



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

## Chancellor's Unrestricted Fund

### Office of University Development

*"As much as I'm a fan of Carolina, I don't presume to know best where the most important needs are. But the chancellor does. His priorities guide my view. So, the chancellor's perspective on where to apply the funds is an important way for me to support the University." - Philip Blumberg (Class of 1979 and Carolina Parent)*

#### PRIVATE GIFTS AT CAROLINA

Private gifts created the Chapel Hill campus in 1792 and largely sustained it for the first 100 years. Even after World War I, when the modern era of legislative appropriations began, philanthropy continued to be important to the University. However, as traditional sources of public university funding are being strained, there are still many ways that private donors can invest in the University and maintain their vital support of our mission of teaching, research and public service.

Now, every year, thousands of donors include the University in their regular philanthropic giving, without specifying how their money should be spent. They simply give to Carolina. Their unrestricted gifts are invaluable, and allow the chancellor to stretch the University's budget and allocate gifts to worthy programs with a pressing need for funding *today*.

#### THE CHANCELLOR'S UNRESTRICTED FUND PROVIDES:

- **Faculty Support** through professorships and salary supplements that reward and encourage Carolina's most outstanding professors, and allow us to retain them when recruited by peer institutions. During the past three years, our faculty retention success rate has improved—from 50 percent in 2009–10 to 69 percent in 2011–12. Faculty drives the fulfillment of our teaching and research mission and bring knowledge, prestige and additional federal and grant funding to campus.
- **Student Support** through:
  - ❖ **Carolina Fund Scholarships**—need-based awards to deserving undergraduates. The Office of Scholarships and Student Aid disbursed more than \$50 million in privately funded scholarships and need-based aid to more than 8,000 students in academic year 2012-2013. We continue to see significant increases in the number of students qualifying for aid, and are dedicated to continuing our history of meeting the demonstrated need of all students.

- ❖ **Carolina Fund Fellowships**—awards to first-year graduate students in the College of Arts and Sciences. The ability to recruit and retain top graduate students goes hand in hand with supporting faculty, and graduate students are instrumental in fulfilling our teaching and research missions.
- **Grants that promote the Arts** on campus by supporting the Department of Music, the Department of Dramatic Art and the Carolina Performing Arts Society.
- **Special funding that encourages and enables innovation and entrepreneurship** across a broad spectrum of disciplines, fostering campus-wide collaborations that result in University-born ideas for the good of society and allow us to fulfill our passion of public service.



#### CAROLINA'S SUCCESS

Carolina will continue to succeed with the support of its alumni and friends. Unrestricted funding has an immediate and profound impact because it is available right away to address critical needs and realize unforeseen opportunities that may not otherwise be possible. Your steadfast and generous support is critical to UNC's continued excellence, and your gift to the **Chancellor's Unrestricted Fund** will make a difference where and when it is needed most.

OFFICE OF UNIVERSITY DEVELOPMENT

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