



2017 All-University Fund Drive

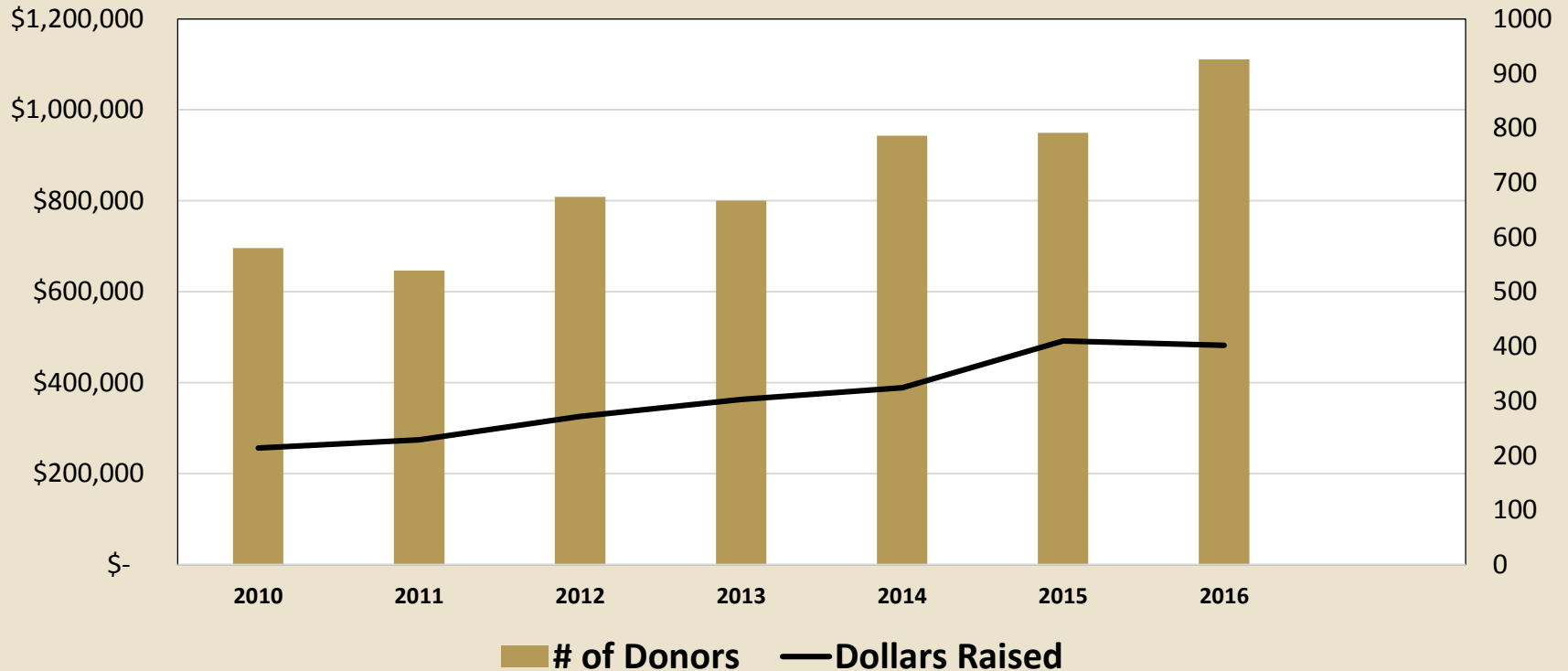
Angie Schmucker, Vice President for Development and Alumni Relations
Monday, February 5, 2018

AUFD History

- Established in the 1970s as an employee fund drive
- Includes retired employees
- Helps OU demonstrate to the community and external funders that our own employee base believes in our work
- One of our top two annual giving campaigns every year



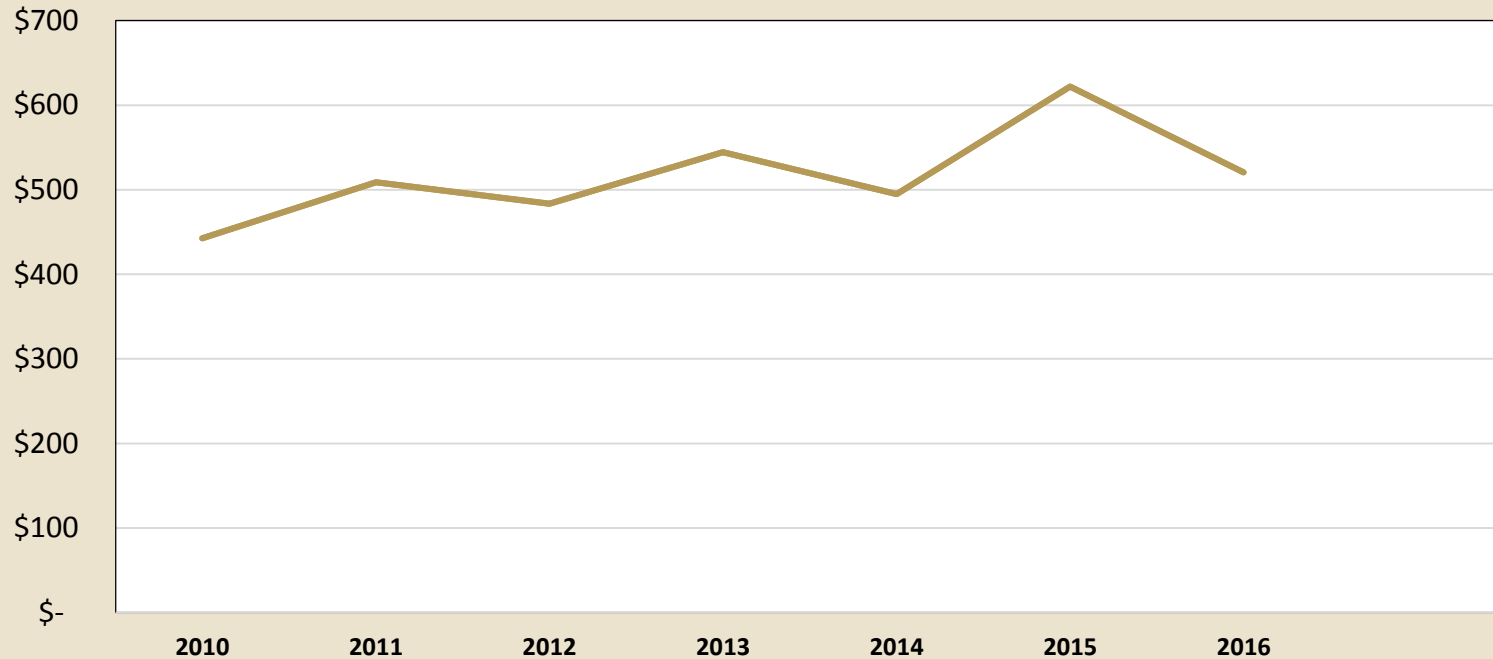
AUFD Results 2010-16



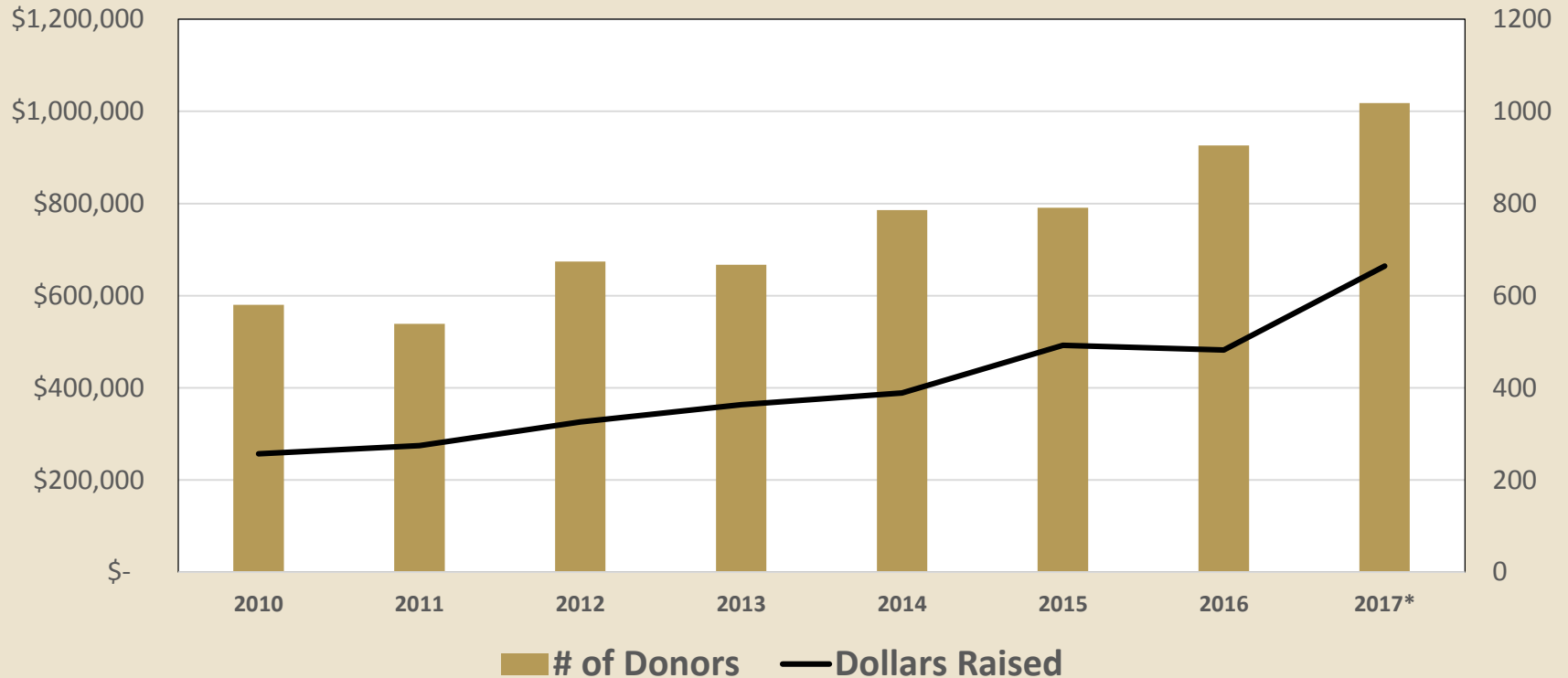
AUFD Results 2010-16



Average Gift Size



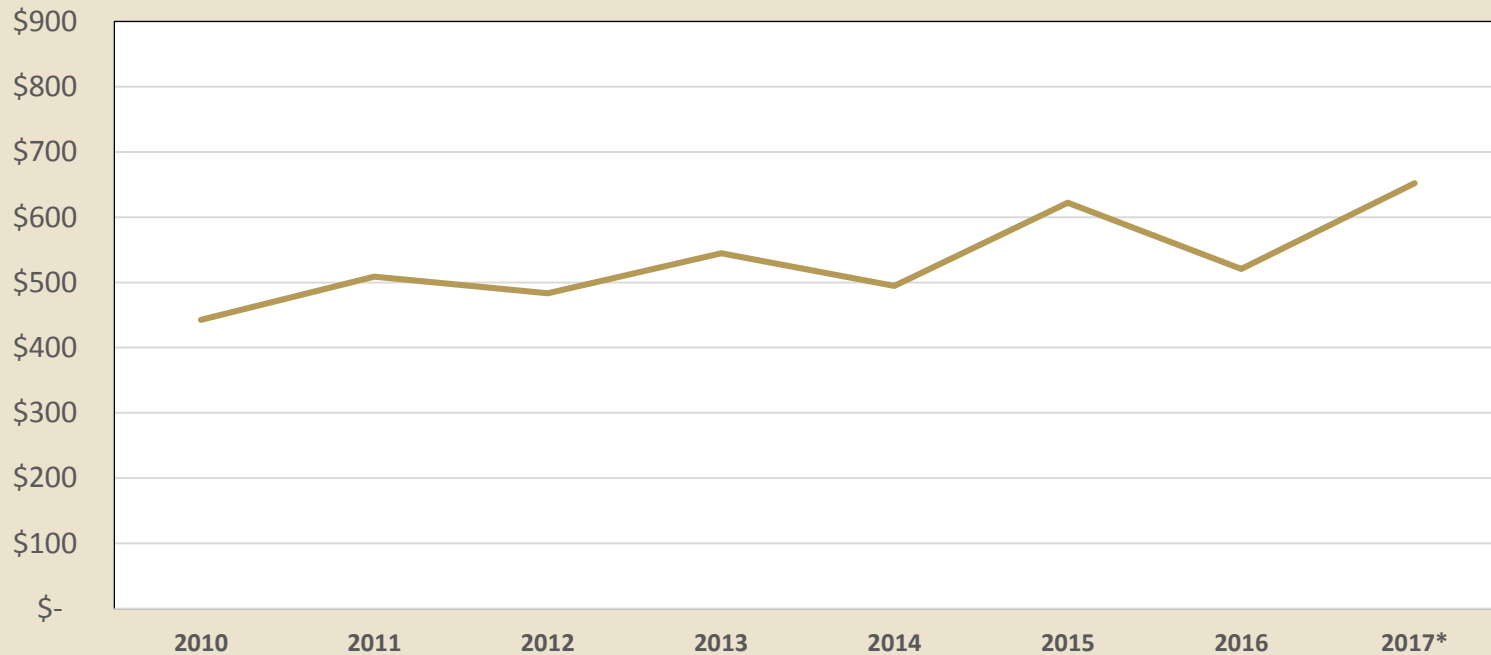
AUFD Results 2017



AUFD Results 2017



Average Gift Size



Most Successful Year in AUFD's 40+ Year History

\$663,980* raised from 1018 donors

- Increase in average gift size (mean)
 - 2017 – **\$652***
 - 2016 – \$520
- Increased participation:
 - 2017 – **48.7%**
 - 2016 – 44%
- 74 employees gave for the first time ever

Five endowments of \$25,000 or more created to support:

- Scholarships for biology and chemistry students
- Scholarships for training and development graduate students
- Faculty research and development in environmental science
- Study abroad for political science students
- A speaker series on sexual orientation and gender equality issues



Funds receiving the most gifts outside the OU Fund

- Meadow Brook Hall **45** gifts
- Ron Cramer and W. Dorsey Hammond Reading Legacy Fund **40** gifts
- Organic Farm Fund **33** gifts
- Women of OU Critical Difference Scholarship **31** gifts
- Library **30** gifts



Thank You



Reasons for the Incredible Increase

Office of the President 50% Match

- Went from an individual gift cap of \$5,000 to a cap of **\$10,000**
- Number of gifts at \$5,000+ more than doubled
 - 2016 – 9
 - 2017 – **22**
- Match brought an additional **\$304,444** in OU Matching Funds

Reasons for the Incredible Increase

Healthy Competition

- Pushed 100% participation
- 100% participation by cabinet members and deans
- Creation of a contest with a trophy for top performers
 - Large campus unit – **School of Education and Human Services** – 73.9% (up from 59% last year)
 - Small campus units – tie between **Athletics** and **Development & Alumni Relations** – 100%



Reasons for the Incredible Increase

Fleetwood Fleming

Laura Bismack

Sarah Brown

Jillene Verdier

Sally Tardella

Stephanie Drews-Laubach

Jennifer Anderson

Roberta Rea

Andrea Lewis

Lori Marsh

Rochelle Black

Shawna Boomgaard

Holly Carruthers

Timothy Gorman

Julie Chapie

David Vartanian

Haroldeane Perzyk

Josephine Hairston

Teamwork

- Donors
- Annual Giving team
- Unit Gift Officers
- 114 AUFD Volunteers
 - 18 volunteers drove their departments to 100% participation



Reasons for the Incredible Increase

Unusual New Challenge Gift

- **President Pescovitz** committed her own personal funds
- 20% of all dollars raised
- No cap on gifts
- Gift fund and area not initially revealed



President's Challenge



- \$663,980 in AUFD funds raised
- Challenge goal for President to meet was \$132,796
- Challenge gift “rounded” up to **\$160,000**
- \$10,000 each to 16 different fundraising units on campus

President's Challenge



\$10,000 Gifts

Athletics	Operating Funds for the women's team with the highest GPA and top athletic performance
CAS	Finish Line Scholarship (degree completion)
ERI	SUPER Program (undergraduate research and mentorship)
Graduate Studies	Graduate Student Research Conference (award, prize and travel cost support)
Honors College	Campus housing scholarships for Honors College students
Kresge Library	Adopt a Collection (document digitization program)
MBH	Replication of lost works from the Matilda Dodge Collection
OUWB	Children's health education and career academy in Detroit

President's Challenge

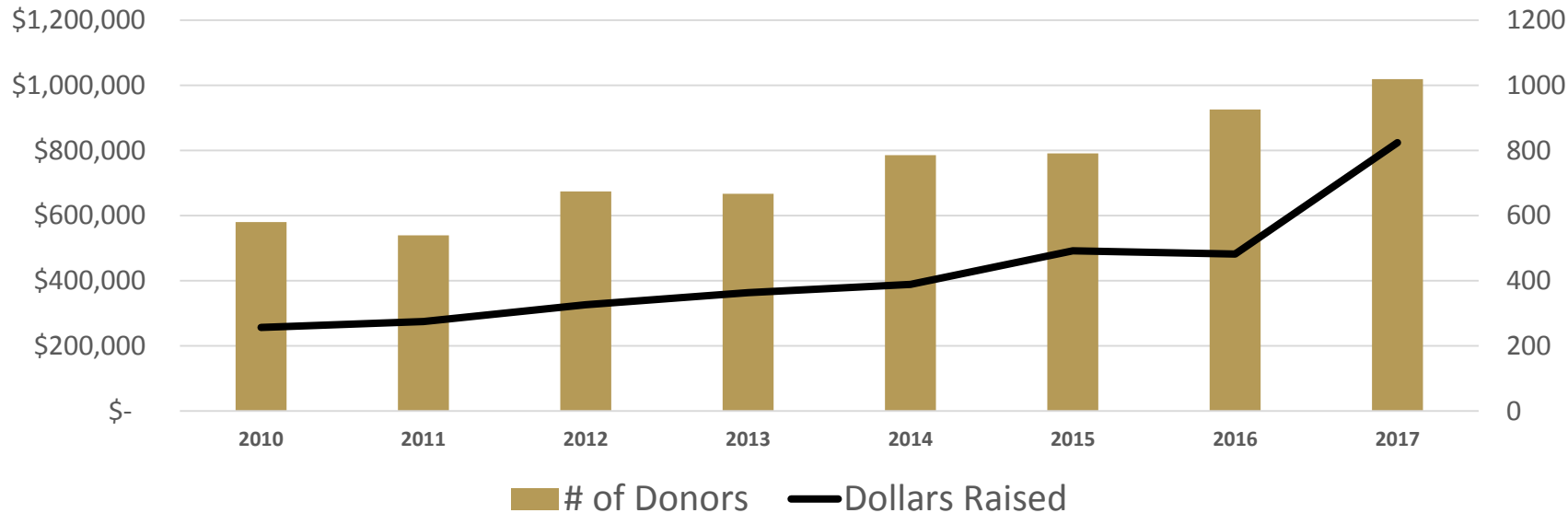


\$10,000 Gifts

Research Office	i2B Ambassadors Program collaboration with SBA and research business community
SBA	i2B Ambassadors Program collaboration with Research Office and research business community
SECS	STEM camps for high school and pre-college students
SEHS	Children's Art and Literature Collection display cases
SHS	Healthology Symposium
SMTD	Student Travel Fund for musical performances
SON	Simulation technology for nursing curricula
Student Affairs	\$5,000 to Veterans Support Services space needs \$5,000 to Keeper of the Dream Scholarships

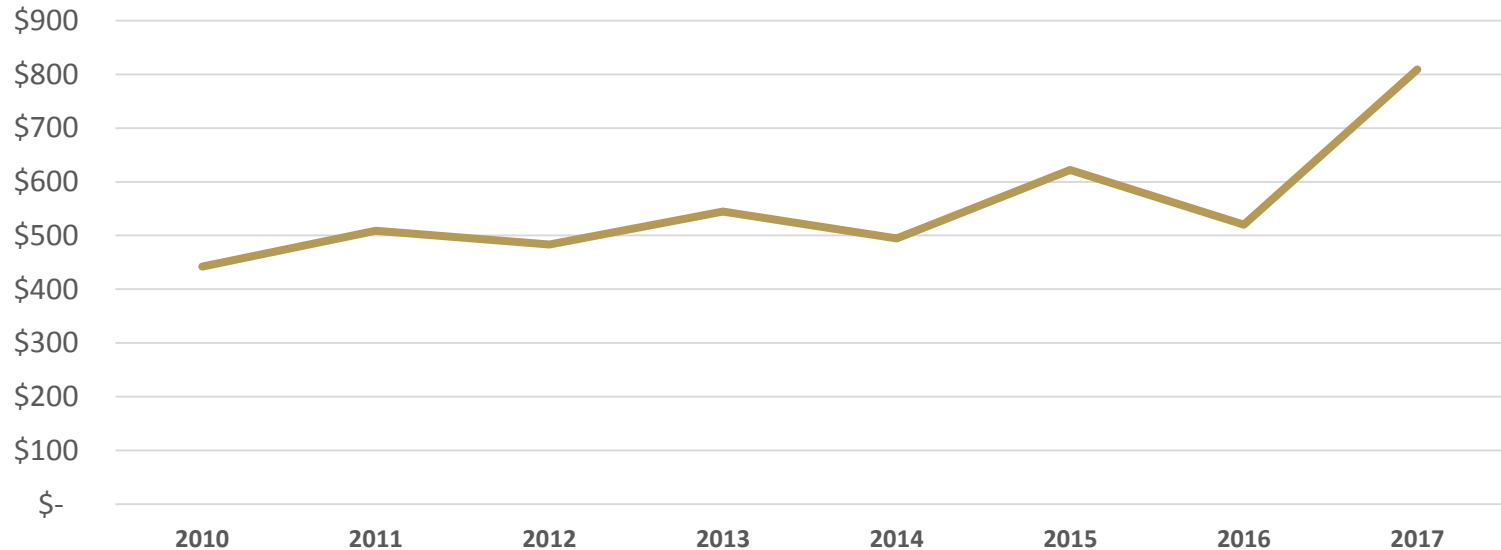
The Final Tally

AUFD Results by Year



The Final Tally

Average Gift Size



The Final Tally



1,019 donors

\$823,980

↑ 71% over 2016



Thank You