



## UNIVERSITY ADVANCEMENT NEWS

This is an internal newsletter for AUK's community, shedding light on accomplishments of the past year since the establishment of **The Office of Advancement** and its mission to foster giving to AUK.



### The Role of Advancement

Building a culture of philanthropy at AUK is one of the mandates of the Office of Advancement. Within a higher education context, philanthropy is a long-term investment in developing human capital. This ensures that our “graduates exemplify the best international standards, and are competitive in the regional and global marketplace”, a commitment that AUK aspires to achieve.

At the Office of Advancement, our role is to build partnerships with philanthropists and donors to secure funding for key University initiatives. We exist to serve the AUK community, helping students, faculty and staff, by securing financial resources to facilitate their studies, research and work. We fundraise for student scholarships and financial aid, for faculty development, and for capital development projects. We manage alumni relations and set up friends' chapters locally and overseas. To achieve this mission, we work extensively with the President, the Board's Advancement Committee, and the University community.



### Governance and Policies

The Advancement Committee of the Board of Trustees provides advice on all matters related to fundraising and approves fundraising policies. In our first year, we adopted policies on Philanthropy, Naming Opportunities at AUK, and Financial Aid. We also drafted bylaws for establishing AUK chapters around the globe.

The Committee is currently registering the Friends of AUK as a non-profit foundation in the United States, to serve as an umbrella organization for what we hope will be a network of AUK friends and alumni chapters in years to come, operating as an international fundraising arm for the University.

Meanwhile, work continues with the Advancement Committee on establishing the University's Endowment, as well as developing policies and procedures for legacy giving and bequests, as part of plans to underwrite the future, financial sustainability of the University.



## Alumni and Friends

It is our goal to grow a global network of alumni and friends' chapters. Members could be supporters or friends of the University, or former students. The Friends of AUK will fulfill the role of an umbrella organization for this future network. We hope that the Washington, D.C. and Nashville chapters will become the first AUK friends' chapters in the United States.

Our role is to nurture the development of strong and positive relationships between the University and external communities, within Kurdistan and abroad. The Office serves as a central platform for "all matters alumni". Our alumni, now numbering over 300, receive updates from AUK about the latest job opportunities, news, and events. The first alumni reunion is scheduled for Fall 2022.



## Our First Year

The Office of Advancement commenced operations in August 2021, tasked with fundraising for the University's diverse and numerous needs. We developed a fundraising program that focused on direct giving for immediate priorities and medium-term objectives, aligned with the five-year strategic plan.

We established core advancement functions at the Office, namely fundraising, communications for fundraising, and alumni relations' management. Our communications' resources are now in place, featuring the giving website and a monthly newsletter. We hired key team members, set-up our CRM system and adopted procedures to guide the processes of fundraising.

Our operations manual is still a work in process, but we do have the tools in place to manage the fundraising cycle. In 2022-23, we hope to add online giving.



## Start of Fundraising

We have exceeded the goals set for Advancement in Year 1, both in terms of establishing and operating the function and in collecting baseline gifts. We secured gifts from individuals and corporates, in cash, in-kind and through sponsorship, to fund future fundraising activities and for setting-up the Friends of AUK.

Gifts were made by a total of 73 contributors - corporations, companies, individuals and the AUK Foundation. This includes faculty and staff, who gave to the Financial Aid Fund and graduates, through the first-ever Senior Class Gift, who gave for the purchase of laptops for students in need. In total, \$163,606 was secured in cash from philanthropic contributions, in addition to a few in-kind contributions, [Roll of Honor 2021-22](#) lists contributors in alphabetical order.



## The Future

Students are the heart of our university, and fundraising for student support is a continual process. We fundraise for immediate and short-term needs: scholarships, financial aid, expanding the Library, as well as setting up the Disability Support Services Center and the Office of Career Services.

In the long-term, our objective is to secure the financing required for realizing the intended expansion of AUK's campus, as outlined in AUK's five-year strategic plan.

In addition to the College of Medicine and teaching hospital, this expansion includes a sports complex and a male residence hall - our current, top priorities. In the future, the Endowment will lead the way in ensuring the University's financial stability.