

**Alumnae and College Giving from Individuals
Six Fiscal Years**

	2010	2011	2012	2013	2014	2015
Alumnae Degree Holders						
Number of Record	16,888	17,156	17,432	17,909	18,280	18,694
Number Solicited for Gifts	16,134	16,782	16,545	17,360	17,136	16,547
Total Donors	4,762	5,153	5,030	5,473	5,445	5,812
Giving Rate	29.5%	30.7%	30.4%	31.5%	31.8%	35.1%
Total Contributions	\$8,381,245	\$4,511,191	\$6,264,960	\$4,938,517	\$8,473,913	\$9,749,607
Alumnae without a Degree						
Number of Record	4,338	4,168	3,051	3,002	3,018	3,066
Number Solicited for Gifts	1,755	1,740	2,840	2,735	2,588	1,737
Total Donors	355	379	365	330	319	313
Giving Rate	20.2%	21.8%	12.9%	12.1%	12.3%	18.0%
Total Contributions	\$171,305	\$208,399	\$144,869	\$124,560	\$137,566	\$111,093
Parents						
Number of Record	13,161	13,079	13,316	13,620	13,794	13,999
Number Solicited for Gifts	7,118	12,209	6,989	8,011	6,755	6,285
Total Donors	1,112	1,332	1,367	1,370	1,436	1,414
Giving Rate	15.6%	10.9%	19.6%	17.1%	21.3%	22.5%
Total Contributions	\$649,493	\$861,790	\$1,917,156	\$2,752,230	\$3,152,838	\$3,239,633
Faculty/Staff						
Number of Record	535	513	504	505	525	472
Number Solicited for Gifts	60	366	415	50	308	472
Total Donors	46	60	40	35	49	135
Giving Rate	76.7%	16.4%	9.6%	70.0%	15.9%	28.6%
Total Contributions	\$39,141	\$38,965	\$32,854	\$34,708	\$38,485	\$45,105
Students						
Number of Record	1,192	1,167	1,136	1,030	1,224	1,299
Number Solicited for Gifts	1,192	1,167	1,136	1,030	1,124	1,299
Total Donors	209	61	98	79	142	232
Giving Rate	17.5%	5.2%	8.6%	7.7%	12.6%	17.9%
Total Contributions	\$933	\$673	\$722	\$576	\$797	\$1,111
All Others						
Number of Record	2,650	2,850	2,942	3,155	3,490	3,756
Number Solicited for Gifts	737	1,279	626	529	500	789
Total Donors	279	356	228	296	410	518
Giving Rate	37.9%	27.8%	36.4%	56.0%	82.0%	65.7%
Total Contributions	\$321,845	\$234,754	\$531,994	\$412,016	\$708,311	\$707,867
Total Individual Contributions All Sources	\$9,563,962	\$5,855,772	\$8,892,555	\$8,262,607	\$12,511,910	\$13,854,416

Source: Office of Advancement Services: VSE Survey