Giving

Key Points
Purdue University raised more than $235 million in gifts from more than 65,000 donors and set records for first-time donors and student support for the fiscal year that ended June 30 (FY14). Both the amount raised and number of donors are increases over the previous year. The amount of gifts, which includes cash, real estate, gifts-in-kind, deferred gifts and new pledges, is up from just under $219 million last fiscal year and marks the 13th consecutive year that the amount has exceeded $200 million. Just as important to Purdue is the fact that the number of donors reverses a 10-year decline and reflects an increase of more than 10 percent over last year’s 59,000. Of this year’s donors (alumni, friends and organizations), more than 14,000 were first-time givers, nearly double last year’s new givers and an all-time record.

First-Time Donors
Since 1980 Purdue has received donations from a total of 288,750 first-time donors. This year marked a record number of first-time donors with 14,343. The fiscal year 2014 record first-time donor count is attributed to the Purdue Day of Giving, outreach to new populations through our annual fund, and a change in our annual giving message; moving from school and department-specific messages to broader University messaging and including Purdue Moves themes in solicitation letters.

Donors
The number of donors had been decreasing over time but the trend changed in FY14 with a record number of first-time donors.

Alumni Donors
Alumni from the 1970s represents the highest number of donors by class year. This pattern, with the highest number of donors 30 years out, is typical. Participation tends to rise in middle-age as alumni pay down student debt and reach higher income levels.

Private Giving
While FY14 total giving was up 7.7% from FY13, FY12 had the highest dollar amount of private gifts at $298.8 million. In general, individuals and organizations account for the highest dollar amount, but the increase in FY12 was due to gifts from Services1.

1Services are non-cash gifts that are not tangible assets. An example is a corporate partner who provides software services for instruction.
Giving

Private Giving - continued

Philanthropic cash refers to cash and securities for current use (restricted and unrestricted) or for investment in endowments. It includes outright gifts and pledge payments of cash and securities (including realized bequests). Philanthropic cash also includes qualifying non-government grants that are received, administered and counted by Sponsored Program Services.

Net production is the total of all fundraising efforts and includes philanthropic cash plus new pledges and estate plan commitments. So, in addition to philanthropic (spendable) cash, these other planned gift commitments are included in the annual totals.

Donor Designation

In FY14 student support was the highest donor designation for funds at 23% of all gifts. All designations are fairly well represented with the spread between 17% and 23%. This is very typical, as the average spread since FY2000 is 17% to 25%.

Student support has increased over the last five years from $32.3 million in FY10 to a record $54.6 million in FY14. Several large gifts in FY14 pushed the annual total higher. It is difficult to predict when these gifts may occur. Monies designated for student support fund undergraduate scholarships, graduate fellowships, awards, programs, and student organizations.

Top 5 Designations by College/School

Results in FY14 are fairly typical. Colleges with higher number of alumni and corporate partnerships achieve higher total giving levels. Other units outside of the colleges received $64 million.

Big Ten Comparisons

Over the last ten years the number of alumni continues to increase both at Purdue and at Big Ten institutions. However, the number of alumni donors does not follow the same trend. Donors from the Big Ten have remained fairly constant with 48,988 donors in 2004 and 48,305 donors in 2013. The number of alumni donors at Purdue has decreased over the same time period with 58,643 donors in 2004 and only 46,063 in 2013. FY14 data should be available by December and will show an upturn in Purdue’s alumni donor count.