

PRESIDENT’S REPORT

University Development

Comprehensive Fundraising Report: 7/1/2021 through 9/30/2021 – New Gifts and Pledges

The comprehensive fundraising report below provides cumulative data from the beginning of the fiscal year through the end of the reporting period, with comparative data for the same period during the past three fiscal years. It includes results from fundraising programs managed through the Shepherd University Foundation and Shepherd Athletics.

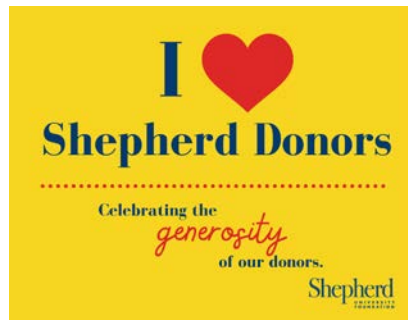
- During the first three months of the academic year, a total of \$422,484 was pledged and paid in new charitable gifts. Gift category results are summarized as follows:
 - o Gifts and pledges for annual giving programs yielded \$392,430.
 - o Private gifts designated to named endowments equaled \$30,054.

Total number of donors has increased by 40, 6% over the same comparative period in FY2021.

**SHEPHERD UNIVERSITY
 COMPREHENSIVE
 FUNDRAISING SUMMARY**

| Gift Category | 7/1/21-9/30/21 | | 7/1/20-9/30/20 | | 7/1/19-9/30/19 | |
|--------------------------|-------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|---------------------------------|
| Annual Giving | \$392,430 | | \$187,847 | | \$255,528 | |
| Endowments | \$30,054 | | \$4,041,543 | | \$1,283,718 | |
| Capital | \$0 | | \$70 | | \$220 | |
| Total: | \$422,484 | | \$4,229,460 | | \$1,539,466 | |
| Donor Category | #Donors 7/1/21- 9/30/21 | \$Donors 7/1/21- 9/30/21 | # Donors 7/1/20- 9/30/20 | \$ Donors 7/1/20- 9/30/20 | # Donors 7/1/19- 9/30/19 | \$ Donors 7/1/19- 9/30/19 |
| Alumni | 391 | \$124,311 | 334 | \$81,684 | 441 | \$214,244 |
| Friends | 225 | \$227,570 | 243 | \$4,065,034 | 309 | \$98,419 |
| Corporations/Foundations | 64 | \$62,432 | 50 | \$51,143 | 85 | \$69,172 |
| Others/Estates | 25 | \$8,171 | 38 | \$31,599 | 40 | \$1,157,631 |
| Total: | 705 | \$422,484 | 665 | \$4,229,460 | 875 | \$1,539,466 |

- **Women Investing in Shepherd (WISH)** , a women’s giving circle created by the SU Foundation, granted a total of \$125,000 during its September Award Ceremony and Reception: <https://www.shepherd.edu/news/wish-awards-2021-grants-to-community-nonprofits-and-shepherd-university-learning-projects/>
- **Enjoy the Fall 2021 issue of the Shepherd University Magazine** - Honoring the Past, Transforming the Future: https://media.suweb.site/2021/09/SU_Magazine_Fall-2021_web-hires.pdf?v=1631638491
- **Shepherd University publicly launched the 150th Anniversary Celebration on Homecoming Saturday!** For ongoing information about events and more, visit the sesquicentennial webpage: <https://www.shepherd.edu/150th>
- **The Al and Sara Lueck Offensive Line Football Scholarship** was endowed to support student-athletes holding the positions of center, guard or tackle: <https://www.shepherd.edu/news/shepherd-university-foundation-announces-endowment-of-football-scholarship/>
- **The Shepherd University Foundation announced the creation of a scholarship in support of secondary education majors at Shepherd University.** The Preston Elliott and June Oland Best Memorial Scholarship was established by Preston E. Best, Jr. in honor and memory of his parents: <https://www.shepherd.edu/news/new-scholarship-created-for-education-majors/>
- **Thank a Donor Day** is scheduled for Friday, November 5. With assistance from student volunteers with the program board, dozens of tags will be displayed across the East Campus to call attention to the impact of private donations. Students will be encouraged to write brief personal thank you notes on special postcards which will then be mailed to donors. Photos and videos will be taken and shared on social media to celebrate our appreciation for philanthropy.



- **Shepherd will participate in our first Giving Tuesday**, the well-known national fundraising event held the first Tuesday after Thanksgiving. This is an on-line event and marketing plans are being executed to engage faculty, staff, students, alumni and friends. Watch for more information on social media, webpages and by email.