



Spelman College®

A Choice to Change the World

**Division of Institutional Advancement Presentation
The NAASC Northeast Regional Conference**

Division of Institutional Advancement

Advancement Services

Alumnae Engagement

Annual Giving

Campaign Office

Campaign & IA Events

Corporate Relations & Partnerships

Foundation Relations

Individual & Planned Giving

Scholarship Management & Reporting

Stewardship

Highlights from Fiscal Year 2020

At the conclusion of fiscal year 2020, our collective efforts raised \$67,984,424 and 8,246 donors made a gift to the College.

- **Alumnae Fundraising**

- 6,631 alumnae contributed \$2,873,458 to the College
- This resulted in a participation rate of 32.94%

Highlights from Fiscal Year 2020

- **Senior Legacy Program**

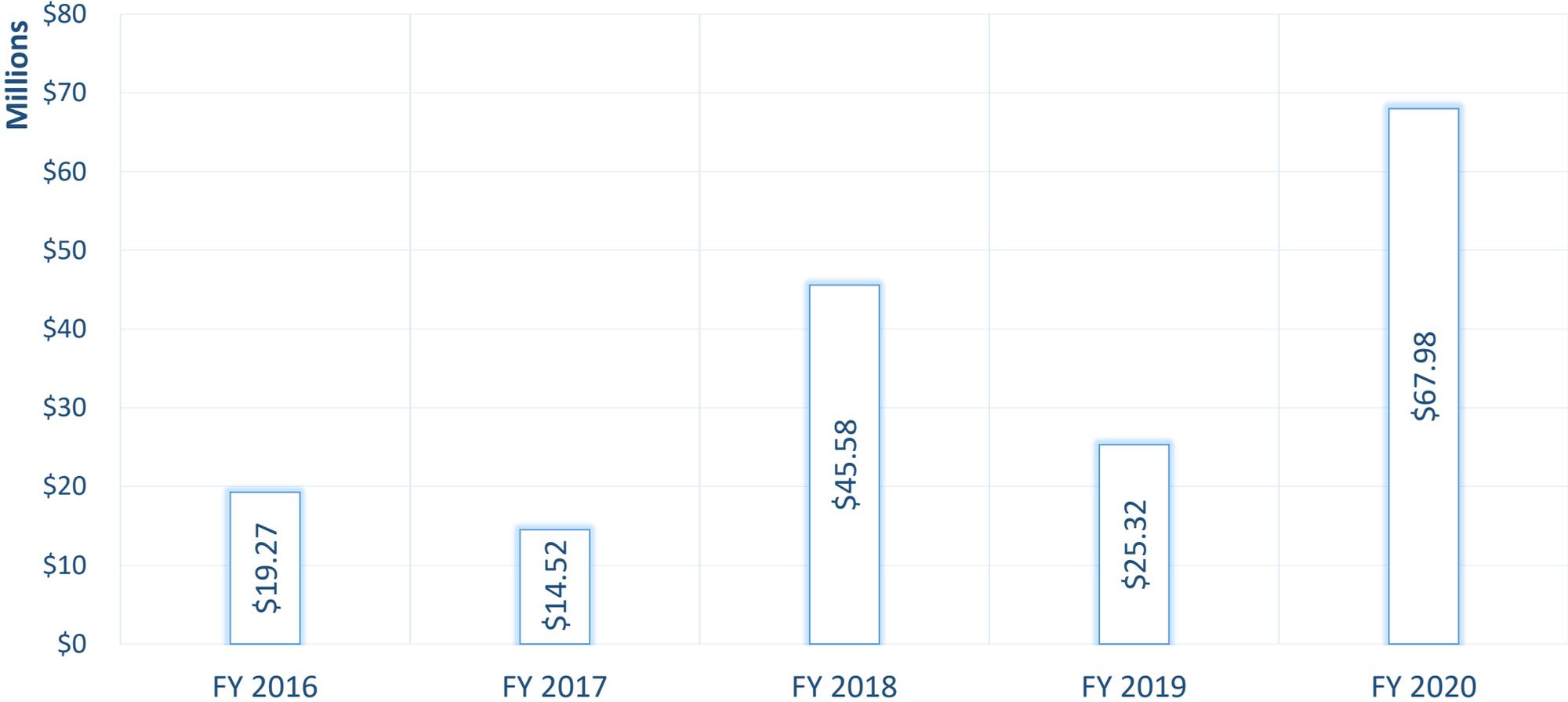
- 268 students and graduates of the C'2020 contributed \$5,555 to the President's Safety Net Fund

- **Reunion 2020**

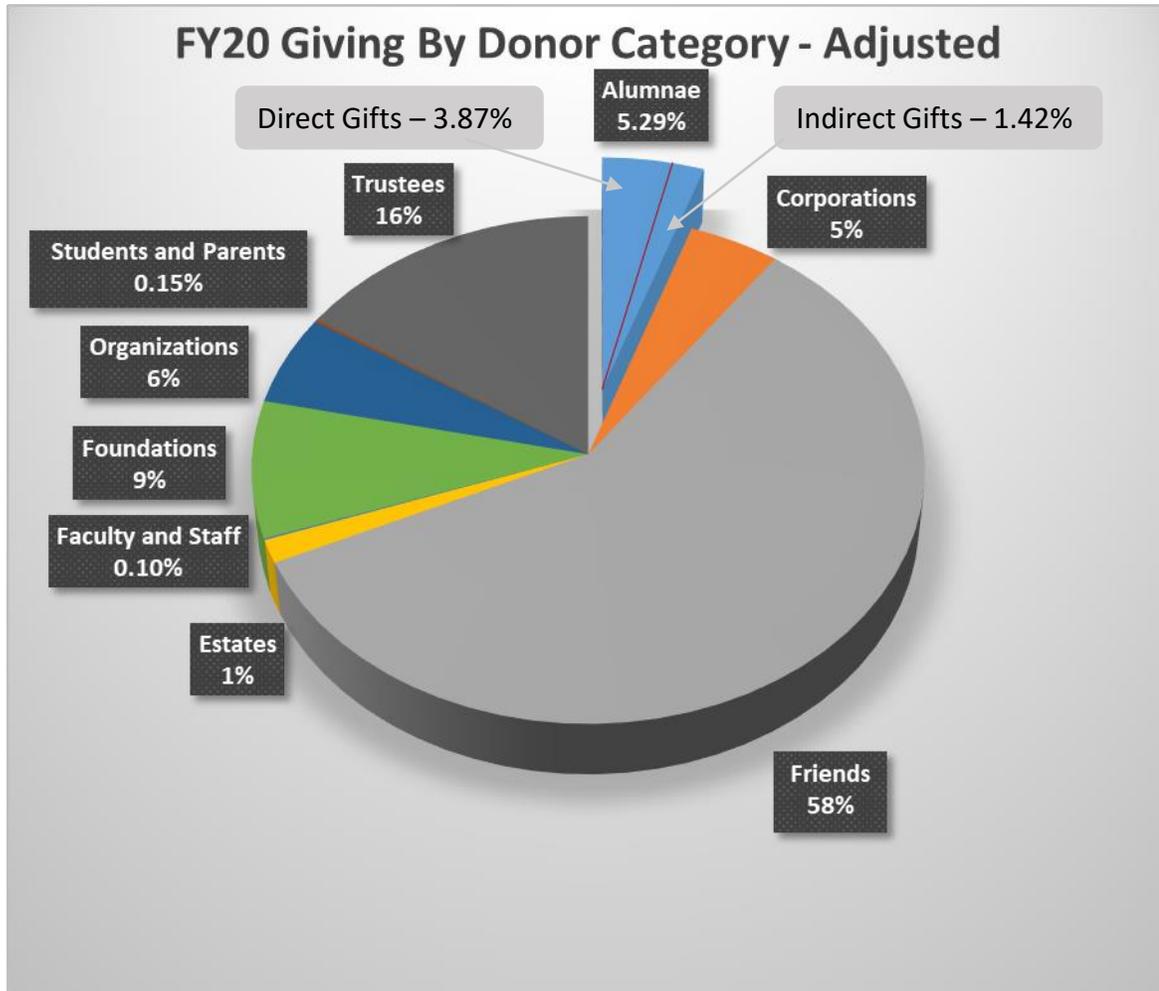
- 1,573 alumnae (39.33%) made a contribution to Spelman in FY20
- Total outright cash contribution was \$1,546,110

Spelman College – Overall Giving

Spelman's Overall Fundraising Trends - Total Commitment



Who gives to Spelman?



- FY 2020 Alumnæ Giving - **\$2,873,457.63 (3.87%)**

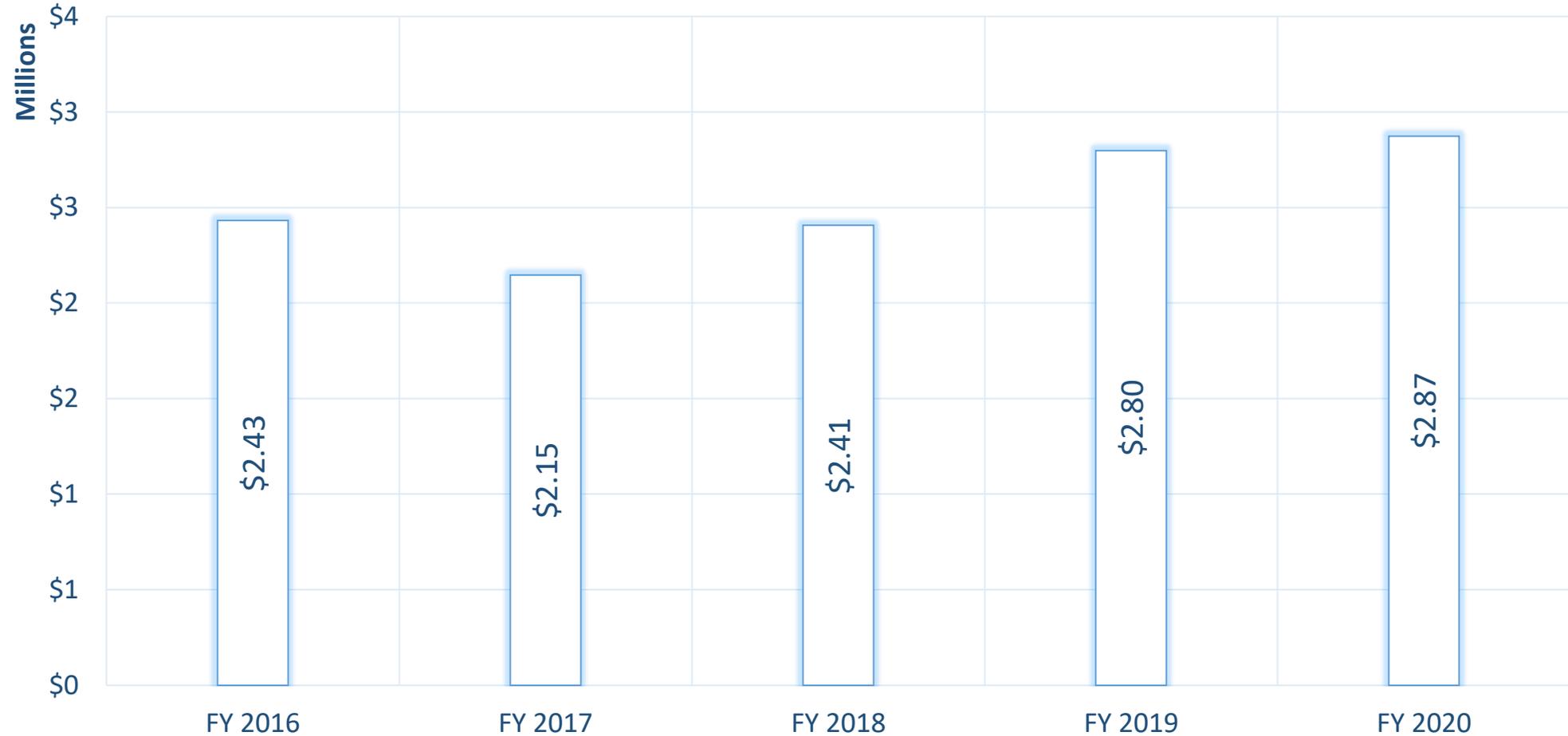
- Alumnæ Giving via Other Sources - **\$1,049,769.91**

Donor Advised Funds, Matching Gifts, Alumnæ-owned Businesses, Alumnæ Organizations, Personal/Family Foundations, etc.

- Total Alumnæ Impact - **\$3,923,227.54 (5.29%)**

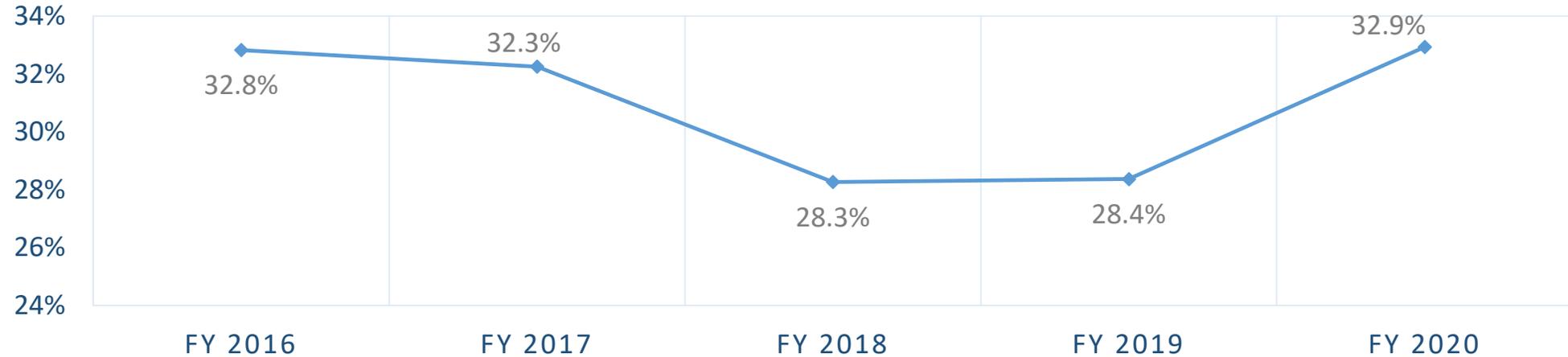
Spelman College – Alumnae Giving

Alumnae Giving Trends - Cash/Gifts in-kind



Spelman College – Alumnae Participation

Alumnae Participation Rate Trends



Alumnae Participation and Donor Counts			
Fiscal Year	Alumnae Base	Alumnae Donors	Alumnae Participation
FY 2016	18,244	5,989	32.8%
FY 2017	18,790	6,060	32.3%
FY 2018	19,426	5,491	28.3%
FY 2019	19,718	5,594	28.4%
FY 2020	20,136	6,631	32.9%

Fiscal Year 2021 Fundraising (YTD)

- Total funds raised to date: \$24,121,864
- 1,669 donors to the College

Alumnae Fundraising

- \$238,462 in contributions
- 1,250 Donors (Participation: 6.21% vs. 4.17% FY20 YTD)

Goals

- 7,000 alumnae donors
- \$3.0 Million for Annual Fund