

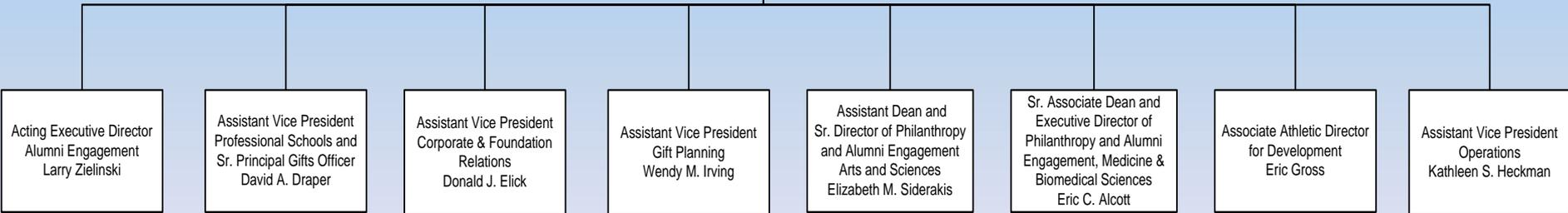
Nancy Wells
Vice President
Division of
Philanthropy and
Alumni Engagement

Philanthropy and Alumni Engagement Overview

Organizational Chart

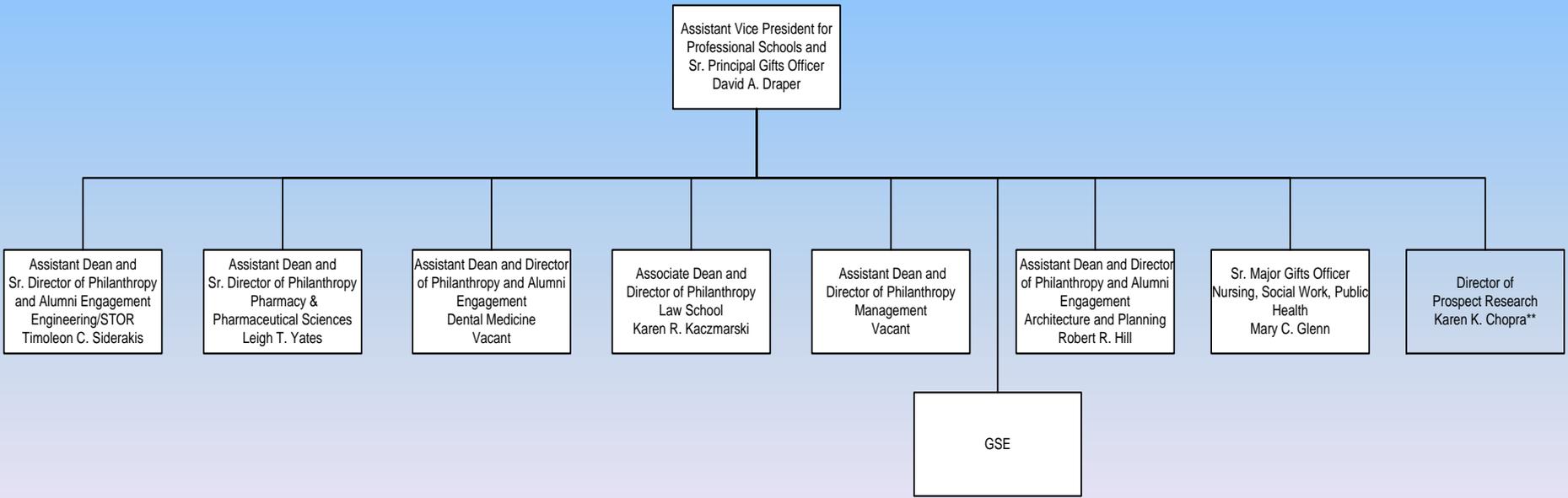
Staff Overview Division of Philanthropy and Alumni Engagement

Vice President for Philanthropy and
Alumni Engagement
Nancy L. Wells



Organizational Chart

Staff Overview Division of Philanthropy and Alumni Engagement Professional Schools



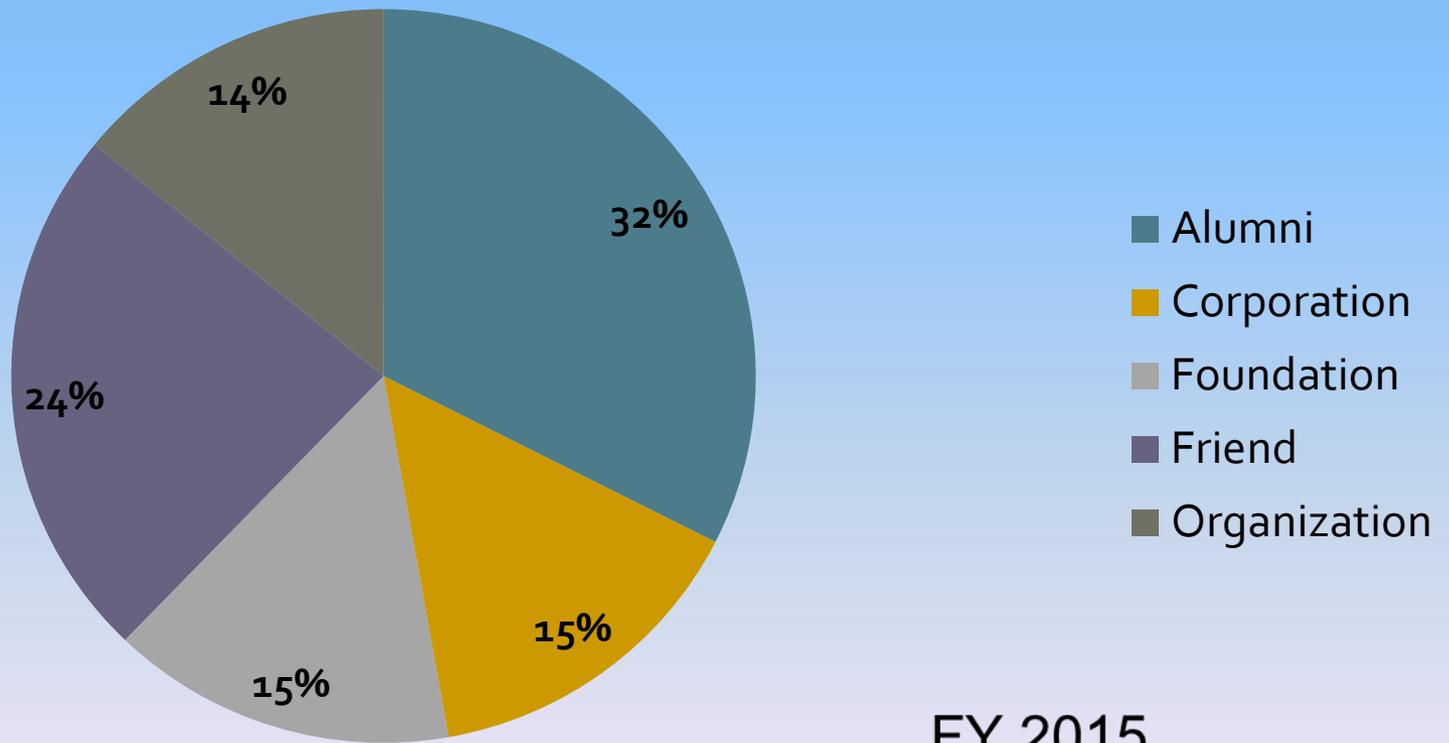
Alumni and Philanthropy Facts

Alumni Facts

- UB has more than 243,000 living alumni in 147 countries
- More than 131,000 live in NYS
- Regions with the highest number of UB alumni are Western New York, New York City, Rochester, Washington/Baltimore, Syracuse, Albany, California and Florida

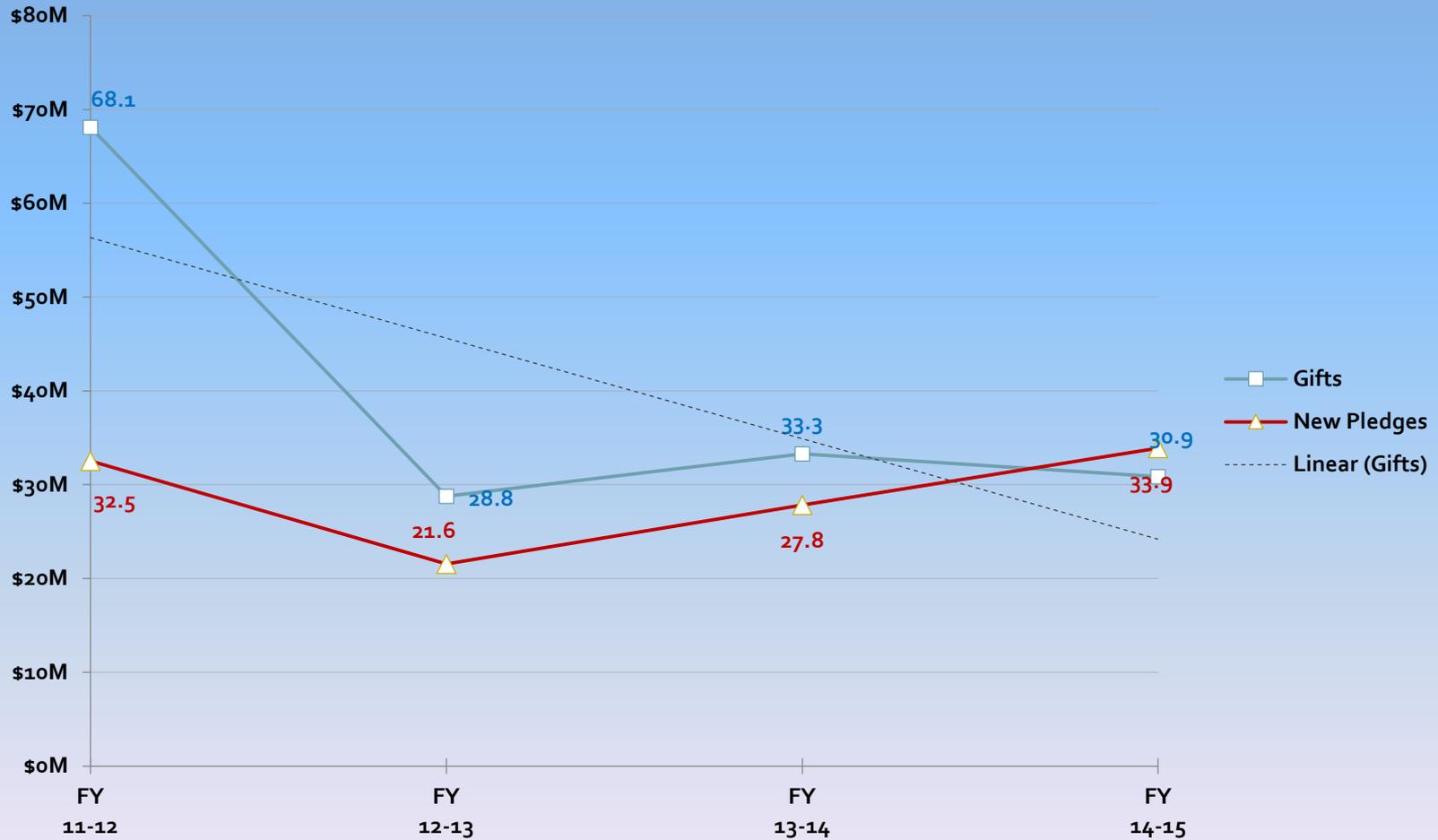
Dollars Raised

UB Raised \$30,869,758 Last Year

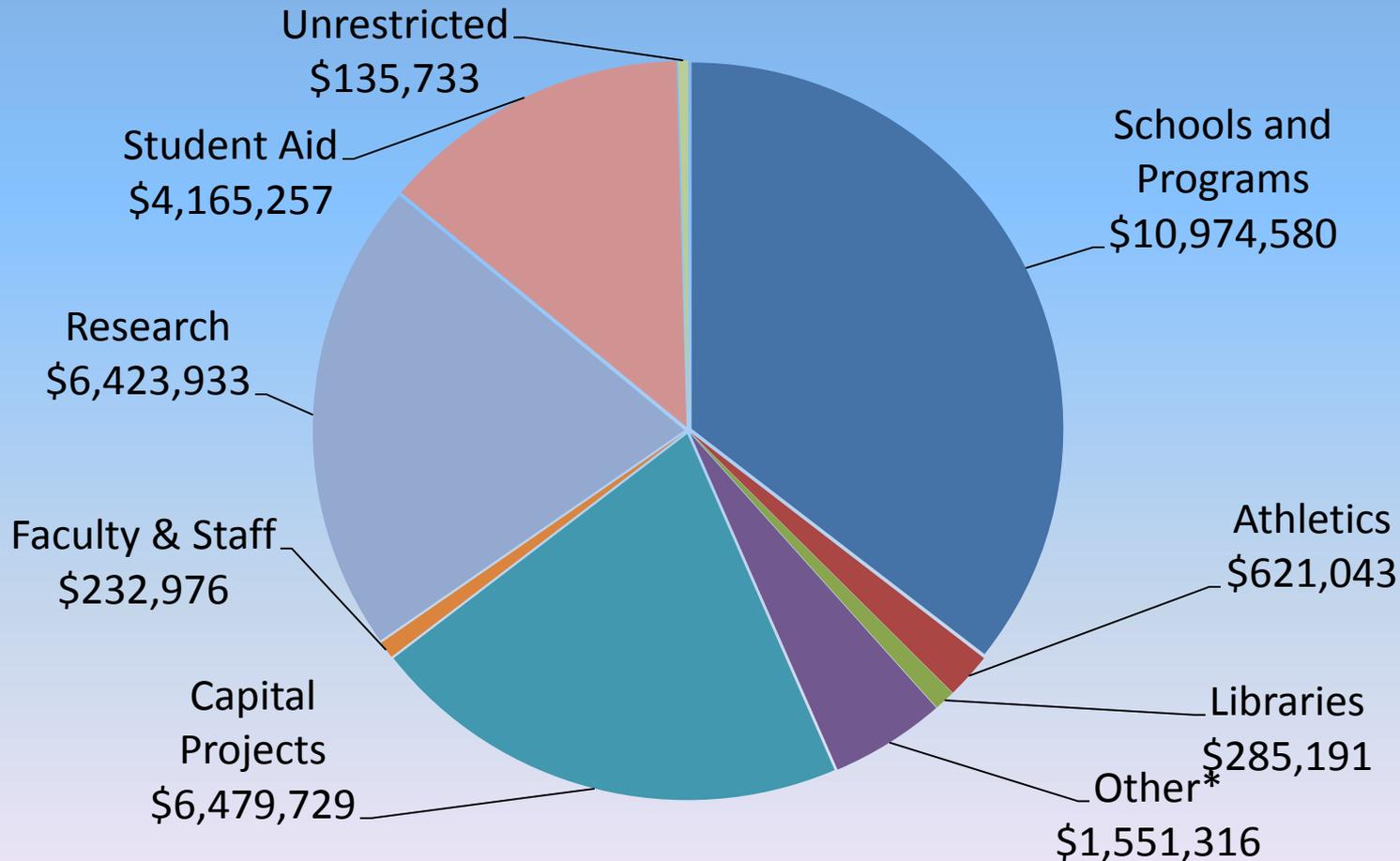


FY 2015

Dollars Raised



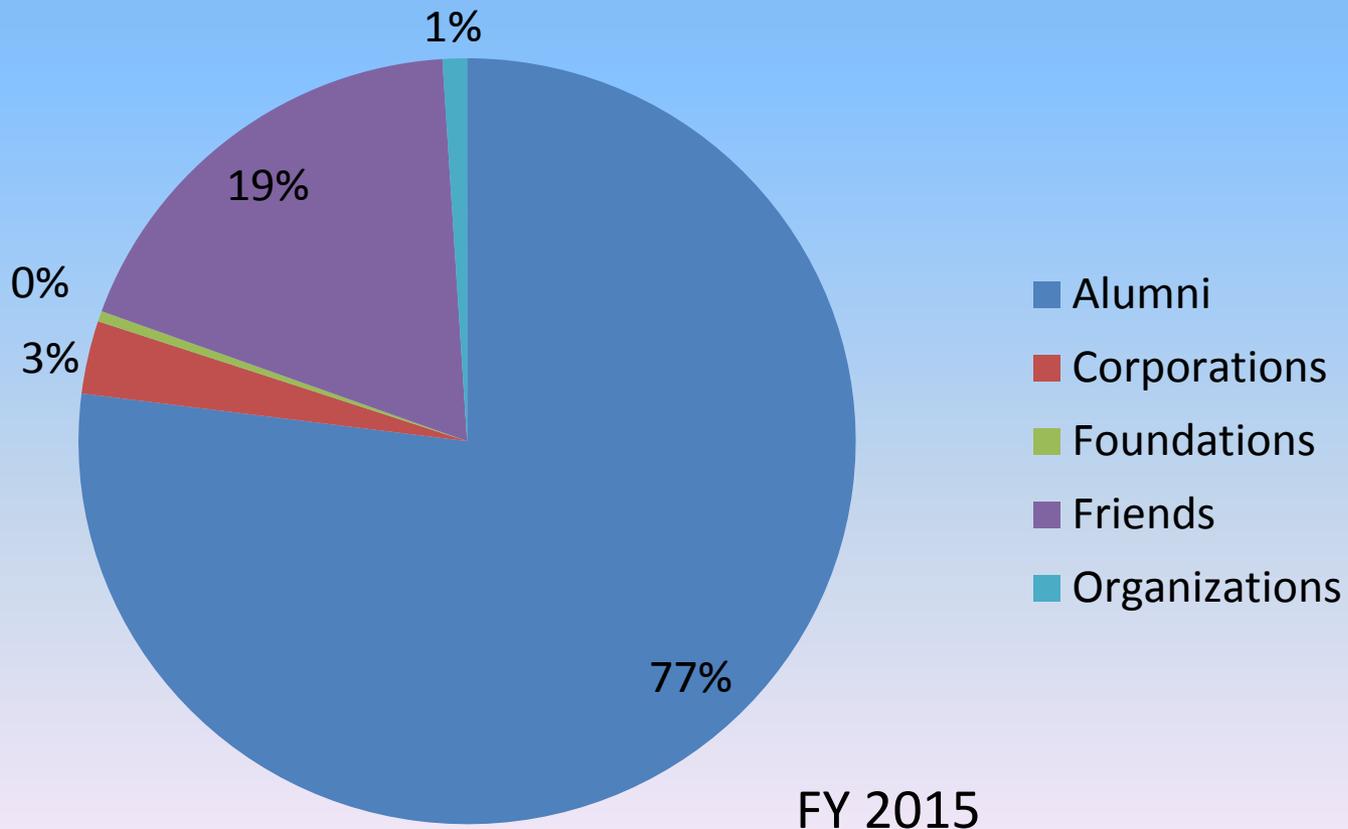
How Was the Money Spent?



**Gifts for current operations restricted for specific uses that cannot be classified in one or another of the restricted categories in chart.*

Who Are Our Donors?

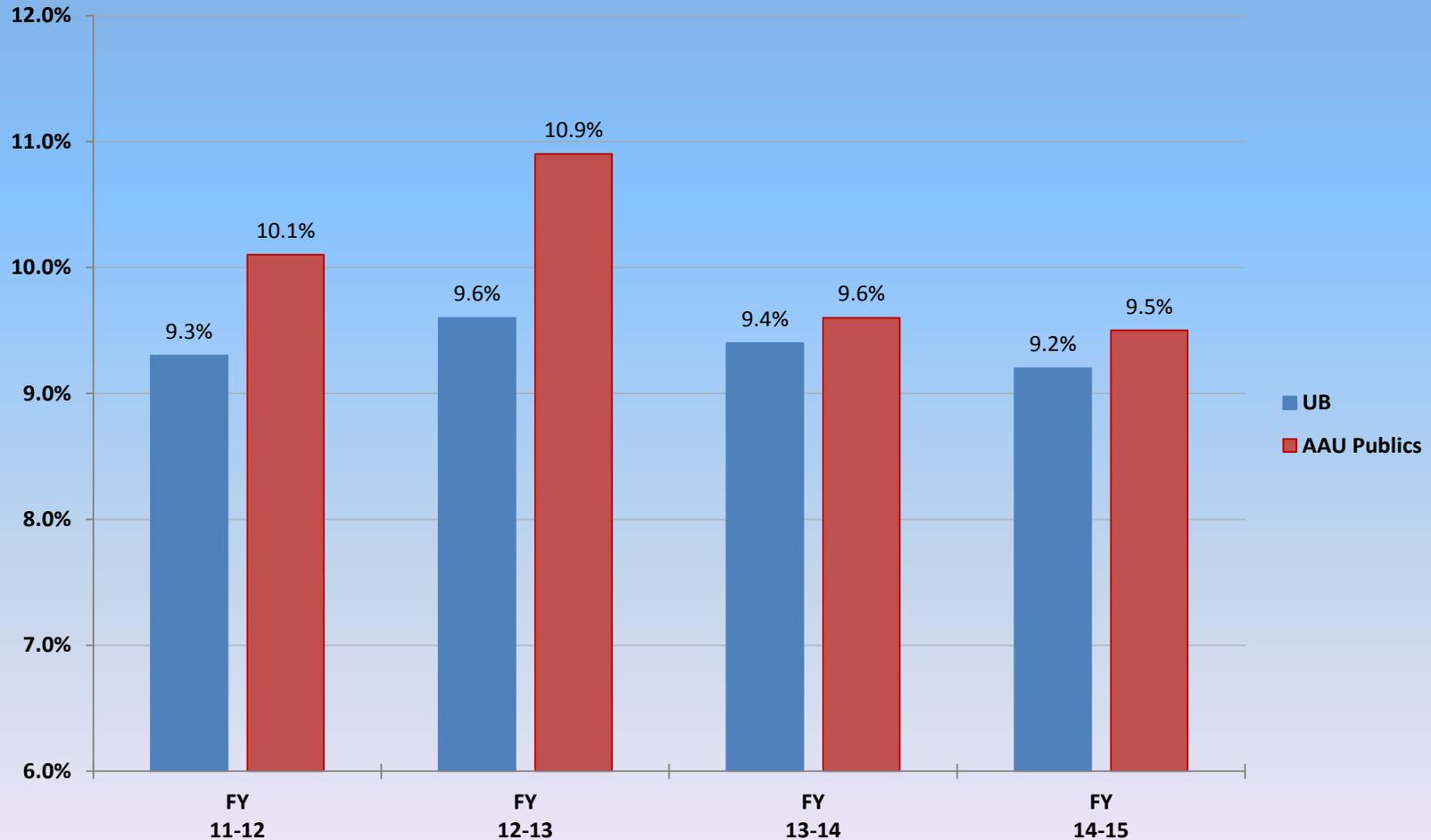
Most of our donors are alumni



Alumni Participation Rate

- UB's alumni participation rate last year was 9.2%
- About 15% of alumni donors are new donors
- Of the 23,884 donors last year, 77% were UB alumni
- Alumni participation is a key factor in college and university rankings such as *U.S. News & World Report*

Alumni Participation Rate

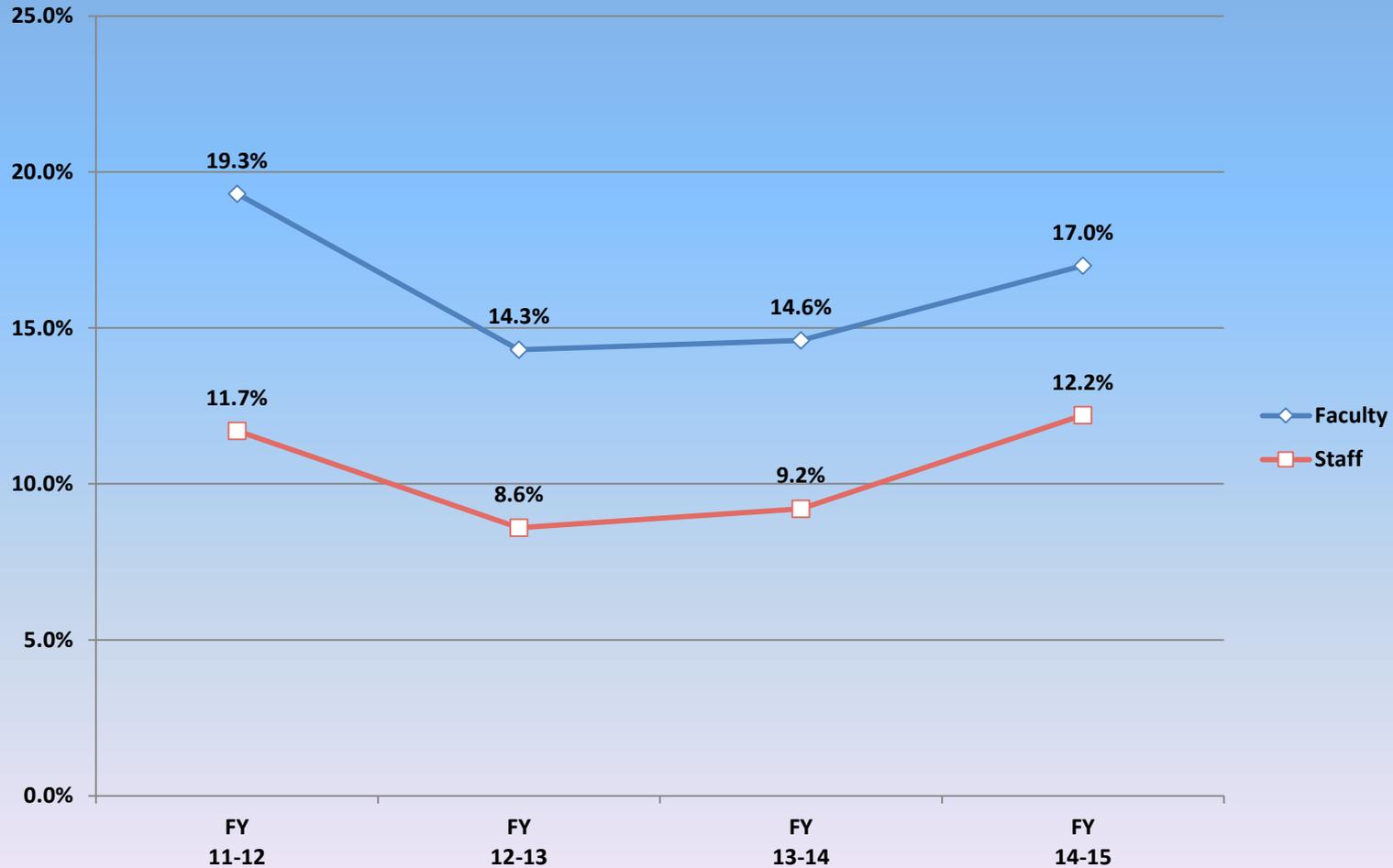


Faculty/Staff Participation

- Faculty/staff participation rate was 14.1% in FY15

Fiscal Year	Staff Type	Total	# of Donors	% Participation Rate	Total Faculty/Staff
2015	Faculty	\$803,607	603	17.0%	3,556
2015	Staff	\$235,144	628	12.2%	5,156
2014	Faculty	\$807,967	612	14.6%	4,179
2014	Staff	\$200,562	522	9.2%	5,661

Faculty/Staff Participation



Philanthropy and Alumni Engagement Strategic Priorities and Metrics

Strategic Priorities

- Strengthen alumni engagement
- Increase philanthropic revenues
- Complete initiative-based campaigns in Law and Medicine
- Grow the endowment

Key Metrics

	Peer Data Available
Gifts	X
New Pledges	
Gifts for Endowment	X
Alumni Participation Rate	X
# of Tier 1 Solicitations (internal reporting only)	
# of Face-to-Face Visits (internal reporting only)	
Alumni Event Attendance (internal reporting only)	

Building the Culture

- Improve culture of philanthropy on campus and with constituents

Conclusion

Discussion

Contact

On-campus contact detail:

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