Directors & Cabinet
Annual Meeting
August 7, 2019
Mission of Institutional Advancement:
To support the teaching, research, and community service of York College by strategically aligning the College with individuals, corporations, and foundations that possess similar values and aspirations and are inclined to give their resources.
Goals:
1. Maximize private sector support for York College.
2. Create and enhance opportunities for alumni engagement in support of the college.
3. Preserve and enhance the real purchasing power of contributions.
4. Provide the college with a stable and growing source of income.
Sustainable Advancement Program

Transformational Gifts
Major Gifts/Planned Giving
Annual Fund
Donor Relations
Education

Demand
Supply

Culture of Philanthropy

Low Probability for Success
High Probability for Success

Sustainable Advancement Program

Low Probability for Success
High Probability for Success

Demand
Supply

Advancement Process

Demand
Supply

Culture of Philanthropy

Low Probability for Success
High Probability for Success

Sustainable Advancement Program

Transformative Gifts
Major Gifts/Planned Giving
Annual Fund
Donor Relations
Education

Low Probability for Success
High Probability for Success

Demand
Supply

Culture of Philanthropy

Low Probability for Success
High Probability for Success

Sustainable Advancement Program
Voluntary Support of Higher Education by Source, 2018

- **Total Support**: $46.73 Billion
  - **York College**: $469,965
  - **York**:
    - $105,860 (23%)
  - **Foundations**: $14.01B (30%)
  - **Corporations**: $6.73B (14.4%)
  - **Alumni**: $12.15B (26%)
  - **Non-Alumni Individuals**: $8.57B (18.3%)
  - **Other Organizations**: $5.27B (11.3%)

Source: CASE Research Report, March 2019
Growth in Total Giving and Alumni Giving, 1988–2018
(1988=100)
Voluntary Support by Source as a Percentage of Total Voluntary Support, 1988–2018
Notable Events:

Stewardship Reception  November 14, 2019
Giving Tuesday  December 3, 2019
Merit Scholarship Reception  April 23, 2020
## Revenue Comparison

<table>
<thead>
<tr>
<th></th>
<th>FY2019</th>
<th>FY2018</th>
<th>Percent Diff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustees</td>
<td>$199,562</td>
<td>$127,159</td>
<td>56.9%</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>$26,901</td>
<td>$24,109</td>
<td>11.6%</td>
</tr>
<tr>
<td>Alumni</td>
<td>$39,171</td>
<td>$16,399</td>
<td>138.9%</td>
</tr>
<tr>
<td>Students</td>
<td></td>
<td>$385</td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td>$203,946</td>
<td>$214,052</td>
<td>-4.7%</td>
</tr>
<tr>
<td>Total</td>
<td>$469,965</td>
<td>$381,718</td>
<td>23.1%</td>
</tr>
</tbody>
</table>

## Giving Tuesday Totals

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Gifts &amp; Pledges</td>
<td>$38,117</td>
<td>$29,678</td>
<td>28.4%</td>
</tr>
</tbody>
</table>

## York College Vs. Comparable Study Institutions

<table>
<thead>
<tr>
<th>Results by Endowment Size</th>
<th>Avg Advancement/Fundraising FTEs</th>
<th>Avg Dollars Raised</th>
<th>Total Dollars Raised per FTE</th>
<th>Percent Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below $10 million</td>
<td>15.3</td>
<td>$889,648</td>
<td>$58,147</td>
<td></td>
</tr>
<tr>
<td>York College</td>
<td>7</td>
<td>$469,965</td>
<td>$67,138</td>
<td>15.4%</td>
</tr>
</tbody>
</table>

Source: CASE Research Report, March 2019
Distribution of FY19 Gifts

- Academic Programs: $70,194
- Scholarships: $257,284
- Unrestricted: $142,486