



# Capital Campaign Fundraising at Yale

## The Role of Charitable Giving

Charitable giving is vital to the long-term health of the university. Yale is fortunate to have so many generous, engaged individuals who provide financial support for ongoing educational initiatives, research, facilities, extracurricular activities, and new programs. Funds raised by the Yale Development office may be available for immediate use, or invested in the Yale endowment, which had grown to \$16.6 billion in 2010. But endowment growth depends not only upon investment gains but also upon ongoing gifts. In 1950, Yale's endowment was valued at \$132 million. If donors did not continue to make subsequent gifts, in 2010 the endowment would have grown to less than \$5 billion.

### **Every Gift Matters**

*Gifts to Yale at all levels make a difference. Large capital gifts may have transformational impact. One such contribution is the gift by Edward Harkness, Yale College Class of 1897, which established the residential colleges that serve as the hub of undergraduate life today. Annual giving at more modest levels promotes participation and demonstrates the breadth of philanthropic support by alumni.*

## Yale Tomorrow

The "Yale Tomorrow" campaign was a focused, multi-year effort to inspire significant philanthropic support from alumni, parents, friends, corporations and foundations for these campaign priorities: Yale College, the Arts at Yale, the Sciences at Yale, and Yale and the World. The campaign exceeded its goal of \$3.5 billion and concluded on June 30, 2011.



*Beinecke Plaza at Yale, bathed in blue light at the launch of Yale Tomorrow.*

## Who Gives?

Who makes gifts to Yale? While there are many sources of support – alumni, parents, friends, foundations and corporations – over 63% of the funds raised for Yale Tomorrow came from alumni. Relationships with donors are built over time and tend to follow a cycle: from identification, to interest, to involvement, to investment, to stewardship. There is a ladder of philanthropic support: from individuals, from first-time donors, to renewals, to annual unrestricted gifts, to major/capital gifts, to planned gifts (life income or bequests). Typically the gifts at the top of the ladder are larger, more complex, and require personal contact.

## Why Alumni Give

Alumni have very personal reasons for giving to Yale. Donors often cite their educational experience, relationships, activities, history, residential colleges, and financial aid (particularly if alumni received aid when they were students themselves) as reasons they give. Each gift is a demonstration of the passion that Yale alumni feel for their alma mater.