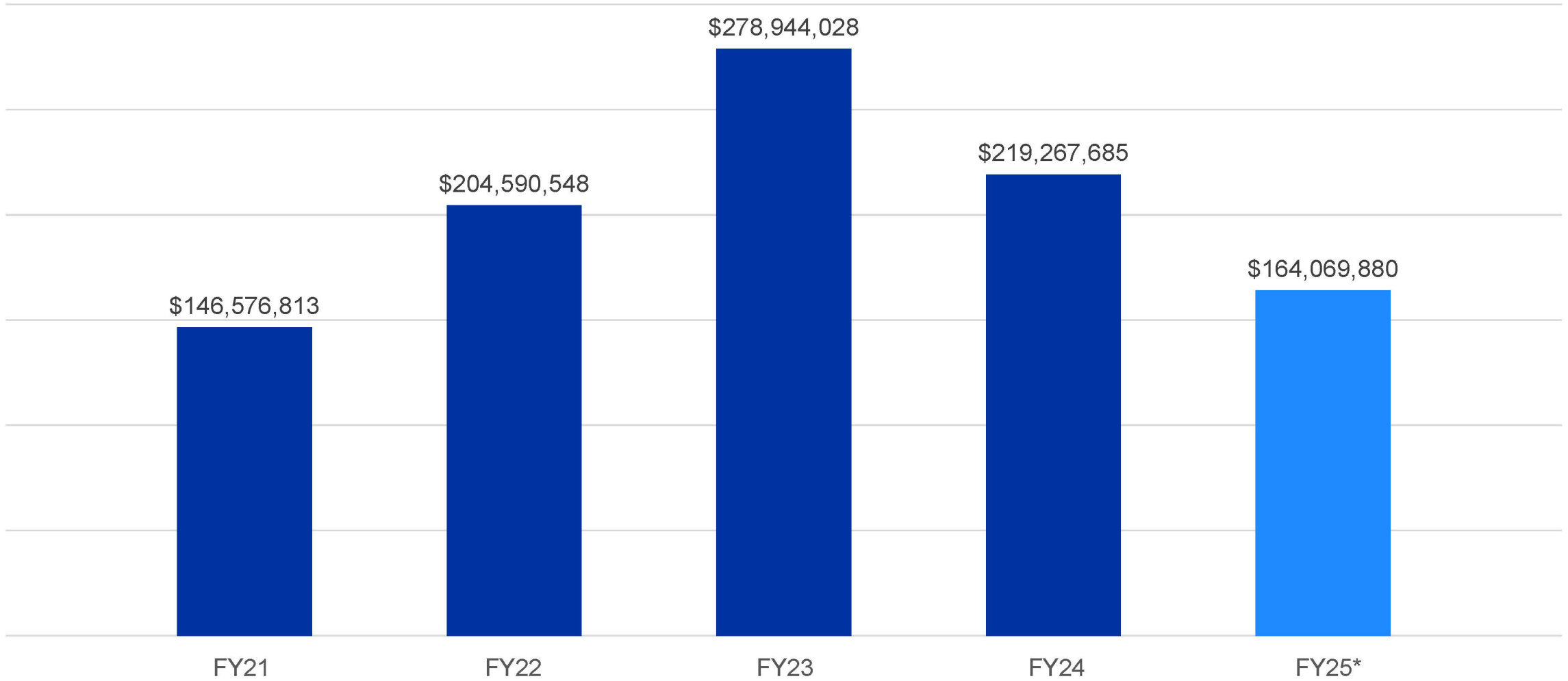
- UK Alumni Association successes
- Production
- Scorecard update 2024 and 2025

Accomplishments from 2024

- Alumni Commons
- Collaborations
- Online engagement



Fundraising Totals by Fiscal Year

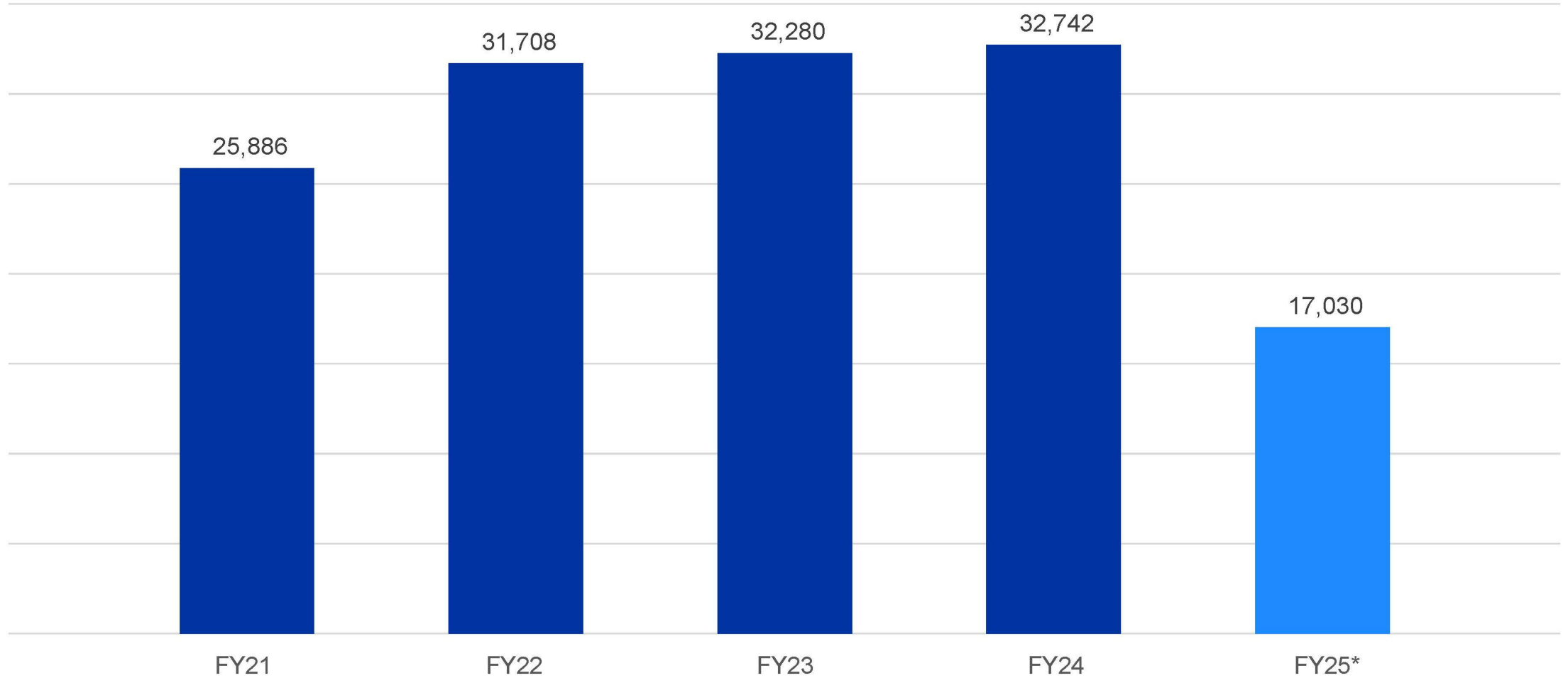


*FY25 as of Feb. 4, 2025

PHILANTHROPY AND ALUMNI ENGAGEMENT

Production trends

Total Donors by Fiscal Year



*FY25 as of Feb. 4, 2025

Four Pillars of Focus



Accomplishments from 2024

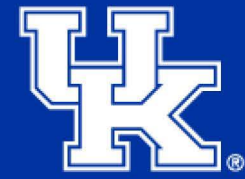
- Core values and culture
- Building a donor relations and stewardship program
- EverTrue/DXO model
- Fund creation timeline

Focus for 2025

- Talent management
- Portfolio management
- ThankView
- Integrating gift receiving into our CRM

JUST THE

BEGINNING



QUESTIONS

