

VII. STANDING COMMITTEES**B. Finance, Audit and Facilities Committee**Advancement Return on InvestmentINFORMATION

The material presented here offers FY11 and FY 07-11 average Advancement Returns, and Revenue and Expenditures.

Attachments

1. Cost Per Dollar Raised for Fiscal Year 2010-2011 and 5-Year Average
2. Expenditure History by Fiscal Year
3. Revenue and Expenditures FY2006-2007 Through FY2011-2012
4. University Advancement Revenue Sources

University Advancement

Cost Per Dollar Raised for Fiscal Year 2010-2011 and 5-Year Average

Constituency Unit	Costs	Gifts	Grants	Total Gifts & Grants	FY 10-11 Cost/Dollar	5-Year Average Cost/Dollar
UW Medicine	5,045,814	32,304,175	95,690,516	127,994,691	0.039	0.038
Arts and Sciences	3,376,084	16,192,654	10,173,525	26,366,179	0.128	0.121
Built Environments	334,353	2,619,591	1,477,491	4,097,082	0.082	0.135
Business School	1,629,538	14,099,968	-	14,099,968	0.116	0.100
Dentistry	396,600	4,764,453	116,067	4,880,520	0.081	0.127
Education	640,321	1,846,448	2,607,010	4,453,458	0.144	0.153
Engineering	2,287,265	11,788,821	16,315,497	28,104,318	0.081	0.100
Environment	1,117,799	3,779,039	6,445,452	10,224,491	0.109	0.091 *
Evans School of Public Affairs	288,575	374,545	885,352	1,259,897	0.229	0.184
Graduate School	460,549	2,645,866	784,205	3,430,071	0.134	0.182
Information School	353,573	457,303	521,232	978,535	0.361	0.243
Intercollegiate Athletics	1,857,477	25,769,643	-	25,769,643	0.072	0.075
Law	908,001	3,594,968	360,000	3,954,968	0.230	0.387
Libraries	361,056	2,221,330	-	2,221,330	0.163	0.290
Minority Affairs	402,158	531,804	593,259	1,125,063	0.357	0.540 *
Nursing	360,647	1,616,596	956,054	2,572,650	0.140	0.115
Pharmacy	352,557	1,501,664	1,948,158	3,449,822	0.102	0.094
Public Health	215,661	910,235	20,072,196	20,982,431	0.010	0.015
Social Work	761,880	2,186,902	1,638,965	3,825,867	0.199	0.191
Student Life	341,078	24,665,211	-	24,665,211	0.014	0.069 *
Undergraduate Academic Affairs	275,357	648,495	1,487,266	2,135,761	0.129	0.316 *
UW Bothell	450,754	690,202	1,199,925	1,890,127	0.238	0.448
UW Tacoma	678,487	5,199,510	8,029	5,207,539	0.130	0.129
Other Constituencies ¹	2,981,416	9,792,555	1,155,498	10,948,053	0.272	na
AVP Constituency Programs ²	994,980	-	-	-	na	na
Total Constituency Units³	26,871,980	170,201,978	164,435,697	334,637,675	0.080	0.077
University-Wide Services⁴	13,697,481	-	-	-	na	na
Total	40,569,461	170,201,978	164,435,697	334,637,675	0.121	0.119

Costs Detail:

Constituency Units	12,975,469
University Advancement	27,593,992
Total	40,569,461

Notes

* 3-year averages; new units in FY 08-09

- Other Constituencies* includes: UW Alumni Association (membership-related), Broadcast Services (UWTV, KUOW Radio and KEXP Radio), President's Funds, Applied Physics, Naval Science, and Provost's Office
- AVP Constituency Programs* includes: AVP Constituency and Corporate & Foundation Relations
- Total Constituency Units costs* includes: Unit and University Advancement costs for a combined total of \$26,871,980. Detail:

Constituency Units	12,975,469
University Advancement	13,896,511
- University-Wide Services* includes: Advancement Services, Finance & Administration (includes rent), Individual Giving Programs, VP Advancement, UW Marketing and UW Foundation Support

University Advancement Expenditure History by Fiscal Year

	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11
Constituency Units¹	11,371,291 46%	13,317,777 47%	14,667,293 51%	12,211,942 48%	13,896,511 50%
<i>University-Wide Services:</i>					
Fund Raising²	4,916,040 20%	5,436,772 19%	5,181,453 18%	5,261,426 21%	4,846,110 18%
Marketing & Communications³	3,085,532 13%	3,973,621 14%	3,808,892 13%	2,535,639 10%	2,576,125 9%
Other Services⁴	5,130,218 21%	5,806,792 20%	5,168,689 18%	5,344,236 21%	6,275,246 23%
Subtotal: University-Wide Services	13,131,789 54%	15,217,185 53%	14,159,034 49%	13,141,301 52%	13,697,481 50%
TOTAL⁵	24,503,080 100%	28,534,962 100%	28,826,327 100%	25,353,243 100%	27,593,992 100%

Notes

1. *Constituency Units* includes: Constituency Units, AVP Constituency, UW Medicine, UW Alumni Association (effective FY 09-10), and Corporate & Foundation Relations (effective FY 10-11)
2. *Fund Raising* includes: Annual Giving, AVP Individual Giving Programs, Planned Giving, Principal Giving, Regional Giving, Strategy & Planning, and VP Advancement. Corporate & Foundation Relations was included prior to FY 10-11
3. Alumni & Constituent Relations was included in *Marketing & Communications* prior to FY 09-10
4. *Other Services* includes: Advancement Research & Relationship Management, AVP Advancement Services, Stewardship, Gift Processing, Information Management, Finance & Administration (includes rent), and UW Foundation Support
5. Constituency Unit Advancement costs for FY 10-11 totaled \$12,975,469. These costs are not reflected in the above figures

University Advancement Revenue and Expenditures FY 2006-2007 Through FY 2011-2012

	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11	FY 11-12 Projected
Beginning Fund Balance	5,288,849	7,384,741	8,195,638	6,572,641	7,401,555	9,306,368
80 Basis Points Endowment Fee	15,093,784	16,901,481	14,317,691	14,256,637	15,687,771	16,700,000
Parking	866,216	1,543,000	1,148,270	437,586	578,040	600,000
Endowment Suspense	1,128,425	1,418,000	700,000	512,017	1,101,035	450,000
Gift Interest	6,505,963	7,126,000	7,410,931	7,478,391	7,356,973	7,500,000
Institutional Support (DOF)	3,728,205	3,846,090	4,173,071	3,729,410	4,386,483	4,424,139
Total Revenue	27,322,594	30,834,571	27,749,963	26,414,041	29,110,302	29,674,139
Total Expenditures	(24,503,080)	(28,534,962)	(28,826,327)	(25,353,243)	(27,593,992)	(33,537,997)
Non-Operating Adjustments	(723,622)	(1,488,712)	(546,633)	(231,883)	188,504	
Ending Fund Balance	7,384,741	8,195,638	6,572,641	7,401,555	9,306,368	5,642,511

Notes

FY 11-12 Projected

Calculations for *80 Basis Points*, *Parking*, *Endowment Suspense*, *Gift Interest* and *Institutional Support (DOF)* based on projections from UW Treasury

80 Basis Points Endowment Fee distribution rate of 0.8% of CEF average balance (20-quarter rolling average)

Parking distribution rate of 4% for two quarters (2% annual) of newly invested endowments

Endowment Suspense distribution rate of 3% of year-end suspense balance

Gift Interest distribution rate of 2% of year-end current use balance

Institutional Support (DOF):

FY 09-10: cut of 11%

FY 10-11: cut of 2.3% offset by 8 months' decentralized benefits dollars

FY 11-12: cut of 5% offset by decentralized benefits increases

Total Expenditures

Constituency Unit Advancement costs for FY 10-11 totaled \$12,975,469. These costs are not reflected in the above figures

Non-Operating Adjustments

Non-Operating Adjustments are due to capital expenditures (FY 07-08 only) and timing differences

Ending Fund Balance

Advancement leadership strives to maintain a reserve of 3 months' expenditures in the *Ending Fund Balance* to hedge against volatility in revenue sources

University Advancement Revenue Sources

