

University Advancement
Report to

UWM FACULTY SENATE

April 2023

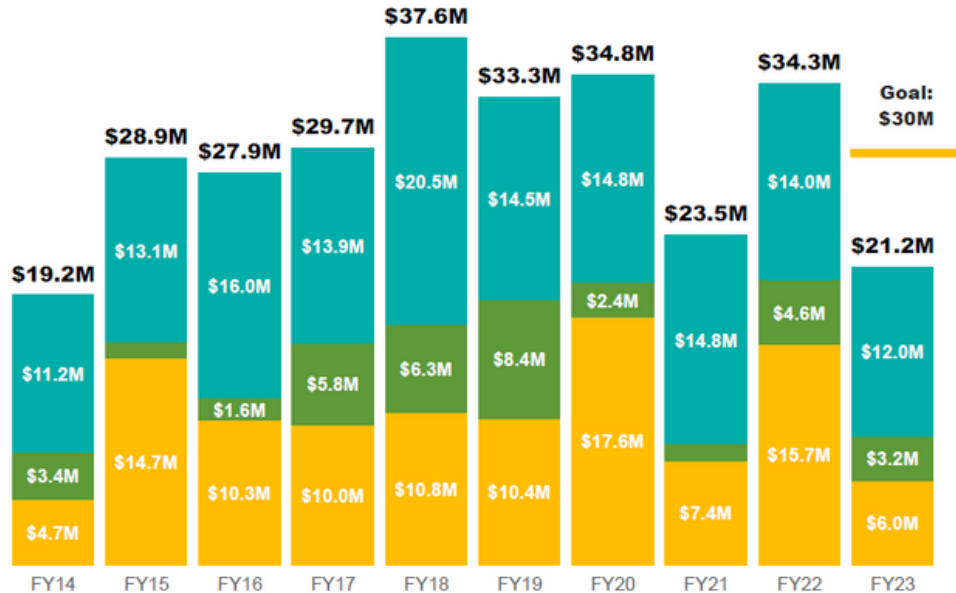
JOAN NESBITT
VICE CHANCELLOR



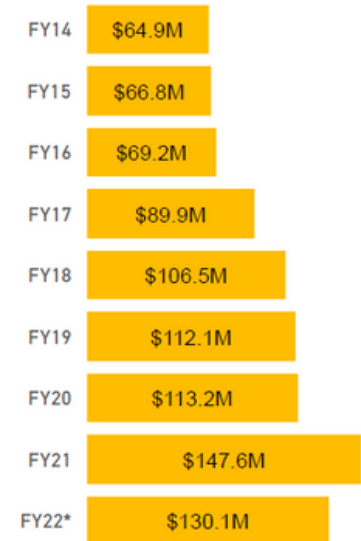
10-YEAR FUNDRAISING REPORT

A look at our results over the past decade including FY23 (7/1/22 - 4/7/23)

● Current pledges ● Deferred pledges ● Outright gifts



ENDOWMENT VALUE



Assets held by the UWM Foundation

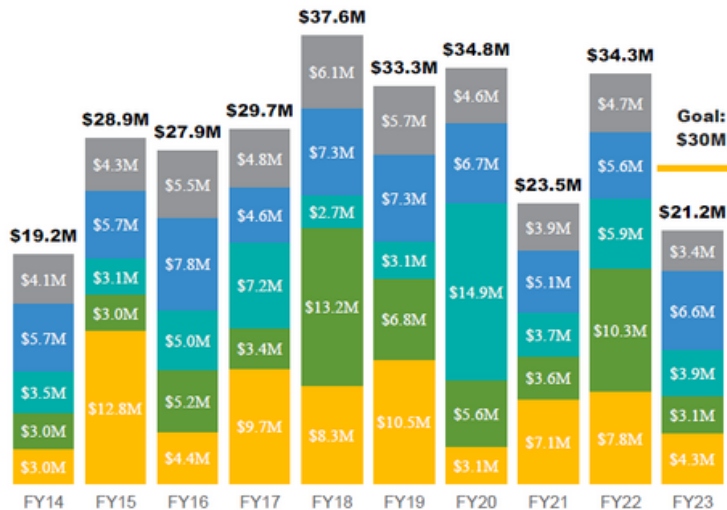
*FY22 drop in endowment due to decline in capital markets and 4% spending allocation

10-YEAR FUNDRAISING REPORT

Results by source of support and support type

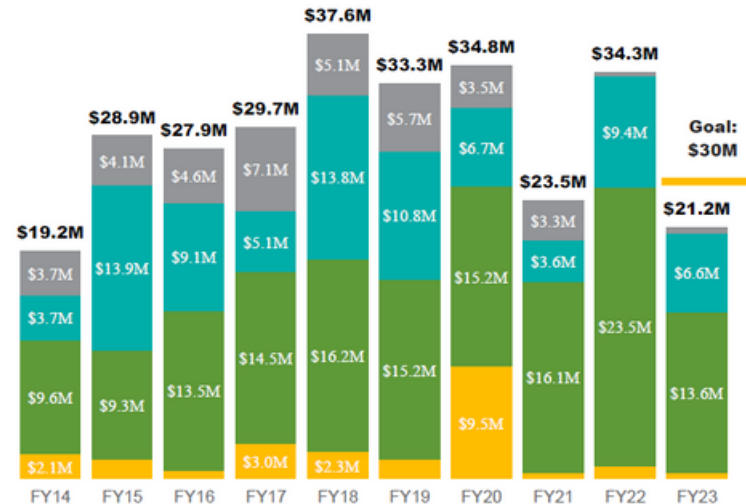
SOURCES OF SUPPORT

Alumni Corporations Foundations Friends Other



SUPPORT TYPE

Capital Projects Current Operations Endowments Other



GIFTS OF NOTE IN FY23

6,553 TOTAL GIFTS - 3,670 TOTAL DONORS

Major Gift Summary:

1 gift of \$2,100,000

1 gift of \$2,000,000

1 gift of \$1,200,000

6 gifts of \$500,000 - \$999,999

10 gifts of \$200,000 - \$499,999

17 gifts of \$100,000 - \$199,999

ADVANCEMENT REORG UPDATE:

Staff and Pipeline Development:

- Advancement has moved from a unit-based structure to a donor-based structure. **Five new thematic clusters**, based on donor interest, act as our organizing principle and create new opportunities for gift officers. We are well underway with adopting this holistic approach.
- We have successfully restructured the portfolios of our Advancement Directors based on donor interests, readiness, and capacity—matching the **highest potential prospects** with more attention from gift officers.
- Leadership Annual Giving: we have established a staff of professional fundraisers to forge relationships with our highest level of annual gift donors and **develop the pipeline** of the next major and principal gift donors.

BENEFITS

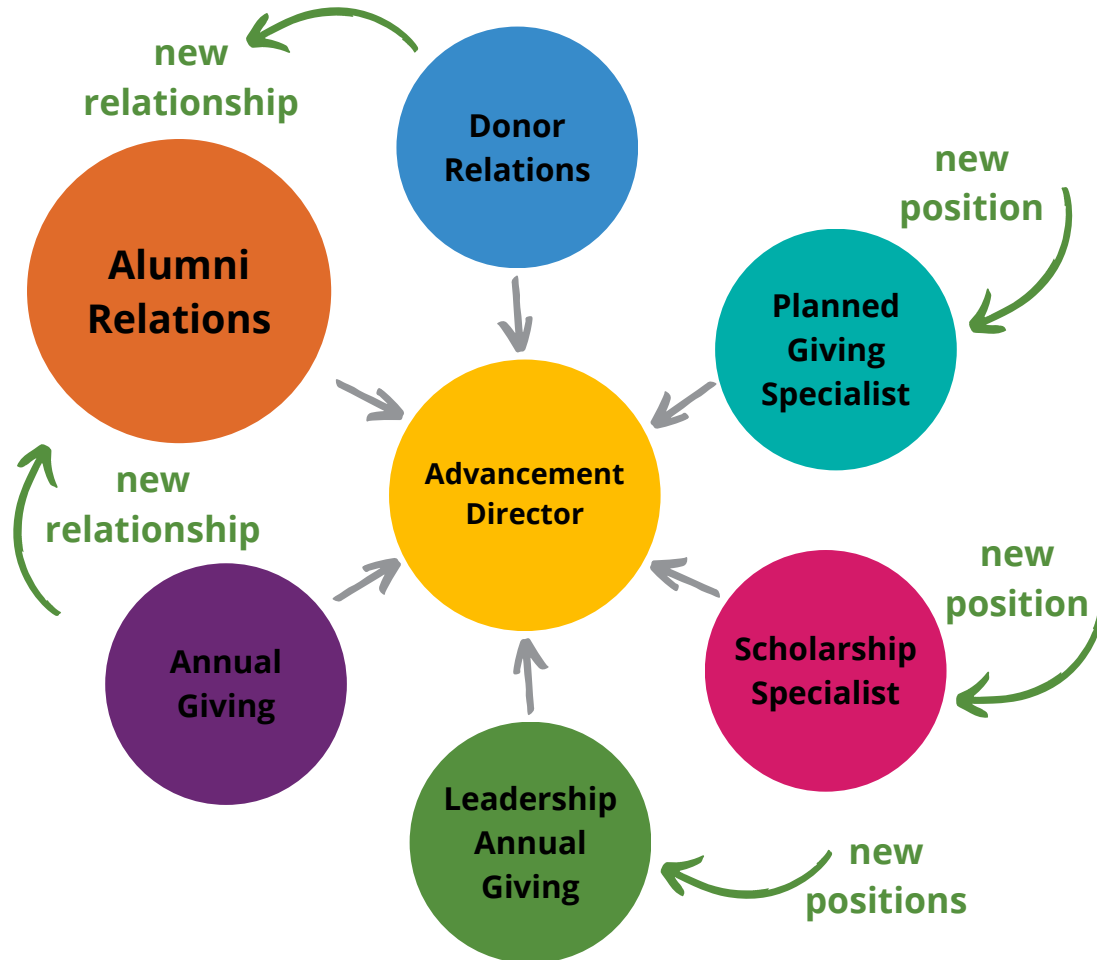


- Prioritizes donors
- Focus gift officers on high ROI activities
- Develop the next generation of major donors

ADVANCEMENT REORG UPDATE:

BENEFITS:

- **Integrating** Annual Giving and Donor Relations into Alumni Relations
- Creating new positions in **Leadership Annual Giving, Scholarship and Planned Giving** keeps our experts focused on their area of expertise, while providing support and expertise in other areas.



CAMPAIGN PLANNING INITIATIVES:

April 2023 - July 2025

University Advancement reorganization

**CRM conversion, information
migration and staff training**

**Pipeline Development
Initiatives underway**

**Campaign budgeting
and consulting**

CAMPAIGN PLANNING STATUS UPDATE

Spring and Summer 2023

Consultant Selection and Readiness Assessment

- What does that mean?
- What will we learn?
- Why is it important to conduct the assessment?
- How we hope to apply the results to case development, what kind of campaign we should plan, etc.

414 Day is Today!

Early giving has begun for our third annual 414 for UWM Giving Day, held on **April 13-14 (noon to noon)** to raise support for UWM!

We invite alumni, faculty, staff, students, and friends to display their **Panther Pride** and show support for the area of UWM they love best.

Please make a gift to a school, college, program or cause as your contribution will make a difference in the lives of our students.

Leaderboards and tracking will be available starting at noon on April 13.



414-DAY promoting the IGNITE Fund

The UWM Ignite Fund has a broad purpose to provide funds for the greatest university needs, while also leveraging additional support for important initiatives, and may be used strategically for start-up funding, donor matches or initiatives that spark interest and create fundraising momentum. Like all UWM Foundation assets, **the Ignite Fund exists to support our collective pursuit to improve lives, build futures and enhance the UWM community.**





Our **2023 Scholarship Report** is filled with statements from students who have benefited from the generosity of our donors, including you! You'll meet students who have overcome a variety of obstacles to be at UWM and students who are aiming high for where they want to go next. [View the 2023 Scholarship Report.](#)



CHANGING LIVES, BUILDING FUTURES

2023 SCHOLARSHIP IMPACT REPORT

Congratulations!



ALUMNI AWARD WINNERS, CLASS OF 2023

LIFETIME ACHIEVEMENT

James Ziemer '75, '86, '08

EXEMPLARY ALUMNI SERVICE

Dennis Webb '71

UNIVERSITY PARTNER

Bader Philanthropies

DISTINGUISHED ALUMNI ACHIEVEMENT

Jeffrey Norman '96

Matt Rinka '97

Dinorah Marquez Abadiano '01

IMPACT

Patricia Contreras '00

Emerald Mills '04

Ranell Washington '05

HONORARY ALUMNI

Walter Wilson

G.O.L.D.

Geraud Blanks '14, '16

Ben Caya '12

Alyssa Geisler '12

Richie Hands '11

Now accepting nominations through July 31: 2024 ALUMNI AWARDS

Thank you
for your
support!