Fund Raising Initiatives Quarterly Report
as at January 31, 2013
(with comparative figures for the fiscal year 2010/11 and 2009/10)

| | 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 | 32,064 | 49.33% | 60,000 | 130,211 | 217.02% | 54,000 | 63,563 | 117.71% |
| Pledges cancelled/amended on new/prior pledges | -2,684 | -1,704 | 63.49% | -2,041 | -1,691 | 82.85% | -3,204 | -1,743 | 54.40% |
| **Net New Pledges/Gifts** | **62,316** | **30,360** | **48.72%** | **57,959** | **128,520** | **221.74%** | **50,796** | **61,820** | **121.70%** |
| **(2)** Contributions received in payment of pledges/gifts: | | | | | | | | | |
| Foundation Western | 9,500 | 8,495 | 89.42% | 10,000 | 9,073 | 90.73% | 10,000 | 11,490 | 114.90% |
| Western University | 103,716 | 30,487 | 29.39% | 38,289 | 49,066 | 128.15% | 38,887 | 41,784 | 107.45% |
| Richard Ivey School of Business (Asia) Limited | 422 | 13 | 3.13% | 400 | 382 | 95.50% | 396 | 396 | 100.00% |
| Total contributions received | **113,638** | **38,995** | 34.32% | **48,689** | **58,521** | 120.19% | **49,283** | **53,670** | 108.90% |
| **Net Pledges Outstanding** | **116,784** | **159,471** | **136.55%** | **107,360** | **168,106** | **156.58%** | **152,233** | **98,107** | **64.45%** |

| **Cost Per Dollar Raised** | Net | | Cost per | Net | | Cost per | Net | | Cost per |
|---|---|---|---|---|---|---|---|---|---|
| Advancement Fund Raising Units | **Pledges/Gifts** | **Expenses** | **Dollar Raised** | **Pledges** | **Expenses** | **Dollar Raised** | **Pledges** | **Expenses** | **Dollar Raised** |
| Development | 19,084 | 3,109 | $0.16 | 103,220 | 3,888 | $0.04 | 27,733 | 3,389 | $0.12 |
| Richard Ivey School of Business | 7,160 | 1,159 | $0.16 | 16,871 | 1,641 | $0.10 | 25,171 | 1,634 | $0.06 |
| Foundation Western | 6,533 | 879 | $0.13 | 9,700 | 1,174 | $0.12 | 10,542 | 1,145 | $0.11 |
| **Total Expenses/Cost Per Dollar Raised** | **32,777** | **5,147** | **$0.16** | **129,791** | **6,703** | **$0.05** | **63,446** | **6,168** | **$0.10** |
| **(3) 3-Year Average Cost Per Dollar Raised** | **226,014** | **18,018** | **$0.08** | | | | | | |

**(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.

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The Campaign for Western

## STATUS REPORT AS JANUARY 31, 2013

| By Constituency | Gifts & Pledges |
|---|---|
| Board of Governors/Faculty/Staff/Retirees | 702,293 |
| Students | 113,529 |
| Alumni | 13,788,538 |
| Parents | 861,205 |
| Friends | 2,767,118 |
| Corporations | 11,689,648 |
| Foundations | 1,914,258 |
| Associations | 934,459 |
| Municipal Government | 6,000 |
| **TOTAL** | **$32,777,050** |

| By Faculties/Special Projects | Gifts & Pledges |
|---|---|
| Arts and Humanities | 1,684,396 |
| Business (Richard Ivey School of) | 9,456,605 |
| Education | 50,915 |
| Engineering | 2,509,139 |
| Health Sciences | 311,277 |
| Information & Media Studies | 249,672 |
| Law | 2,139,228 |
| Medicine & Dentistry (Schulich School of) | 6,372,500 |
| Music (Don Wright Faculty of) | 167,309 |
| Science | 6,419,515 |
| Social Science | 805,955 |
| **Special Projects** | |
| Libraries | 278,631 |
| Mustang Athletics | 578,359 |
| Student Awards-University Wide | 395,625 |
| Western Fund | 662,094 |
| Campus Wide Programs | 360,294 |
| Graduate Scholarships (Undesignated) | 137,025 |
| McIntosh Gallery | 198,510 |
| **TOTAL** | **$32,777,050** |

| | |
|---|---|
| **2012/2013 Fund Raising Objective** | **$ 65,000,000** |
| **% of the 2012/2013 Objective Achieved** | **50%** |

**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 **27** new expectancies, future commitments such as bequests or life insurance totaling **$16,876,309** toward a **$10,000,000** annual goal and an overall campaign progress of **$85,805,783** toward a **$100,000,000** campaign goal.
**Overall Progress February 1989 to current $161,625,666 (Expectancies)**