



October 24, 2018

Mr. and Mrs. John P. Donor  
1000 Main Street  
Richmond, VA 23223-1000

Dear Mr. and Mrs. Donor,

Thank you for your recent gift to VCU Massey Cancer Center. Your support of our research efforts is deeply appreciated.

Your generosity is especially meaningful as Massey moves forward with its Vision 2021 strategic plan to accelerate the pace of innovative research and patient care. Support during this time ensures that our faculty, researchers and clinicians have the resources necessary to achieve their goals to shape a brighter and better future for countless patients in their fight against cancer.

Thank you, again, for your generosity and support for VCU Massey Cancer Center.

Sincerely,

Gordon D. Ginder, M.D.  
Director, VCU Massey Cancer Center  
Lipman Chair in Oncology

Jay E. Davenport, CFRE  
Vice President  
Development and Alumni Relations

## MCV Foundation



**Donor:** Mr. and Mrs. John P. Donor  
**Date:** 10/17/2018  
**Unit:** VCU Massey Cancer Center  
**Designation:** Massey Cancer Center  
**Gift:** \$100.00

**Donor ID:** 8-10000000  
**Receipt No.:** 12345

In memory of Nancy Jones

*To comply with IRS requirements, this letter verifies that you have not received any substantial benefits in exchange for your gift. Please keep this letter for your tax records. If you have any questions, please contact the Office of Gifts & Records Management. (804) 828-0632 or email giving@vcu.edu.*





October 19, 2017

Mr. and Mrs. John P. Donor  
1000 Main Street  
Richmond, VA 23223-1000

Dear Mr. and Mrs. Donor,

Thank you for your dedication to the future of Virginia Commonwealth University with your recent gift to the Fund for VCU.

Your generosity is especially meaningful as it is part of the Make It Real Campaign for VCU, the largest fundraising campaign in the history of the university, seeking to raise \$750 million across all of VCU. Your support during this time ensures that our students, faculty, researchers and clinicians have the resources necessary to achieve their academic and professional goals and to shape a brighter and better future.

Our gratitude extends beyond your gift made today, knowing that the dedication of our alumni and friends of the university will leave a lasting mark for generations to come.

Thank you, again, for your confidence in VCU.

Kindest regards,

Jay E. Davenport, CFRE  
Vice President  
Development and Alumni Relations



**VCU** VCU Foundation

**Donor:** Mr. and Mrs. John P. Donor  
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This is what the receipt export page looks like to the stewardship team - each day there are seven reports that run to capture different types of gifts that require different attention points and review in order to ensure accuracy. These breakdowns were set up by the Information Systems team after meeting with the Stewardship team to determine what would be the most useful to their process.

- Athletics - All giving to the Athletic department. These require a specific letter and language due to the recent changes in tax deductibility as it pertains to giving to receive priority seating at athletic events
- 3 or More Splits - Any gift being split between three or more funds
- Tribute Gifts - Any gift in honor, in memory, or on behalf of someone/something. These all automatically include a note about the tribute information under the receipt information.
- Gifts with Membership - This was created to pull out any receipts that contained gifts for our paid alumni membership program. Before this process update, this was not visible in the gift receipt unless you manually checked the gift information in our database.
- Previously Received - Any gift that has pulled a receipt previously. This allows us to figure out what changed between the initial receipt and now to determine if a duplicate or revised receipt should be sent.
- Oddities - All two-fund split gifts, all stock gifts, and all anonymous gifts.
- Normal Gifts - Anything that does not fit into any of the categories above. These are generally more straightforward gifts that require less intensive review.

The screenshot shows a web interface titled "Receipts" with a sub-header "Receipt processes (8,580)". Below the header is a filter bar with "Sites: All sites" and "Date range: All". The main content is a table with columns: Name, Status, Started, Duration, Records proce..., Date received, Sites, and Receipt stack. The table lists 20 rows of receipt processes, all with a status of "Completed".

Name	Status	Started	Duration	Records proce...	Date received	Sites	Receipt stack
Receipts - Previously Received	Completed	10/27/2018 6:0...	27 seconds	0	10/27/2018	All sites	
Receipts - Gifts With Members...	Completed	10/27/2018 6:0...	22 seconds	0	10/27/2018	All sites	
Receipts - Tribute Gifts	Completed	10/27/2018 6:0...	27 seconds	15	10/27/2018	All sites	Default
Receipts - 3 or More Splits	Completed	10/27/2018 6:0...	25 seconds	1	10/27/2018	All sites	Default
Receipts - Athletics	Completed	10/27/2018 6:0...	20 seconds	1	10/27/2018	All sites	Default
Receipts - Normal Gifts	Completed	10/26/2018 6:1...	23 seconds	79	10/26/2018	All sites	Default
Receipts - Oddities	Completed	10/26/2018 6:0...	1 minute 13 sec...	5	10/26/2018	All sites	Default
Receipts - Previously Received	Completed	10/26/2018 6:0...	23 seconds	0	10/26/2018	All sites	
Receipts - Gifts With Members...	Completed	10/26/2018 6:0...	20 seconds	0	10/26/2018	All sites	
Receipts - Tribute Gifts	Completed	10/26/2018 6:0...	23 seconds	29	10/26/2018	All sites	Default
Receipts - 3 or More Splits	Completed	10/26/2018 6:0...	23 seconds	0	10/26/2018	All sites	
Receipts - Athletics	Completed	10/26/2018 6:0...	20 seconds	7	10/26/2018	All sites	Default
Receipts - Normal Gifts	Completed	10/25/2018 6:1...	25 seconds	36	10/25/2018	All sites	Default
Receipts - Oddities	Completed	10/25/2018 6:0...	1 minute 11 sec...	2	10/25/2018	All sites	Default
Receipts - Previously Received	Completed	10/25/2018 6:0...	24 seconds	0	10/25/2018	All sites	
Receipts - Gifts With Members...	Completed	10/25/2018 6:0...	20 seconds	0	10/25/2018	All sites	
Receipts - Tribute Gifts	Completed	10/25/2018 6:0...	23 seconds	14	10/25/2018	All sites	Default
Receipts - 3 or More Splits	Completed	10/25/2018 6:0...	31 seconds	0	10/25/2018	All sites	
Receipts - Athletics	Completed	10/25/2018 6:0...	27 seconds	4	10/25/2018	All sites	Default