

ADVANCEMENT NEXT

TOGETHER

WE GO BEYOND

Campaign

Maintain momentum – launch next campaign on or before FY23

Strategy

Enhance effectiveness and efficiency

Next

Sustain current performance and close gap with aspirational peers

Blinded Peer Group of Top and Elite Fundraising Programs



PEER DATA

	UF	Top Programs			Mean	Elite Programs			Mean
Total Commitments	\$523M	\$602M	\$623M	\$635M	\$620M	\$798M	\$830M	\$834M	\$821M
Campaign Goal	\$3B In Progress	\$4.25B In Progress	\$4.5B In Progress	\$6B In Progress	\$4.9B In Progress	\$4.2B Completed	\$5B In Progress	\$5B Completed	\$4.7B Completed
ROI	\$10.91	\$9.00	\$8.55	\$8.01	\$8.52	\$9.14	\$10.24	\$9.05	\$9.48
Endowment	\$2.2B	\$3.5B	\$5.3B	\$4.9B	\$3.5B	\$4.9B	\$7.1B	\$3.6B	\$5.2B
# of FTE	329	427	489	473	463	527	470	648	548
% FTE Fundraisers	88	114	140	88	114	144	122	175	147
Budget	\$56M	\$67M	\$73M	\$79M	\$73M	\$87M	\$81M	\$92M	\$87M

FUNDING SOURCES

	UF	Top Programs			Mean	Elite Programs			Mean
Budget	\$56M	\$67M	\$73M	\$79M	\$73M	\$87M	\$81M	\$92M	\$87M
Endowment Fee	37.7%	30.2%	27.0%	32.0%	29.7%	13.0%	0%	27.6%	13.5%
Gift Fee	9.8%	0%	0%	7.0%	2.3%	16.9%	0%	0%	5.6%
College Based Funding	29.7%	47.4%	27.2%	12.0%	28.9%	9.6%	75.7%	30.2%	38.5%
Investment Income	4.8%	0%	4.2%	0%	1.4%	0%	0%	0.2%	0.1%
University Support	4.8%	14.4%	31.8%	38.0%	28.1%	41.3%	21.9%	24.7%	29.3%
Unrestricted Gifts	0%	3.1%	2.7%	0%	1.9%	0%	0.1%	15.1%	5.1%
Other Sources	13.2%	4.9%	7.2%	11.0%	7.7%	19.2%	2.3%	2.2%	7.9%

FY21 GOALS

Commitments

Total Commitments is a commonly used comprehensive measure of fundraising counting. Examples include cash, in-kind gifts, trusts, annuities, pledges, bequests.

VSE

Voluntary Support of Education is commonly referred to as cash, but includes some non-cash gifts. Examples include cash, in-kind gifts, payments on pledges.

APR

Alumni Participation Rate measures the portion of alumni that make gifts in a given year.

ROI

Amount of commitments produced, for every \$1 invested in Advancement, to be realized over time.

Goal

\$460M

Progress

\$242.3M

FY21 GOALS

Commitments

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VSE

Voluntary Support of Education is commonly referred to as cash, but includes some non-cash gifts. Examples include cash, in-kind gifts, payments on pledges.

APR

Alumni Participation Rate measures the portion of alumni that make gifts in a given year.

ROI

Amount of commitments produced, for every \$1 invested in Advancement, to be realized over time.

Goal

\$400M

Progress

\$338.4M

FY21 GOALS

Commitments

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VSE

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APR

Alumni Participation Rate measures the portion of alumni that make gifts in a given year.

ROI

Amount of commitments produced, for every \$1 invested in Advancement, to be realized over time.

Goal

19%

Progress

TBD

FY21 GOALS

Commitments

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VSE

Voluntary Support of Education is commonly referred to as cash, but includes some non-cash gifts. Examples include cash, in-kind gifts, payments on pledges.

APR

Alumni Participation Rate measures the portion of alumni that make gifts in a given year.

ROI

Amount of commitments produced, for every \$1 invested in Advancement, to be realized over time.

Goal

\$8.67

Progress

\$10.88

ADVANCEMENT NEXT

