

Carolina Development Annual Report: Fiscal Year 2010
was produced by the UNC Office of University Development,
PO Box 309, Chapel Hill, NC 27514-0309

Comments or questions: development@unc.edu / 919.962.0027

All photography by Dan Sears unless otherwise noted.
Cover photo: Richard Cox
Design: UNC Design Services

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Profiles in Giving

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Impact of Giving

- 100 [Name] [Address] [City, State, Zip] [Phone] [Email]
- 140 [Name] [Address] [City, State, Zip] [Phone] [Email]
- 180 [Name] [Address] [City, State, Zip] [Phone] [Email]
- 190 [Name] [Address] [City, State, Zip] [Phone] [Email]
- 250 [Name] [Address] [City, State, Zip] [Phone] [Email]



The following is a list of UNC Board of Trustees members who served during fiscal year 2010.

Robert W. Winston III (*Chair*)

Barbara Rosser Hyde (*Vice Chair*)

Phillip L. Clay

Donald Williams Curtis

John G.B. Ellison, Jr.

Alston Gardner

Wade H. Hargrove, Jr.

Jasmin Jones

(*Student Body President*)

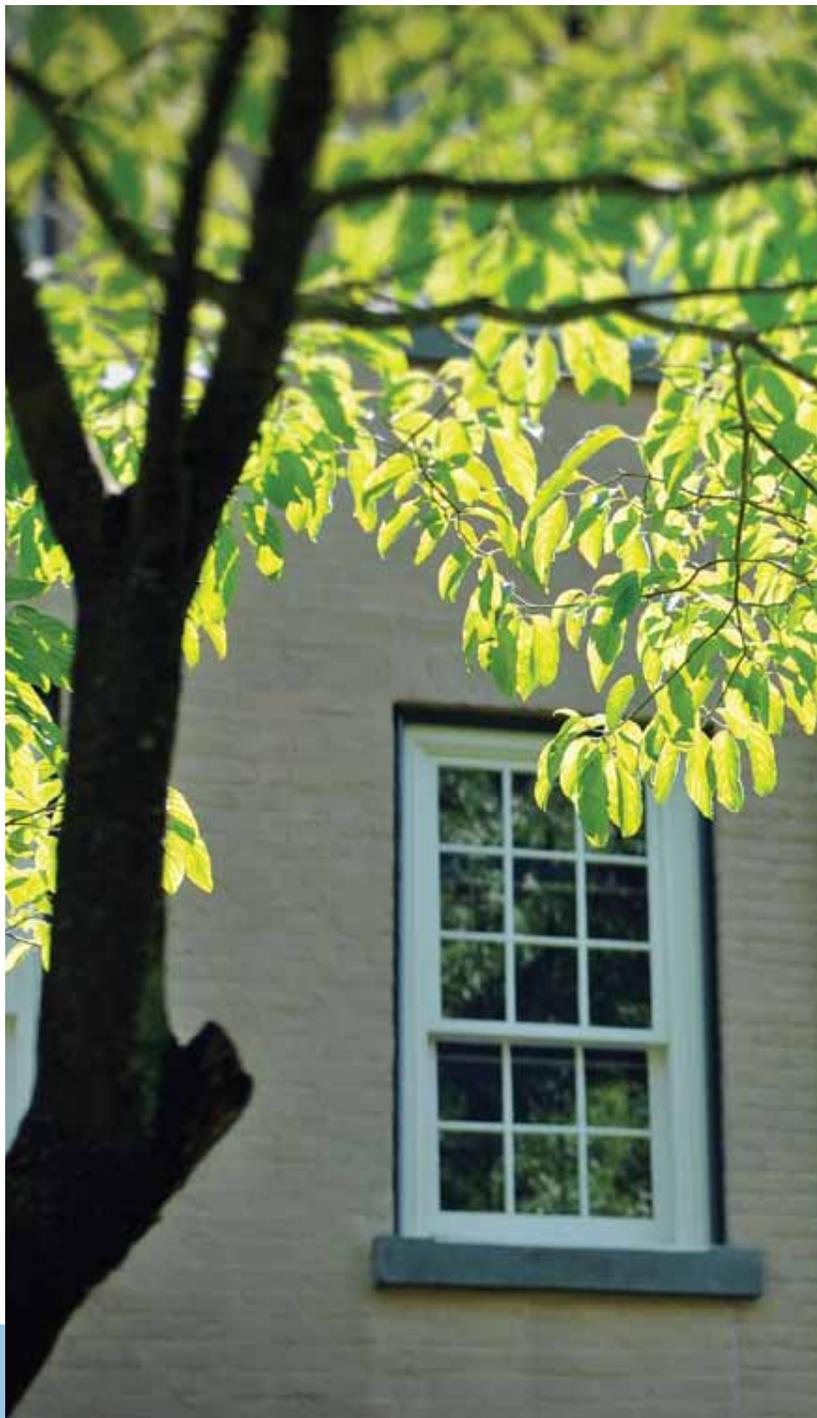
Roger L. Perry, Sr.

Sallie Shuping-Russell

Edward C. Smith, Jr.

John L. Townsend III

Felicia A. Washington





Dear Carolina Supporters,

As we look back on the past year, we are grateful for the support of our donors. In fiscal year 2010, we received \$268.1 million in gifts, a slight decrease from the \$271.25 million received in fiscal year 2009. These gifts include pledges as well as gifts—we secured \$292 million, up from last year's \$290.4 million.

While our financial circumstances may have changed, you remain as

important to us. In fiscal year 2010, we received \$26.4 million, or 5 percent of our state funding, for fiscal

year 2010. We are grateful for the support of our donors and the state of North Carolina.

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Innovate@Carolina Campaign, a drive to raise \$125 million to

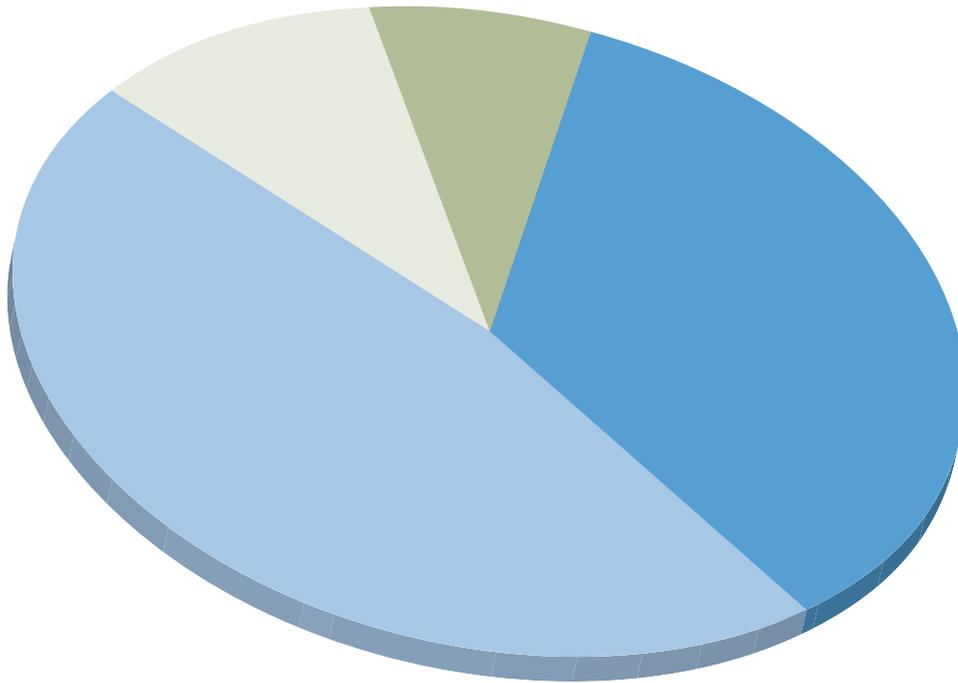
support our state's future.

Holden

██████████

That performance attests to how critical our donors are to our mission, and to how unwavering you are in your support.

Gifts by area for FY 2010*



*Rounded to nearest \$100,000

- ACADEMIC AFFAIRS: \$95.0 MILLION
- HEALTH AFFAIRS: \$125.6 MILLION
- ATHLETICS: \$28.2 MILLION
- OTHER: \$19.3 MILLION

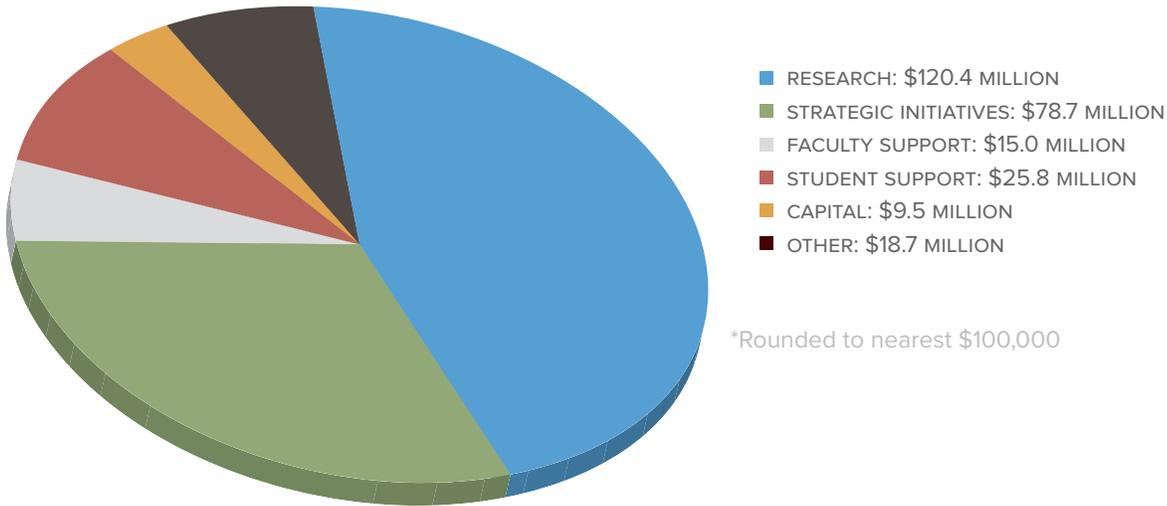
HIGHLIGHTS FISCAL YEAR 2010
 DEVELOPMENT HIGHLIGHTS
 JULY 1, 2009–JUNE 30, 2010

Carolina’s fundraising efforts brought in **\$268.1 million** in private gifts in fiscal year 2010, marking the third-highest year in history for this type of support, which is immediately available to the University.

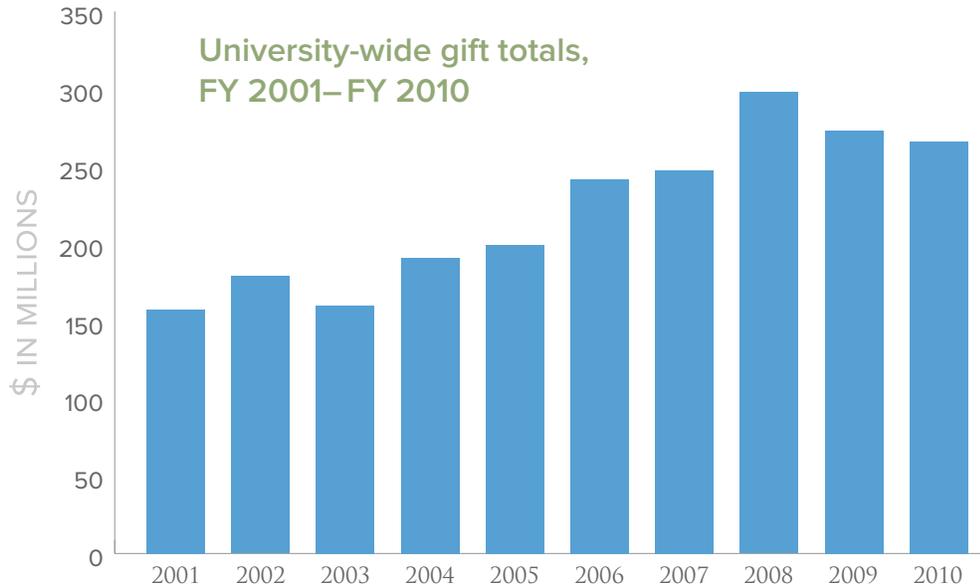
In commitments, which include pledges as well as gifts, Carolina secured **\$292 million** in fiscal year 2010 with more than 78,000 donors.

Commitments in 2010 also helped the University create 16 endowed professorships, as well as a total of 98 undergraduate scholarships and graduate fellowships.

FY 2010 gifts by purpose*



*Rounded to nearest \$100,000



Highlights from the year:

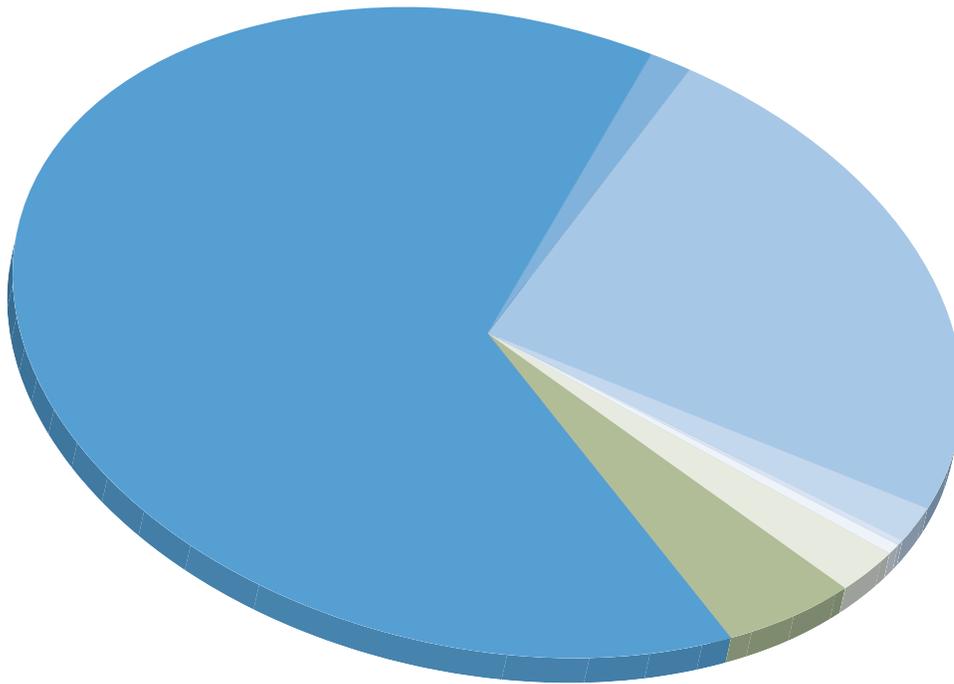
A **\$5 million** gift from the William R. Kenan, Jr. Charitable Trust is supporting the recruitment of outstanding young faculty. The funds are targeting hires in the College of Arts and Sciences, the School of Education, the School of Nursing and Kenan-Flagler Business School.

Sanofi-Aventis U.S., an affiliate of leading global pharmaceutical company Sanofi-Aventis, committed **\$2 million** toward the N.C. Cancer Hospital Endowment, which helps support the institution’s clinical research and many patient programs.

Roy Williams, head men’s basketball coach, directed half of the proceeds from the 2009 UNC Alumni Basketball game to support cancer research at UNC Lineberger Comprehensive Cancer Center. A portion of the proceeds from Williams’ biography, *Hard Work: A Life On and Off the Court*, is also being contributed to the Carolina Covenant. UNC women’s basketball coach **Sylvia Hatchell** has committed \$50,000 to the N.C. Cancer Hospital Pediatric Oncology Endowment Fund to support and name the Pediatric Oncology Classroom, part of UNC’s Hospital School.

CONTINUED, NEXT PAGE

Donors in FY 2010*



*Percentages rounded to nearest 10th

- ALUMNI: 50,174 (64.4% OF TOTAL)
- FACULTY/STAFF: 1,018 (1.4%)
- FRIENDS: 18,771 (24%)
- CORPORATIONS: 1,589 (1.9%)
- FOUNDATIONS AND TRUSTS: 431 (0.5%)
- OTHER ORGANIZATIONS: 447 (0.5%)
- STUDENTS: 1,735 (2.3%)
- PARENTS: 3,874 (5%)

HIGHLIGHTS, CONTINUED

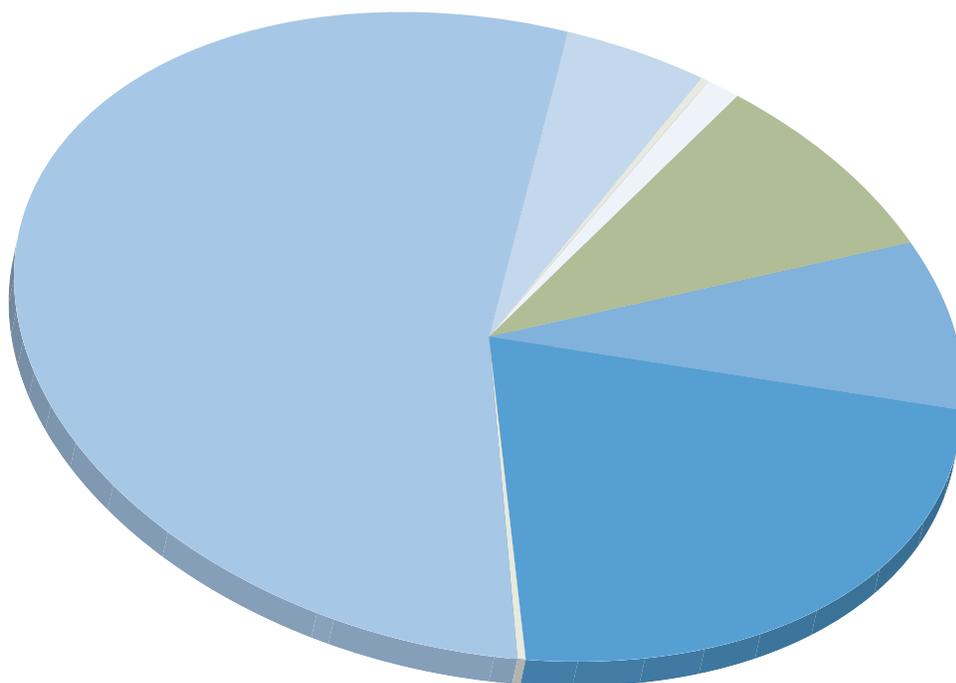
The **Tyche Foundation** of Chapel Hill has given the Ackland Art Museum one of the most significant contributions in its history. The gift's 51 rare works were chosen specifically for the Ackland Collection. The diverse collection spans more than 2,500 years and numerous cultures, and includes a Greek head dating from 500 BCE and Edouard Manet's first published etching. (See story on page 24.)

A **\$4 million** grant from the W.K. Kellogg Foundation is supporting FirstSchool, an integrated approach to caring for and educating children ages 3–8. The program is spearheaded by the FPG Child Development Institute.

A **\$1.5 million** gift from GlaxoSmithKline supported the conversion of Morehead Planetarium and Science Center's historic Star Theater from analog to fulldome digital video technology. The new technology provides super-high-definition 4,000-by-4,000-pixel resolution and 5.1 channel digital surround sound system that create an immersive environment in which each visitor is surrounded by the sights and sounds of the planetarium show. (See story on page 10.)

The **Morehead-Cain Foundation** of Chapel Hill has given UNC \$400,000 to endow a merit scholarship in honor of Eve Marie Carson. The gift establishes the Eve Marie Carson Carolina Way Scholarship, which will cover the full cost of

New donors in FY 2010*



*Percentages rounded to nearest 10th

- ALUMNI: 3,219 (23.2% OF TOTAL)
- FACULTY/STAFF: 38 (0.3%)
- FRIENDS: 7,589 (53.6%)
- CORPORATIONS: 679 (4.6%)
- FOUNDATIONS AND TRUSTS: 71 (0.5%)
- OTHER ORGANIZATIONS: 148 (1.1%)
- STUDENTS: 1,196 (8.4%)
- PARENTS: 1,175 (8.3%)

tuition, fees, room and board for a Carolina undergraduate beginning as soon as the 2011–2012 academic year. A new recipient will enroll every four years.

A **\$1.3 million** grant from the Howard Hughes Medical Institute is supporting research opportunities for Carolina undergraduate students. These will include an effort aimed at diversifying the research community by encouraging biomedical research as a field of study among top Carolina Covenant Scholars, UNC’s nationally recognized financial assistance program that enables qualified students from low-income families to graduate debt-free. The grant also will support research opportunities for future high school

teachers, as well as students pursuing non-science disciplines who will learn how scientific approaches can help solve major problems facing the world.

Sam and Betsy Reeves of Palm Beach Gardens, Fla., committed an annual expendable **\$250,000** gift to the University to support doctoral students at the School of Social Work.

The North Carolina Botanical Garden opened its new Education Center; it is North Carolina’s **first public building to secure the highest level of certification for green architecture**. The 29,656-square-foot center is a Leadership in Energy and Environmental Design (LEED) Platinum building.

CONTINUED, NEXT PAGE

Endowed professorships

16 professorships created in FY 2010

462 professorships total (as of June 30, 2010)

Distribution of professorships created by FY 2010 gifts

- 4 College of Arts and Sciences
- 1 School of Government
- 1 School of Journalism and Mass Communication
- 1 School of Law
- 9 School of Medicine

In fiscal year 2010, the State of North Carolina contributed \$1.362 billion to the state fund, established in 1985 to support the state's higher education system. The state fund, established in 1985, is a major source of funding for the state's higher education system. The state fund is a major source of funding for the state's higher education system.

Scholarships/fellowships

64 scholarship funds created in FY 2010

1,362 scholarship funds total (as of June 30, 2010)

34 fellowship funds created in FY 2010

692 fellowship funds total (as of June 30, 2010)

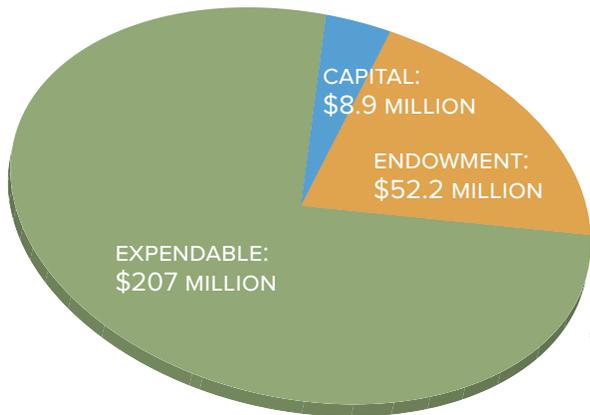
HIGHLIGHTS, CONTINUED

Funds for the \$12.5 million center came from more than 500 individuals and a student-approved fee for renewable energy projects.

The **Golden LEAF Foundation extended its grant to the Carolina College Advising Corps** for the 2009–2010 academic year to assist under-served students navigate the college admission process. The grant, totaling \$181,250, enables the program to continue serving 12 North Carolina high schools, out of a total of 58.

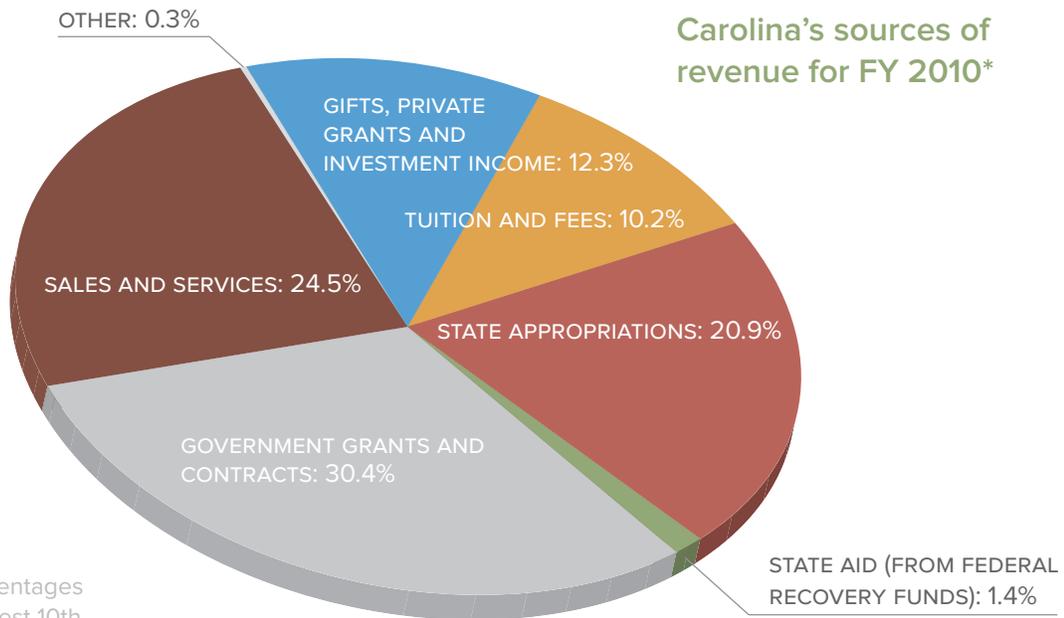
UNC's Julia Wood, a professor of communication studies in the College of Arts and Sciences, became UNC's **first Caroline H. and Thomas S. Royster Distinguished Professor for Graduate Education**. Wood directs the Royster Society of Fellows, outstanding doctoral students with five-year and dissertation fellowships. The fellowships were created in 1995 by the late Dr. Thomas Royster and Caroline H. Royster of Chapel Hill and Vero Beach, Fla. The Roysters also contributed a lead gift toward establishing the new professorship, which was completed with matching funds from the state's faculty endowment trust.

Total FY 2010 gifts: endowment, expendable and capital*



*Rounded to nearest \$100,000

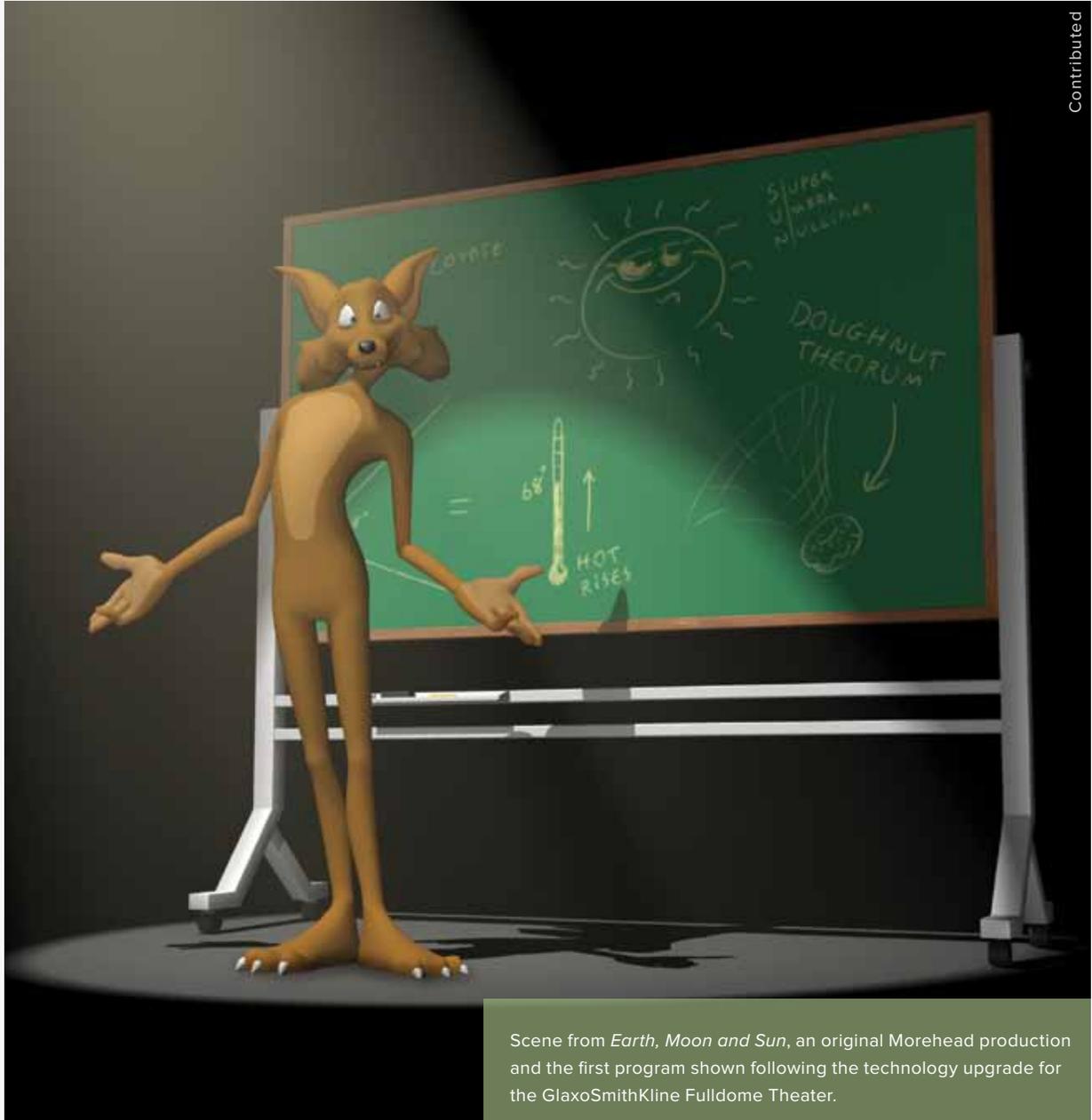
Carolina's sources of revenue for FY 2010*



*Unaudited; percentages rounded to nearest 10th

The Carolina Cardiovascular Biology Center was renamed the **UNC McAllister Heart Institute** in honor of School of Medicine alumnus Hugh "Chip" McAllister. His support has enabled the institute to further advance the care of patients with diseases of the heart, blood and circulation by encouraging basic, preclinical and applied research that will help unravel the causes of cardiovascular disease and provide new tools for patient diagnosis and treatment. McAllister has given \$7 million to date in outright gifts and other commitments, and he has also provided for the institute in his will and made provisions for its support through his personal foundation.

Progress Energy Carolinas is investing \$300,000 to help UNC's Department of Marine Sciences conduct a comprehensive new study to fully map and model North Carolina's viable offshore wind resources. The three-year study is **expected to be the most comprehensive analysis to date on the state's capability to support electricity generation from offshore wind energy.**



Contributed

Scene from *Earth, Moon and Sun*, an original Morehead production and the first program shown following the technology upgrade for the GlaxoSmithKline Fulldome Theater.

The most exciting thing for me is there are no limitations. The only limitation is creativity. Anything you can render on a computer you can project now.



MOREHEAD PLANETARIUM SHOOTS FOR THE STARS WITH HI-TECH UPGRADE

By Elizabeth Byrum '13

The planetarium is upgrading the dome of the Star Theater using the 41-year-old Zeiss Model 100 projector system. The project is the result of the support of a \$1.5 million gift from GlaxoSmithKline.

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The planetarium will continue using the Zeiss projector system. The biggest difference is you are able to fill the dome, the planetarium is upgrading the dome of the Star Theater using the 41-year-old Zeiss Model 100 projector system. The project is the result of the support of a \$1.5 million gift from GlaxoSmithKline.

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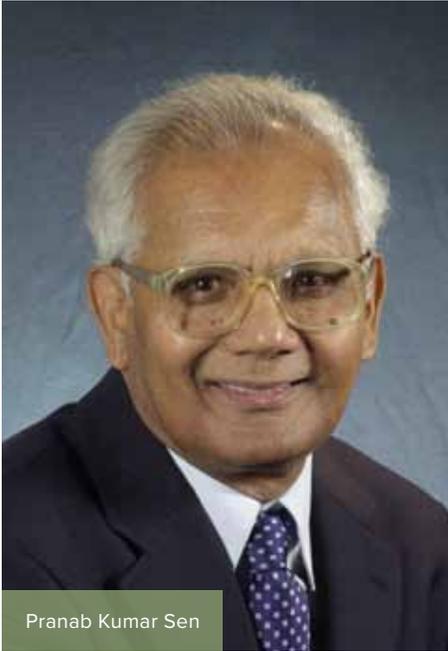
Dillard Academy students during their visit to the GlaxoSmithKline Fulldome Theater.

Elizabeth Byrum

PRANAB KUMAR SEN: Not just by the numbers

By Hope Baptiste

Pranab Kumar Sen is a distinguished statistician and educator. He has spent the better part of 46 years at the University of North Carolina, where he has played a critical role in redefining his specialty and nurturing the growth of the field. His work in metric statistics— that finds applications for statistical methods in various fields— has been widely recognized. He has also been instrumental in the development of the Department of Statistics at UNC, which has become a leading center for research and education in the field. Sen's contributions to the field of statistics are numerous and significant. He has published extensively on a wide range of topics, including the theory of statistics, the foundations of probability, and the applications of statistical methods in various fields. His work has been highly influential in the development of modern statistical theory and practice. In addition to his research, Sen has also been a dedicated educator. He has taught statistics at the undergraduate and graduate levels for many years, and his students have gone on to become leading statisticians in their own right. He has also been involved in the development of the curriculum for the Department of Statistics at UNC, and his efforts have helped to establish the department as a leading center for research and education in the field. Sen's work has been recognized with numerous awards and honors, including the Distinguished Service Award from the University of North Carolina. He is a member of several professional organizations, including the American Statistical Association and the International Statistical Institute. He is also a frequent speaker at conferences and seminars on statistics and related topics. Sen's work has had a profound impact on the field of statistics, and his contributions will continue to be felt for many years to come.



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Stephen Brantley



Contributed

STEPHEN BRANTLEY:

Lessons well learned

By Claire Cusick

Old Well when I was about 4 or 5 years old, which would have been around 1962 or 1963,” Brantley said. “My father (Herbert Brantley, A.B. '56, M.S. '58 Ph.D. '66) was on the Rathskellar or the old Zoom-Zoom Room, then pick up his bachelor’s degree with honors from Carolina in 1980.

my career,” Brantley said. “That’s where I first learned how to plan a project, how to give a scientific presentation, how to write a scientific paper—all skills that I’ve

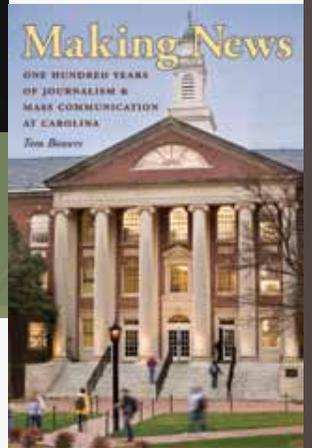
ences, I find that 30-odd years later, it is the humani

my career,” Brantley said. “That’s where I first learned how to plan a project, how to give a scientific presentation, how to write a scientific paper—all skills that I’ve

Brownie Harris



Horace Carter poses with a 1952 copy of *The Tabor City Tribune* that announces the sentencing of Thomas Hamilton, Grand Dragon of the Klan.



HORACE CARTER'S LEGACY:

Covering the news and supporting news coverage

W. Horace Carter gave one final gift to the school before he died on Sept. 16, 2009, at the age of 88. With a donation of \$25,000, he financed the publication of the book. Carter was a journalist, a fisherman and the author of more than 20 books. He earned him the 1953 Pulitzer Prize for Public Service. In 1983 and received an honorary degree from Carolina in 1946.

During the 1950s, he wrote and published more than 20 books. He was a fisherman and the author of more than 20 books. He earned him the 1953 Pulitzer Prize for Public Service.

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PHILIP AND GILDA CREE: Livin' in Blue Heaven

By Hope Baptiste

Philip and Gilda Cree are a devoted couple who have spent their lives together in love and partnership. They are proud to be part of the Blue Heaven community and are committed to giving back to the campus and the community.

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It was love at first sight. He earned a bachelor's degree in business in 1952, spent three years in the army, then headed to Charlotte, N.C.'s financial district.

Cree's wife of 42 years, Gilda, said she'd often won Philip's 25th class reunion, and it was all Blue Heaven.

Philip and Gilda Cree are a devoted couple who have spent their lives together in love and partnership. They are proud to be part of the Blue Heaven community and are committed to giving back to the campus and the community.

The campus, the arts, the library, great health care and wonderful people.

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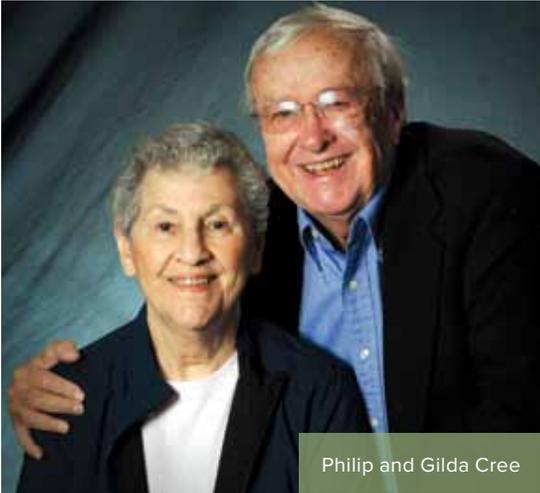
provide financial assistance to a graduate student in the field of business.

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Philip and Gilda Cree

STEVE KATSADOUROS: Embracing the culture of giving

By Claire Cusick

Steve Katsadourous is a successful entrepreneur and philanthropist who has spent his life giving back to the community. He is a member of the board of directors of the American Red Cross and has received numerous awards for his generosity.

When Steve Katsadourous moved to North Carolina in 1978, his family had only lived in the United States for a few years. He was determined to make a difference in the lives of the people who do not have the financial support that I did.

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... I know there are many intelligent people who do not have the financial support that I did. If I can give a hand to a deserving person, it would make this world a much better place.



Like all small businesses, we struggled.
But my wife and I made it work.
I eventually diversified into real estate
investing, but Hot Dog World remains
my pride and joy.



Patrick Sullivan, The (Hendersonville, N.C.) Times-News

Steve Katsadourous is the owner of the very popular eatery, Hot Dog World, in Hendersonville, N.C.

JANVIKA SHAH: Globetrotting student gains, brings perspective

By Hope Baptiste

tree perch 40 meters high; think of harvesting veg
thrill of that first independent field study; or walk in

with the UNC study abroad office, the program
designed, field-learning experiences, culminating in a

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Janvika traveled to the paramo, a neotropical ecosystem located in Ecuador's very high elevations. It is formed by glacial valleys and contains bogs, lakes and shrubs.

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THE RENWICK INITIATIVE: A legacy of mentoring

By Hope Baptiste



Members of Hayden B. Renwick's family and Charlotte-area alumni at a Renwick Initiative Reception in June

Ferguson Photographic Services

When Hayden B. Renwick joined the staff of Carolina's admissions office in 1969, there were only about 100 African-American students enrolled. In 1973, as associate dean in the newly formed Office for Student Academic Counseling (OSAC), black student enrollment had topped 900 and continued to grow.

Renwick's dedication to student success was evident in his many roles. In 1981, he became the first African-American to serve as the director of the Office for Student Academic Counseling. In 1985, he was named the first African-American associate dean of the College of Arts and Sciences. In 1991, he was named the first African-American dean of the College of Arts and Sciences. In 1995, he was named the first African-American dean of the College of Arts and Sciences. In 1999, he was named the first African-American dean of the College of Arts and Sciences.

Renwick's legacy is a testament to his commitment to student success. He has mentored thousands of students, many of whom have gone on to become leaders in their fields. In 2009, OSAC joined the Learning Center, the Academic Center for Excellence, and the Center for Career and Professional Development. In 2010, OSAC joined the Center for Leadership and Public Service. In 2011, OSAC joined the Center for Global and Intercultural Studies. In 2012, OSAC joined the Center for Innovation and Entrepreneurship. In 2013, OSAC joined the Center for Social and Behavioral Sciences. In 2014, OSAC joined the Center for the Study of the American South. In 2015, OSAC joined the Center for the Study of the American South.

Renwick's commitment to student success is a legacy that lives on. In 2009-2010, OSAC invited approximately 438 African-American

and Native American first-year undergraduates to visit campus. In 2010, OSAC invited approximately 438 African-American and Native American first-year undergraduates to visit campus. In 2011, OSAC invited approximately 438 African-American and Native American first-year undergraduates to visit campus. In 2012, OSAC invited approximately 438 African-American and Native American first-year undergraduates to visit campus. In 2013, OSAC invited approximately 438 African-American and Native American first-year undergraduates to visit campus. In 2014, OSAC invited approximately 438 African-American and Native American first-year undergraduates to visit campus. In 2015, OSAC invited approximately 438 African-American and Native American first-year undergraduates to visit campus.

Renwick's commitment to student success is a legacy that lives on. In 2009, his commitment to student success was recognized when he was named the first African-American to receive the Distinguished Alumni Award. In 2010, his commitment to student success was recognized when he was named the first African-American to receive the Distinguished Alumni Award. In 2011, his commitment to student success was recognized when he was named the first African-American to receive the Distinguished Alumni Award. In 2012, his commitment to student success was recognized when he was named the first African-American to receive the Distinguished Alumni Award. In 2013, his commitment to student success was recognized when he was named the first African-American to receive the Distinguished Alumni Award. In 2014, his commitment to student success was recognized when he was named the first African-American to receive the Distinguished Alumni Award. In 2015, his commitment to student success was recognized when he was named the first African-American to receive the Distinguished Alumni Award.

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BRAD PICOT:

Active student now active alumnus

By Claire Cusick

Brad Picot is a 2012 UNC-Chapel Hill graduate who has spent the last few years working in the financial services industry in New York City.

While at UNC, Brad was a member of the UNC-Chapel Hill Investment Club and served as its president for two years. He was also a member of the UNC-Chapel Hill Finance Society and the UNC-Chapel Hill Real Estate Society.

Brad's involvement in these organizations was a key part of his education at UNC. He learned a great deal about finance and investment from these groups, and he was able to apply this knowledge in his professional life. He is currently a financial analyst at a major investment firm in New York City.

"I definitely did a lot of stuff," he said with a laugh.

Brad's experience at UNC has been a valuable one, and he is grateful for the opportunities he was given.

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Brad's experience at UNC has been a valuable one, and he is grateful for the opportunities he was given. He is currently a financial analyst at a major investment firm in New York City. He is also a past president of the UNC-Chapel Hill Investment Club and the UNC-Chapel Hill Finance Society.

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I'm so glad people have the same passion for service to keep this project a success.



Brad Picot of Charlotte, N.C., with his wife Lauren, daughter Olivia and son Sterling

Ryan Frank

BUCKLEY / VORIS:

Two generations' thoughts on giving

By Claire Cusick

in 1962 with an A.B. in Education, she began her career

(CCPS). The center, dedicated in 1999, focuses on

center is infinite."

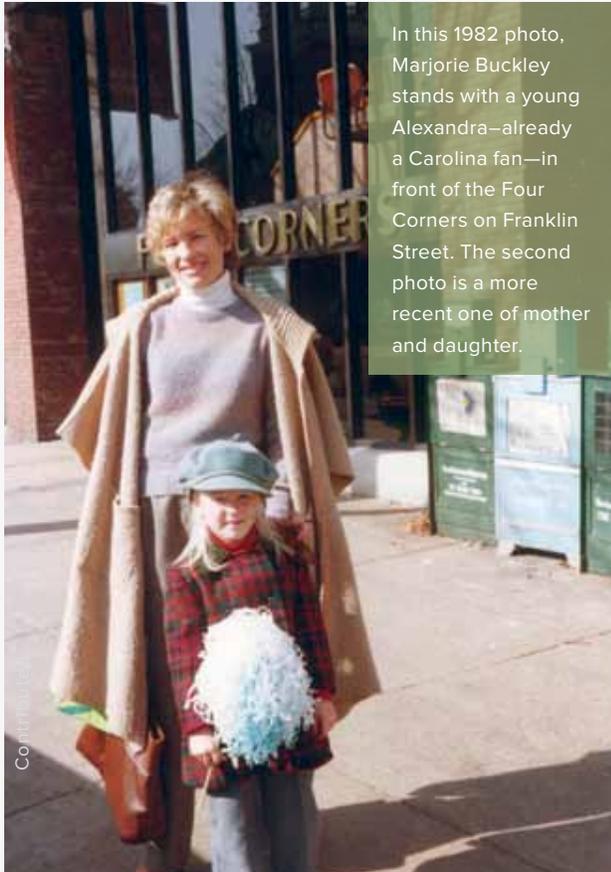


2005, the University awarded her its highest honor, the Association in 2005.

president, strategy, with a New York City non-profit that

The impact of service by Carolina students is profound. My respect for their work and the leadership of the center is infinite.





In this 1982 photo, Marjorie Buckley stands with a young Alexandra—already a Carolina fan—in front of the Four Corners on Franklin Street. The second photo is a more recent one of mother and daughter.

Courtesy: [unreadable]

At the end of the day, the mission of our University is to prepare students to be ‘engaged citizens.’ Service is key to that process.



the country's first public university, has embraced that

“When it comes to putting a finger on what’s inspired

the country's first public university, has embraced that

the country's first public university, has embraced that

TYCHE FOUNDATION: *Fortune Smiles on the Ackland*

By Hope Baptiste

launched its education program with its first Univer

accomplishments, but then, he is first and foremost

of chance and fortune) Foundation to benefit the

Charles Millard

The Tyche Foundation gift comprises 51 art works

ranging across some 2,500 years and a variety of the

world, he made sure the Ackland fulfilled its mission

most significant collection of Asian artifacts.

Millard retired "officially" in 1993, but he is still a

fixture in the museum. Recalling his career in the art



Charles Millard

MAC MORRIS: Marine makes major contribution

By Claire Cusick



An unrestricted gift of this size provides us with critical—and flexible—funds for faculty recruitment and retention efforts that ultimately benefit our students. Since the college is the largest academic unit at Carolina, Colonel Morris’ generosity touches many people.



The late McLendon Graham “Mac” Morris ’55 grew up in a small town in North Carolina. He spent the last 15 years of his life in Columbia, S.C. He was a Marine and served in Vietnam. He was a successful businessman and a devoted family man. He was a generous donor to the college and his gift will help us continue to provide a high-quality education for our students.

His gift is a testament to his lifelong commitment to education and his desire to see the college thrive. This unrestricted gift will provide us with the resources we need to attract and retain the best faculty, ensuring that our students receive the best possible education. We are grateful for his generosity and the impact it will have on our students for years to come.

YOUR GENEROUS GIFT TO CAROLINA is already at work. Please continue your support of the University by renewing your gift now. Whether to the University or a school or unit, to one area or many, your support is greatly appreciated. Thank you!

Name

Address

Telephone Number (home)
(business)
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My gift to the University of North Carolina at Chapel Hill is:

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This is a joint gift with my spouse.

Name

Graduation Year (if applicable)

**Matching gifts can double or triple your gift. If you or your spouse works for a matching gift company please contact the personnel officer to learn more about your company's program.*

METHOD OF PAYMENT

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Enclosed is my contribution, payable to UNC-Chapel Hill

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(Call our stock coordinator at 919.962.8189 for transfer instructions)

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Signature

Date

(Call 919.962.4388 to charge by phone or go to giving.unc.edu/gift to make an online gift by credit card)

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- 1793 Society—annual gift of \$2,000–\$4,999.
- Carolina Society—annual gift of \$5,000–\$9,999.
- Chancellor's Circle—annual gift of \$10,000–\$24,999.
- Cornerstone Society—annual gift of \$25,000 or more.

*Undergraduate alumni who graduated in the last 10 years are granted 1793 Society membership at the following levels:
6 to 10 years since graduation—annual gift of \$1,000
Most recent 5 classes—annual gift of \$500
Undergraduate students—annual gift of \$250*

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Thank you!

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You may give an unrestricted gift to the University or any of its schools or units as listed below. You may also specify a specific fund. A gift to the University or one of its units may be held in one of the foundations that supports the University unless you indicate otherwise.

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 - Ackland Art Museum (5001)
 - Botanical Garden (5201)
 - Carolina Center for Public Service (0780)
 - Carolina Performing Arts Society (6269)
 - Carolina Women's Center (6052)
 - Center for the Study of the American South (0735)
 - College of Arts and Sciences (1501)
 - Eshelman School of Pharmacy (4810)
 - Gillings School of Global Public Health (4401)
 - Global Education Center (7331)
 - Graduate School (2303)
 - Health Sciences Library (4002)
 - Institute for the Environment (0749)
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 - Student Affairs (6201)
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 - Other
- If applicable, please designate specific fund:

GERRARD LEGACY SOCIETY

- Members have made a documented planned gift to benefit Carolina.
- I have included Carolina in my will and would like information on the Gerrard Legacy Society
 - Please send information on including Carolina in my will or living trust
 - Please send information on how I can increase my income, cut taxes and make a gift to Carolina

Gifts are credited to the University of North Carolina at Chapel Hill or foundations affiliated with UNC-Chapel Hill as designated by the donor. These gifts are used solely for the benefit of UNC-Chapel Hill. The Educational Foundation Inc. solicits and receives funds separately and the General Alumni Association collects membership dues.