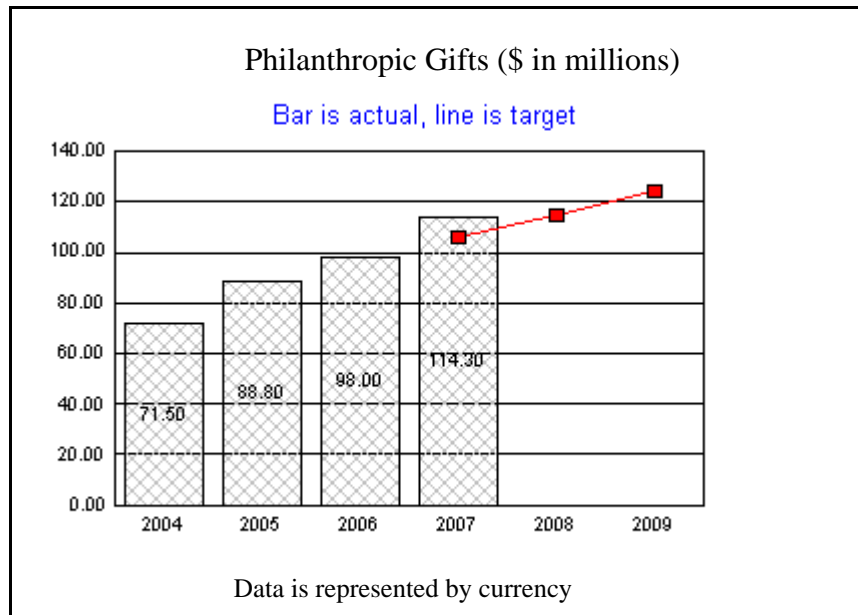


<b>KPM #7</b>	PHILANTHROPY - TOTAL GIFTS FROM PHILANTHROPIC SOURCES (\$ IN MILLIONS). A) TOTAL, B) CAPITAL PROJECTS, C) FACULTY SUPPORT (INCLUDING CHAIRS), D) SCHOLARSHIPS, E) OTHER.	1997
<b>Goal</b>	Quality: Increase quality of existing programs - customers' views	
<b>Oregon Context</b>	Academic excellence; OBM26 - College completion.	
<b>Data Source</b>	OUS Controller's Office; Annual Financial Reports	
<b>Owner</b>	OUS Strategic Programs and Planning, Charles Triplett (503) 725-5717	



**1. OUR STRATEGY**

Establish funding priorities with university-affiliated foundations and promote strong relationships with alumni, businesses, and community supporters.

**2. ABOUT THE TARGETS**

Targets for this measure are based on total annual gifts. They anticipate a steady increase in gifts from philanthropic sources.

### 3. HOW WE ARE DOING

Philanthropic donations increased 17% between FY06 and FY07 despite the recent economic downturn. Strong growth in FY07 is attributable to three overlapping campus fundraising campaigns.

Total gifts in FY07 are reported in the following categories:

capital projects: \$35.8 million

faculty support: \$22.4 million

scholarships: \$17.6 million

other (includes research, service, and management support): \$38.5 million

### 4. HOW WE COMPARE

While there are no national norms to suggest what performance on this measure *should* be, university foundations across the nation are playing a larger role in university funding by contributing to student, faculty, and facility enhancements at a time with state appropriations remain flat.

### 5. FACTORS AFFECTING RESULTS

Targeted fundraising campaigns at individual institutions can affect the system total in any given year. Two OUS institutions are nearing the end of seven-year fundraising campaigns, another is just beginning its first capital campaign. The overlap of these campaigns may account for the larger than expected increase in FY07. Investment earnings and project expenditures can also affect results in a given year.

### 6. WHAT NEEDS TO BE DONE

University foundations should continue to work with campus leadership to establish fundraising goals and priorities. Foundation funds are used to enhance university operations rather than to cover basic operating costs. Many private donations are restricted to specific aspects of the university (e.g. scholarships, facilities, research) and are often endowed for the long-term health of organizations. Strong communication between university administrations and their affiliated foundation is paramount.

**7. ABOUT THE DATA**

Data are collected annually for the previous fiscal year (July 1 through June 30) and reported in the OUS audited financial statements. In order to comply with a legislative directive to report breakouts for this measure, the definition was modified in 2007. As a result of changes to GASB reporting requirements, consistent data for this measure and its component parts are not available prior to 2004. Complete audited financial statements are available on the OUS website at [www.ous.edu](http://www.ous.edu).