Nancy Wells
Vice President
Division of
Philanthropy and
Alumni Engagement

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

FY 2014
**Dollars Raised**

![Graph showing dollars raised over four fiscal years (FY) with specific values labeled.]

**How Was the Money Spent?**

![Pie chart showing the distribution of funds with specific amounts.]

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

- Alumni: 80%
- Corporations: 2%
- Foundations: 0%
- Friends: 17%
- Organizations: 1%

FY 2014

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*
Faculty/staff participation rate was 11.5% in FY14

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

<table>
<thead>
<tr>
<th></th>
<th>Peer Data Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts</td>
<td>X</td>
</tr>
<tr>
<td>New Pledges</td>
<td></td>
</tr>
<tr>
<td>Gifts for Endowment</td>
<td>X</td>
</tr>
<tr>
<td>Alumni Participation Rate</td>
<td>X</td>
</tr>
<tr>
<td># of Tier 1 Solicitations (internal reporting only)</td>
<td></td>
</tr>
<tr>
<td># of Face-to-Face Visits (internal reporting only)</td>
<td></td>
</tr>
<tr>
<td>Alumni Event Attendance (internal reporting only)</td>
<td></td>
</tr>
</tbody>
</table>

Building the Culture

- Improve culture of philanthropy on campus and with constituents
Questions & Answers

Your Questions