EVERYONE SMILES WHEN THEY GIVE. A NEW ERA OF PHILANTHROPY AT WESTERN.
TOPICS

1 A new era of philanthropy at Western
2 Two happy donors
3 It takes time – the Donor Cycle
4 Why Give to Western
5 Meet the team

A NEW ERA OF PHILANTHROPY AT WESTERN.
Advancement Performance Dashboard
2016 Full Year

Gift Commitments 2012 - 2016

Advancement Performance Dashboard
New commitments – 2016 Full Year

<table>
<thead>
<tr>
<th>Gift Commitments 2016 - Classification</th>
<th>Gift Commitments 2016 - Appeal</th>
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<tbody>
<tr>
<td>Research 68.09% $10,292,845.85</td>
<td>Major Gift Fundraising $14,715,950.75 317</td>
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<tr>
<td>Scholarship 24.63% $3,722,660.79</td>
<td>Annual Giving - General $199,003.06 227</td>
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<tr>
<td>General 0.39% $904,933.55</td>
<td>Payroll Giving $154,315.91 398</td>
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<tr>
<td>Prize 0.05% $128,261.21</td>
<td>Others $35,982.39 18</td>
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<tr>
<td>Projects &amp; Programs 0.05% $7,351.72</td>
<td>Total $45,336,018.12 736</td>
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<td><strong>Total</strong> $15,136,093.12</td>
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Presentation Sisters, Wagga Wagga

Between 2006-2015:

• Giving $1,500 - $3,000 per annum
• Total gift of $16,000

2016

They pledge a gift of $554,667.00 over three years.
They also make a $10,000 donation to Refugee Scholarships.

They make a commitment to continuing their annual prize.

They are very happy.

Introducing the Presentation Sisters, Wagga Wagga.
So is the Dean.

From Prize donor to a Major Gift.
RELATIONSHIP.

STEWARDSHIP.
TEAMWORK.

“Fundraising is not about money; it’s about work that needs doing.

If you start by asking for money you won’t get it and you won’t deserve it.”

(1950)

- Harold Sumpton, advertising man, fundraiser and Oxfam Council member 1916 – 1998

IT’S NOT ABOUT US.
THINK BIG ... AND BE PREPARED.

BE MISSION-ALIGNED.

People don’t give time and money to organisations because organisations have needs; they give because organisations meet needs.”

- Kay Sprinkel Grace, Beyond Fund Raising.” (1950)
BE BUSINESS-LIKE.

Donors don’t give to Development Managers, they give to the University’s people and programs, research, impact and our Mission.

1. Everyone is involved in raising a Major Gift.
2. Get out and tell our story.
3. Focus on “Big Ideas” and aspirational giving.
Marcus Blackmore and Blackmore’s $10 million gift to NICM.

It takes time – the donor cycle.
WHY WOULD ANYONE GIVE TO WESTERN?
Developing a Case for Support.

Get to Know Advancement

Deborah Carr
Executive Director, Advancement

Penny Tribe
Director, Development

Christopher Levins
Trusts and Foundations
Other key staff members

- Ramya Acharya
  Alumni Manager

- Ray Villarica
  Annual Giving Manager

- Victoria Coyne
  Research Services Coordinator