DECEMBER 2017 CAMPAIGN REPORT
as of December month end

CAMPAIGN PRODUCTION

NUCLEUS PHASE
QUIET PHASE
PUBLIC PHASE

Campaign Total
Anticipated Baseline Without Campaign
Campaign Goal

SCHOLARSHIP SUPPORT
$27.8M OF $100M GOAL
59%

ACADEMIC PROGRAM SUPPORT
$73.9M OF $125M GOAL
45%

TOTAL
$133.5M OF $300M GOAL
37%

FACILITIES SUPPORT
$27.7M OF $75M GOAL

Does not include Awaiting Designation: $4.1M

CAMPAIGN PRODUCTION by PRIORITY*


GIFTS and PLEDGES by SIZE

GIFT RANGE  # DONORS  TOTAL GIFTS
Over $50M   -           0
$25M - $49.9M -           0
$10M - $24.9M 3           $40.7M
$5M - $9.9M   3           $18.5M
$2.5M - $4.9M 4           $13.5M
$1M - $2.49M 14           $16.9M
$500K - $999.9K 17          $11.8M
$250K - $499.9K 22          $7.6M
$100K - $249.9K 44           $6.7M
$50K - $99.9K 17            $4.4M
$25K - $49.9K 103           $3.5M
Under $25K 17,230           $10.1M
TOTAL 17,507           $133.5M

CAMPAIGN PRODUCTIVITY

2015 2016 2017 2018

2012 2013 2014 2015 2016 2017 2018

IMPACT of PRODUCTIVITY

TOTAL COMMITMENTS

CASH IN $90.6M
OUTSTANDING PLEDGES $31.5M
REVOCABLE DEFERRED $10M
UNREALIZED BEQUESTS $1.5M

PROJECTED PLEDGE PAYMENTS


2015 $6.3M $11M $14.6M $5.7M $8.5M $7.0M $4.6M $3.8M
CAMPAIGN PHASES | CUMULATIVE RAISED | FY15 | FY16 | FY17 | FY18 | FY19 | FY20 | FY21 | FY22
---|---|---|---|---|---|---|---|---|---
Nucleus Phase, Years 1-2 | $75M-$90M |  |  |  |  |  |  |  |  
Organization |  |  |  |  |  |  |  |  |  
Quiet Phase, Years 3-5 | $200M |  |  |  |  |  |  |  |  
Kick Off Public Phase |  |  |  |  |  |  |  |  |  
Public Phase, Years 6-8 | $300M |  |  |  |  |  |  |  |  
Wrap-Up/ Conclusion |  |  |  |  |  |  |  |  |  

**ORGANIZATION**

**NUCLEUS PHASE**

- Create compelling case for support
- Build and implement internal and external communications plans
- Formalize volunteer roles
- Position Campaign Committee as peer fundraisers, ambassadors and advocates

**QUIET PHASE**

- Target and engage 10 to 20 8-figure gift prospects
- Secure 2-3 pace-setting gifts ($10M+)
- Secure stretch gifts from all Board members (20% of campaign goal)
- Cultivate significant lead prospects

**PUBLIC PHASE AND CONCLUSION**

- Qualify major gift prospects through strategic relationship management
- Cultivate and solicit 6- and 7-figure gifts
- Strategically expand Campaign Steering Committee to engage broader pipeline
- Raise a minimum of 2/3 ($200 million) of campaign goal prior to Public Phase launch

**CAMPAIGN HIGHLIGHTS (FY15 to DATE)**

The campaign is currently focused on attracting leadership gifts, energizing and broadening our donor base, and deepening our connection with the city of San Francisco in support of USF’s mission. Successes include:

- $15M gift from Gordon Getty supports a new Honors College to meet the needs of top-achieving students.
- $15M gift from John A. and Susan Sobrato enables transformation of the War Memorial Gymnasium into a state-of-the-art athletics facility and multi-use center for campus events.
- $10M gift from Bob and Joan McGrath MA ‘69 supports McGrath Institute for Jesuit Catholic Education and Arrupe Immersion Program, and establishes the Change the World From Here Institute.
- Estate gift of $8M from Dolores M. Staudenraus ’54 funds scholarships for future generations of students.
- Koret Foundation pledges $5M to construct a new residence hall, support Koret Scholars program, and support Make it Happen college readiness program.
- $5M gift from Sharon and Tom Malloy ’61 supports transformation of USF’s basketball facilities and improvements to baseball field.
- New Jesuit Community Endowment at USF, created with $3.35M gift, supports the development and recruitment of Jesuit teaching scholars and future educational leaders.
- In-kind donation of $1M from Zoom Video Communications inaugurates a new corporate technology partnership for USF.
- Gifts in excess of $500K from recent alumna Allison Littlefield ’13 support Center for Global Education, endowing a scholarship fund for immersions and study abroad, and launching the Global Ambassador program.