

University mulls 2nd fundraising campaign

Would nearly double Carolina First

BY ANDREW HARRELL
STAFF WRITER

The University started off the year by celebrating the fifth-largest fundraising campaign in U.S. higher education.

It's ending the year planning an even larger one, tentatively projected to be twice as large.

The Carolina First initiative, which officially ended on Dec. 31, 2007, raised \$2.38 billion for the University after almost nine years of campaigning.

Carolina First garnered 119 percent of its total goal, and its organizers hope to continue the trend with more campaigns in the future.

The campaign began on July 1, 1999.

When Carolina First went public in October 2002, its goal was to raise \$1.8 billion. That goal changed to \$2 billion in October 2005.

Scott Ragland, director of development communications, is proud of how the donations

reflect on the students, faculty and staff.

"We were thrilled with the level of support we received," he said.

The contributions included a \$50 million gift to the UNC Gillings School of Global Public Health. The school was renamed after the donors, former health professor Dennis Gillings and his wife, Joan.

More than 194,000 donors contributed to the campaign. University alumni made up just more than half of those donors and represented 36 percent of the \$2.38 billion raised by the campaign.

The gifts to UNC serve a variety of purposes. About \$345.3 million will go to students through scholarships and fellowships. About \$419.7 million will go to faculty for 208 professorships.

The money used to construct the new FedEx Global Education Center, dedicated on Oct. 12,

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SCOTT RAGLAND, DIRECTOR OF DEVELOPMENT COMMUNICATIONS

2007, came from contributions to Carolina First.

The Robertson Scholars Program between UNC and Duke University also originated through Carolina First funds.

The University is always working to raise money and encourage donations, but Ragland said having an initiative such as Carolina First can make it easier.

"The campaign allows you to mobilize your efforts around a banner," he said.

With one major campaign complete, University officials already are looking toward the next fundraising push.

A drive to reach \$4 billion with a project tentatively named Carolina Big is being considered, but Ragland said what and when the next campaign would be was still undecided.

"We will have another large campaign at some point," Ragland said.

As for how the recent downturn in the economy might impact fundraising, Ragland said it was purely speculative to even think about how it may affect the next campaign, although he noted that giving had remained strong so far this year.

Contact the University Editor at udesk@unc.edu.

Students advance UNC sustainability initiatives

BY LEAH HUGHES
STAFF WRITER

Carolina blue remains UNC's official color, but sustainability efforts in 2008 painted the University a shade of green and earned the school national recognition.

Faculty, staff and students joined forces to increase interest in sustainable practices, which focus on preserving resources through conservative consumption.

"I've seen over the past couple of years a cultural shift," said Amy Preble, recycling and outreach coordinator for the Office of Waste Reduction and Recycling.

"It's become much more mainstream to care about green issues."

The UNC Sustainability Office used creative techniques to inspire students to incorporate sustainable practices into their daily routines.

In October, Sustainability Days, previously a single-day event, offered students three days of environmentally focused activities.

Sustainability Days ended with a celebration at Rams Head Center. Students learned how to reduce their carbon footprints while enjoying music and organic foods.

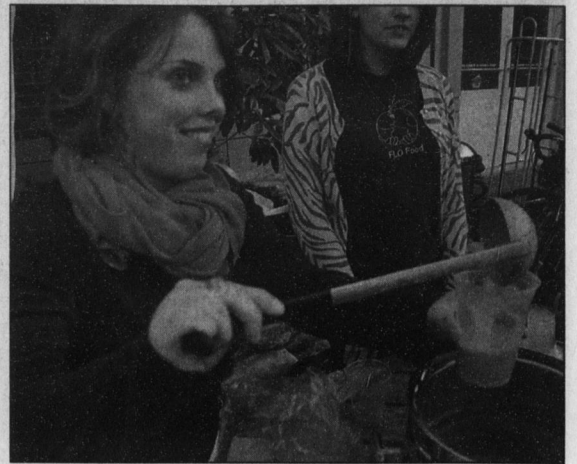
In an effort to be responsive to requests, Carolina Dining Services also encouraged ongoing communication with students, said Scott Myers, director of food and vending.

"There's a lot to learn, and we're starting to get a handle on things," he said.

Students expressed desires for sustainable food practices, and dining services answered with new offerings.

One major focus involved obtaining more food from local sources, enhancing nutrition by using fresh fruits and vegetables.

Dining services also began working closely with the student group



Jenny Elander serves homemade pumpkin soup made with locally grown ingredients at the Sustainability Celebration in September.

Fair, Local and Organic Food last spring to tweak its purchasing plan.

Rams Head and Lenoir dining halls now offer cage-free eggs upon request and the option to purchase reusable takeout containers.

The Daily Grind and the Global Cup Cafe began ordering their products in styles made from compostable materials.

The Office of Waste Reduction and Recycling urged students to be knowledgeable of their ecological impact. Through a giveaway featuring recycled school supplies, the office demonstrated benefits of recycling.

And in response to increased football game attendance, the office began work on a tailgate recycling program, which it will fully implement for the 2009 season.

The office also is working with Nike on its Reuse-A-Shoe campaign, which takes old shoes and reuses

the tops for new sneakers and the bottoms for rubber surfaces. UNC is one of 10 universities chosen to pilot the sneaker-recycling program.

All of this year's accomplishments combined to earn the University national recognition.

The 2009 College Sustainability Report Card designated UNC as a Campus Sustainability Leader, and the Princeton Review labeled UNC as a College with a Conscience for its sustainable community involvement.

Administrators said the awards are a result of the University community taking charge.

"People are both more concerned about the environment and more empowered to do something about it," Preble said.

Contact the University Editor at udesk@unc.edu.

Carolina Sports Menu

FRIDAY, DEC. 5
NCAA College Cup
Carolina Women's Soccer
vs. UCLA at 7 p.m.
Wake Med Soccer Park
Cary, NC

SATURDAY, DEC. 6
NCAA Elite Eight
Carolina Men's Soccer
vs. Northwestern at 2 p.m.
Fetzer Field

Winter Holiday Meal
TONIGHT at DINNER
in Rams Head and
Top of Lenoir



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