

**APPEALS ANALYSIS**

11/12 Annual Tuition Drive 11/3/2010					10/11 Annual Tuition Drive 11/3/2009				
Appeal	Amount	# of Donors	Avg. Donor				Amount	# of Donors	Avg. Donor
AL	\$ 18,499.00	248	\$ 74.59				\$ 18,446.00	233	\$ 79.17
ALCP	\$ 25.00	1	\$ 25.00						
ALCPPR	\$ 475.00	6	\$ 79.17				\$ 1,015.00	9	\$ 112.78
ALPR	\$ 14,159.00	173	\$ 81.84				\$ 12,693.00	154	\$ 82.42
Bq/Mem	\$ 395.00	7	\$ 56.43						
BUS	\$ 400.00	4	\$ 100.00						
Friend	\$ 200.00	1	\$ 200.00						
Major	\$ 500.00	1	\$ 500.00				\$ 500.00	1	\$ 500.00
Major A	\$ 9,746.00	16	\$ 609.13				\$ 7,002.00	10	\$ 700.20
Major ACP							\$ 1,100.00	1	\$ 1,100.00
Major APR	\$ 3,300.00	4	\$ 825.00				\$ 5,700.00	2	\$ 2,850.00
Major CP							\$ 10,000.00	1	\$ 10,000.00
Major PR	\$ 13,176.49	13	\$ 1,013.58				\$ 10,228.40	10	\$ 1,022.84
Major PRCP	\$ 6,601.00	3	\$ 2,200.33						
Match	\$ 70.00	1	\$ 70.00						
PR	\$ 5,753.00	71	\$ 81.03						
PRCP	\$ 925.00	6	\$ 154.17						
	\$ 74,224.49	555					\$ 66,684.40	421	

Major Donor Totals/History									
	ATD 11/12	ATD 10/11	ATD 09/10	AA 08/09	AA07/08	AA 06/07	AA 05/06		
	\$ 34,143.49	\$ 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			
AA1998/1999	916	\$ 169.28	\$ 155,057.56		27	\$ 36,167.02			(\$5,000 Spartan Field)
AA1999/2000	873	\$ 188.71	\$ 164,745.88						(\$31,167.02 Elevator)
AA2000/2001	704	\$ 176.63	\$ 124,347.75						
AA2001/2002	690	\$ 181.13	\$ 124,978.14						
AA2002/2003	756	\$ 211.32	\$ 159,759.37						
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						
ATD20092010	666	\$ 159.68	\$ 106,345.80						
ATD2010/2011	660	\$ 189.21	\$ 124,878.40						

**MSGR. DUNN FOUNDATION**  
 Total Distribution: \$1,234,514 (1985-2010)  
 ( \$ 798,725 2005-2010 )

ATD2011/2012	555	\$	134.71	\$	74,224.49						
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