

VII. STANDING COMMITTEES

B. Finance, Audit and Facilities Committee

Report of Contributions Campaign Summary July 1, 2000 – June 30, 2008

See attached report.



CAMPAIGN UW  
CREATING FUTURES

# REPORT OF CONTRIBUTIONS CAMPAIGN SUMMARY

JULY 1, 2000 – JUNE 30, 2008

REPORT BY: UNIVERSITY ADVANCEMENT, ADVANCEMENT SERVICES, INFORMATION MANAGEMENT

## Campaign UW: A Summary

### *CAMPAIGN UW...THE NUMBERS...*

- **1,248,768** individual gift transactions were received
- **657** planned gifts were secured
- **6,324** gifts via stock were received
- **23,455** donors took advantage of matching programs resulting in **44,403** matched gift transactions
- **3,586** of **5,222** Regental Laureates, Presidential Laureates, Laureates and Benefactors contributed to Campaign UW
- **33,736** gifts were received by [www.uwfoundation.org](http://www.uwfoundation.org)
- **9,691** students contributed to Campaign UW

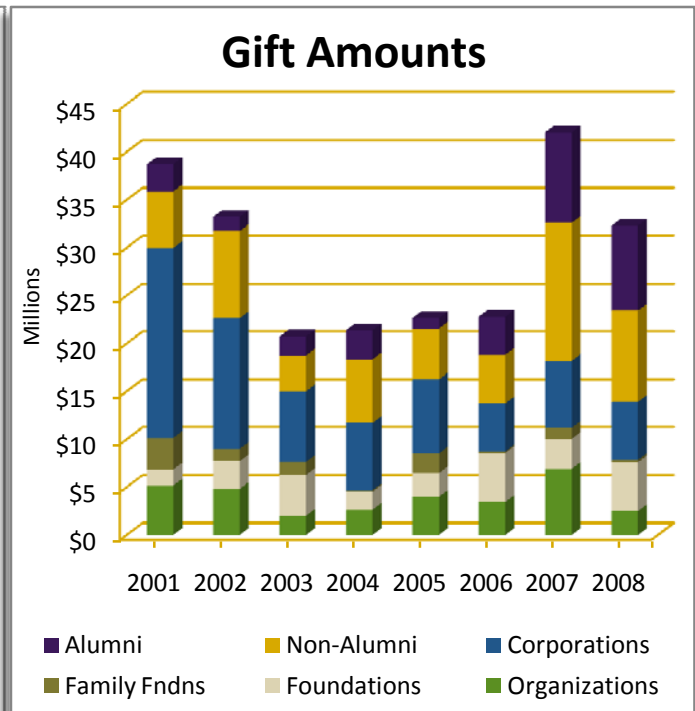
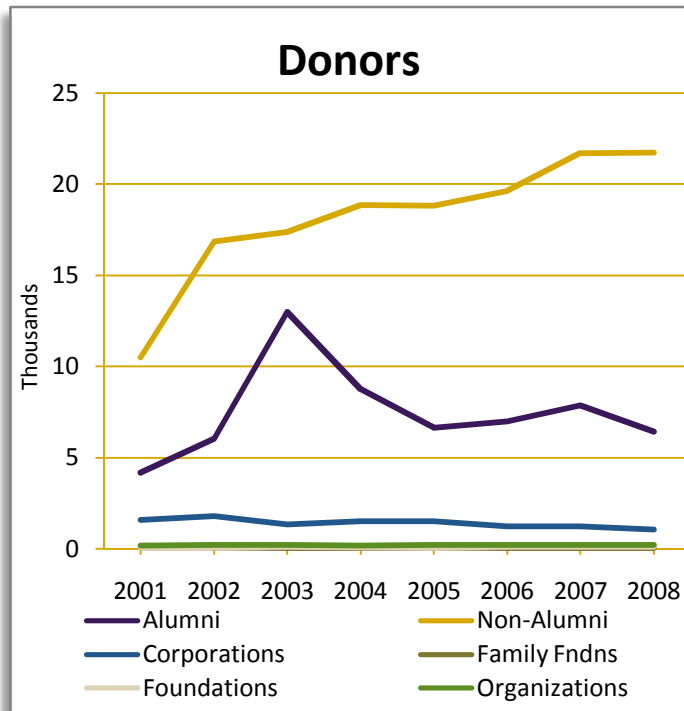
### *CAMPAIGN UW...THE DOLLARS...*

- **\$206,346,222** was received from planned gifts
- **\$133,592,865** was received via stock gifts
- **\$11,573,131** was received from participating corporations who match employee contributions
- **\$1,094** was the average gift size
- **\$8,807,122** was raised by students who work at the Student Calling Program
- **\$233,717,326** was received from first-time donors during Campaign UW
- **\$5,115,733** was raised from people who gave between \$1 and \$100 total to Campaign UW

### *CAMPAIGN UW...THE DONORS...*

- Average age of Campaign UW donor (for whom we have DOB) is **55**
- **73.5%** of donors are from Washington State, **69.13%** within a 50 mile radius of campus
- **50** of the **50** United States had a donor to Campaign UW
- Donors from **87** foreign countries contributed to Campaign UW
- **40.1%** of UW alumni contributed to Campaign UW
- **151,507** people categorized as 'friends' gave to Campaign UW

## Campaign UW: New Donor Acquisition



#### New Donors to UW during campaign

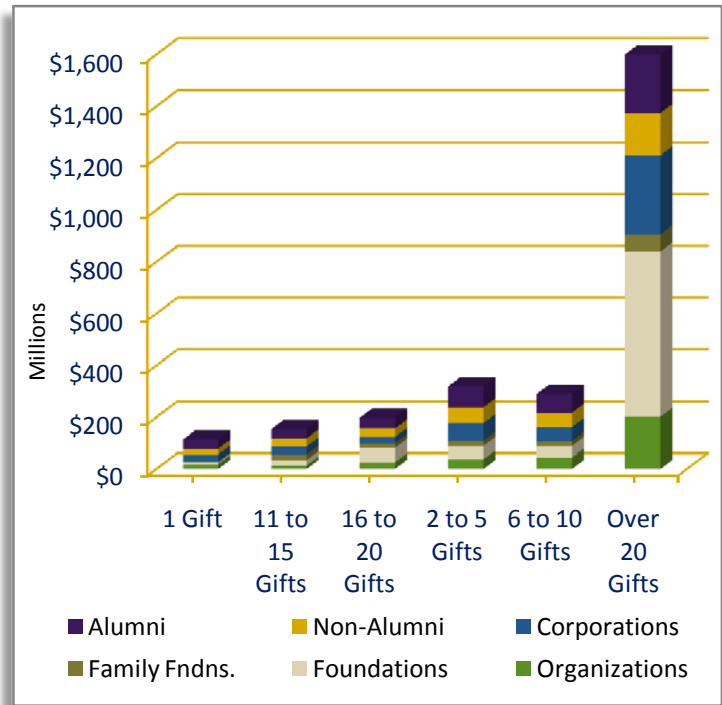
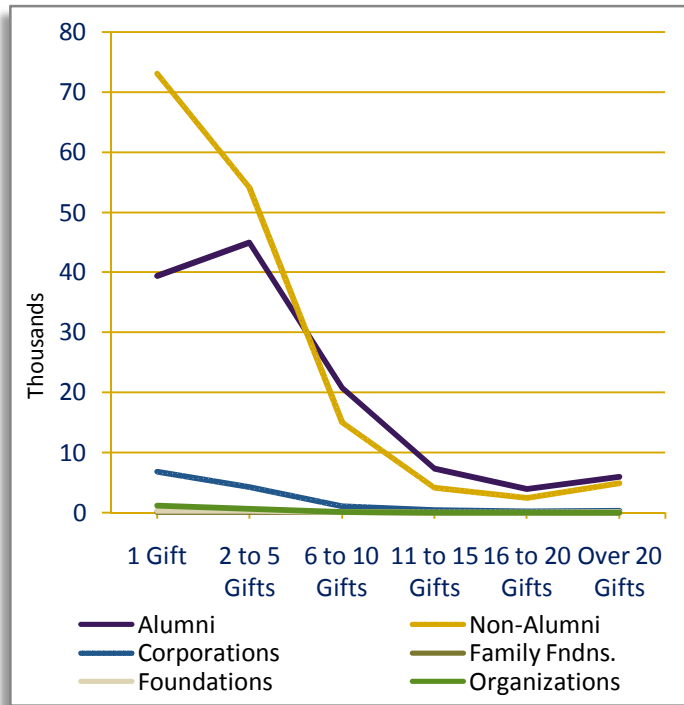
FY Year	Alumni	Non-Alumni	Corporations	Family Fndns	Foundations	Organizations	FY Total
2001	4,167	10,496	1,572	41	63	154	16,493
2002	6,030	16,860	1,782	47	69	206	24,994
2003	12,982	17,384	1,313	15	99	188	31,981
2004	8,726	18,863	1,500	19	73	164	29,345
2005	6,615	18,824	1,503	39	60	202	27,243
2006	6,987	19,629	1,231	25	115	204	28,191
2007	7,861	21,698	1,228	20	104	220	31,131
2008	6,418	21,736	1,048	21	109	191	29,523
<b>Total</b>	<b>59,786</b>	<b>145,490</b>	<b>11,177</b>	<b>227</b>	<b>692</b>	<b>1,529</b>	<b>218,901</b>

#### First year giving by New Donors

FY Year	Alumni	Non-Alumni	Corporations	Family Fndns	Foundations	Organizations	FY Total
2001	\$2,819,240	\$5,921,543	\$19,839,798	\$3,287,908	\$1,663,023	\$5,169,386	\$38,700,897
2002	\$1,485,792	\$9,109,242	\$13,646,389	\$1,289,238	\$2,882,129	\$4,804,630	\$33,217,420
2003	\$2,007,540	\$3,721,110	\$7,375,648	\$1,337,008	\$4,270,381	\$2,011,263	\$20,722,950
2004	\$3,028,901	\$6,641,000	\$7,038,665	\$129,330	\$1,884,276	\$2,639,907	\$21,362,080
2005	\$1,078,122	\$5,307,983	\$7,727,993	\$2,057,283	\$2,461,368	\$3,991,014	\$22,623,763
2006	\$3,981,090	\$5,045,446	\$5,040,491	\$131,746	\$5,131,432	\$3,446,316	\$22,776,521
2007	\$9,428,933	\$14,411,372	\$6,985,078	\$1,161,050	\$3,126,557	\$6,909,263	\$42,022,254
2008	\$8,861,299	\$9,517,873	\$6,072,280	\$253,172	\$5,079,966	\$2,506,852	\$32,291,442
<b>Total</b>	<b>\$32,690,916</b>	<b>\$59,675,569</b>	<b>\$73,726,342</b>	<b>\$9,646,735</b>	<b>\$26,499,133</b>	<b>\$31,478,632</b>	<b>\$233,717,326</b>

In this report Donors are defined as those giving their first-ever gift to the University of Washington during Campaign UW: Creating Futures. The giving amount is by new donors during their first fiscal year of giving.

## Campaign UW: Donor Frequency



### Donors by range of gifts given during Campaign

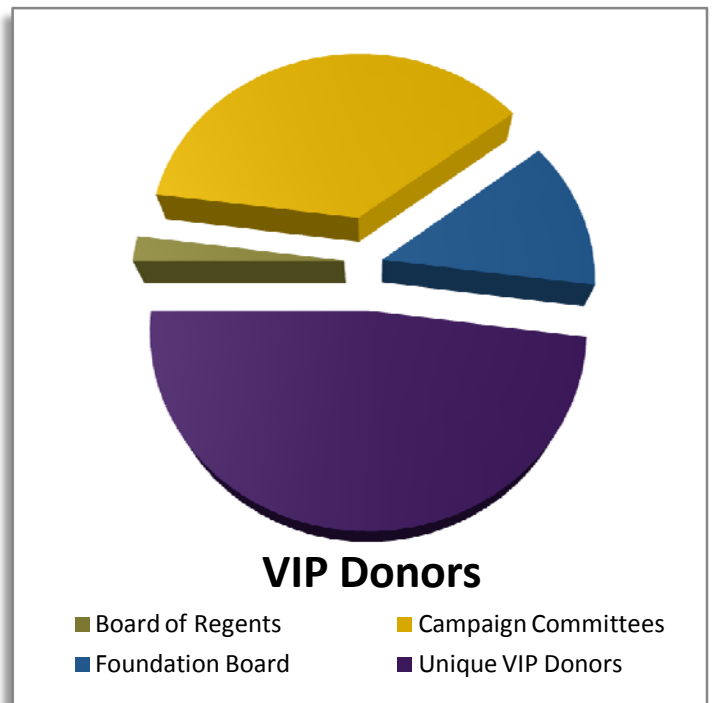
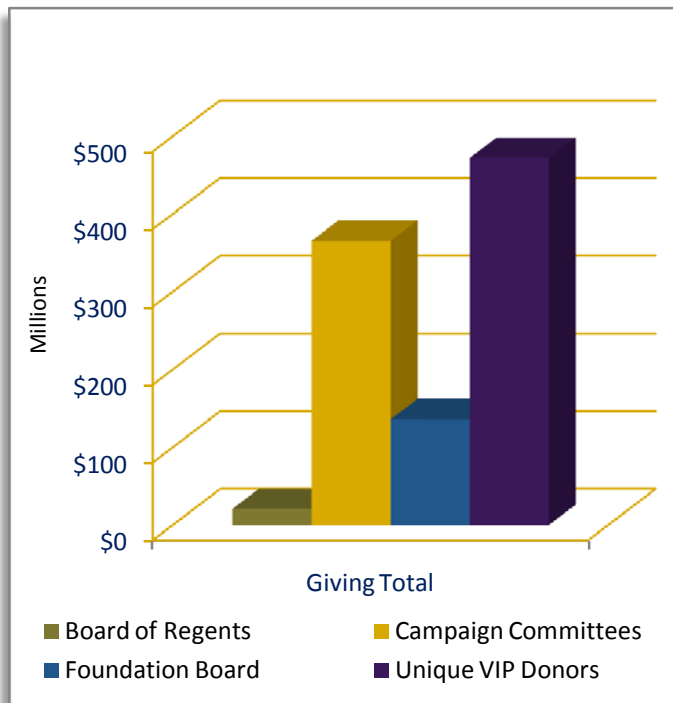
No. of Gifts	Alumni	Non-Alumni	Corporations	Family Fndns.	Foundations	Organizations	Total
1 Gift	39,475	73,108	6,888	98	341	1,229	121,139
2 to 5 Gifts	45,009	54,154	4,296	132	383	683	104,657
6 to 10 Gifts	20,827	14,995	1,108	73	132	171	37,306
11 to 15 Gifts	7,424	4,117	414	39	57	50	12,101
16 to 20 Gifts	3,965	2,450	228	12	35	33	6,723
Over 20 Gifts	6,020	4,935	348	27	111	69	11,510
<b>Total</b>	<b>122,720</b>	<b>153,759</b>	<b>13,282</b>	<b>381</b>	<b>1,059</b>	<b>2,235</b>	<b>293,436</b>

### Amount given by range of gifts given during Campaign

No. of Gifts	Alumni	Non-Alumni	Corporations	Family Fndns.	Foundations	Organizations	Total
1 Gift	\$34,725,891	\$22,686,352	\$29,134,255	\$848,981	\$8,793,994	\$17,720,969	\$113,910,442
11 to 15 Gifts	\$35,237,020	\$32,176,184	\$31,079,461	\$21,210,701	\$20,954,550	\$13,885,265	\$154,543,181
16 to 20 Gifts	\$40,695,007	\$33,509,929	\$23,874,459	\$17,622,114	\$56,723,070	\$25,521,663	\$197,946,241
2 to 5 Gifts	\$80,811,304	\$61,146,830	\$67,481,278	\$19,660,335	\$52,862,260	\$37,503,728	\$319,465,736
6 to 10 Gifts	\$72,514,011	\$55,495,484	\$53,765,395	\$18,458,472	\$45,140,835	\$44,764,791	\$290,138,988
Over 20 Gifts	\$234,695,605	\$163,322,976	\$304,148,616	\$66,372,488	\$638,416,321	\$201,300,228	\$1,608,256,233
<b>Total</b>	<b>\$498,678,839</b>	<b>\$368,337,755</b>	<b>\$509,483,463</b>	<b>\$144,173,090</b>	<b>\$822,891,029</b>	<b>\$340,696,644</b>	<b>\$2,684,260,820</b>

In this report Donors are defined as anyone who is credited with giving to Campaign UW: Creating Futures. The amount is the sum of gifts, grants, active pledges, donor values of irrevocable deferred gifts and testamentary commitments.

## Campaign UW: VIP Donors

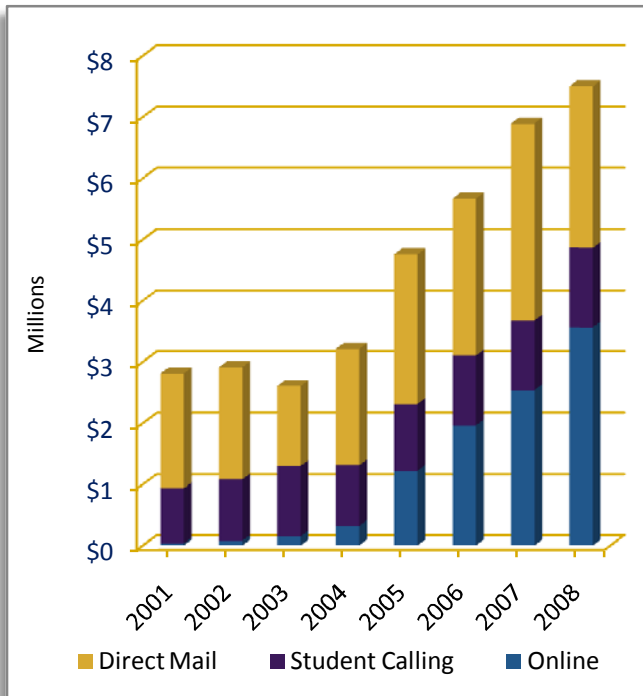
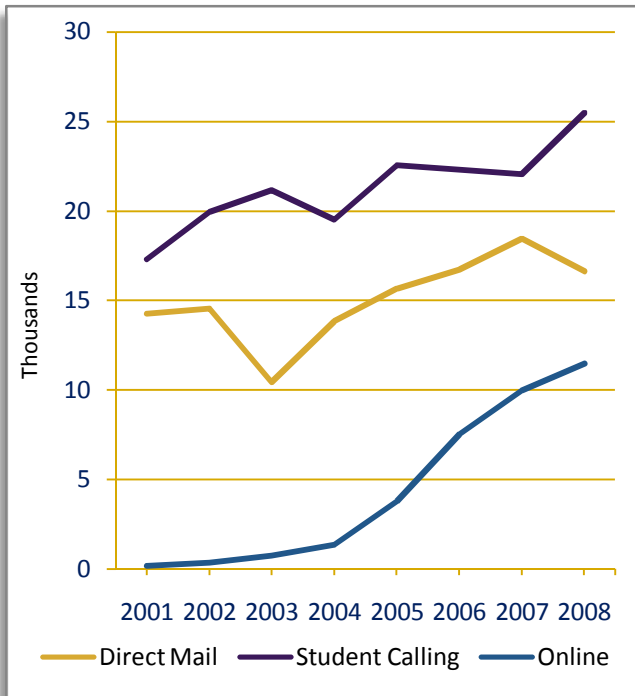


### VIP Donor Contributions during Campaign

Group	Donors	Giving Total
Board of Regents	38	\$20,418,947
Campaign Committees	672	\$365,206,993
Foundation Board	228	\$135,707,609
Unique VIP Donors	862	\$471,954,865

This report defines a VIP Donor as a member of the Board of Regents, the Foundation Board, and/or a Campaign Committee member who gave during Campaign UW: Creating Futures. Unique donors are defined as those donors who gave during the campaign exclusive of the groups they belong to (accounting for membership overlap).

## Campaign UW: Annual Giving Impact



### Annual Giving Donors per appeal type

FY Year	Direct Mail	Student Calling	Online	FY Total
2001	14,273	17,289	191	31,753
2002	14,544	19,925	366	34,835
2003	10,428	21,158	773	32,359
2004	13,826	19,520	1,377	34,723
2005	15,644	22,532	3,799	41,975
2006	16,750	22,281	7,568	46,599
2007	18,454	22,038	9,975	50,467
2008	16,618	25,471	11,493	53,582
Total	120,537	170,214	35,542	326,293

### Annual Giving Amounts per appeal type

FY Year	Direct Mail	Student Calling	Online	FY Total
2001	\$1,876,852	\$899,346	\$34,208	\$2,810,407
2002	\$1,830,379	\$1,003,622	\$75,923	\$2,909,924
2003	\$1,308,661	\$1,146,676	\$149,984	\$2,605,321
2004	\$1,905,321	\$989,586	\$318,335	\$3,213,242
2005	\$2,442,534	\$1,092,453	\$1,221,733	\$4,756,720
2006	\$2,566,102	\$1,140,440	\$1,962,121	\$5,668,664
2007	\$3,218,864	\$1,135,993	\$2,538,412	\$6,893,269
2008	\$2,639,095	\$1,294,076	\$3,567,267	\$7,500,438
Total	\$17,787,809	\$8,702,192	\$9,867,983	\$36,357,984

This report defines a donor who is credited with giving through a direct mail, student calling, or online appeal during Campaign UW: Creating Futures. The amount is calculated based on the annual giving to each of those appeals.

## Campaign UW: Endowments

- **\$621,538,860** in New Endowment Commitments
- **1,388** New Endowments were established, including:
  - **444** New Endowed Scholarships
  - **240** New Endowed Graduate Fellowships
  - **122** New Endowed Professorships
  - **57** New Endowed Chairs
- **4,839** Participants in the Students First matching campaign resulting in **\$78,527,656** in donor contributions, which generated **\$39,289,847** in matching, for a total of **\$117,817,503** in new endowed scholarship and graduate fellowship support.
  - **224** new endowments created
- **2,157** Participants in the two Matching Gift Initiative matching campaigns resulting in **\$95,216,200** in donor contributions, which was matched by **\$45,000,000** of money from the University and Founders', for a total of **\$140,216,200** in new endowed scholarship, fellowship, professorship, and chair support.
  - **249** new endowments created
  - Founders who contributed to the Matching Gift Initiative did so selflessly, without the benefit of a naming opportunity, so that others could create more robust endowments themselves.
- **1,188** Participants in the Faculty Staff Retiree Campaign for Students matching campaign resulting in **\$4,816,992** in donor contributions, matched by **\$4,329,223** from the University, for a total of **\$9,146,215** in new endowed student support (scholarships, fellowships, awards).
  - **565** new endowments created
- In addition to the new endowments created by donors utilizing the University's numerous matching campaigns, many donors chose to give new money to existing endowments, greatly enhancing our ability to support students, faculty, and programs at the University of Washington.



## Campaign UW: Development Research and Relationship Management

- Major Donor Profile
  - Average Age of a Major Donor: **68**

### Major Donor Breakdown

Donor Group	Donors	% Donors	Gift Amount	% Gifts
Alumni	2262	31.6%	\$425,614,374	16.9%
Non-Alumni	2334	32.6%	\$313,062,038	12.4%
Corporations	1384	19.4%	\$485,850,094	19.3%
Family Fndns.	183	2.6%	\$142,894,108	5.7%
Foundations	478	6.7%	\$819,937,943	32.5%
Organizations	508	7.1%	\$336,151,217	13.3%
<b>7149</b>	<b>100.0%</b>		<b>\$2,523,509,774</b>	<b>100.0%</b>

### Major Gift Alumni Class Year Breakdown

Class Year	Donors	Gift Amount	Class Year	Donors	Gift Amount	Class Year	Donors	Gift Amount
1909	1	\$1,159,490	1949	35	\$9,891,352	1978	40	\$1,920,332
1914	1	\$658,989	1950	40	\$10,435,103	1979	42	\$1,840,802
1915	1	\$635,892	1951	27	\$3,403,721	1980	36	\$3,489,480
1922	1	\$0	1952	32	\$5,321,171	1981	28	\$2,099,320
1924	1	\$353,647	1953	48	\$6,419,792	1982	33	\$1,861,304
1925	1	\$1,647,662	1954	35	\$8,540,062	1983	35	\$1,952,053
1926	1	\$122,047	1955	58	\$28,191,502	1984	31	\$4,329,940
1927	3	\$3,975,633	1956	46	\$7,053,378	1985	25	\$1,794,243
1928	3	\$2,245,491	1957	46	\$12,319,813	1986	29	\$1,291,623
1929	5	\$1,050,197	1958	35	\$7,885,596	1987	30	\$3,453,901
1930	6	\$3,339,651	1959	78	\$15,769,213	1988	23	\$592,716
1931	9	\$4,901,232	1960	44	\$3,626,890	1989	21	\$898,974
1932	7	\$1,796,612	1961	58	\$7,955,236	1990	15	\$480,747
1933	11	\$2,524,773	1962	44	\$8,957,445	1991	23	\$526,386
1934	3	\$459,377	1963	61	\$12,063,319	1992	18	\$770,076
1935	9	\$4,330,275	1964	62	\$26,361,679	1993	13	\$920,329
1936	11	\$6,134,221	1965	44	\$6,725,764	1994	19	\$2,100,105
1937	12	\$5,702,492	1966	51	\$3,412,570	1995	13	\$315,061
1938	17	\$2,938,232	1967	45	\$8,637,775	1996	13	\$689,089
1939	18	\$7,220,196	1968	55	\$2,627,999	1997	5	\$34,943
1940	11	\$2,434,626	1969	53	\$3,611,537	1998	6	\$116,903
1941	17	\$22,853,896	1970	51	\$4,042,286	1999	4	\$119,794
1942	18	\$3,655,763	1971	63	\$3,674,728	2000	5	\$34,340
1943	11	\$1,601,571	1972	63	\$6,683,756	2001	3	\$284,999
1944	10	\$5,838,658	1973	50	\$1,604,439	2002	6	\$92,043
1945	23	\$3,319,844	1974	48	\$2,472,907	2003	2	\$55,600
1946	20	\$8,453,604	1975	43	\$1,783,477	2004	2	\$44,130
1947	22	\$9,719,730	1976	37	\$2,355,447	2005	5	\$7,770
1948	31	\$26,571,303	1977	63	\$4,156,484	2007	3	\$41,085
						Unspecified	35	\$31,826,744

Major donors are calculated based on credit amount of \$25,000 or greater during Campaign UW: Creating Futures. Giving amount is calculated as the amount counted towards the campaign total. When counting donors a spouse is credited as a donor even if they have themselves made a monetary donation to the university, an alumnus may be married to an alumnus from a different class year.

## Campaign UW: Development Research and Relationship Management

- Major Donor Locations
  - Donors in the Puget Sound Region: **4,534**

### United States (Major Gifts & Grants)

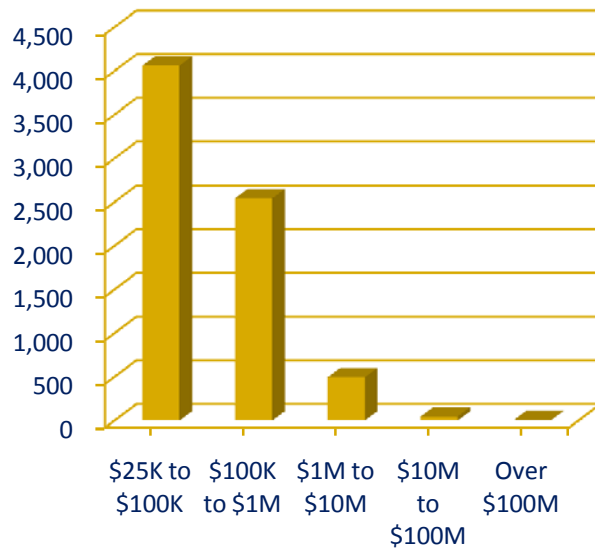
State	Donors	Gift Amount	State	Donors	Gift Amount
Alabama	4	\$262,167	Montana	7	\$371,106
Alaska	10	\$2,496,024	Nebraska	4	\$894,488
Arizona	53	\$12,537,440	Nevada	12	\$5,101,780
Arkansas	5	\$1,100,296	New Hampshire	3	\$1,217,000
California	549	\$172,874,822	New Jersey	95	\$31,586,296
Colorado	46	\$12,843,380	New Mexico	8	\$605,258
Connecticut	30	\$11,052,156	New York	216	\$105,106,523
Delaware	10	\$947,765	North Carolina	36	\$25,414,620
District of Columbia	70	\$28,405,860	North Dakota	3	\$77,002
Florida	46	\$10,616,926	Ohio	30	\$6,673,178
Georgia	18	\$11,990,993	Oklahoma	4	\$569,648
Hawaii	20	\$2,207,850	Oregon	123	\$26,215,945
Idaho	29	\$3,514,789	Pennsylvania	74	\$32,953,864
Illinois	102	\$22,400,448	Rhode Island	2	\$80,000
Indiana	20	\$6,802,382	South Carolina	5	\$726,521
Iowa	6	\$1,156,794	South Dakota	1	\$62,734
Kansas	10	\$1,103,525	Tennessee	14	\$2,149,662
Kentucky	3	\$98,410	Texas	77	\$21,041,983
Maine	4	\$100,389	Utah	5	\$375,596
Maryland	64	\$35,164,196	Vermont	6	\$324,889
Massachusetts	86	\$32,177,350	Virginia	41	\$8,926,748
Michigan	34	\$16,128,993	Washington	4691	\$829,023,191
Minnesota	40	\$20,240,086	Wisconsin	13	\$2,473,957
Mississippi	1	\$360,000	Wyoming	3	\$804,650
Missouri	20	\$3,359,730			

### Foreign Countries (Major Gifts & Grants)

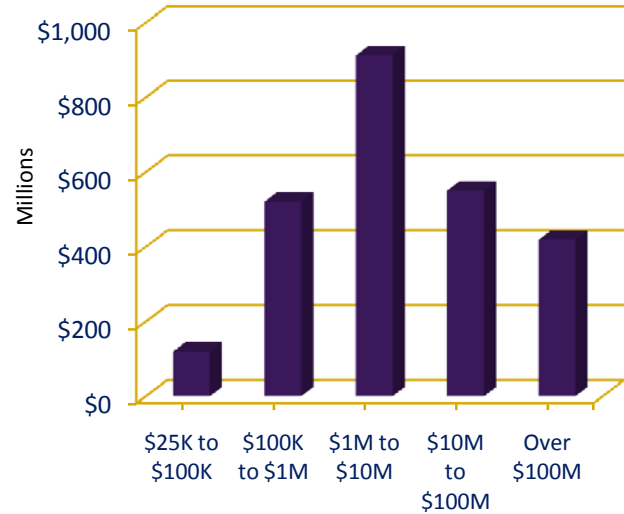
Country	Donors	Gift Amount	Country	Donors	Gift Amount
APO	1	\$20,710	Latvia	1	\$26,628
Australia	3	\$63,620	Mexico	1	\$35,000
Canada	29	\$3,658,288	Netherlands	4	\$463,012
Denmark	3	\$527,909	New Zealand	1	\$27,500
England	8	\$2,065,964	Norway	1	\$76,257
Finland	3	\$265,732	People's Republic of China	4	\$612,327
France	4	\$1,804,080	Peru	1	\$60,777
Germany	3	\$180,750	Saudi Arabia	1	\$46,000
Greece	1	\$314,960	Scotland	2	\$4,110,339
Hong Kong	4	\$1,205,130	South Korea	11	\$851,298
Israel	4	\$1,249,506	Spain	1	\$250,000
Italy	3	\$118,650	Sweden	1	\$25,079
Japan	32	\$9,686,066	Switzerland	8	\$2,979,824
Kenya	1	\$38,500	Taiwan	10	\$1,971,521
			Addr. Change Pending	250	\$978,054,937

## Campaign UW: Major Donors

**Donors**



**Amount**

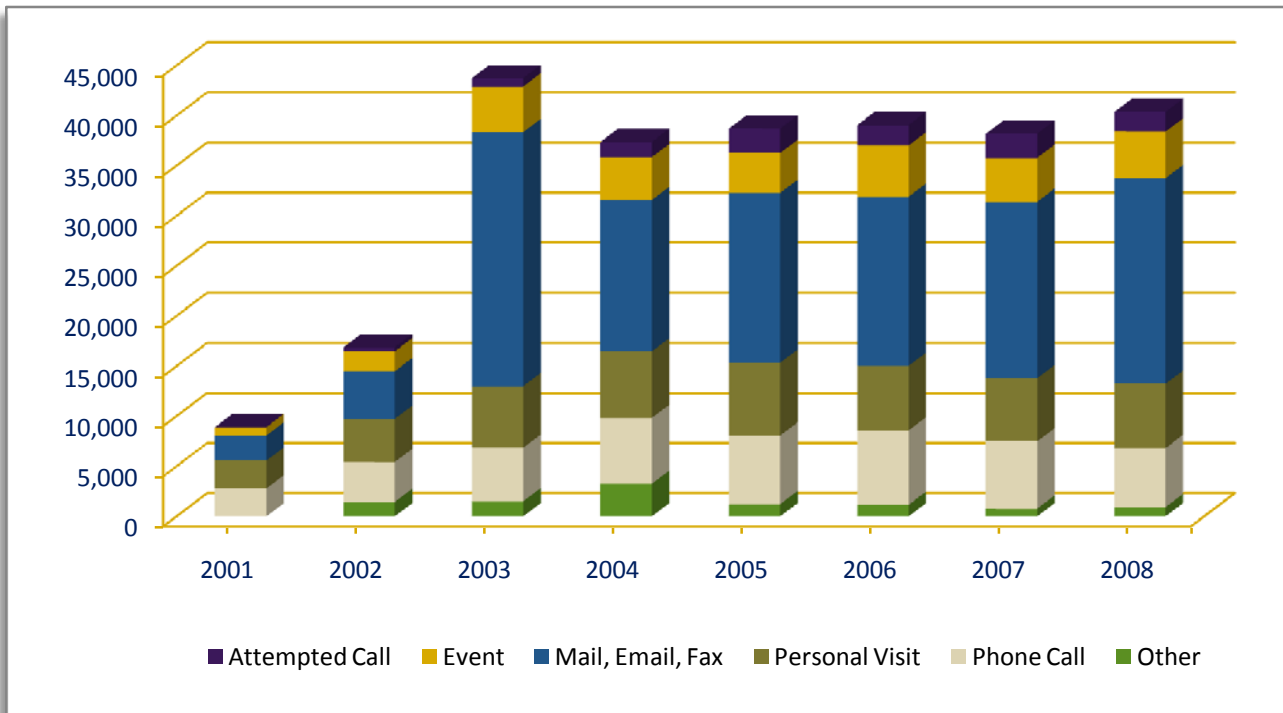


**Major Gifts by Range**

Gift Range	Donors	Gift Amount
\$25K to \$100K	4,060	\$120,295,031
\$100K to \$1M	2,542	\$520,789,246
\$1M to \$10M	497	\$912,264,650
\$10M to \$100M	47	\$551,051,942
Over \$100M	3	\$419,108,905
<b>Total</b>	<b>7149</b>	<b>\$2,523,509,774</b>

This report defines donors as those who have been credited with giving \$25,000 or more to Campaign UW: Creating Futures. The total gifts are calculated by how much has been donated by the donors who's campaign total falls in the given gift range.

## Campaign UW: Contact Reports

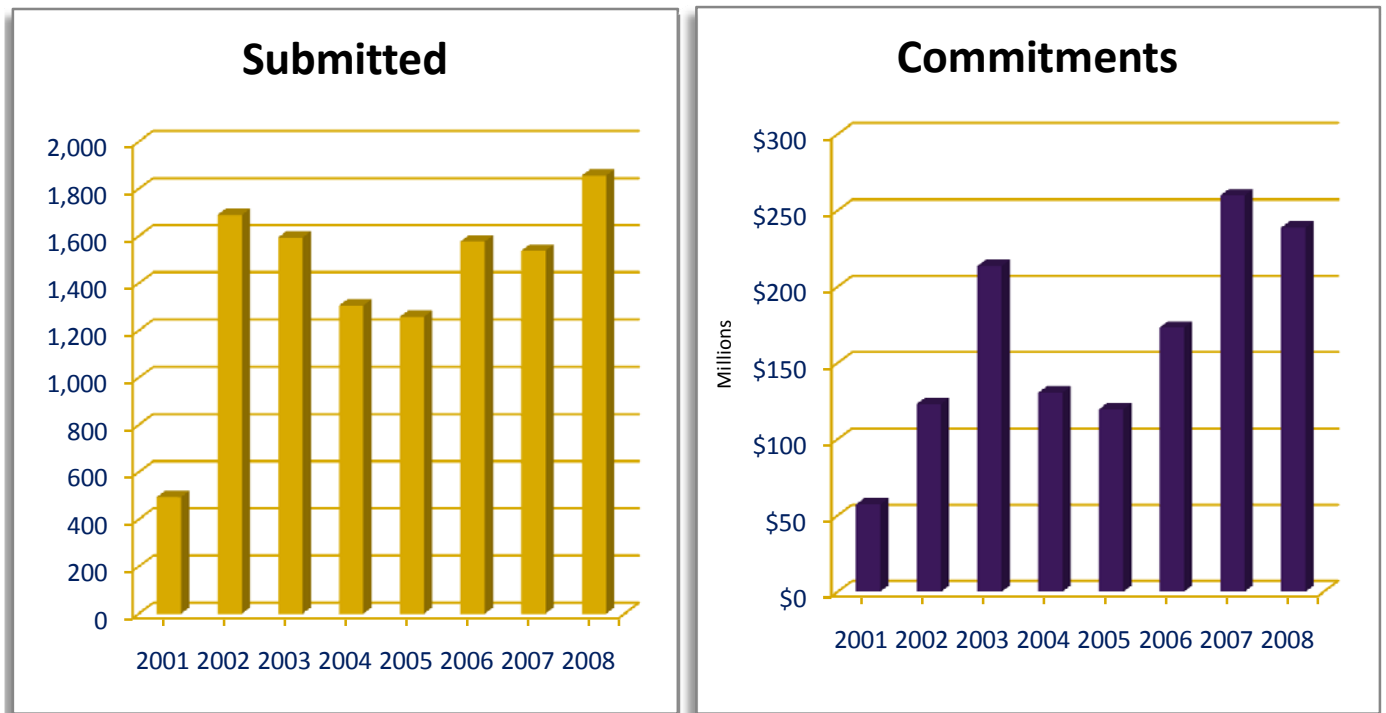


### Contact reports filed by type

FY Year	Attempted Call	Event	Mail, Email, Fax	Personal Visit	Phone Call	Other	FY Total
2001	7	828	2,513	2,775	2,787	1	8,911
2002	384	1,985	4,746	4,319	3,990	1,435	16,859
2003	822	4,555	25,366	6,137	5,345	1,509	43,734
2004	1,510	4,276	15,107	6,642	6,572	3,249	37,356
2005	2,417	3,975	16,964	7,255	6,854	1,222	38,687
2006	2,029	5,110	16,895	6,433	7,438	1,149	39,054
2007	2,401	4,385	17,611	6,304	6,717	759	38,177
2008	1,965	4,644	20,522	6,426	5,894	916	40,367
<b>Total</b>	<b>11,535</b>	<b>29,758</b>	<b>119,724</b>	<b>46,291</b>	<b>45,597</b>	<b>10,240</b>	<b>263,145</b>

New policies and procedures were put in place in 2003 that increased the number of contact reports.

## Campaign UW: Proposals Submitted



**Submitted Proposals and Commitments by Fiscal Year**

Fiscal Year	Submitted	Commitments
2001	494	\$57,279,946
2002	1,690	\$123,114,745
2003	1,595	\$213,589,864
2004	1,306	\$130,572,829
2005	1,259	\$119,653,492
2006	1,577	\$173,194,092
2007	1,538	\$259,896,169
2008	1,856	\$238,801,498
<b>Total</b>	<b>11,315</b>	<b>\$1,316,102,635</b>

This report shows the number of proposals submitted during Campaign UW: Creating Futures. The dollar amounts shown are the commitments made by the donor and do not necessarily reflect the actual dollars received.

293,436 Donors

\$2,684,260,820

CAMPAIGN UW: CREATING FUTURES