



VMI ALUMNI AGENCIES
ALUMNI ASSOCIATION • FOUNDATION • KEYDET CLUB

David Prasnicki
CEO Update
VMI Board of Visitors

May 2024

VMI Foundation and Keydet Club Update

- **Overall Commitments:** \$18M
- **Donor Participation YTD:**
 - Overall donors are up 7%
 - Alumni donors are up 13%
 - Donor retention is up 4.9%
 - Alumni retention is up 8.4%
- **GOLD Society:** Launched in January 2024, with 101 young alumni members.
- **Day of Giving Success:** Achieved the goal of 500 donors by 11 am, closing the day with 1148 donors and over \$272K in donations (85.5% of which are alumni). Highlighted the classes of 1991 and 1993, whose years will appear on Moe's jersey.
- **Call to Duty Scholarships** – Understanding the importance of this initiative, we have raised \$1.4M.

- **Institute Society – 50th Year Celebration.**
 - Celebrated in a two-day event Nov. 8-9, 2024.
 - There will be a VIP cocktail hour to meet the nationally recognized speaker, a member's cocktail time under a banquet tent, a band, and an after party.
 - All are encouraged to donate so you can join us at this memorable event.
- **Jackson Hope and Peay Cabinet** – the Foundation continues to support this ongoing and important work to support VMI and the cadets.
- **Reunions 10/25/50** - are first class events with **a focus on camaraderie and philanthropy**. The work begins two or more years in advance of the date. Careful planning pays off in that ¼ of our giving comes from reunion gifts annually.
- **Compete to Win** – Ramping up for this event for giving days May 7-9, 2024. This is a vital part of our fundraising, focusing on team operational needs. We are looking forward to Board support with this fundraising effort.

Alumni Association

- **Affinity Reunions** – Alumni gatherings based on interest and experience vs. class year. On top of everything else they do, the Keydet Club has established a rhythm with their Affinity Reunions. This year, we hosted a Band Reunion of more than 280 registered attendees, one of the largest affinity reunion in VMI history.
- VMIAA hosted a successful launch of its **first remote voting process** at its annual meeting of its members. The full slate was elected by a large margin.
- VMIAA continues to work through the **alumni survey**, bringing clarity to some of the feedback we received through a series of Alumni Review and Turnouts articles.

Performance Summary (NOF)

Account/Group	Ending Market Value USD	Ending Weight	Policy Weight	% Rate of Return							
				One Month	Year to Date	Fiscal YTD	Three Years	Five Years	Ten Years	Inception to Date	Inception Date
Total US Equity	235,676,794	30.92	27.00	3.24	10.00	19.43	9.85	14.35	12.29	14.39	06/30/2009
<i>Russell 3000</i>				3.23	10.02	19.29	9.78	14.34	12.33	14.51	06/30/2009
Non-US Equity	68,136,480	8.94	10.00	3.34	5.86	11.77	4.93	7.67	4.72	7.26	06/30/2009
<i>MSCI EAFE ND</i>				3.29	5.78	12.01	4.78	7.33	4.80	6.90	06/30/2009
Non-US Equity Emerging Markets	51,345,170	6.74	10.00	2.32	2.18	6.56	-7.22	-0.62	0.67	2.97	06/30/2009
<i>MSCI Emerging Markets ND</i>				2.48	2.37	7.19	-5.05	2.22	2.95	4.64	06/30/2009
Fixed Income	84,327,323	11.06	10.00	1.48	0.69	8.80	1.04	3.80	3.81	5.21	06/30/2009
<i>BBG US Aggregate</i>				0.92	-0.78	2.56	-2.46	0.36	1.54	2.54	06/30/2009
Cash	7,908,989	1.04	1.00	0.49	1.35	4.03	2.85	2.07	1.63	1.49	06/30/2009
Public REIT	23,100,655	3.03	3.00	1.94	-1.16	6.83	1.77	3.84	6.28	9.75	10/31/2009
<i>MSCI US IMI Real Estate 25-50</i>				1.75	-1.41	5.96	0.79	2.74	-	-	10/31/2009
Absolute Return	35,665,544	4.68	5.00	1.08	2.83	7.77	9.06	8.43	5.56	5.84	06/30/2009
<i>HFRI Fund of Funds Composites</i>				1.34	3.93	7.77	2.80	4.95	3.56	3.75	06/30/2009
Private Investments	256,105,809	33.60	34.00	1.20	2.36	4.97	12.10	13.98	13.27	12.04	10/31/2009
VMI Foundation Total	762,266,764	100.00	100.00	2.11	4.54	10.22	6.73	9.46	7.31	8.58	06/30/2009
<i>VMI Custom Benchmark</i>				1.66	3.60	8.01	6.04	9.55	7.67	8.66	06/30/2009

Communications and Marketing

Promoting the good news stories and defining the value of a VMI education.

- **Marketing** – They are wrapping up an aggressive **18-month multi-channel marketing campaign**, focusing on getting good news stories to the alumni base (primary audience) and supporting admissions recruiting by reaching households with young people going through the college search process.
- No stone left unturned:
 - Home page of the Richmond Times Dispatch
 - Full-page Sunday Paper ads
 - YouTube and social media
 - Airport ads
 - 10 billboards round Richmond, noticed by the secretary of education
 - End of year Social Media Advertisements

Advancement Services, Financial Services, Human Resources

- **Advancement Services Team** – This spring the team hosted the Volunteer Leadership Conference, Spring Reunions which welcomed back nine classes, and the VMI Foundation scholarship banquet – all a big success.
- **Human Resources** – Provides critical support for employees and agencies. Since the re-organization we worked to create consistent policies and procedures across the Agencies, and supports our benefits program and hiring practices
- **Financial Services** – This team assures our financial adherence to policies and procedures, budgeting and data base support, financial reporting for all boards, and the annual audit by a national accounting firm.

VMI Partnerships

While we are separate entities, each with our own mission, we work collaboratively with the Institute to strengthen our respective purposes.

- **VMI Strategic Plan divisional committees** – we have representatives for each of the five working groups.
- **Staff or Alumni Representatives on Initiatives**
 - **Commandant search**
 - **Director of Communications and Marketing Search**
 - **Athletic Director search**
 - **NCAA Athletics Task Force**
- **New Alumni Center planning and process.**

Thank you!

Questions?