

UNIVERSITY OF DELAWARE

2011 ANNUAL FUND REPORT



OFFICE OF ANNUAL GIVING

**ACTIVITIES AND DATA REFLECT THE 2011 FISCAL YEAR
JULY 1, 2010-JUNE 30, 2011**



UNIVERSITY STATEMENT

The University of Delaware exists to cultivate learning, develop knowledge, and foster the free exchange of ideas. State-assisted yet privately governed, the University has a strong tradition of distinguished scholarship, research, teaching, and service that is grounded in a commitment to increasing and disseminating scientific, humanistic, and social knowledge for the benefit of the larger society. Founded in 1743 and chartered by the state in 1833, the University of Delaware today is a land-grant, sea-grant, and space-grant university.

The University of Delaware is a major research university with extensive graduate programs that is also dedicated to outstanding undergraduate and professional education. University faculty is committed to the intellectual, cultural, and ethical development of students as citizens, scholars, and professionals. University graduates are prepared to contribute to a global society that requires leaders with creativity, integrity, and a dedication to service.

The University of Delaware promotes an environment in which all people are inspired to learn, and encourages intellectual curiosity, critical thinking, free inquiry, and respect for the views and values of an increasingly diverse population. An institution engaged in addressing the critical needs of the state, nation, and global community, the University of Delaware carries out its mission with the support of alumni who span the globe and in partnerships with public, private, and nonprofit institutions in Delaware and beyond.

DEVELOPMENT & ALUMNI RELATIONS MISSION STATEMENT

The Office of Development and Alumni Relations engages donors, alumni, friends, parents, faculty, staff and students in a lifelong relationship and fosters a tradition of philanthropy to strengthen the University's legacy as one of the great public institutions of higher education in America.

LETTER FROM THE DIRECTOR OF ANNUAL GIVING

Do you bleed blue and gold?

Does your heart race to the sound of the Fight Song?

Does your cell phone ring with the Carillon bells of Memorial Hall?

If so, you are among tens of thousands of University of Delaware alumni, parents, students, faculty, staff, and friends who care about this university with a passion. A passion exemplified by their annual contribution to UD and its mission to provide excellence in education, teaching, research, and service.

As a 501(c)3 educational institution, UD is recognized as a tax-exempt organization that provides a tax-deduction in exchange for charitable support. At the core of our mission is service to society. Over the 267 years since our founding, we have launched tens of thousands of careers and an infinite number of connections through research, business, industry, discovery, social relationships, and education. Philanthropy is a fundamental link in the interconnections at UD, and your participation and interconnectivity are part of the tapestry of these tightly woven relationships whose threads begin around the pillars at Old College and Memorial Hall.

What follows is our report of the activities and results of FY11 fundraising efforts for current operation support through the Office of Annual Giving at UD. If you have yet to be involved as a volunteer, attendee, donor, network host, or intern host, you are invited to get involved by writing annualgiving@udel.edu or call 866-535-4504.

If you are already involved, thank you. This report reflects the spirit of hundreds of volunteers and thousands of donors. On behalf of the 21,177 students at the University of Delaware, we offer our grateful appreciation.

For UD,

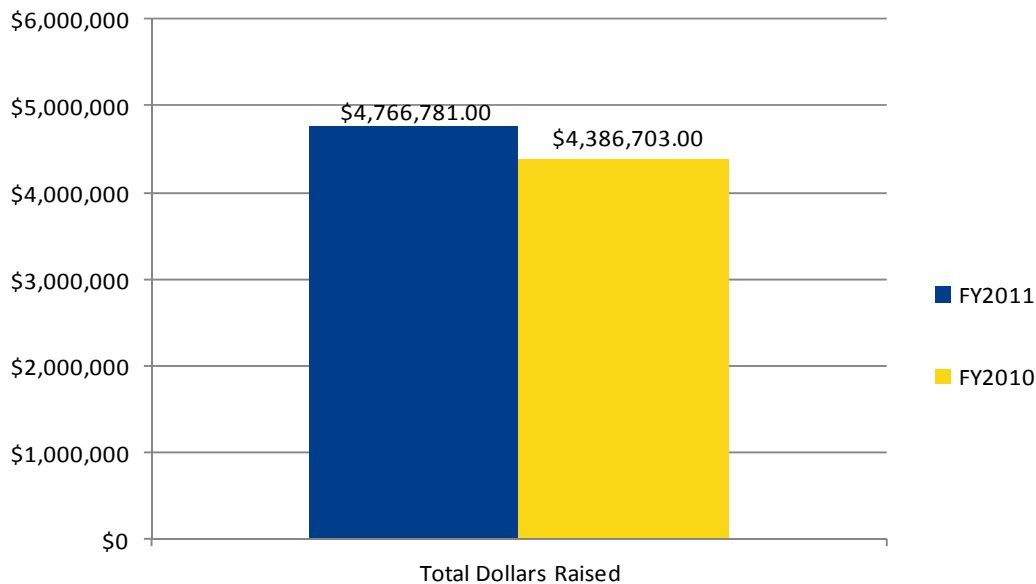
A handwritten signature in blue ink, appearing to read "Robin Wray". The signature is written in a cursive style and is set against a light yellow rectangular background.

Robin Wray '80 AS

Director of Annual Giving

2011 FISCAL YEAR RESULTS

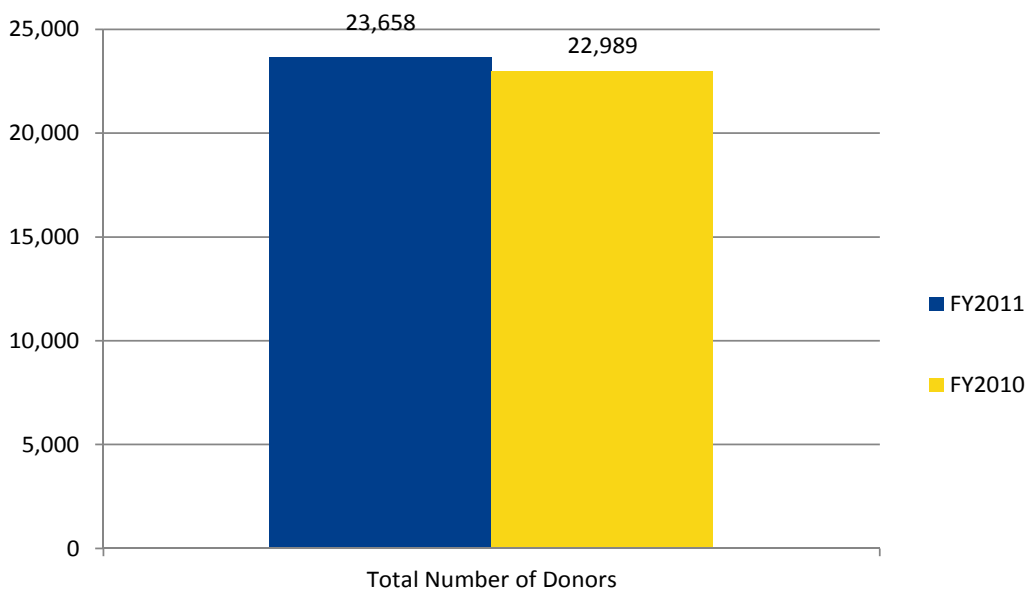
Overall Results- Total Dollars Raised



It's pretty amazing to say we raised \$380,078 more dollars in FY11 than last year ---during the worst economic downturn since the Great Depression. It's a tribute to the gracious generosity of our loyal donors who grew their average gift from \$146 to \$163—up 10%. The loyalty of our Blue Hens is legendary, strong even during tough times. When benchmarking against other institutions, UD's retention rate of our loyal donors wins hands down. Truly true blue.

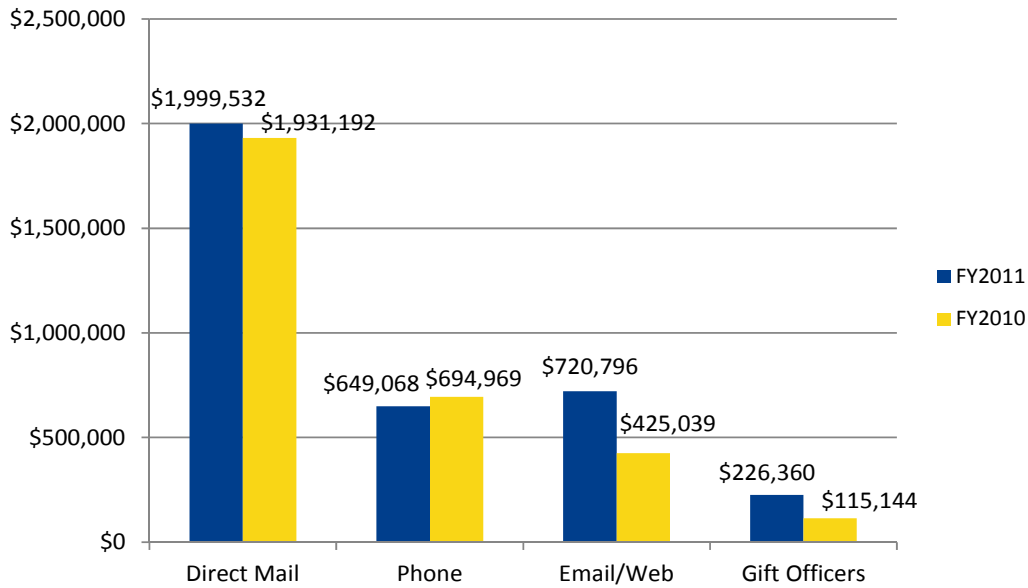
UD put the new-found dollars to good use, with scholarships being the most highly-prized use. Support for programs, faculty innovation, technology upgrades, facility and lab improvements, travel for professional development, and countless other much-needed enhancements ---all this happened only thanks to the donors who went above and beyond.

Overall Results- Total Number of Donors



Happily, this statistic is on the rise, bucking the national trend headed down. A three percent increase is an important reflection of the ways that UD is engaging its diverse audiences as donors. Donor “participation” as an undergraduate alumnus is one way to measure alumni engagement. At UD we had 12,484 undergraduate alumni choose to make a gift to UD during the academic year 2010-2011. The remaining 11,174 individual donors were comprised of faculty, staff, parents, students, and friends.

Dollars by Marketing Vehicle

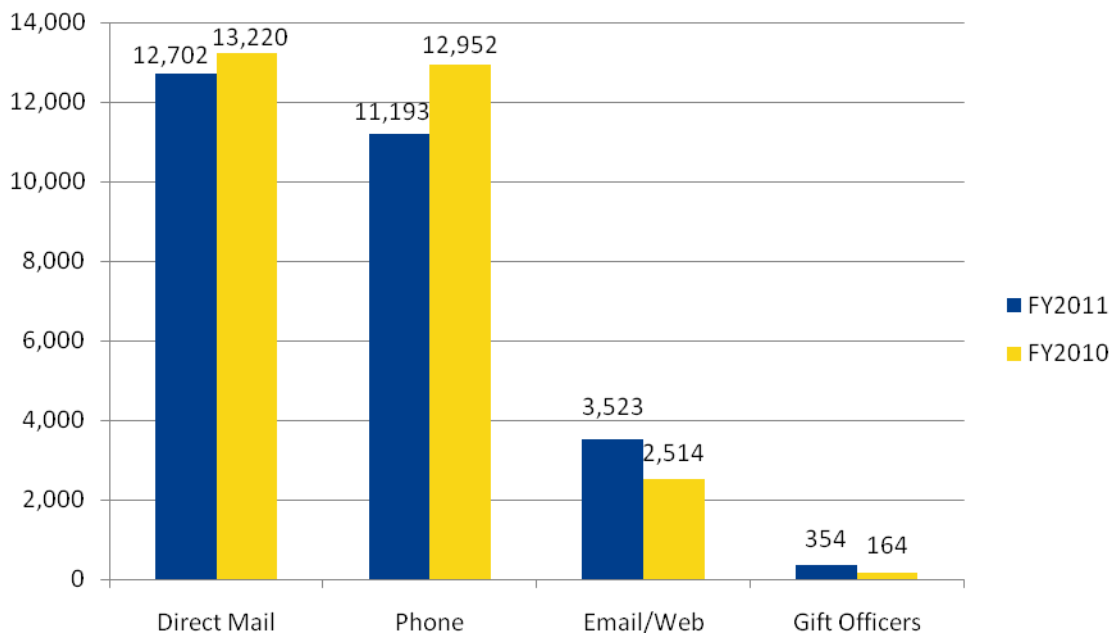


Direct mail is still the most economic means of reaching constituents, given the cost ratio, and raised 3% more than in FY10. The average gift through direct mail is high, too, at \$168.84, ten dollars higher than FY10. Donors tell us that direct mail is easy and allows them to flexibly respond, most appreciated by older constituents.

Phone calls, however, are best for catching people on the run. Young alumni are most responsive through the phone, and though we raised fewer dollars this year by phone, the average gift was up \$4. Our loyal donors are expressing their generosity by giving more. Our 65 student callers work seven shifts per week from 6pm to 9pm and Sunday afternoons, bringing the latest news and updates by phone while updating contact information and asking for support. The students love hearing from alumni and enjoy comparing notes on professors, residence halls, majors, and social life.

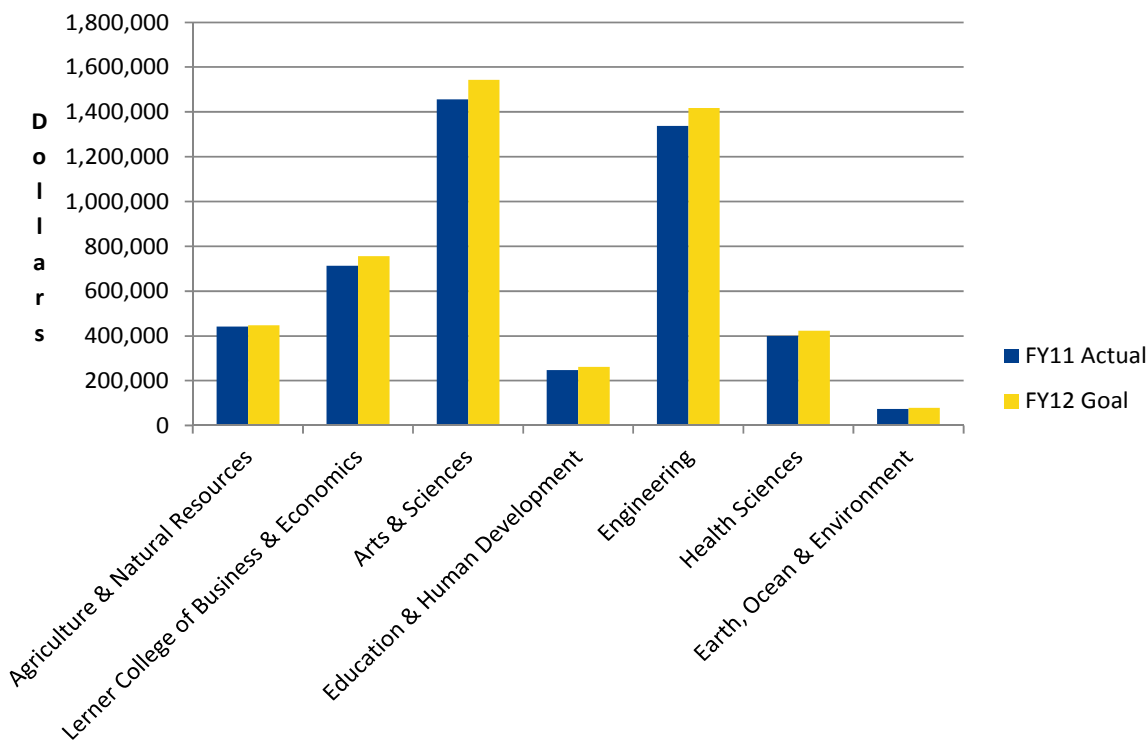
But of all vehicles, Web giving has made the most amazing leaps and bounds—up \$295,757 or 41%. As society grows even more comfortable with the Internet and service becomes more secure, we expect Web gifts to grow in the future.

Responders by Marketing Vehicle



Direct mail and phone are neck and neck in capturing the attention of UD constituents, with the popular choices reflecting lifestyle and demographics like age and geography. Web is the fastest-growing method of giving, with many new campaigns for donor engagement launching through the Internet.

College Annual Fund Dollars



The Office of Annual Giving is responsible for raising annual funds and current operations dollars for the colleges, enabling their deans to respond where the need is greatest. Annual funds provide scholarships, program, facility, and faculty support so that their educational mission can be achieved or enhanced. Tuition only provides 38% of the cost for a typical undergraduate education; the remainder is provided by additional funding from primary sources such as generous individuals, corporations, foundations, and organizations. We project a six percent increase for FY12 goals.

Special letters from each college’s dean provided the latest news from the college, plus appeals from President Harker and phone calls from students, all combine to ask alumni, parents, students, and friends to support the college or program of their choice. This year’s annual giving theme of “Every Gift Makes a Difference” is truly felt and appreciated by the students, faculty, staff, and dean of each college.

SPECIAL GIVING OPPORTUNITIES

Delaware Diamonds Society

Established in 1991, the Delaware Diamonds Society (DDS) is a recognition society devoted to encouraging exemplary levels of financial support among alumni, parents, faculty, staff, students and friends of the University of Delaware. It pays tribute to those who contribute \$1,000 or more annually on a consistent basis.

Membership in the Society is renewable annually based on cumulative gifts made to the University in a fiscal year. Corporate matching gifts are credited toward individual membership, and spousal giving counts toward household membership.



2011 Fiscal Year Results

More than 3,000 individual Delaware Diamonds Society members raised \$9,131,023, representing a 52% increase in Society giving from the previous fiscal year.

Society members supported 386 allocations, including scholarships, colleges, departments, athletics, research, student groups, and other programs.

Stewardship

Each year, Delaware Diamonds Society members are invited to a reception to honor their loyalty to the University. This year's reception was hosted by President and Mrs. Harker on May 11 at the Louise and David Roselle Center for the Arts. Following the reception, several guests attended a Resident Ensemble Players performance of *Way to Heaven* by Juan Mayorga.

Additional Delaware Diamonds Society privileges include membership in the Bob Carpenter Club and listing in the *President's Report on Philanthropy*.

Left: DDS Reception hosted by President and Mrs. Harker

First Time Donors

Inviting First Time Donors to make their second gift is an important focus of the Annual Giving team. In FY10 only 32% of First Time Donors gave again, so for FY11 we made a concerted effort to steward this new audience and make them feel welcomed. Separated into their own pool of 2,474, the mail and phone appeals explained the impact of giving and responders received “wildflower seed paper” and note to thank them for “planting a seed”. By the end of the year, 70% of the previous year’s First Time Donors had pledged or given, putting them on the path to becoming UD’s most loyal donors.

Faculty & Staff Campaign



Above: Faculty and staff members gather at the UDid It! picnic, where faculty and staff donors were specially recognized

University of Delaware faculty and staff members understand the importance of providing cutting-edge education and research to Delaware, the nation, and the world. Each spring, hundreds of faculty and staff members show their support of the University’s mission by participating in the annual Faculty & Staff Campaign, co-chaired this year by Jack Baroudi and Peggy Bottorff.

Through the campaign, faculty and staff members have the option to give to any allocation of their choosing, through straight gifts or payroll deductions.

2011 Fiscal Year Results

For fiscal year 2011, 857 faculty and staff donors raised more than \$744,890 - a participation rate of 21.4%. An additional \$286,110 was contributed by the spouses of faculty and staff.

Stewardship

Faculty and staff donors were recognized at the annual UDid It! picnic on The Green June 6th. In addition to grateful words from President Harker, donors were recognized by having their names scrolled on a screen.

Graduates of the Last Decade

Graduates of the Last Decade (undergraduate alumni from 2001 to 2010) have hovered around a 4% participation rate as donors for the past few years:

	Participation	Dollars	Donors	Total GOLD Alumni
FY11	3.78%	\$124,623	1,198	31,730
FY10	4.30%	\$140,237	1,480	34,409
FY09	3.22%	\$118,559	1,113	34,544
FY08	3.04%	\$114,624	1,036	34,036

Keeping current with UD is a key component, as young alumni move often as they make early career moves or go through graduate school—and lose touch with UD. Many overtures are made by UD to keep current email, phone, and postal mail addresses, but UDconnection.com remains the easiest method for updates. Networking, career services, social events and much more are provided to alumni who stay in touch.

Young alumni solicitations in FY11 included traditional direct mail, as well as a PURL (personalized URL) campaign, which utilized a QR code for viewing on a Smartphone. The best response, however, remained the plain ol’ telephone, with 18.6% pledging a gift by phone. In FY11, the Class of 2001 had the highest average gift, and the Class of 2009 had the highest participation, with 5.34%. (Note that the participation rates of younger classes often may be lower as class sizes continue to grow.)

Class Year	Class Size	Donors	Dollars	Average Gift	Participation Rate
2001	3,091	126	\$38,666.00	\$306.87	4.08%
2002	3,545	132	\$16,714.00	\$126.62	3.72%
2003	3,490	114	\$11,339.00	\$99.46	3.27%
2004	3,321	113	\$26,128.00	\$231.22	3.40%
2005	3,540	128	\$11,172.00	\$87.28	3.62%
2006	3,739	145	\$15,103.00	\$104.16	3.88%
2007	3,521	124	\$13,367.00	\$107.80	3.52%
2008	3,632	150	\$14,657.00	\$97.71	4.13%
2009	3,597	192	\$11,224.00	\$58.46	5.34%
2010	3,345	100	\$4,919.00	\$49.19	2.99%
TOTALS	31,730	1,198	\$124,623.00	\$104.03	3.78%

Young alumni make up the largest audience of all alumni, with 155,291 total alumni and over 31,730 graduated in the past ten years – that’s 22.5% who are 31 years old or younger. Social events, career connections, social networking tools (Facebook, Twitter, and LinkedIn), and Alumni Weekend events are all designed to provide this important constituency with a healthy UD relationship.

Parents Fund

The Parents Fund provides Student Life with valuable resources to support the educational mission of the University through innovative services and programs that support student learning, encourage personal development and well-being, facilitate strong bonds among students, and enhance their identity with the University as a community.

Some of the areas and programs impacted by the Parents Fund include the First Year Experience, Career Services, Student Leadership Development, and Late Night and Weekend programming.



2011 Fiscal Year Results

More than 1,668 generous donors raised over \$183,065 for the Parents Fund in 2011.. Overall parent giving to any designation at UD (not strictly to the Parents Fund) totaled \$2.3 million, up from \$2 million in FY10.

Stewardship

Parents Fund leadership donors were invited to the President's box for the UD vs. Rhode Island football game held during Parents & Family Weekend. They were also granted access to VIP seating at the Parents and Family Weekend Comedy Show featuring Seth Meyers and Steven Wright. Below:

Graduating students show appreciation for their parents by displaying painted sheets



Participation

In April, UD reported its *U.S. News & World Report* undergraduate alumni donor participation rate:

UNDERGRAD			
REPORT YR	ALUMNI OF RECORD	UNDERGRAD DONORS	PARTICIPATION RATE
FY09	121,132	11,230	9.3%
FY10	118,250	12,441	10.52%
FY11	122,364	12,484	10.20%

One of the ways that high school students and their parents select a university is through ratings in *U.S. News & World Report*. UD was ranked 75th in FY11, with key factors including faculty/student ratio, endowment totals, and curriculum. Another factor is alumni satisfaction, which is measured by the number of undergraduate alumni who make a gift back to their alma mater. The Office of Annual Giving monitors this statistic, and currently is assessing the opportunities and costs of a participation campaign, asking undergraduate alumni for their support of any amount. As UD improves in the rankings, the value of every alumnus’s degree goes up, a worthy investment.

Regional Program

Focusing first on New York City, the Office of Annual Giving has teamed up with Alumni Clubs to engage alumni donors by region. Ruth Rosenberg, Associate Director of Regional Annual Giving, leaves Newark and brings a little bit of UD on the train to New York and its environs every week to meet with other UD partners. Connections vary and include contributors, affinity groups, reunion, volunteers, networking, career services, and many other opportunities.

Reunion Giving

This year, six classes honored their milestone years by making a gift to the University. Each class presented a check to President Harker at the State of the University address on June 4, 2011, a few hours before the reunion celebrations.

2011 Fiscal Year Results

A total of \$764,693 was raised from 1,613 reunion year donors, broken down by class as follows:

- Class of 1961 (50th reunion) - \$161,358 from 162 donors
- Class of 1986 (25th reunion) - \$193,989 from 415 donors
- Class of 1991 (20th reunion) - \$162,590 from 373 donors
- Class of 1996 (15th reunion) - \$156,870 from 255 donors
- Class of 2001 (10th reunion) - \$64,717 from 193 donors
- Class of 2006 (5th reunion) - \$25,168 from 215 donors



Stewardship

Reunion donors were listed in an honor roll, which was displayed on the Internet and at reunion celebration of each class.

Senior Class Gift

The Senior Class Gift gives students the chance to show their appreciation for the many opportunities they have had at the University. Each graduating class member is asked to make a contribution, honoring a tradition and creating a legacy of support. The 2011 campaign theme was “What wi11 you give?”. Seniors were encouraged to make a spirit gift of \$20.11 to the area they felt passionately about, anything from chemical engineering to the marching band.

Co-chairs Erica Cohen and Dan Gerber presented the gift to President Harker at the University’s 162nd Commencement on May 28, 2011.



2011 Fiscal Year Results

465 graduating Blue Hens made gifts totaling \$10,392.

Stewardship

Class of 2011 donors were given a Senior Class Gift t-shirt and recognized in an online honor roll.

True Blue Hens

Established in 2010, True Blue Hens is a recognition society that honors undergraduate alumni who make gifts to UD for three or more consecutive years. By making consistent gifts to the areas of their choosing, True Blue Hens provide the University with a consistent source of vital funding for tuition assistance, faculty support, programs, and more.

2011 Fiscal Year Results

True Blue Hens represent a very special group of 6,540 individuals, only 5% of all undergraduate alumni. Even more select are the Perfect Blue Hens- those who have given every year since graduation- only 369!



Stewardship

In addition to receiving a static decal, True Blue Hens are recognized with a special listing in the annual *President’s Report on Philanthropy*.

VOLUNTEER LEADERSHIP

Parents Fund Council

The mission of the Parents Fund Council is to build relationships with parents that lead to increased interest in financially supporting the University of Delaware. Volunteers are donors who serve as advocates of the University, and focus their fundraising efforts on securing leadership gifts for the Parents Fund by personally contacting fellow parents. The work of the Council results in increased financial support from a parent base that understands and identifies with the needs of UD.



Above: Jill and Mike Rubin with their Class of 2011 grad, Meredith; Lower right: Cindy and Tom Collins in front of Memorial Hall

National Chairs

Cynthia S. Collins, Esq.*
Thomas P. Collins, Esq.*

Mrs. Jill B. Rubin
Michael F. Rubin

Members

Donald T. Bond, D.D.S.
Mrs. Janis H. Bond
Mrs. Charlotte W. Brown
Mr. Robert L. Brown
Mrs. Jeanette A. Broz
Dr. Joseph S. Broz
Mr. Anthony F. Catalano
Ms. Corinne G. Catalano
Mr. David J. Fachetti
Mrs. Jill M. Fachetti
Ms. Annette L. Galassi*
Joseph P. Petito, Esq.*

Mr. Francis J. Jelensperger
Mrs. Kelly S. Jelensperger
Mrs. Kathy J. Ragno
Philip D. Ragno, M.D.
Stuart P. Ross, Esq.
Mrs. Elizabeth S. Skrainar
Mr. Stephen F. Skrainar
Mrs. Martha W. Supina
Mr. Richard P. Supina
Mr. Michael A. Wach
Mrs. Ronny D. Wach



* Serving as the 2011-12 National Chairs

Reunion Committees

Volunteers from each of the six reunion classes assisted in planning the reunion celebrations and garnering support for the class gift. Class of 1961, 1986, 1991, 1996, 2001, and 2006 committee members are listed below. Program chairs are indicated by * and gift chairs are indicated by **.



Above: Committee members at Mitchell Hall after the class gift presentation; Below: Kasey Connors and Ashleigh Forsell enjoying the '06 reunion

50th Reunion- Class of 1961

Professor Jean Bohner
 Mr. Thomas A. Bradley*
 Mrs. Helen L. Heron
 Dr. Irvin N. Hirshfield
 Mr. Richard F. Humphreys**
 The Reverend David B. Kaplan
 Dr. Frederick W. Kutz
 Mr. Joseph B. Marvel
 Mr. Robert L. Pritchett
 Mrs. Norma P. Schellberg
 Mr. Ralph O. Williams
 Mrs. Ellen T. Woolley

25th Reunion- Class of 1986

Mr. David W. Ballard
 Mr. Seth M. Bloom
 Mrs. Lisette A. Bryant
 Mr. G. Carleton Foster II*
 Mr. Richard J. Katz
 Ms. Catherine Veronica Matthews
 Mrs. Margaretann M. O'Rourke
 Donna M. Praiss, Esq.**
 Mrs. Deirdre S. Smith**
 Mr. Robert F. Teven
 Mrs. Ann H. Zapranzy

20th Reunion- Class of 1991

Kathleen Lis Dean, Ph.D.
 Mrs. Daniele D. Elkins**
 Mr. David V. Elkins**
 Mrs. Cynthia Flanagan
 Mr. George F. Gianforcaro II
 Mr. Ronald C. Moore, Jr.*
 Ms. Vera Wu



15th Reunion- Class of 1996

Ms. Tracy L. Arra*
 Mr. Michael P. Battagliese
 Mr. Daniel J. Dubin
 Mrs. Alison L. McCann
 Mrs. Megan E. McCormick

Mr. Martin S. Micklin
 Shannon E. Price, M.D.**
 Ms. Suzanne L. Stewart
 Robert J. Toy, Esq.

10th Reunion- Class of 2001

Mrs. Jessica A. Bright
 Mrs. Julie A. Derrickson*
 Mrs. Erin K. Finazzo
 Mr. Joseph A. Finazzo
 Mr. Christopher C. Millard**
 Mrs. Meghan M. Millard**

Mrs. Megan P. Powers
 Mr. Eric J.S. Townsend

5th Reunion- Class of 2006

Ms. Kasey L. Connors**
 Mrs. Lindsey E. Falkowski
 Ms. Ashleigh C. Forsell**
 Josh S. Hamnett*
 Ms. Karen A. Mascolo
 Ms. Christine Molino*
 Mr. Ming-Jay Shiao
 Mr. David T. Simmons
 Ms. Emily L. Smith
 Ms. Elizabeth Wong

Senior Class Gift Council



Above: Council members pose with YouDee at the SCPAB (Student Centers Programming Advisory Board) Senior Fling

The Senior Class Gift Council is a group of students who promote philanthropy among their peers and encourage classmates to give back to UD in honor of their graduation. The 2010-2011 Council developed partnerships across campus to increase awareness among the student body. This year, Council members represented all seven colleges, as well as student life and athletic programs.



Co-Chairs

Erica Cohen
Daniel Gerber

Members

Rebecca Centeno	Kristen Morgan
Kevin Collins	Kevin Murphy
Sandy Cos	Craig Parker
Tom Costabile	Meredith Rubin
Abigail Cunanan	Courtney Simmons
Kristofer Dewberry	Nichole Smith
Jon Finamore	Jessica Sorentino
Tyler Hespe	Caitlin Xenakis
Christina Liaskos	Christina Wamboldt
Megan Liberty	Lauren Zaremba

OFFICE OF ANNUAL GIVING TEAM



Top row: Dave Morris, Heather Borrelli, Robin Wray, Sara Zwierko, Alex Hoffmaster. Bottom row: Kate Callihan, Rema Lipphardt, Heather Barron, Phil Kuhne, Ryan Lawrence, Ruth Rosenberg.

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* Hired during the 2011 fiscal year.

CONTACT US

To ask questions, make a gift, or volunteer, please visit www.udel.edu/giving or send an email to annualgiving@udel.edu. You may also call us directly at 302-831-2104 or toll-free at 866-535-4504.



THANK YOU!

The University of Delaware greatly appreciates the continued support of generous donors like you. Thank you for all that you do for UD.