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**Alumni and
Philanthropy
Facts**

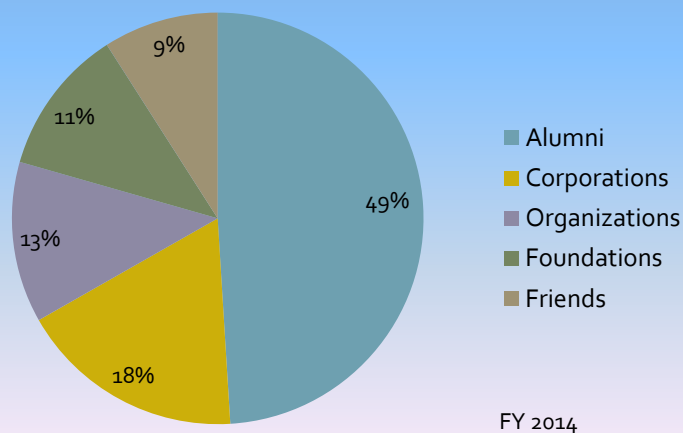


Alumni Facts

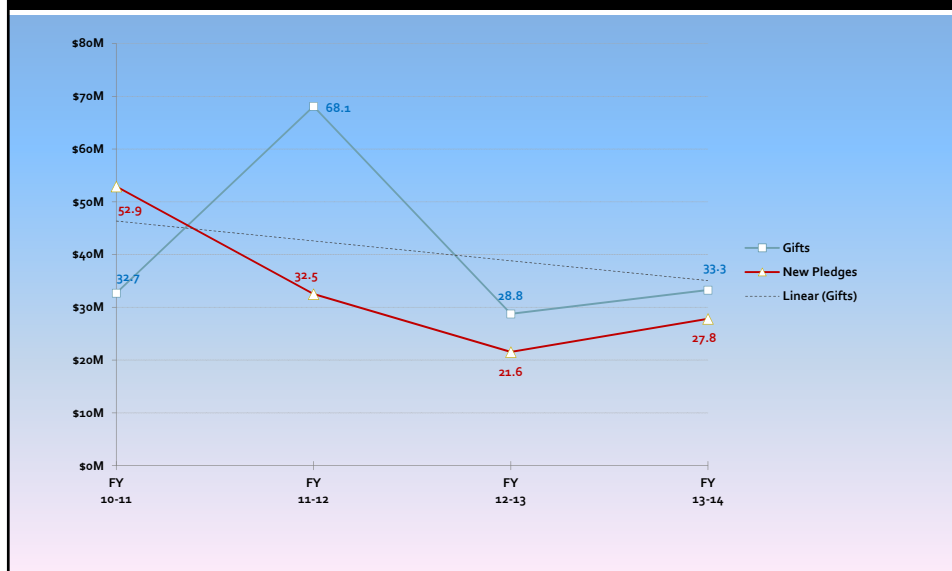
- UB has more than 236,000 living alumni in 145 countries
- More than 128,000 live in NYS
- Regions with the highest number of UB alumni are Western New York, New York City, Rochester, Washington D.C. metro area, Syracuse, Albany, Los Angeles, Boston and Florida

Dollars Raised

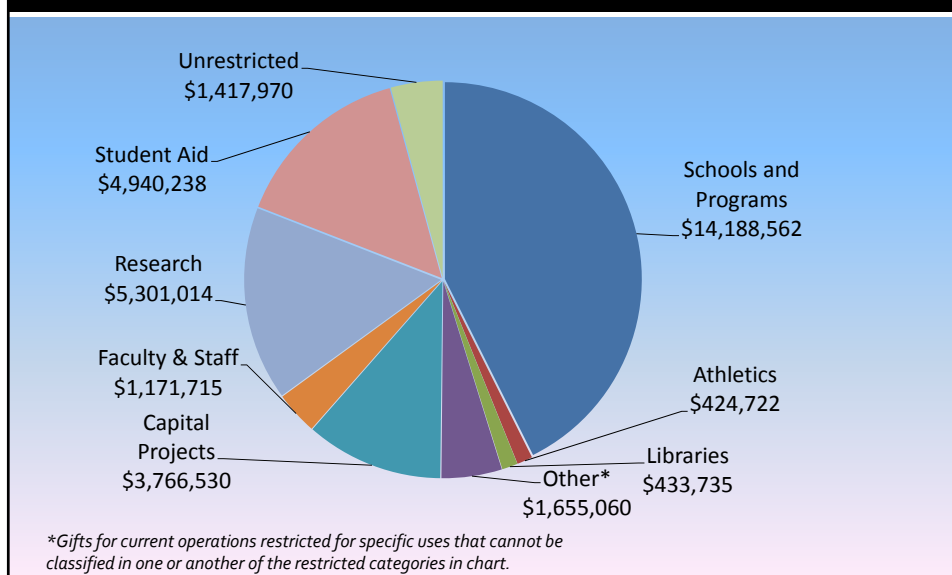
UB raised \$33,299,546 last fiscal year



Dollars Raised

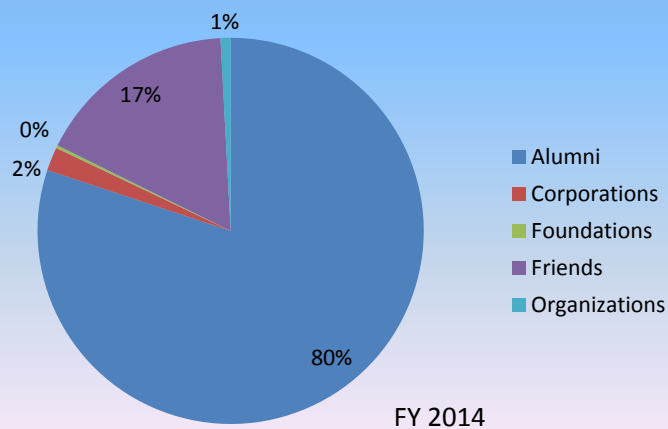


How Was the Money Spent?



Who Are Our Donors?

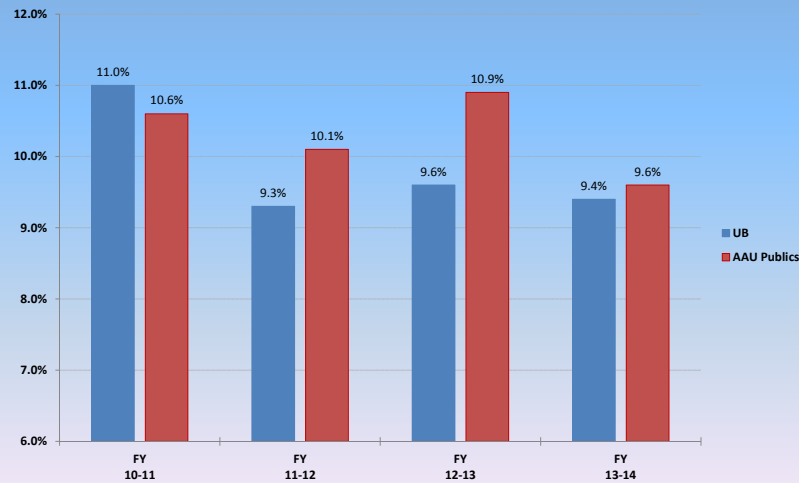
Most of our donors are alumni



Alumni Participation Rate

- UB's alumni participation rate last year was 9.4%
- About 9% of alumni donors are new donors
- Of the 22,750 donors last year, 80% were UB alumni
- Alumni participation is a key factor in college and university rankings such as *U.S. News & World Report*

Alumni Participation Rate

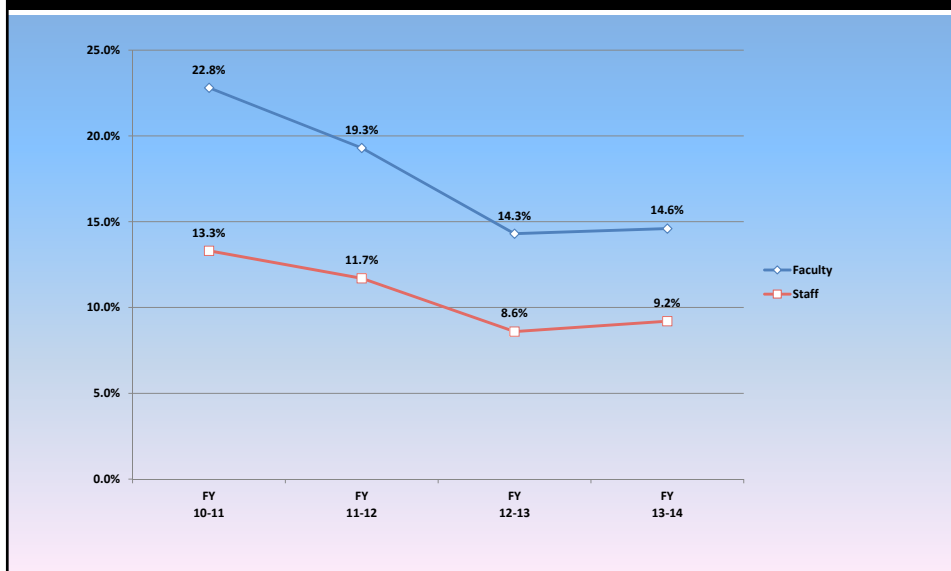


Faculty/Staff Participation

- Faculty/staff participation rate was 11.5% in FY14

Fiscal Year	Staff Type	Total	# of Donors	% Participation Rate	Total Faculty/Staff
2014	Faculty	\$807,967	612	14.6%	4,179
2014	Staff	\$200,562	522	9.2%	5,661
2013	Faculty	\$803,093	560	14.3%	3,906
2013	Staff	\$186,324	473	8.6%	5,507

Faculty/Staff Participation



How Do We Compare?

Faculty/staff giving rates

FY 14

University of Oregon 22.4%

Iowa State 19.2%

Stony Brook 5.6%

University at Buffalo 5.2%*

*Percentage reflects totals compiled based upon Volunteer Support of Education standards, and do not include faculty and staff who also are alumni of the institution.

Philanthropy and Alumni Engagement Strategic Priorities and Metrics



Strategic Priorities

- Strengthen alumni engagement
- Increase philanthropic revenues
- Complete initiative-based campaigns
- 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

Questions & Answers

Your Questions