

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

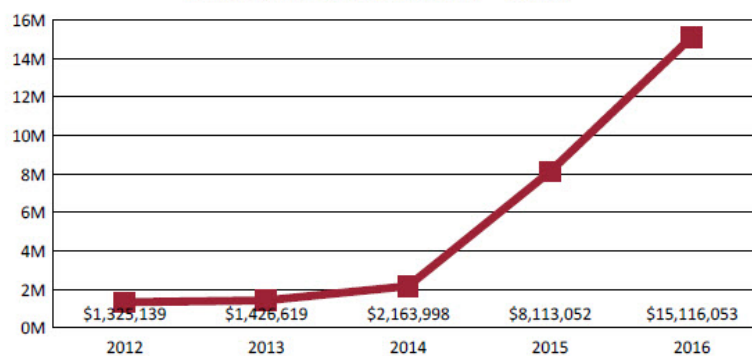
5 Meet the team

**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

Gift Commitments 2016 - Classification

	Research 68.09%	\$10,292,845.85
	Scholarship 24.63%	\$3,722,660.79
	General 6.38%	\$964,933.55
	Prize 0.85%	\$128,261.21
	Projects & Programs 0.05%	\$7,351.72
Total		\$15,116,053.12

Gift Commitments 2016 - Appeal

	Amount	Donors
Major Gift Fundraising	\$14,725,950.75	117
Annual Giving - General	\$199,803.06	227
Payroll Giving	\$154,316.92	398
Others	\$35,982.39	18
Total	\$15,116,053.12	735

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.

WESTERN SYDNEY
UNIVERSITY
W



IT'S NOT ABOUT US.

WESTERN SYDNEY
UNIVERSITY
W

“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

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.
4. Be ready for opportunity – Be Prepared.

**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



Emma Breidahl
Major Gifts



Scott Lyall
Major Gifts



Gayle Hannan
Bequests/Major Gifts

Other key staff members



Ramya Acharya
Alumni Manager



Ray Villarica
Annual Giving Manager



Victoria Coyne
Research Services
Coordinator

