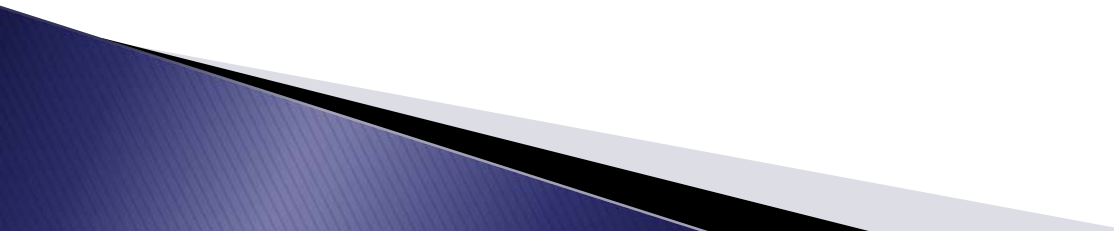


Development

Accomplishments and Productivity
Priorities for FY'12

Development trends

- ▶ Governments in crisis at federal, state, and municipal levels.
 - ▶ A full-court press for small and medium-sized gifts.
 - ▶ Grim outlook for grants.
 - ▶ Funding priorities change in hard economic times.
 - ▶ Proving that charity works.
- 

Accomplishments & Productivity

- ▶ Focused Quad Cities fundraising efforts on the comprehensive campaign:
 - Capital needs
 - Student scholarships
 - Faculty support
 - Information and technologies

(Goal 1, Action 2, 4c; Goal 3, 3, a and b)

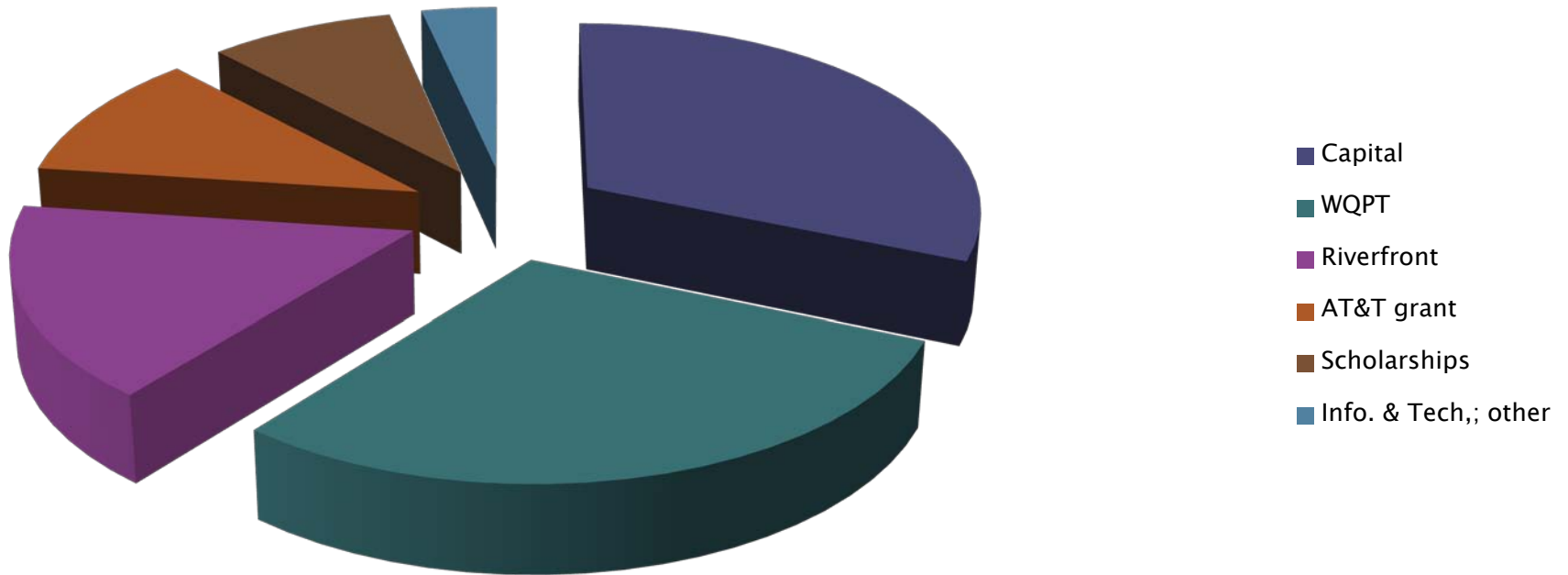
Campaign results to date by category

- ❖ Capital: \$1,093,860
- ❖ WQPT: \$1,026,491
- ❖ Riverfront: \$576,140
- ❖ AT&T grant: \$379,000

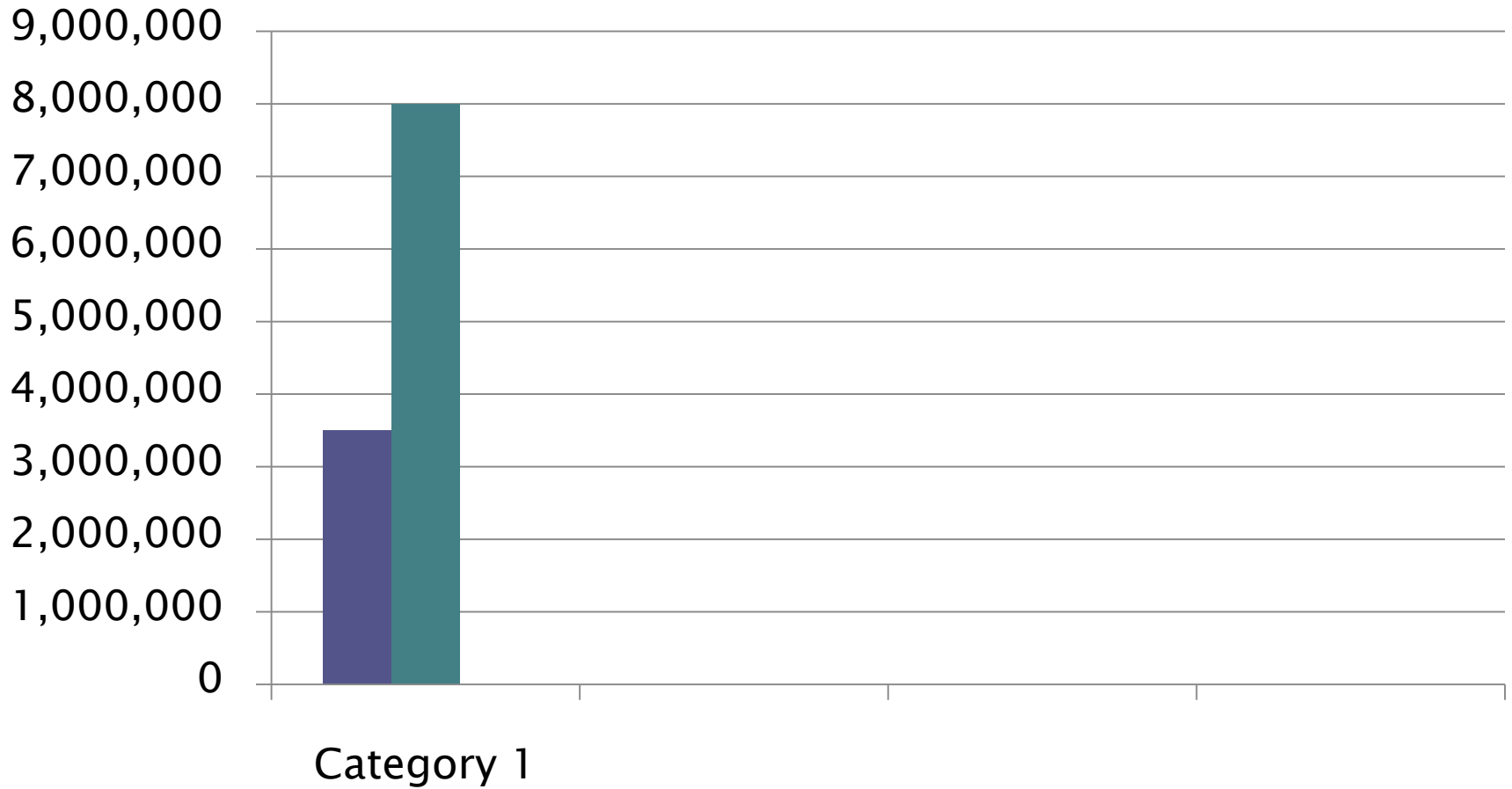
- ❖ Scholarships: \$298,800
- ❖ Other: \$64,394
- ❖ Information & technology:
\$56,650

TOTAL: \$3,495,335

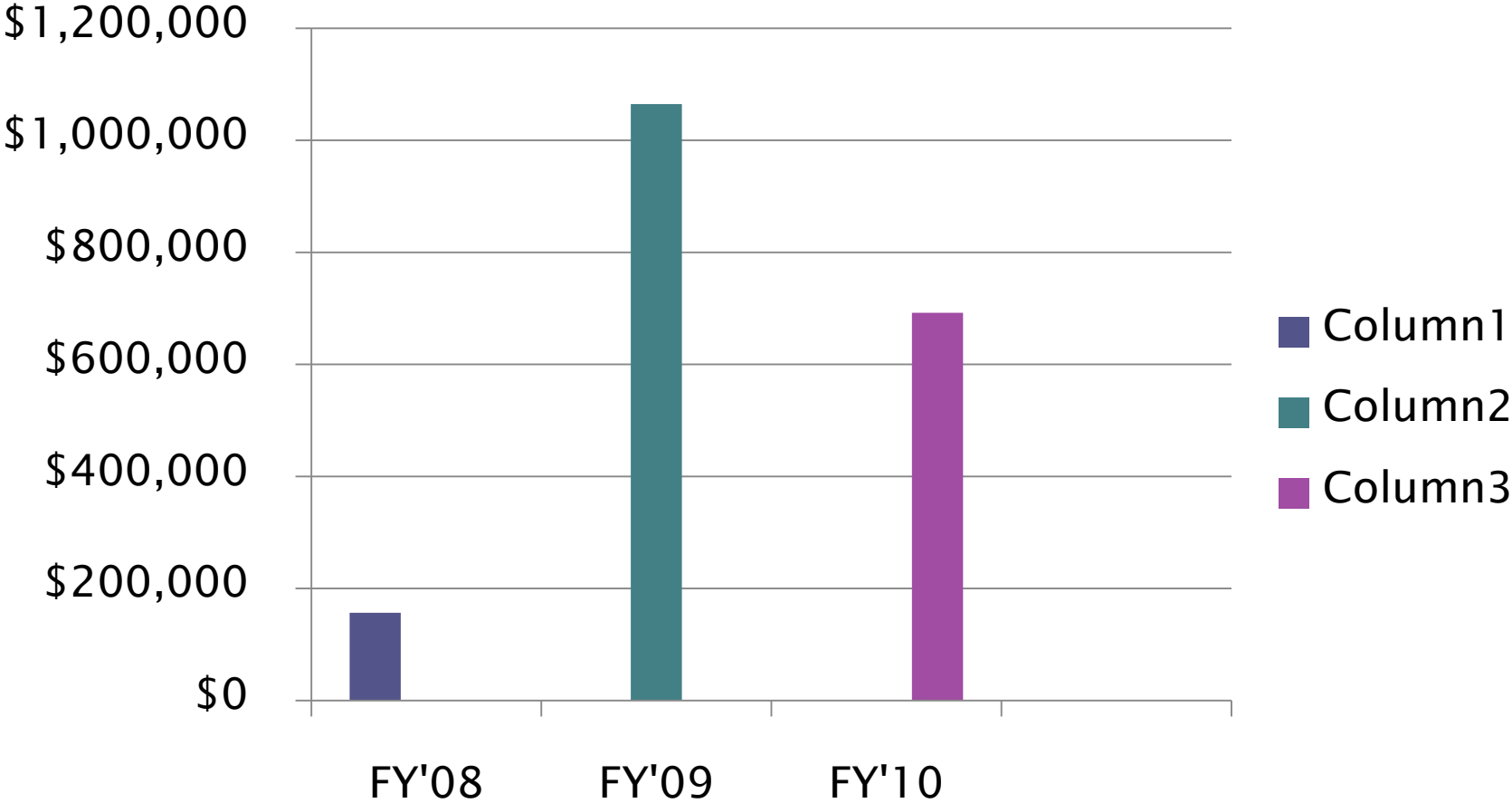
Campaign results--category



Fundraising to date compared to the goal



Fiscal Year Fundraising Comparison—WIU-QC Development



Priorities for FY'12

PRIORITY # 1: *Social Responsibility*

SUSTAIN COMPREHENSIVE CAMPAIGN EFFORTS THROUGH:

- Identification, cultivation, and solicitation of major gift prospects.
- Focus on Development as the top priority.
- Recruitment, orientation, training, and engagement of a campaign leadership team equipped to solicit prospective donors.
- Engage Leadership Team members as campaign solicitors.

Deadline: Ongoing

Campaign (cont'd)

- ▶ Measures of success:
 - Total amount raised: **\$3,495,335**
 - Percentage of goal achieved
 - Of the total **\$3,495,335/\$8,000,000— 43.7%**
 - By the area of emphasis
 - **Capital--41.75%**
 - **Scholarships—18.7%**
 - **Information and technology—4.7%**
 - **Other: \$1,469,885**
 - Compliance with Generally Accepted Accounting Principles
 - Compliance with the Association of Fundraising Principles Code of Ethics

Culture of philanthropy

Completion:

Ongoing

Measures of success:

- Faculty and staff participation in Development activities
- Work with Development in initiating Development activities—scholarships, projects
- Percentage of participation in annual and comprehensive campaign

Faculty–Staff results

▶ Measures of success:

- ▶ Percentage of participation: **53.6%**
- ▶ Average gift size: **\$392.51**
- ▶ Total amount raised: **\$20,018**
- ▶ Compliance with Generally Accepted Accounting Principles
- ▶ Compliance with State of Illinois and WIU Foundation standards for gift acceptance and gift accounting.

2010 Scholarship breakfast



Priority # 3—Build a culture of philanthropy on the WIU-Quad Cities campus

Personal responsibility

- ▶ Continued fundraising efforts with alumni, friends of the university, corporations, and foundations.
- ▶ Incorporate faculty, staff, and students as appropriate in Development efforts.
- ▶ Demonstrate positive outcomes of successful fundraising by building awareness:
 - Website
 - Public announcements
 - Campaign progress reports

Culture of philanthropy

Completion:

Ongoing

Measures of success:

- Faculty and staff participation in Development activities
- Work with Development in initiating Development activities—scholarships, projects
- Percentage of participation in annual and comprehensive campaign

Community involvement



United Way of the Quad Cities Area

LIVE UNITED

