



Fact Sheet: Campaign Oregon: Transforming Lives

- Campaign Oregon: Transforming Lives raised \$853,120,266, exceeding its goal of \$600 million by 42 percent.
- It is the largest, most successful private fundraising campaign in the state’s history.
- More than 90,000 donors contributed to the campaign.
- Traditionally, people turn to higher education in hard economic times. We are already seeing this with record enrollment this year and applications for next year up as well.
- Absent the state’s ability to provide sufficient financial support to the UO, private fundraising is vital in order for the UO to fulfill its public mission.
- The campaign started in January 2001 and concluded in December 2008. The public phase was launched in January 2005.

Campaign goals

- Raise a total of \$600 million
- Raise \$100 million for student support
- Raise \$167 million in endowed funds
- Increase faculty support
- Increase academic and program support
- Improve academic facilities
[See separate sheet on building projects]
- Double annual fundraising from \$45 million to \$90 million
- Increase alumni giving rate from 12% to 18%

Outcome

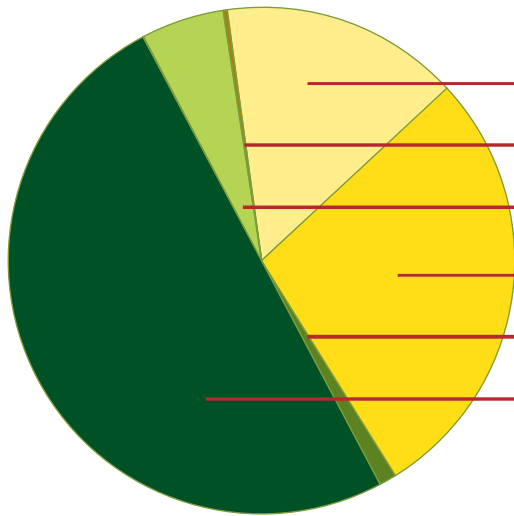
\$853,120,266 raised
 \$99.8 million raised
 \$362.5 million raised
 \$106.1 million raised
 (\$96.7 endowed)
 \$186.1 million raised
 \$138.2 million raised

Average of \$106 million/year raised
 17% in FY 2008

Campaign Leadership Committee

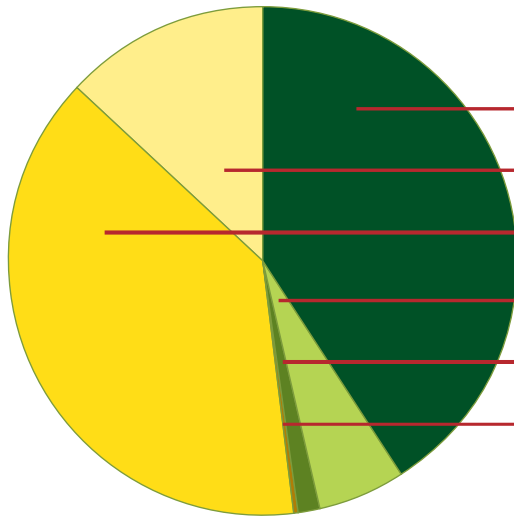
The late Randall C. Papé, Chair
 Timothy P. Boyle, Vice Chair
 Marcia Aaron
 Wan Koo Huh
 David M. Petrone
 James W. Bernard
 Dody Dornsife Jernstedt
 James Rippey
 Gerry B. Cameron
 Gwendolyn H. Lillis
 Shirley Rippey
 John W. “Rocky” Dixon

The late J. Peter Moore
 Chris A. Smith
 Allyn Ford
 Mary Ann Moore
 Vinton “Slim” Sommerville
 Cheryl Ramberg Ford
 Susie Papé
 William R. Swindells
 Dan Giustina
 Chester L. F. Paulson
 Donald E. Tykeson



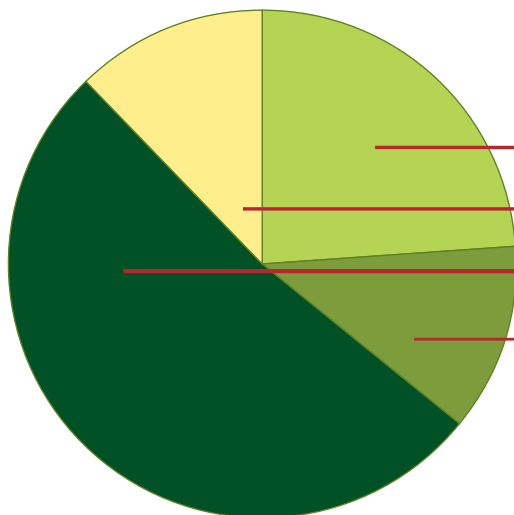
Giving Sources *based on dollars contributed*

| | |
|------------------------------|------|
| Corporations and Foundations | 15% |
| Faculty and Staff | 0.5% |
| Family Foundations | 5% |
| Friends | 28% |
| Parents | 1% |
| Alumni | 50% |



Giving Sources *based on numbers of donors*

| | |
|------------------------------|-------|
| Alumni | 40.9% |
| Corporations and Foundations | 15% |
| Friends | 38.8% |
| Family Foundations | 5% |
| Parents | 1% |
| Faculty and Staff | 0.5% |



Giving Allocations

| | |
|----------------------|-----|
| Capital improvements | 24% |
| Faculty support | 12% |
| Programs | 52% |
| Student Access | 12% |