ABOUT THE OSU FOUNDATION

- Founded 1947
- 501(c)(3) non-profit corporation
- 41-member Board of Trustees
- 113 employees (Corvallis, Portland, Bend)
- $620 million assets
- $464 million composite endowment
- $108 million/year fundraising (3-yr average)
- $990 million toward $1 billion goal for The Campaign for OSU

Major gift fundraising, annual giving, gift planning, marketing, events, donor relations, alumni and donor database management, research and reporting, gift receipting, accounting, asset management, board relations, HR
ABOUT THE OSU ALUMNI ASSOCIATION

- Founded 1873
- 501(c)(3) non-profit corporation
- 15-member Board of Directors
- 10-member Alumni Advisory Council
- 22 employees (19 OSUAA employees + 3 OSU employees)
- 15,500 OSUAA members
- 3 issues/year of the *Oregon Stater*, reaching 155,000 alumni and donor households

Alumni programming, regional volunteer networks, career resources & development, Student Alumni Association, Alumni Travel Group, reunions, football tailgaters, multicultural & diversity programs, membership, alumni magazine, communications & marketing, CH2M HILL Alumni Center operations, board relations, finance, HR
600+ scholarship/fellowship funds created (30% increase)

4,000+ students received donor-funded scholarships/fellowships last year, totaling $8M+

77 endowed faculty positions created, more than doubling OSU’s total

28 new, renovated, or acquired facilities

$990M toward $1B goal

- 102,000 campaign donors
- 1,259 campaign gifts of $100K+
- 178 campaign gifts of $1M+
WHO ARE OUR DONORS

- 102,035 donors to The Campaign for OSU
- 36% of campaign donors are first-time donors to OSU
- 60% are individuals
- 56% of those individuals are alumni

Donors to The Campaign for OSU

- Individuals, 60%
- Corporations, 18%
- Foundations, 13%
- Other, 9%

Individual Donors to The Campaign for OSU

- Alumni, 56%
- Friends (non-alumni), 28%
- Parents, 13%
- Faculty/Staff, 2%
- Students, 1%
OSU ALUMNI ASSOCIATION: OSU’s Engagement Engine

Build distinction and pride in OSU

OSUAA keeps alumni informed about and connected to the progress of OSU and gives them opportunities to share OSU’s points of distinction statewide and worldwide.

- **Oregon Stater** alumni magazine - mailed three times per year to 155,000 households. Total FY13 circulation: 464,000, up 10% from FY10.

- **Stater inserts program** - a powerful and cost-effective vehicle for colleges to communicate with their target audience.

- **E-clips** – 46,000 OSU alumni and friends subscribe to this weekly OSU news update.
**OSU ALUMNI ASSOCIATION: OSU’s Engagement Engine**

**Grow Your Network**

OSUAA supports alumni by connecting Beavers with each other, with OSU-affiliated businesses, and with career-development opportunities.

196 OSUAA events in FY13, **up 340%** over FY10.

OSUAA events engaged **37,000** alumni and friends in FY13, up 15,500 compared to FY10.

**Regional Networks** engage alumni and friends where they work and live.

- **Signature events:** OSU Business Roundtable, OSU Design Network, OSU in Your Neighborhood

**Career Networks:**

- 1,128 Beaver Careers LinkedIn members
- Career webinar series, career counseling, career fairs
Support Students

OSUAA supports OSU students, giving the next generation of Beavers a terrific start on their lives and welcoming them into the Beaver family.

OSUAA awarded over $1M in scholarships to 500 students since 2007.
- This school year, OSUAA is supporting 84 scholars through 8 different scholarships.

Mentoring opportunities connect current students with accomplished alumni who help shape the next generation of professionals.
### By College

<table>
<thead>
<tr>
<th>College</th>
<th>Alumni Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal Arts</td>
<td>27,866</td>
</tr>
<tr>
<td>Science</td>
<td>26,263</td>
</tr>
<tr>
<td>Engineering</td>
<td>25,828</td>
</tr>
<tr>
<td>Business</td>
<td>25,612</td>
</tr>
</tbody>
</table>

### Total Living Alumni: 172,096

### By State

<table>
<thead>
<tr>
<th>State</th>
<th>Alumni Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oregon</td>
<td>96,531</td>
</tr>
<tr>
<td>Washington</td>
<td>18,334</td>
</tr>
<tr>
<td>California</td>
<td>16,750</td>
</tr>
<tr>
<td>Arizona</td>
<td>2,724</td>
</tr>
<tr>
<td>Texas</td>
<td>2,658</td>
</tr>
<tr>
<td>Idaho</td>
<td>2,581</td>
</tr>
<tr>
<td>Colorado</td>
<td>2,431</td>
</tr>
<tr>
<td>Hawaii</td>
<td>1,928</td>
</tr>
<tr>
<td>Alaska</td>
<td>1,672</td>
</tr>
<tr>
<td>Florida</td>
<td>1,432</td>
</tr>
</tbody>
</table>

### By Metro Area

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>Alumni Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland Metro</td>
<td>46,299</td>
</tr>
<tr>
<td>Willamette Valley</td>
<td>34,923</td>
</tr>
<tr>
<td>Seattle</td>
<td>10,595</td>
</tr>
<tr>
<td>Bay Area</td>
<td>6,547</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>4,602</td>
</tr>
</tbody>
</table>

### By Class Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Alumni Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 and later</td>
<td>54,975</td>
</tr>
<tr>
<td>1990s</td>
<td>30,699</td>
</tr>
<tr>
<td>1980s</td>
<td>31,533</td>
</tr>
<tr>
<td>1970s</td>
<td>28,289</td>
</tr>
<tr>
<td>1960s</td>
<td>16,730</td>
</tr>
<tr>
<td>1950s</td>
<td>7,399</td>
</tr>
<tr>
<td>1940s and prior</td>
<td>2,471</td>
</tr>
</tbody>
</table>
WHY ENGAGEMENT MATTERS

Profile of Top 20 Donors to UCLA’s $3 Billion Campaign

- Total giving: $1B of the campaign’s $3B total
- Relationship with the university: 30% alumni
- Size of first gift: $200
- Areas of giving: 7
- Number of gifts: 88
- Number of years involved: 27
- Number of boards, committees: 8

(UCLA has 1,700+ volunteers involved at any given time.)

Source: Grenzebach Glier & Associates
QUESTIONS?