



Together Hawkeyes

C A M P A I G N

Lynette Marshall

**President and CEO
UI Center for Advancement**



Advance the University
of Iowa through
engagement and
philanthropy.

Together **Hawkeyes**
CAMPAIGN

FY 2023 BY THE NUMBERS

- 200,000 engaged constituents
- 55,705 donors gave \$266 million in FY23
- 5,433 students received donor-funded scholarships last year
- 302 endowed faculty positions have been created by donors
- \$1.52 billion endowment supports the university in perpetuity
- \$157 million was transferred to campus in FY23

PURPOSE OF A CAMPAIGN



Unity of Messaging



Urgency for Giving



Capacity-building



Engagement

Campuswide Campaign Announcement



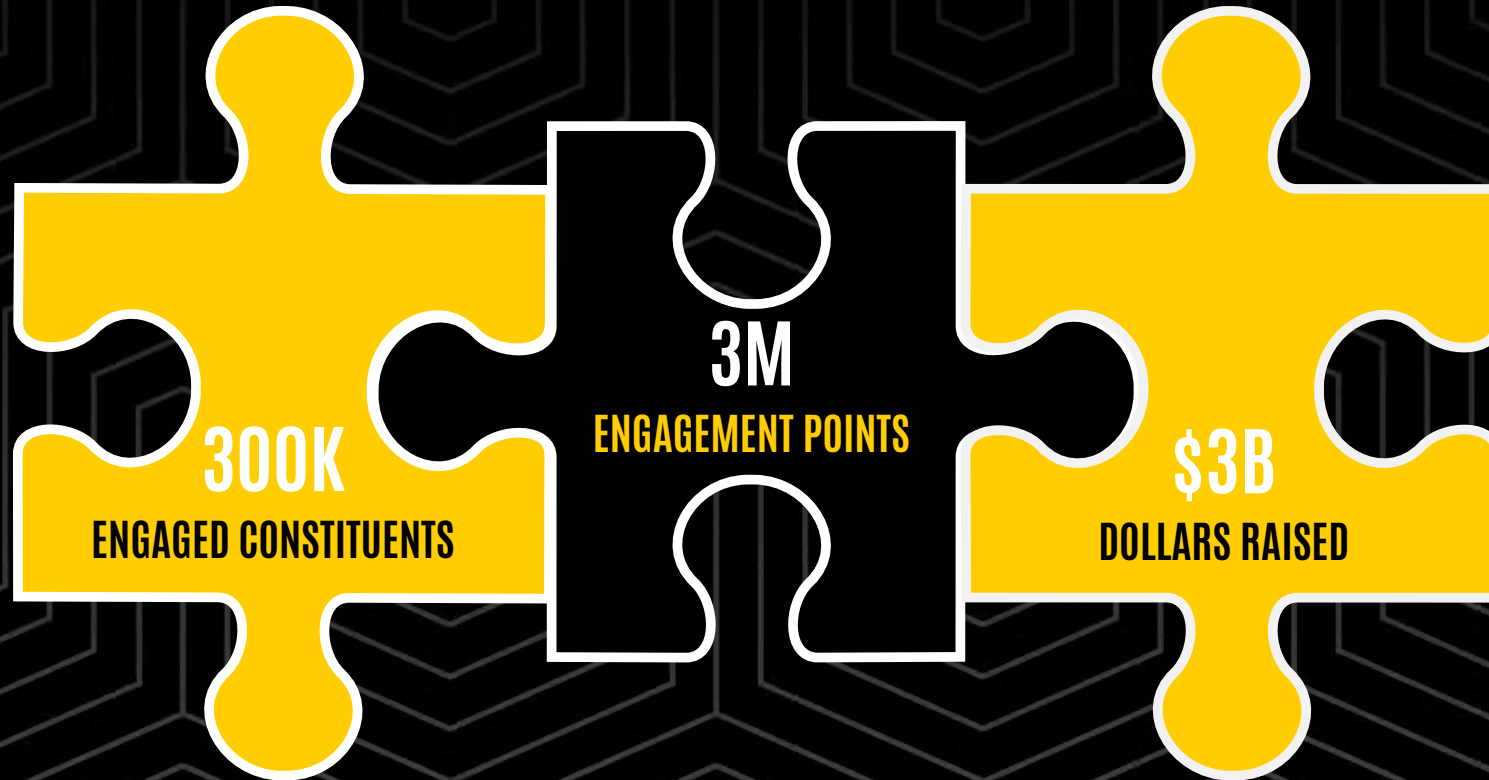
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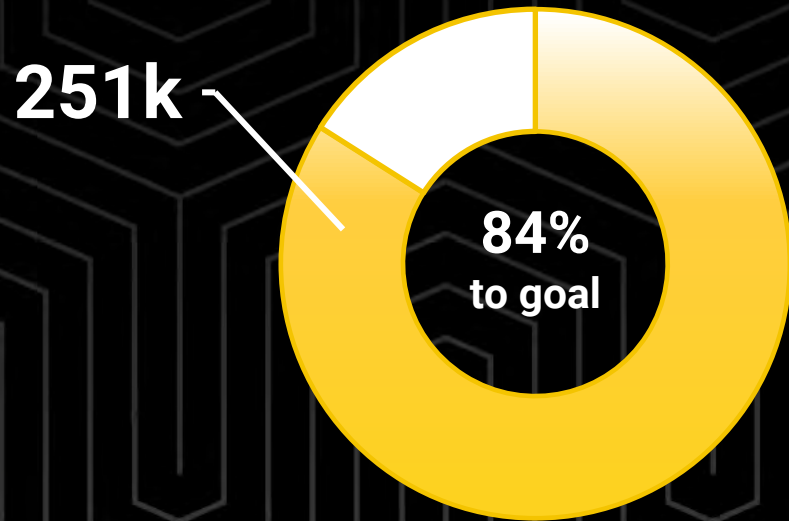
Together Hawkeyes Campaign Goals



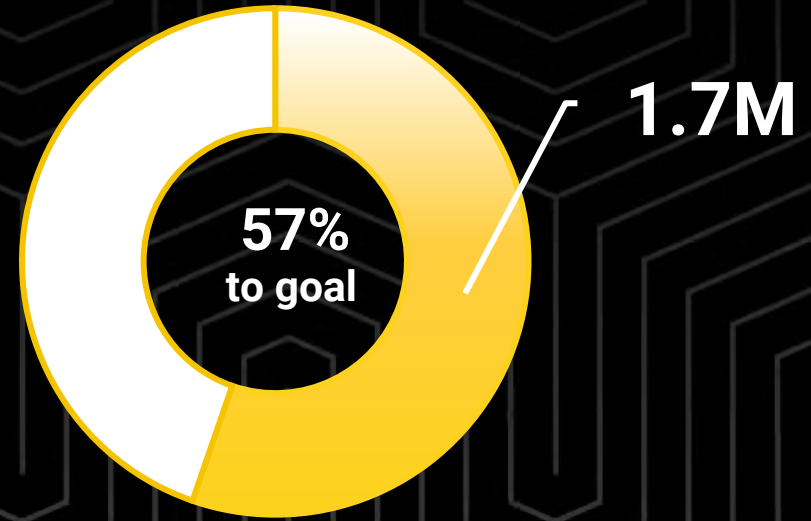
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CAMPAIGN

Campaign Progress to Engagement Goals

Engaged Constituents



Points of Engagement



GOALS

TOGETHER HAWKEYES

300K

UNIQUELY ENGAGED CONSTITUENTS

3M

POINTS OF ENGAGEMENT

\$3B

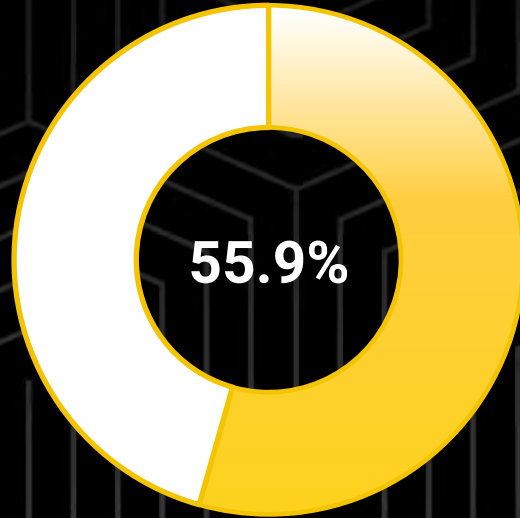
PHILANTHROPIC SUPPORT

as of 3/31/2024

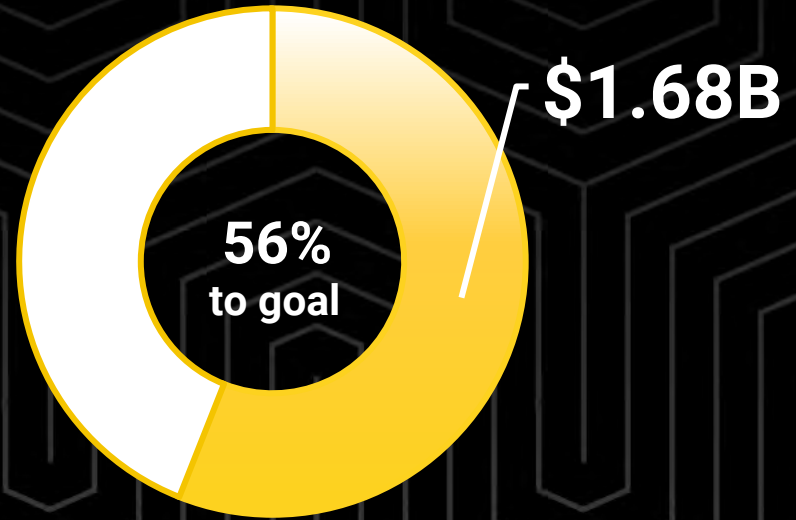
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Campaign Progress to Philanthropic Goal

Time Elapsed



Raised to Date



GOALS

TOGETHER HAWKEYES

300K

UNIQUELY ENGAGED CONSTITUENTS

3M

POINTS OF ENGAGEMENT

\$3B

PHILANTHROPIC SUPPORT

as of 3/31/2024

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FY24 Together Hawkeyes Tour



▶ Completed

- ✓ Washington DC (11/28)
- ✓ Oaknoll (12/12)
- ✓ Phoenix/Scottsdale (2/1)
- ✓ Houston (2/8)
- ✓ Naples (2/21)
- ✓ Denver (3/5)
- ✓ Atlanta (3/21)
- ✓ Kansas City (4/2)
- ✓ Des Moines (4/3)



▶ Future Dates

- ✓ New York City (5/15)
- ✓ Minneapolis (6/6)
- ✓ Chicago (6/20)

Together Hawkeyes - Getting the word out!

Cambus #99

IOWA HELP HAWKEYES Innovate

IOWA HELP HAWKEYES Succeed

IOWA HELP LAUNCH Dreams

Support Top Sch Researchers at I

Empower first-gene to excel at the Univ

A GROWING POPULATI

FINDING THEIR WAY

HOW YOU CAN HEL

Give to our students and give back to the world.

MAKE A DIFFERENCE

MAKING SCHOLARSHIPS

CHILD DREAMS

Cielo Posneri
Class of 2023
Scholarship Recipient



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Website: <https://www.foriowa.org/together/>

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