

Private Giving **Fundraising Report to the** **Board of Trustees**

University Development Office

Amy Noah

Vice President for Development

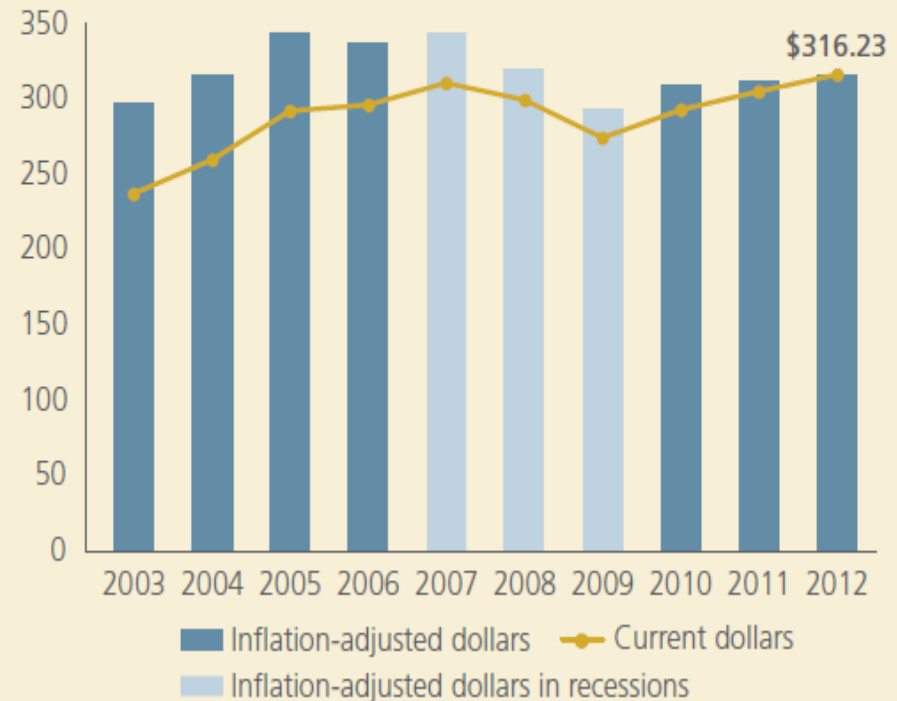
National Trends in Giving

Giving USA 2013 Survey

- **Charitable giving is recovering**
 - *Approaching 2007 record levels*
 - *Designations include:*
 - 32% - Religion
 - 13% - Education
 - 13% - Human Services
 - 10% - Gift to Foundations
 - 9% - Health
 - 7% - Public/Society Benefits
 - 6% - International Affairs
 - 5% - Arts/Culture/Humanities
 - 3% - Environment/Animals
 - 2% - Miscellaneous

An overview of giving in 2012

Total giving: 2003–2012
(in billions of dollars)



Trends in Giving to Higher Education

**Council for Aid to Education
2013 Survey**



Giving amounts

- *2013 record high of \$33.8 billion reported by 951 colleges and universities*

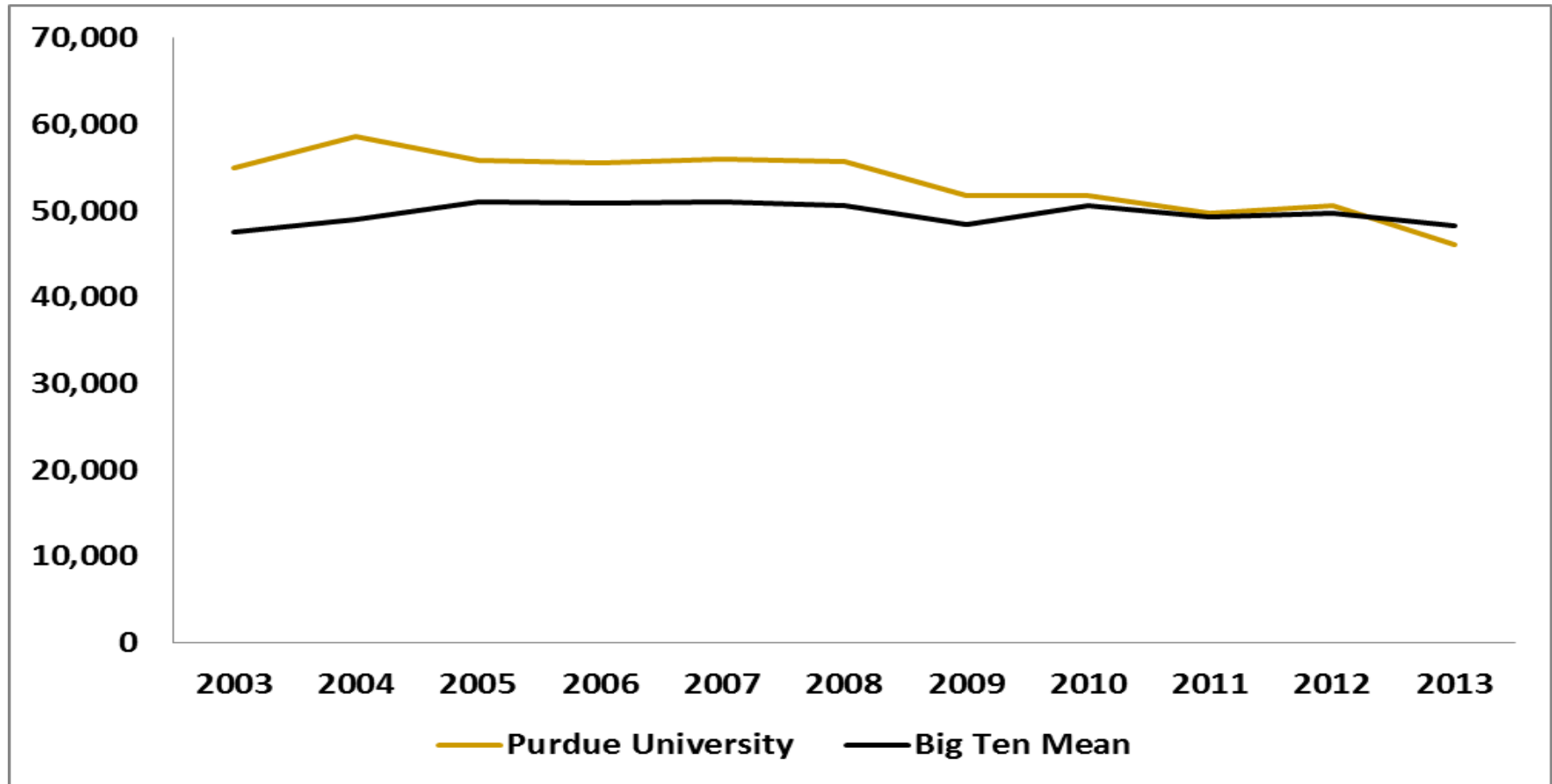


Alumni participation

- *Number of alumni donors declined 1.7%*
- *Number of alumni increased 3.7%*
- *Participation rate declined to 8.7%*

Trends in Big Ten Alumni Giving

**Council for Aid to Education
2013 Survey
Number of Alumni Donors**



University Development Office



Net Production



**Philanthropic
Cash**

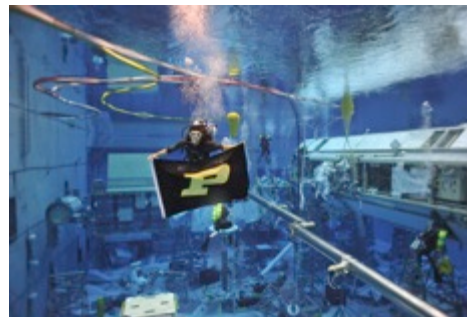


**Number of
Individual Donors**



Corporate Giving

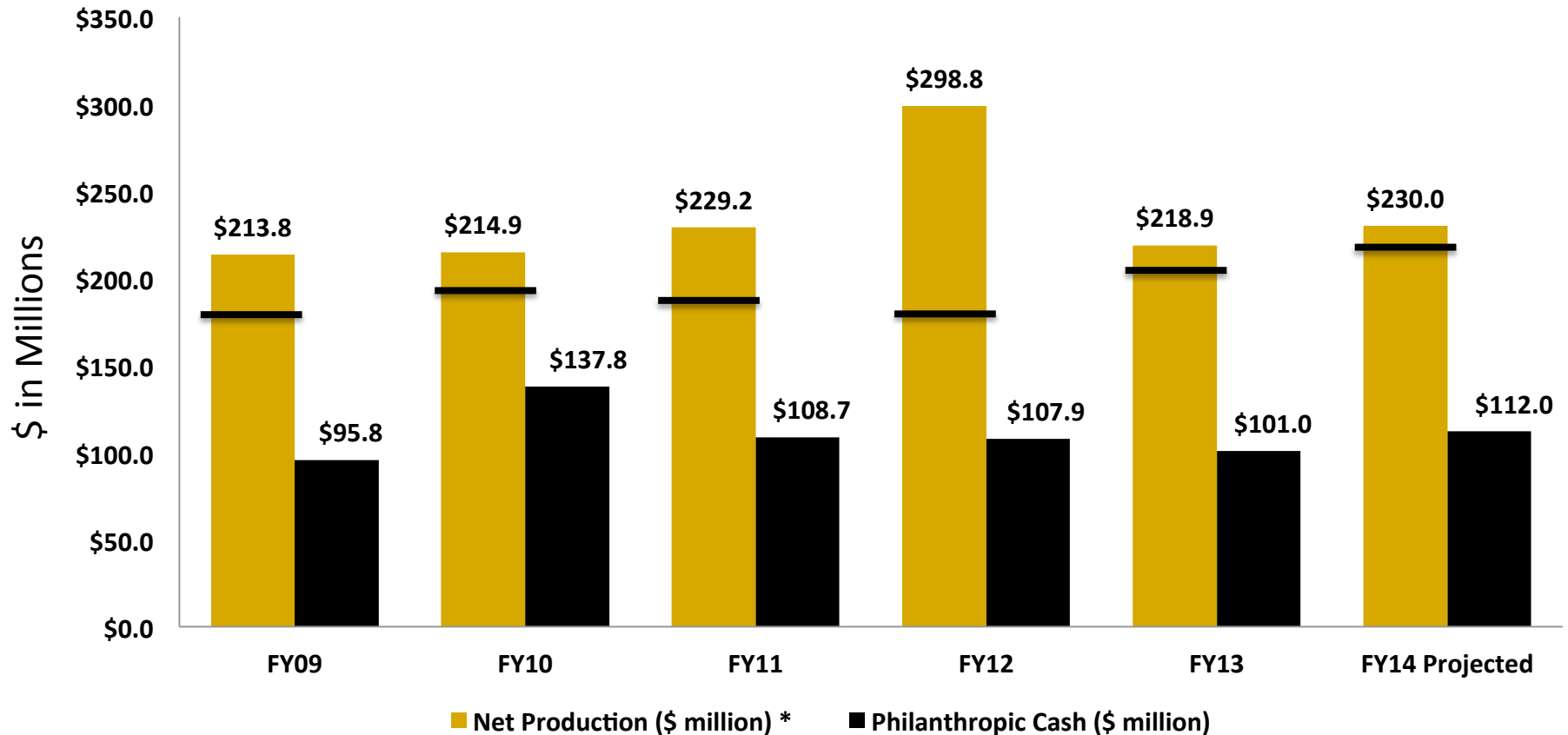
Student Support



PURDUE MOVES
THE WORLD FORWARD

Net Production / Philanthropic Cash

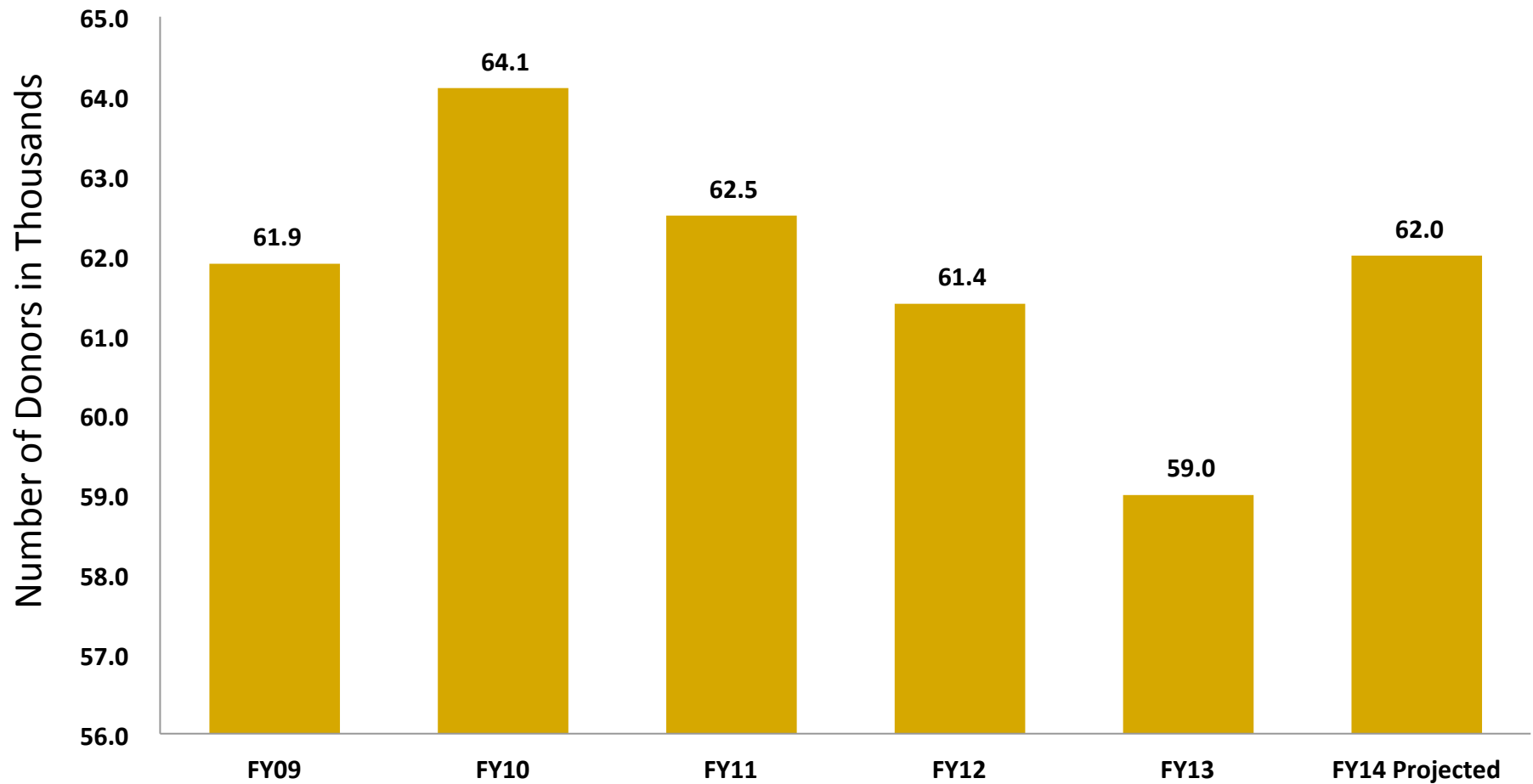
Total Charitable Commitments / Spendable



* Above black line represents gifts of services

Number of Individual Donors

Alumni, Friends and Students



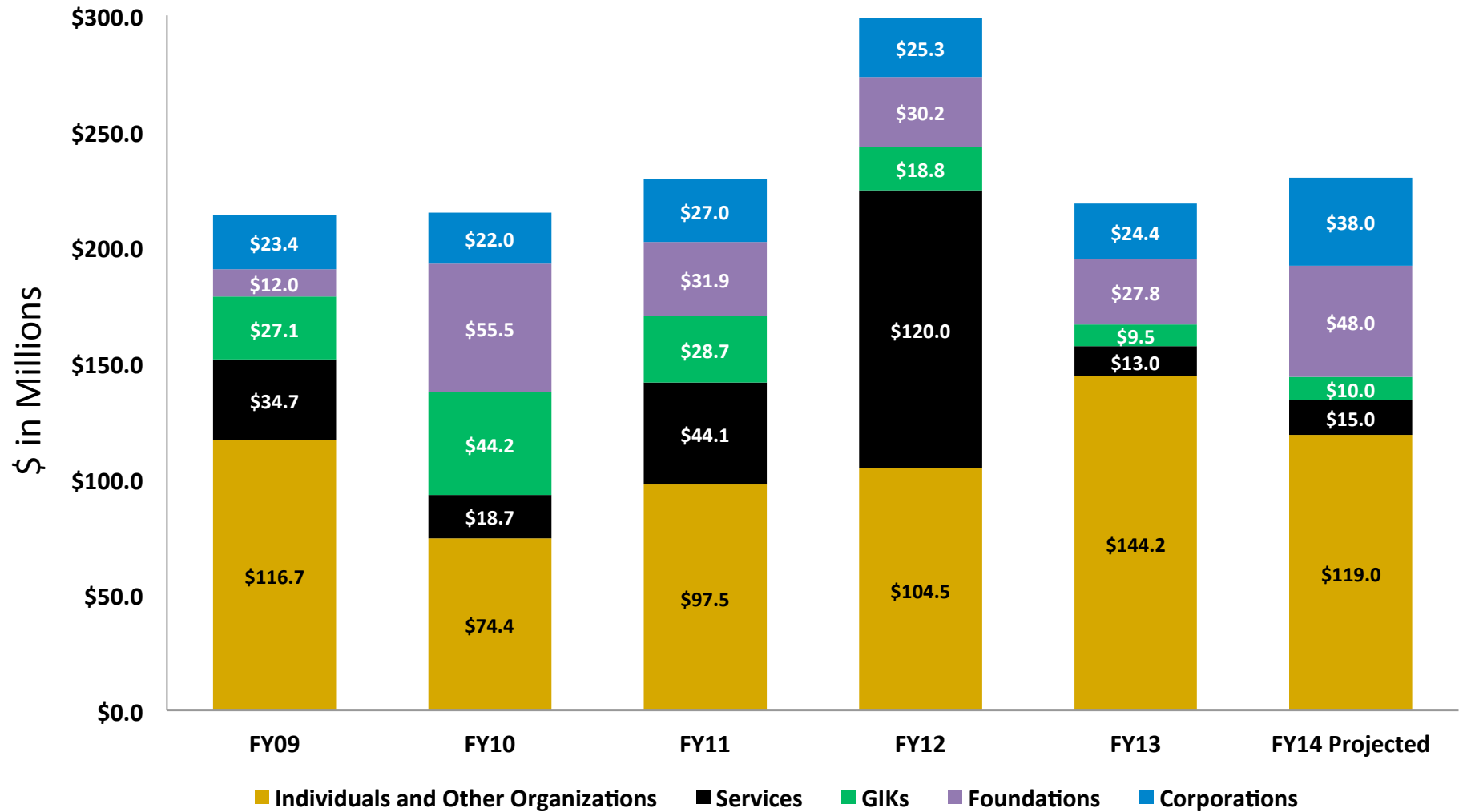
Giving Pyramid

Net Production Results through March 25, 2014

Household Giving	# of Donor Households	Amount Given
\$10,000,000 and up	2	\$25,448,875
\$5,000,000 - \$9,999,999	3	\$17,362,675
\$1,000,000 - \$4,999,999	22	\$38,920,570
\$500,000 - \$999,999	21	\$13,312,489
\$100,000 - \$499,999	135	\$26,240,029
\$50,000 - \$99,999	129	\$8,351,093
\$25,000 - \$49,999	216	\$7,030,946
<i>Under \$25,000</i>	<i>35,105</i>	<i>\$20,362,415</i>

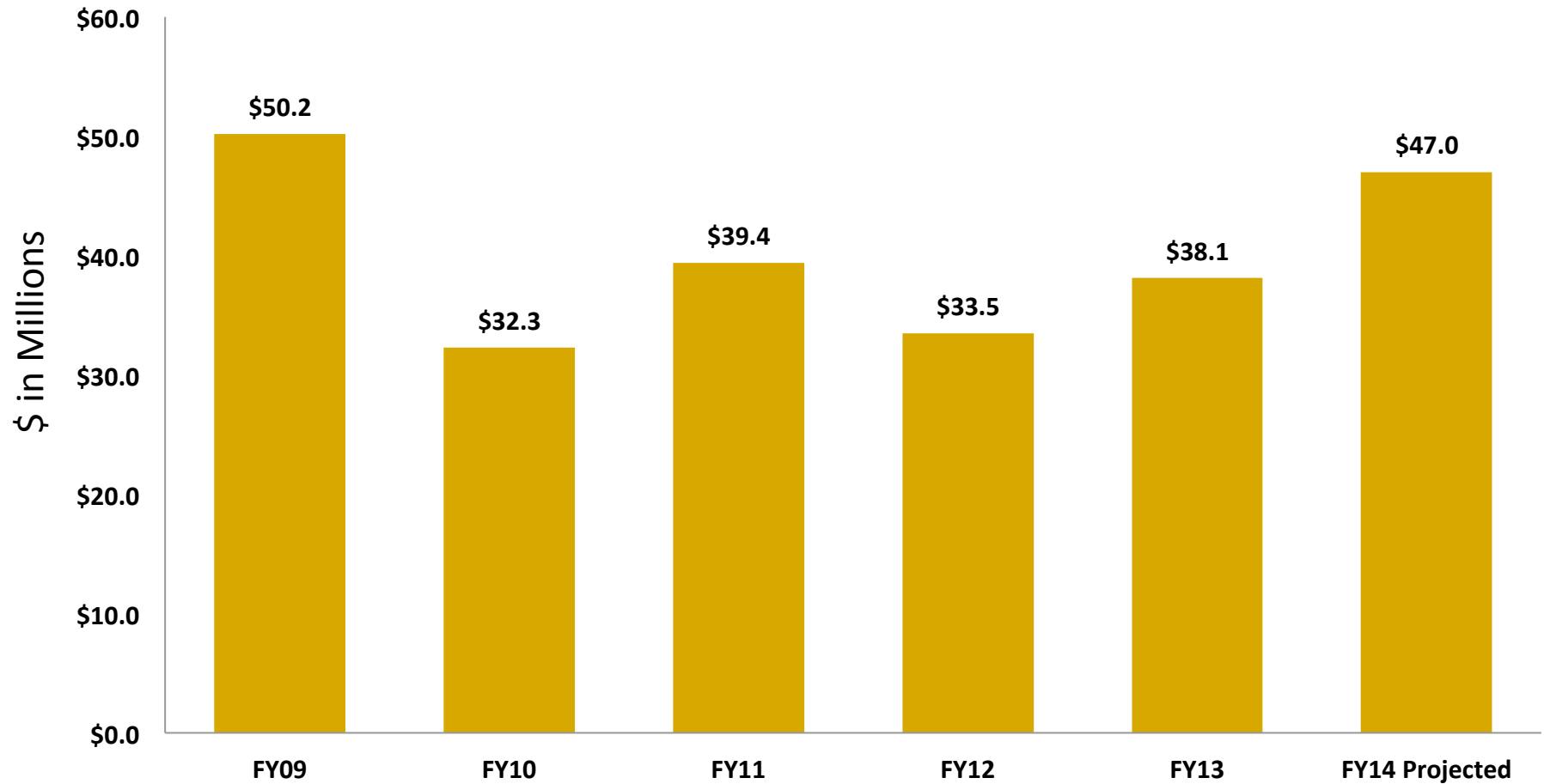
1.48% of donor households have given 87.03% of the total dollars

Giving by Source



Student Support

Scholarships, Fellowships, Awards and Student Organizations



Looking to the Future

On the Planning Horizon – Campaign for Purdue Moves

	Private Giving Goal	Private \$ Raised	Private \$ Solicited
Engineering	\$150.0	\$34.5	\$29.8
Polytechnic	\$12.5	\$0.0	\$6.0
Computer Science	\$14.0	\$0.6	\$0.4
Drug Discovery	\$50.0	\$0.0	\$0.0
Plant Science	\$15.0	\$0.0	\$10.8
Active Learning Center	\$16.0	\$3.0	\$9.4
Study Abroad *	\$3.0	\$0.0	\$1.3
Living on Campus	\$20.0	\$0.0	\$0.0
Scholarships *	\$16.0	\$8.5	\$23.1
	\$296.5	\$46.5	\$80.8
* Private Giving Goal is for annually recurring support			

Purdue Day of Giving

SHAPE THE FUTURE

Your support will fund world-changing research, a transformative education and top-tier programs that prepare students for an innovation-based future.

GIVE IN NEW WAYS

In addition to traditional donation methods, secure digital and mobile options will make giving easier than ever.

COME TOGETHER

Through our exciting new digital community, you will be able to interact and share in the experience even if you aren't on campus.

MAKE AN IMPACT

A generous matching program will allow your donation to go even further.

CREATE OPPORTUNITIES

Your contribution will allow the brightest minds access to an affordable Purdue education.

PURDUE
DAY OF
GIVING
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Questions?

University Development Office

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Vice President for Development