

APPEALS ANALYSIS

11/12 Annual Tuition Drive 1/11/2011					10/11 Annual Tuition Drive 1/11/2010					
Appeal	Amount	# of Donors	Avg. Donor				Amount	# of Donors	Avg. Donor	
AL	\$ 20,676.00	273	\$ 75.74				\$ 23,477.00	286	\$ 82.09	
ALCP	\$ 25.00	1	\$ 25.00							
ALCPPR	\$ 475.00	6	\$ 79.17				\$ 1,065.00	10	\$ 106.50	
ALPR	\$ 16,005.00	183	\$ 84.46				\$ 16,814.00	186	\$ 90.40	
Bq/Mem	\$ 395.00	7	\$ 56.43							
BUS	\$ 400.00	4	\$ 100.00							
Friend	\$ 200.00	1	\$ 200.00				\$ 50.00	1	\$ 50.00	
Major	\$ 17,000.00	4	\$ 4,250.00				\$ 1,000.00	2	\$ 500.00	
Major A	\$ 13,631.00	21	\$ 649.10				\$ 9,678.00	14	\$ 691.29	
Major ACPPR							\$ 4,260.00	3	\$ 1,420.00	
Major APR	\$ 10,400.00	6	\$ 1,733.33				\$ 12,300.00	4	\$ 3,075.00	
Major CP							\$ 10,000.00	1	\$ 10,000.00	
Major PR	\$ 17,676.49	14	\$ 1,262.61				\$ 16,103.40	15	\$ 1,073.56	
Major PRCP	\$ 7,201.00	4	\$ 1,800.25							
Match	\$ 195.00	2	\$ 97.50				\$ 100.00	1	\$ 100.00	
MDB&M	\$ 50.00	1	\$ 50.00							
PR	\$ 9,708.00	80	\$ 121.35				\$ 14,517.00	84	\$ 172.82	
PRCP	\$ 925.00	6	\$ 154.17				\$ 400.00	4	\$ 100.00	
Unsolicited	\$ 50.00	1	\$ 50.00							
	\$ 115,012.49	614					\$ 109,764.40	611		
Major Donor Totals/History	ATD 11/12	ATD 10/11	ATD 09/10	AA 08/09	AA07/08	AA 06/07	AA 05/06			
	\$ 65,908.49	\$ 73,590.00	\$ 54,075.00	\$ 55,056.00	\$ 70,279.00	\$ 84,023.00	\$ 76,931.00			
FUND PERFORMANCE ANALYSIS					CELEBRATION OF SUCCESS					
Fund	Donors	Avg/Donor	Total Given			Donors	Total Pledged			
AA1999/2000	873	\$ 188.71	\$ 164,745.88			27	\$ 36,167.02	(\$5,000 Spartan Field)		
AA2000/2001	704	\$ 176.63	\$ 124,347.75					(\$31,167.02 Elevator)		
AA2001/2002	690	\$ 181.13	\$ 124,978.14							
AA2002/2003	756	\$ 211.32	\$ 159,759.37							
AA2003/2004	753	\$ 175.51	\$ 132,160.17							
AA2004/2005	795	\$ 176.17	\$ 140,053.09							
AA2005/2006	764	\$ 178.77	\$ 136,580.04							
AA2006/2007	722	\$ 206.76	\$ 149,277.41							
AA2007/2008	703	\$ 186.54	\$ 131,135.88							
AA2008/2009	724	\$ 149.55	\$ 108,277.27							
ATD2009/2010	666	\$ 159.68	\$ 106,345.80							
ATD2010/2011	661	\$ 194.97	\$ 128,878.40							
ATD2011/2012	614	\$ 187.32	\$ 115,012.49							

MSGR. DUNN FOUNDATION

Total Distribution: \$1,234,514 (1985-2010)
 (\$ 798,725 2005-2010)