OVRTURE AT UVA OVERVIEW

University Partners: College Foundation, Darden Foundation, Health System Development, UVA Medical Alumni Association, McIntire School of Commerce, Miller Center, School of Education and Human Development, Virginia Engineering Foundation, School of Architecture Foundation

- There were around 3,000 reports generated in fiscal year 2021

REPORT TYPES

Endowment Report:

R&V Report Link: https://impact.virginia.edu/uva/2021/kaul | Passcode: A7CRN
McIntire Report Link: https://impact.virginia.edu/uva/2020/WalkerD | Passcode: 20815

- For R&V donors who have given $10k to an endowed fund
- Impact/financial performance of fund for fiscal year
- Mass upload data; mass build reports
- Delivered via marketing cloud in fall

Impact Report:

Report Link: https://impact.virginia.edu/uva/2022/tabtester
Passcode: AB123

- For donors who have supported a need-based scholarship at UVA
- Narrative-based, Q&A style with student recipients of scholarship
- Mass upload data; mass build reports
- Delivered via marketing cloud in the spring

Fund/Program Based Report:

Report Link: https://impact.virginia.edu/uva/2021/bridgefund
Passcode: AB123

- A generic stewardship report for donors who have supported a particular fund or program at UVA
- Must be built on an individual basis
- Created based on need
- Can deliver one report to multiple donors

Custom Stewardship Report

Report Link: https://impact.virginia.edu/uva/2020/farishfamily
Passcode: AB123

- For high-level donors; typically, PRD or by leadership request
- Pan-University; snapshot of giving and impact across Grounds for the previous year
- "Tab" model
- Built on an individual basis
- Delivered by leadership