



PURDUE
UNIVERSITY

RESOLUTIONS OF APPRECIATION AND NAMINGS

Dudley Family Foundation College of Engineering and Purdue Polytechnic Institute	\$11M
Anonymous School of Mechanical Engineering	\$7M
John and Donna Krenicki Krannert School of Management	\$5M
Gary and Susan Dernlan Construction Engineering and Management	\$2M
Anonymous Davidson School of Chemical Engineering	\$1.7M
Nick Edison College of Science	\$1.7M
Kevin and Suzanne Kahn College of Science	\$1.5M

RESOLUTIONS OF APPRECIATION AND NAMINGS

Carolyn Quinn College of Science	\$1.5M
Byron and Carolyn Harrod Davidson School of Chemical Engineering and Intercollegiate Athletics	\$1.15M
Kimberly and Gregory Wasson College of Pharmacy	\$1M
Nancy Fey College of Pharmacy	Undisclosed
J. Douglas and Catherine Field School of Mechanical Engineering and Purdue Bands and Orchestras	Undisclosed
Robert and Lisa Walsh Davidson School of Chemical Engineering	Undisclosed



EVER 150 YEARS TRUE
THE CAMPAIGN FOR PURDUE UNIVERSITY

Fundraising Report

June 14, 2019

PURDUE
UNIVERSITY.

Ever True: The Campaign for Purdue

July 1, 2012 – June 30, 2019

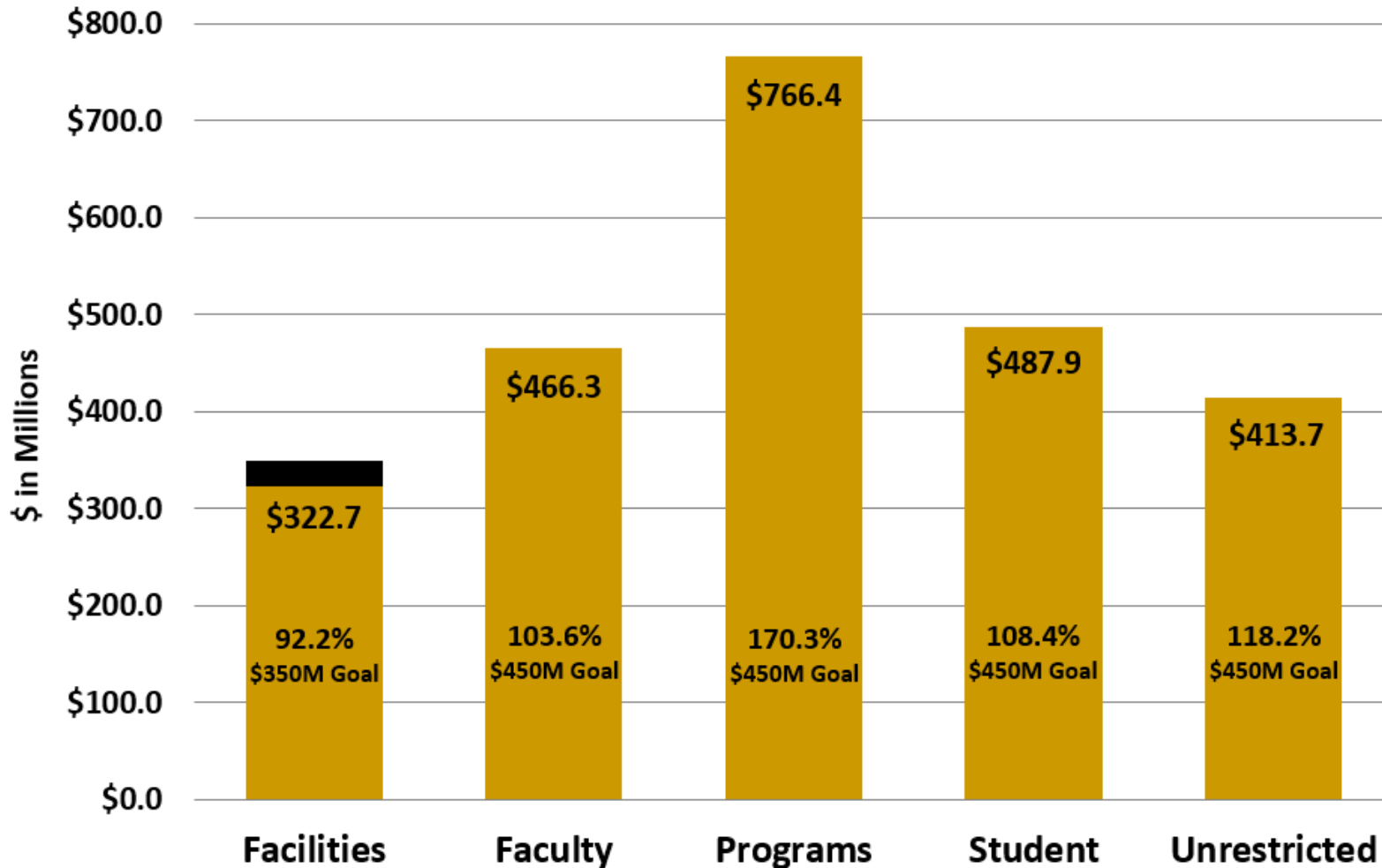
- \$2.019 billion goal
 - Largest fundraising effort in Purdue history
 - Concluding in our 150th anniversary year
- Campaign Priorities
 - Place Students First
 - Build on Our Strengths
 - Champion Research & Innovation



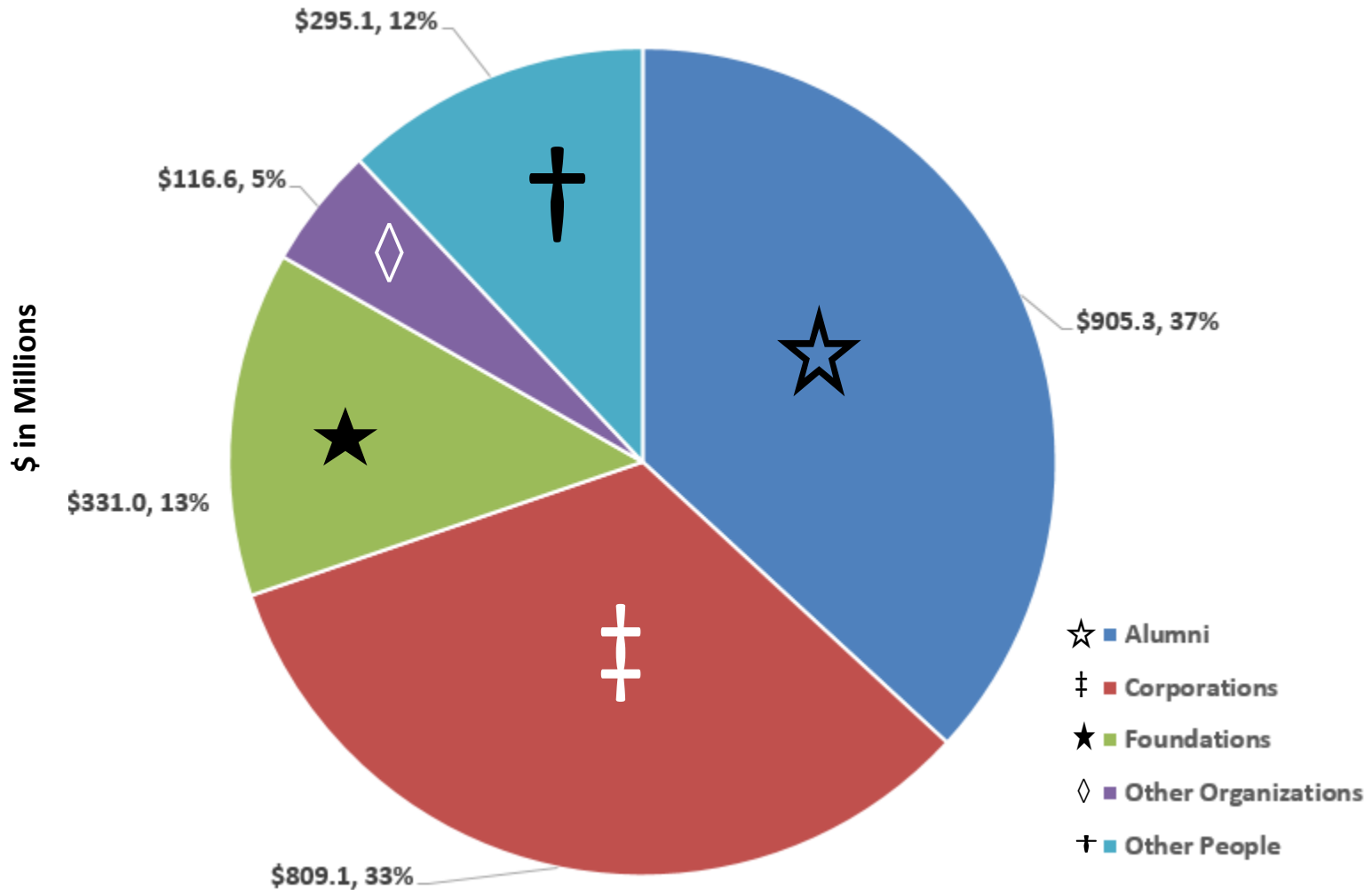
During the *Ever True* campaign (to date)

- Raised **\$2.457 Billion**
- Made Purdue history with first \$300M year (FY15), first \$400M year (FY18) and on track for the first \$500M year (FY19)
- Will have tripled student support from \$32M (FY13) to \$96M (FY19)
- Created 774 new scholarship endowments
- Created 68 new faculty support endowments
- Secured \$627M in new planned gift commitments
- Raised money to support over 25 facility projects
- Closed 376 \$1M+ gifts
- Recorded over 1.4 million gift transactions
- 207,932 donors gave to Purdue – 103,050 (49.6%) were first-time donors to Purdue

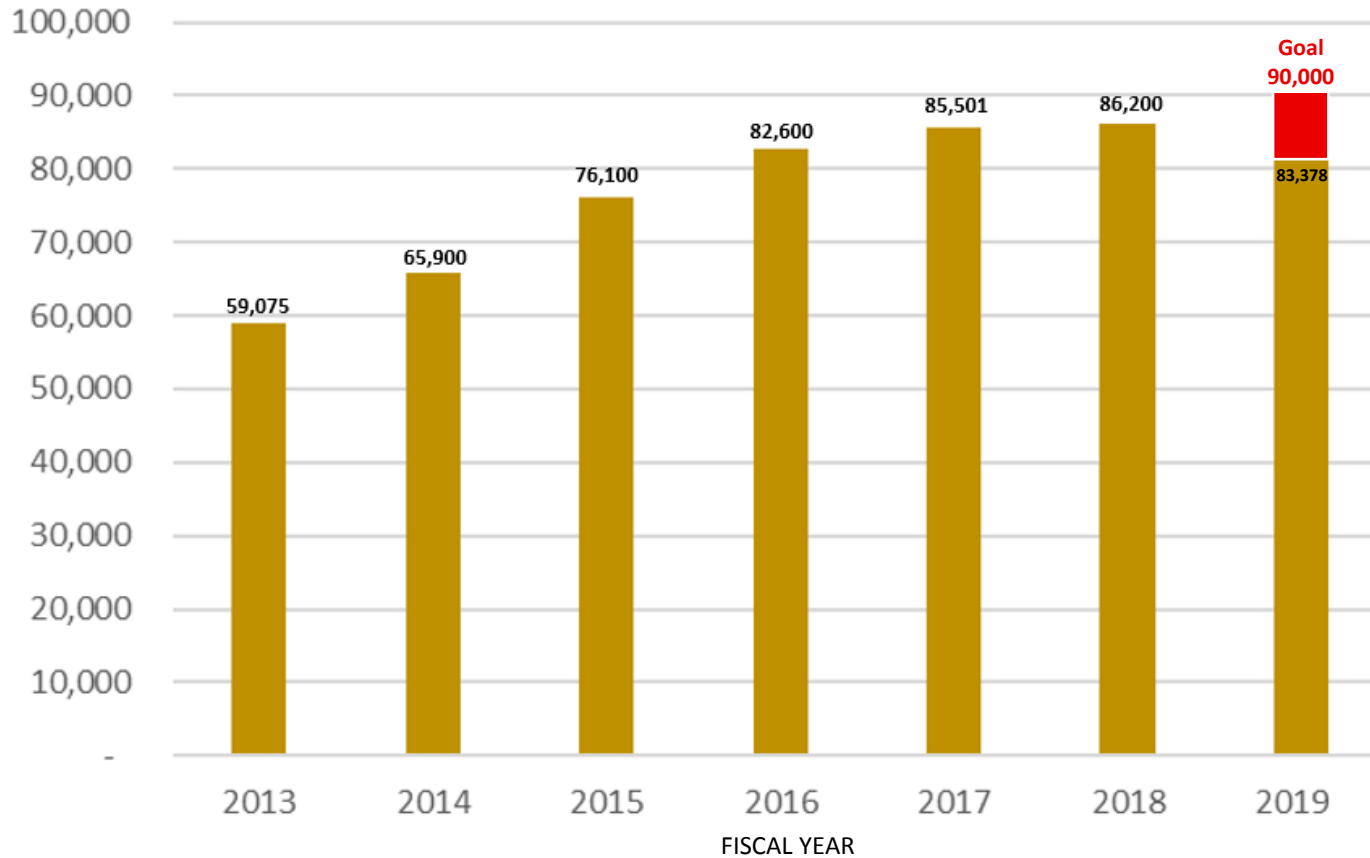
Ever True: Gift Type



Ever True: Gift Activity by Source



Ever True: Donor Counts

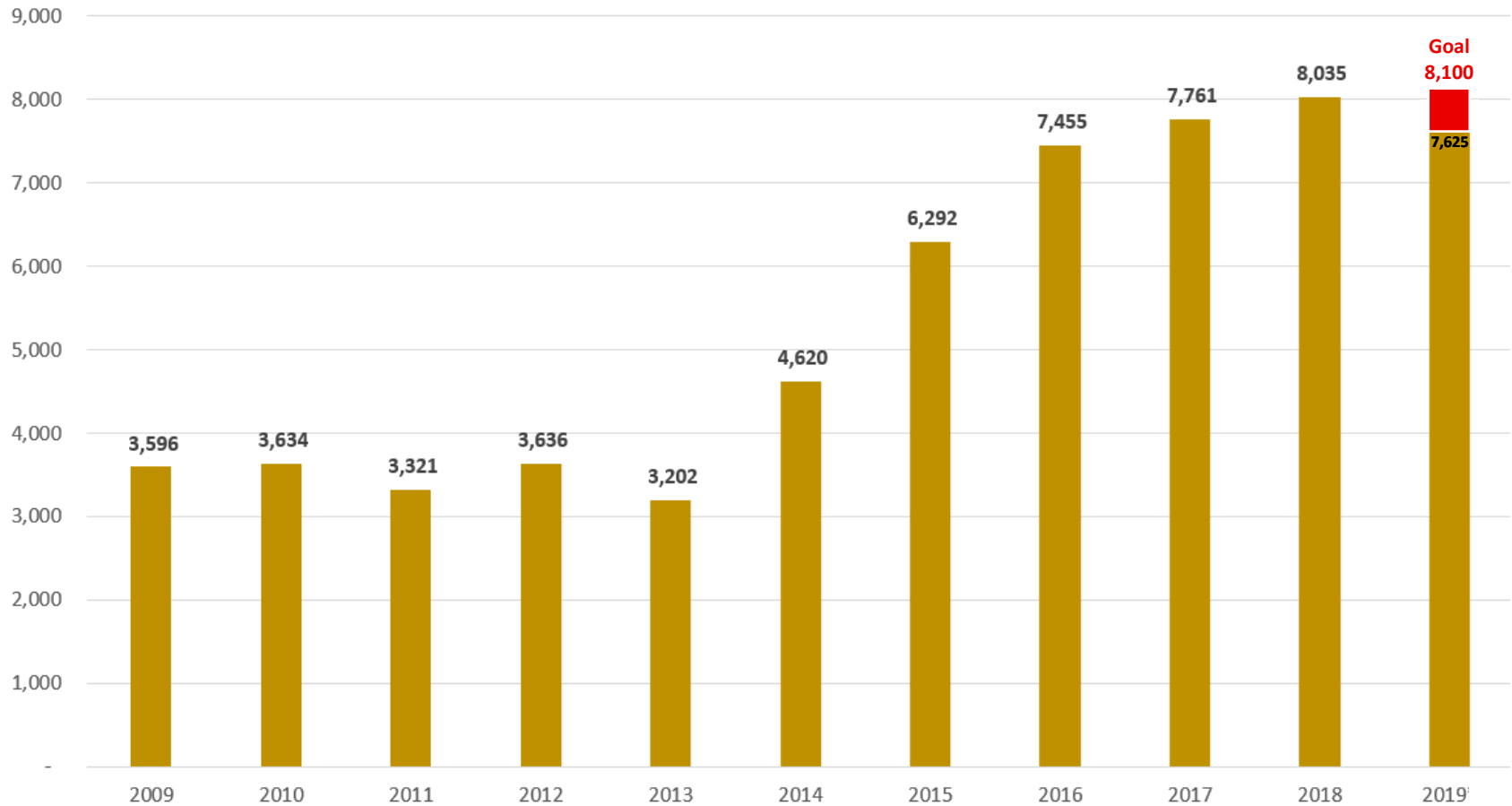


Reaching this FY19 goal would reflect an increase of 52% in donor counts during the *Ever True* Campaign



Ever True: Young Alumni Giving

Reaching this FY19 goal would reflect an increase of 153% in young alumni giving during the Ever True Campaign



★ ■ Reflects giving prior to the start of Purdue Day of Giving
■ Reflects giving after the start of Purdue Day of Giving



Day of Giving by the Numbers



**Most successful 24-hour
fundraising campaign
in higher education:
2015, 2016, 2017,
2018 & 2019**

2019 ▪ \$41.6M, 21,420 donations
2018 ▪ \$37.6M, 18,663 donations
2017 ▪ \$28.2M, 15,181 donations
2016 ▪ \$18.3M, 12,872 donations
2015 ▪ \$13.7M, 9,592 donations
2014 ▪ \$7.5M, 6,600 donations

2019 ▪ 46M social media impressions
2018 ▪ 40M social media impressions
2017 ▪ 34M social media impressions
2016 ▪ 24M social media impressions
2015 ▪ 19M social media impressions
2014 ▪ not tracked

2019 ▪ 60 countries
2018 ▪ 58 countries
2017 ▪ 56 countries
2016 ▪ 44 countries
2015 ▪ 37 countries
2014 ▪ 18 countries

What's Next

- Focus on a strong close to the *Ever True* campaign
- Celebrate *Ever True* donors and the impact of these gifts
- Build momentum as we maintain and grow annual giving levels, new donor counts and student support
- Expand opportunities for engaging younger alumni and friends