

VII. STANDING COMMITTEES

B. Finance, Audit and Facilities Committee

Advancement Return on Investment

INFORMATION:

The material presented here offers FY10 and FY 06-10 average Advancement Returns.

Attachment

Cost Per Dollar Raised for Fiscal Year 2009-2010 and 5-Year Averages

University of Washington Advancement
Cost Per Dollar Raised for Fiscal Year 2009-2010 and 5-Year Average

| Unit | Total Costs | Gifts | Grants | Total Gifts & Grants | Cost/Dollar Gifts & Grants | 5-Year Average ¹ Cost/Dollar Gifts & Grants |
|------------------------------------|-------------------|--------------------|--------------------|----------------------|----------------------------|--|
| UW Medicine | 4,903,962 | 35,280,140 | 101,948,644 | 137,228,784 | 0.036 | 0.038 |
| Arts and Sciences | 2,995,664 | 15,233,003 | 7,120,395 | 22,353,398 | 0.134 | 0.114 |
| Built Environments | 287,054 | 1,191,157 | 1,269,011 | 2,460,168 | 0.117 | 0.123 |
| Business School | 1,374,172 | 13,436,725 | 30,000 | 13,466,725 | 0.102 | 0.107 |
| Dentistry ² | 365,753 | 3,021,895 | 295,527 | 3,317,422 | 0.110 | 0.153 |
| Education | 550,958 | 2,444,603 | 2,250,877 | 4,695,480 | 0.117 | 0.149 |
| Engineering | 2,144,519 | 14,030,466 | 8,362,100 | 22,392,566 | 0.096 | 0.090 |
| Environment ³ | 932,712 | 4,662,271 | 3,394,271 | 8,056,542 | 0.116 | na |
| Evans School of Public Affairs | 308,378 | 249,204 | 480,344 | 729,548 | 0.423 | 0.143 |
| Graduate School | 322,794 | 1,188,785 | 50,000 | 1,238,785 | 0.261 | 0.170 |
| Information School | 294,237 | 301,830 | 1,296,250 | 1,598,080 | 0.184 | 0.234 |
| Intercollegiate Athletics | 1,606,747 | 17,893,004 | - | 17,893,004 | 0.090 | 0.076 |
| Law | 928,842 | 1,611,229 | 33,500 | 1,644,729 | 0.565 | 0.335 |
| Libraries | 320,263 | 1,034,271 | - | 1,034,271 | 0.310 | 0.294 |
| Minority Affairs | 332,856 | 513,889 | 25,000 | 538,889 | 0.618 | na |
| Nursing | 405,853 | 2,830,152 | 634,753 | 3,464,905 | 0.117 | 0.115 |
| Pharmacy | 292,055 | 1,698,654 | 2,170,753 | 3,869,407 | 0.075 | 0.104 |
| Public Health | 99,835 | 751,283 | 15,809,533 | 16,560,816 | 0.006 | 0.017 |
| Social Work ² | 578,822 | 1,265,802 | 2,375,994 | 3,641,796 | 0.159 | 0.241 |
| Student Life | 302,010 | 5,341,443 | - | 5,341,443 | 0.057 | na |
| Undergraduate Academic Affairs | 203,275 | 545,699 | 143,276 | 688,975 | 0.295 | na |
| UW Alumni Association ⁴ | 342,347 | 894,199 | - | 894,199 | 0.383 | na |
| UW Bothell | 339,752 | 521,971 | 1,034,205 | 1,556,176 | 0.218 | 0.460 |
| UW Tacoma | 565,629 | 2,979,818 | 29,744 | 3,009,562 | 0.188 | 0.138 |
| Other Constituencies ⁵ | 1,378,490 | 6,891,528 | 2,061,619 | 8,953,147 | 0.154 | na |
| AVP Constituency Programs | 317,390 | - | - | - | na | na |
| Subtotal, Constituencies | 22,494,369 | 135,813,021 | 150,815,796 | 286,628,817 | 0.078 | 0.073 |
| UA Central Services ⁶ | 14,573,484 | - | - | - | na | |
| TOTAL | 37,067,853 | 135,813,021 | 150,815,796 | 286,628,817 | 0.129 | 0.115 |
| <i>Constituencies total</i> | <i>11,714,610</i> | | | | | |
| <i>UA total</i> | <i>25,353,243</i> | | | | | |

notes

1. 5-year averages are not calculated for the following categories: Environment (see note 3), Minority Affairs, Student Life and Undergraduate Academic Affairs were all new units in FY 08-09. Previous data for the Graduate school prior to FY 08-09 are not directly comparable because data for the Graduate School and University Press were combined starting in FY 08-09. Fundraising data for the UW Alumni Association were not separated from Central Services prior to FY 08-09. "Other Constituencies" was a new grouping for FY 08-09 (see note 5).
2. FY 08-09 unit cost total includes FY 07-08 values where FY 08-09 cost data were unavailable.
3. College of the Environment includes the former College of Forest Resources, College of Ocean and Fishery Sciences, Program on the Environment and Departments of Atmospheric Sciences and Earth/Space Sciences. As of July 1, 2010, development activities for Friday Harbor Laboratories will also be included within CoE. On the FY 09-10 Report of Contributions, gift and grant totals for FHL are included in Other University Support, part of the Other Constituencies category in this report.
4. Starting in FY 08-09, gift and grant money raised by the UW Alumni Association, along with the associated fundraising costs, have been itemized in the constituency unit total. Other support to the UWAA from Central UA is included in UA Central Services.
5. "Other Constituencies" was a new grouping for FY 08-09. This category includes the Report of Contributions categories: Broadcast Services (KUOW Radio and KEXP Radio), President's Funds, and Other University Support (including UWTV (Provost's Office), and for FY 09-10, Friday Harbor Laboratories). Gift and Grant data for KUOW includes only gifts processed through Central Advancement. Complete cost data for Broadcast Services, President's Funds and Other University Support are not available; Cost data for FY 09-10 is salary and benefits data only for KUOW and UW TV.
6. UA Central Services includes: UA Vice President's Office, Constituency Programs Corporate & Foundation Relations, Individual Giving Programs, Advancement Services, UW Marketing (UA central funding only), Finance & Administration (including rent), UW Alumni Association (those costs not included in Constituency units subtotals, see note 4) and UW Foundation Support.