



**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.



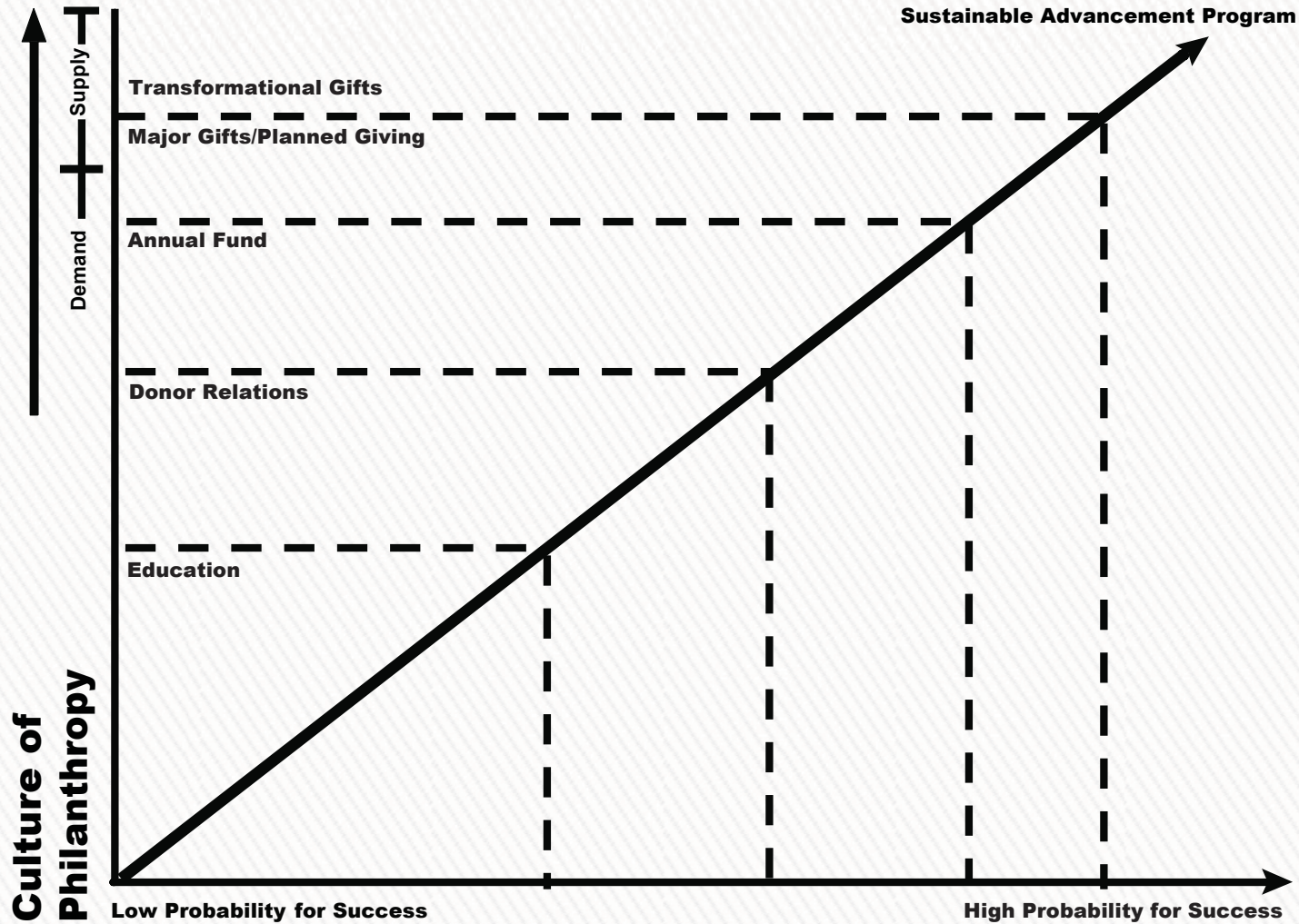
# Goals:

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.



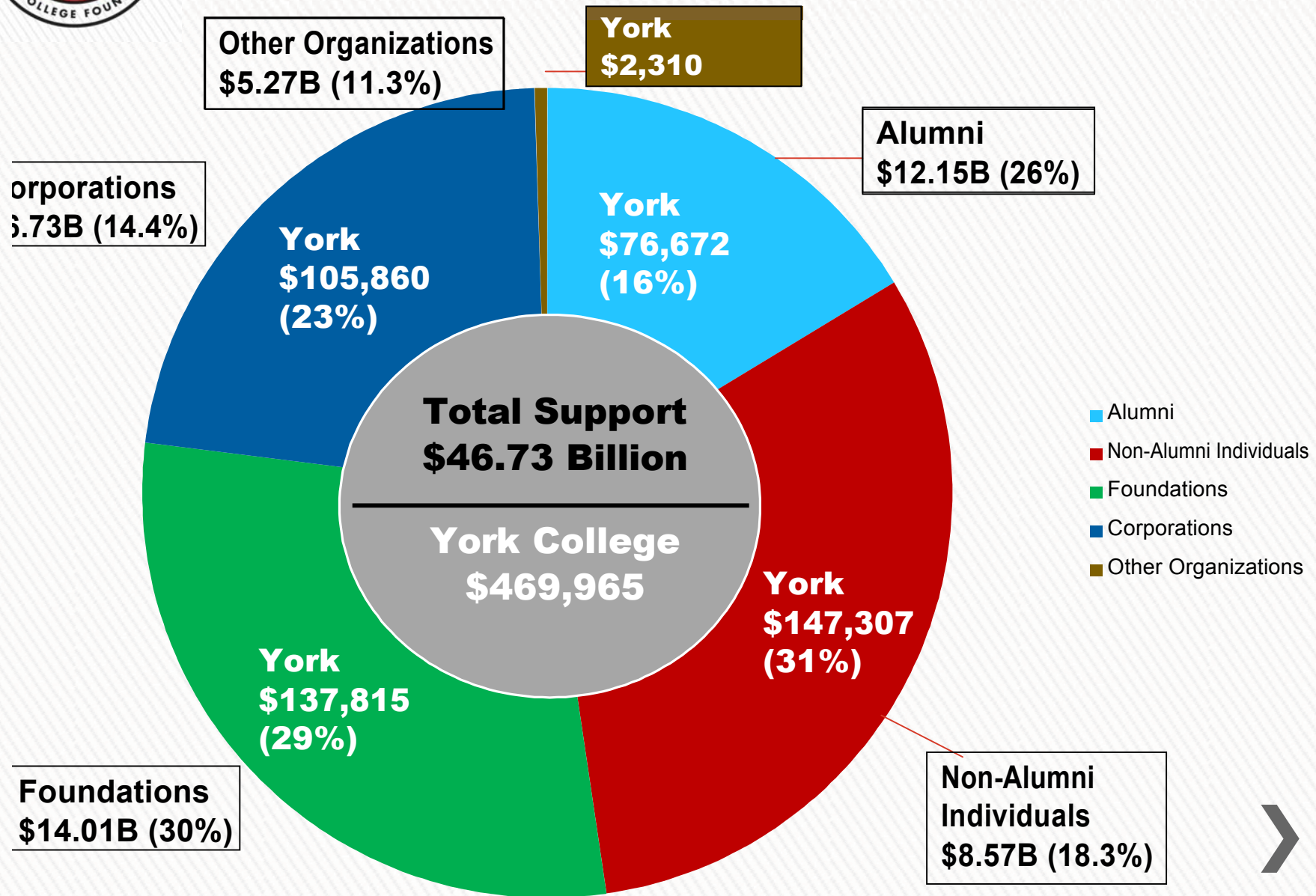


# Advancement Process





# Voluntary Support of Higher Education by Source, 2018



Source: CASE Research Report, March 2019

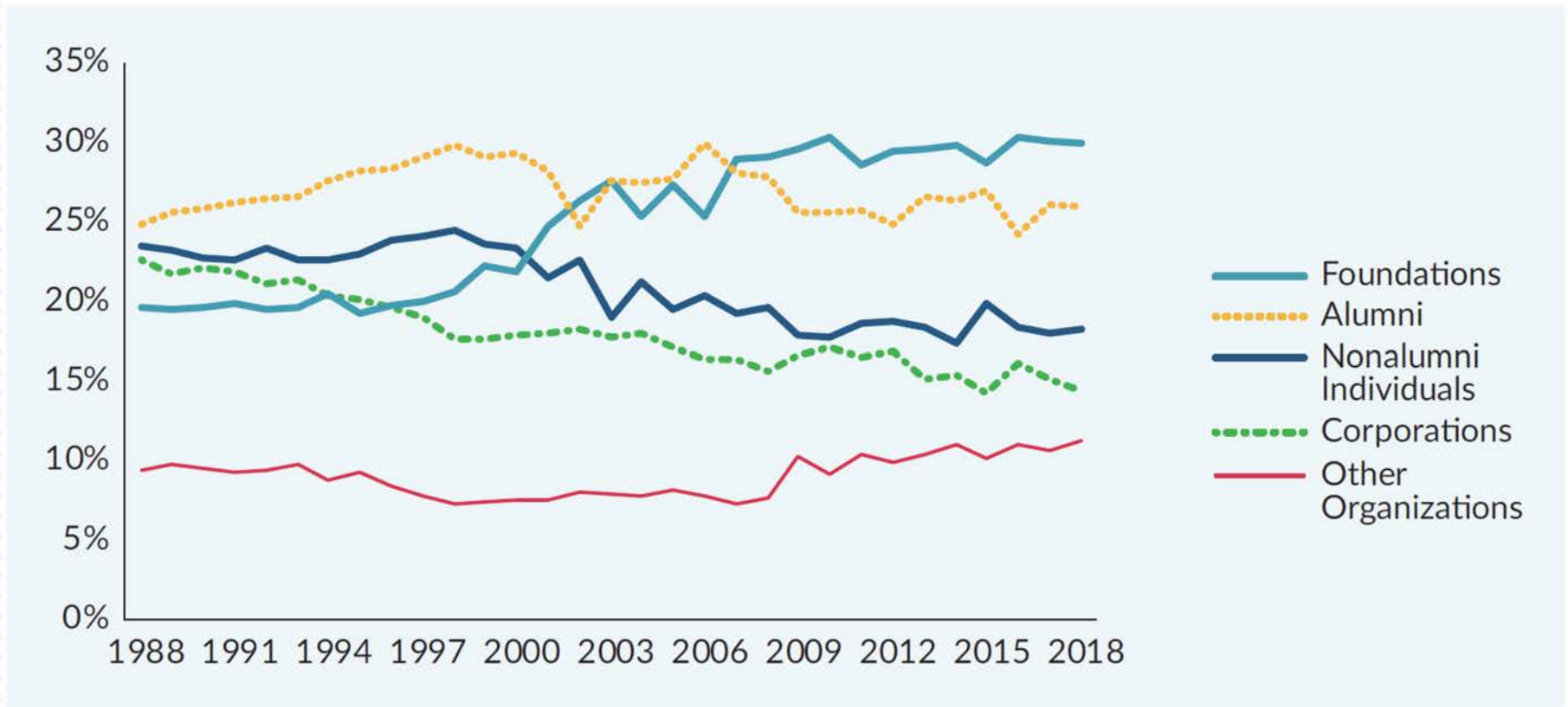


Growth in Total Giving and Alumni Giving, 1988-2018  
(1988=100)





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

|                                     | <u>FY2019</u> | <u>FY2018</u> | <u>Percent Diff</u> |
|-------------------------------------|---------------|---------------|---------------------|
| Trustees                            | \$199,562     | \$127,159     | 56.9%               |
| Faculty/Staff                       | \$26,901      | \$24,109      | 11.6%               |
| Alumni                              | \$39,171      | \$16,399      | 138.9%              |
| Students                            | \$385         |               |                     |
| Friends                             | \$203,946     | \$214,052     | -4.7%               |
| Total                               | \$469,965     | \$381,718     | 23.1%               |
| <b><u>Giving Tuesday Totals</u></b> |               |               |                     |
| Total Gifts & Pledges               | \$38,117      | \$29,678      | 28.4%               |

## York College Vs. Comparable Study Institutions

| <b>Results by Endowment Size</b> | <b>Avg Advancement/Fundraising<br/><u>FTEs</u></b> | <b>Avg Dollars Raised</b> | <b>Total Dollars Raised<br/><u>perFTE</u></b> | <b>Percent<br/>Difference</b> |
|----------------------------------|--|---------------------------|---|-------------------------------|
| Below \$10 million               | 15.3   | \$889,648                 | \$58,147                                      |                               |
| York College                     | 7  | \$469,965                 | \$67,138                                      | 15.4%                         |

Source: CASE Research Report, March 2019

### Distribution of FY19 Gifts

