

Faculty Senate

Patricia A. Borger, JD
Vice Chancellor
Office for Development and Alumni Relations

February 21, 2019

MADE IN **MILWAUKEE**. SHAPING THE **WORLD**.
THE CAMPAIGN FOR UWM

Philanthropic Landscape for Colleges and Universities

FY 17 – 18

National: \$46.73 billion (record)
UWM: \$ 38.1 million (record)

National: 7.2 percent increase year over year
UWM: 25 percent increase year over year

Unknown

- Effect of tax law change
- Effect of donor advised funds
- Stock market performance

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Progress Report:

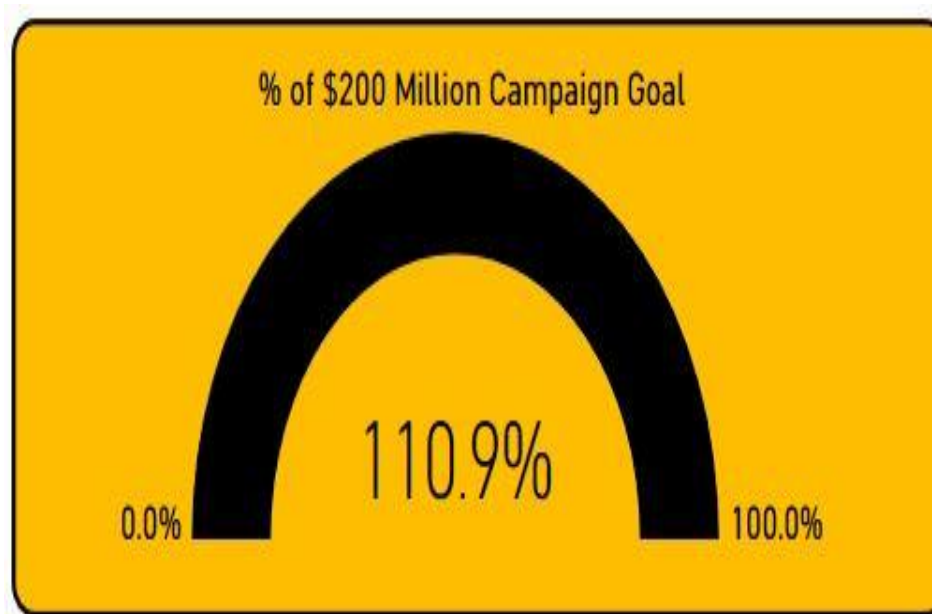
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Total Raised:

Total as of 1/31/19 **\$221,838,651**

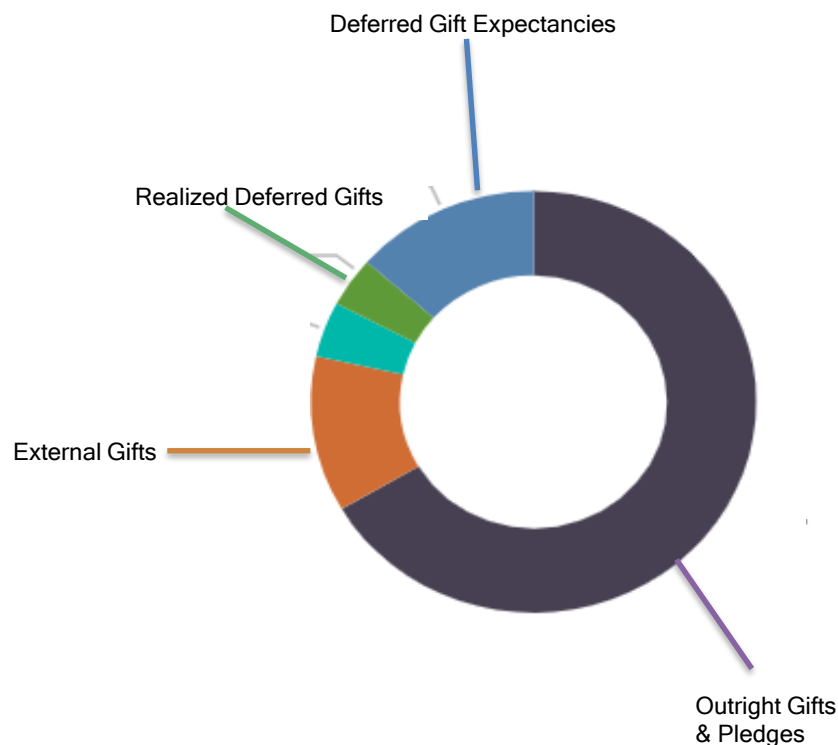
Progress to Goal: **110.92%**

Progress



Total by Gift Type

Outright Gifts/Pledges	\$150,418,574
Deferred Gift Expectancies*	\$33,850,286
External Gifts	\$23,267,805
Gifts in Kind**	\$7,914,496
Realized Deferred Gifts	\$6,387,490
Total:	\$221,838,651



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Detail by Constituent Type

	\$	# of Donors	# of Gifts	Average Gift	% of Total Gifts
Alumni	\$61,659,255	10,179	31,943	\$1,930	28%
Corporation	\$47,609,354	958	5,276	\$9,024	21%
Foundation	\$32,644,093	137	1,179	\$27,688	15%
Individual	\$42,909,689	8,421	23,376	\$1,836	19%
Other Not-for-Profit	\$37,016,261	374	3,864	\$9,580	17%
Total	\$221,838,651	20,069	65,638	\$3,380	100%

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Campaign Overview

Giving Priorities:

- Student Success
- Research Excellence
- Community Engagement

Timeline:

- July 1, 2012 – June 30, 2019
- Celebration: September 2019

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Campaign Overview

Goal:

- Original Goal: \$175 million;
Raised \$200 million

Benefits:

- Dollars Raised
- Increased Public Awareness
- Increased Base of Support
- Increased Support for UWM's Mission
- Strengthened Fundraising Efforts
- Stronger Culture of Philanthropy
- Preparation for Next Campaign

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Faculty/Staff/Retiree Campaign Contributions to Date: \$8.5 million

- 14,337 outright gift and pledges
- \$3,511,143

Faculty/Staff/Retiree Planned Gifts Included in This Campaign:

- 26 planned gifts
- \$5 million value

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Alumni Relations Highlights

- Panther Prowl – 15th Anniversary in 2019
- Alumni Awards Banquet – 350 average attendance
- Panthers @ Work – 1000 Alumni
- Master Chats – 1,500 have attended since inception in 2016
- Focus on the Future – 40 students, 40 alumni, 12 NFPs and For-Profits

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What Happens Next?

Always: Continue fundraising and engagement

Short-Term:

- Finish the campaign and celebrate
- Report on progress and impact
- Steward donors
- Assess and evaluate fundraising and engagement efforts

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Mid-Term: Address opportunities and challenges in fundraising

- Data Analytics
- Technology
- Generational Differences
- New Tax Laws
- Donor Advised Funds
- Plan and Execute Next Campaign

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Thank you

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