REPORT OF THE FUND RAISING AND DONOR RELATIONS COMMITTEE

Contents	Consent Agenda
General Awareness and Campaign Advertising	No
Quarterly Fund Raising Report to Board	Yes

FOR INFORMATION

1. **General Awareness and Campaign Advertising**

   See **Annex 1.**

2. **Quarterly Fund Raising Report to Board**

   See **Annex 2.**

Western

Communications & Public Affairs

MEMORANDUM

To: Fund Raising and Donor Relations Committee, Board of Governors, Foundation Western Board, Alumni Association Board, Campaign Cabinet

From: Helen Connell, Associate Vice-President (Communications & Public Affairs)

Date: November 6, 2012

Re: Brand Awareness Campaign

I want to inform you that Western launched a brand awareness advertising campaign in the Globe and Mail this week. The campaign is to raise awareness of the teaching and research excellence at Western. It is also intended to support student recruitment at a time when students, together with their families, are determining which university they want to attend.

The six-week campaign has two components: ads in the print and electronic editions of the Globe and Mail, which began this week – and Toronto transit ads, which begin next week. The transit ads include:

- Posters at the Lawrence, Eglinton, College, Wellesley and Queen's Park stations
- 100 transit car "door surrounds" that feature two posters on either side of the doors of the subway cars along with an overhead poster.
- 93 exteriors posters on buses in the city's core

These ads are in addition to those Western takes out to celebrate successes, such as the recent Fraunhofer Centre opening, and to recognize our new Chancellor, Joseph Rotman.

The awareness campaign will be followed in January with a national advertising campaign to support the second half of the fundraising campaign and I look forward to sharing more information on that closer to its launch.

We welcome your feedback and I am pleased to respond to any questions.

Western University Ste 1151 Richmond St. London, ON, Canada N6A 3K7
t. 519.661.2111 ext 82045 f. 519.661.3921 www.westernu.ca

Fund Raising Initiatives Quarterly Report
as at July 31, 2012
(with comparative figures for the fiscal year 2010/11 and 2009/10)

Exhibit I

	May 1, 2012 to April 30, 2013 (000's)			May 1, 2011 to April 30, 2012 (000's)			May 1, 2010 to April 30, 2011 (000's)		
(1) PLEDGE DATA	**Target**	**Actual**	**Actual as a % of Target**	**Target**	**Actual**	**Actual as a % of Target**	**Target**	**Actual**	**Actual as a % of Target**
Pledges outstanding May 1,	168,106	168,106	N/A	98,090	98,107	N/A	150,720	89,957	N/A
New Gifts & Pledges (Gross)	65,000	5,867	9.03%	60,000	130,211	217.02%	54,000	63,563	117.71%
Pledges cancelled/amended on new/prior pledges	-2,684	-144	5.37%	-2,041	-1,691	82.85%	-3,204	-1,743	54.40%
Net New Pledges/Gifts	**62,316**	**5,723**	**9.18%**	**57,959**	**128,520**	**221.74%**	**50,796**	**61,820**	**121.70%**
(2) Contributions received in payment of pledges/gifts:									
Foundation Western	9,500	2,249	23.67%	10,000	9,073	90.73%	10,000	11,490	114.90%
Western University	103,716	6,706	6.47%	38,289	49,066	128.15%	38,887	41,784	107.45%
Richard Ivey School of Business (Asia) Limited	422	1	0.13%	400	382	95.50%	396	396	100.00%
Total contributions received	**113,638**	**8,955**	7.88%	**48,689**	**58,521**	120.19%	**49,283**	**53,670**	108.90%
Net Pledges Outstanding	**116,784**	**164,874**	**141.18%**	**107,360**	**168,106**	**156.58%**	**152,233**	**98,107**	**64.45%**

Cost Per Dollar Raised									
Advancement Fund Raising Units	**Net Pledges/Gifts**	**Expenses**	**Cost per Dollar Raised**	**Net Pledges**	**Expenses**	**Cost per Dollar Raised**	**Net Pledges**	**Expenses**	**Cost per Dollar Raised**
Development	2,555	936	$0.37	103,220	3,888	$0.04	27,733	3,389	$0.12
Richard Ivey School of Business	809	383	$0.47	16,871	1,641	$0.10	25,171	1,634	$0.06
Foundation Western	2,501	293	$0.12	9,700	1,174	$0.12	10,542	1,145	$0.11
Total Expenses/Cost Per Dollar Raised	**5,866**	**1,612**	**$0.27**	**129,791**	**6,703**	**$0.05**	**63,446**	**6,168**	**$0.10**
(3) 3-Year Average Cost Per Dollar Raised	**6,059**	**1,625**	**$0.27**						

(1) Includes total activity of:
Western University
The University of Western Ontario Inc.
The University of Western Ontario (UK) Foundation
The University of Western Ontario (HK) Foundation
Foundation Western
Richard Ivey School of Business (Asia) Limited

(2) Represents all contributions including cash, gift in kind and gift in purchase discounts entered in the Contributor Relations System within reporting period and may differ from the general ledger reporting period.

(3) 3-Year Rolling Average - reflects the major gift factor and the post campaign period.

Western

STATUS REPORT AS JULY 31, 2012

By Constituency	Gifts & Pledges
Board of Governors/Faculty/Staff/Retirees	197,764
Students	24,709
Alumni	2,779,307
Parents	15,561
Friends	1,023,621
Corporations	1,141,293
Foundations	298,700
Associations	382,848
Municipal Government	2,000
TOTAL	**$5,865,804**

By Faculties/Special Projects	Gifts & Pledges
Arts and Humanities	527,221
Business (Richard Ivey School of)	857,195
Education	23,463
Engineering	187,312
Health Sciences	25,876
Information & Media Studies	47,871
Law	1,180,361
Medicine & Dentistry (Schulich School of)	1,781,152
Music (Don Wright Faculty of)	50,869
Science	36,811
Social Science	223,710
Special Projects	
Libraries	57,135
Mustang Athletics	226,790
Student Awards-University Wide	242,397
Western Fund	104,471
Campus Wide Programs	273,770
Graduate Scholarships (Undesignated)	-
McIntosh Gallery	19,400
TOTAL	**$5,865,804**

2012/2013 Fund Raising Objective	**$ 65,000,000**
% of the 2012/2013 Objective Achieved	**9%**

ENDOWED CHAIR MATCHING PROGRAM
Included in the above results is **$9,500,000** in gifts & pledges towards a **$24,000,000** goal and establishes **6** new endowed chairs in The Richard Ivey School of Business (1), and Schulich School of Medicine & Dentistry (5).

GIFT PLANNING PROGRAM
In addition to the above gifts and pledges, Western University has been notified of **10** new expectancies, future commitments such as bequests or life insurance totaling **$4,796,317** toward a **$10,000,000** annual goal and an overall campaign progress of **$73,725,791** toward a **$100,000,000** campaign goal**.**
Overall Progress February 1989 to current $150,821,916 (Expectancies)