



University Development

Annual Accomplishment Highlights 2014-2015

- The University raised \$10,487,966 from 2,491 donors in 2014-2015. This was a 49.8 percent increase over the goal. Seven new testamentary commitments were made to SSU totaling \$2,720,001. This continues to mark a strong trend of bequest commitments from alumni and friends on behalf of the University. All seven commitments will create future endowments. Endowment gifts were up, \$1,914,175.41 vs. \$509,624 the previous fiscal year.
- The new Wine Spectator Learning Center, part of the Wine Business Institute, received six new pledges totaling \$3,769,000 toward capital construction. To date, the project has raised \$6,300,000 toward an overall goal of \$9,000,000.
- University Development started the process of revamping its donor collateral. The first phase was the creation of individual school “one-pagers” outlining funding priorities. The quarterly donor newsletter continues to be refined and expand its audience and now reaches over 2,500 donors.
- A calling program was established that engaged student government. This is part of a long-term plan to enhance our stewardship and annual fund programs. This year we focused on “thank you” calls for current year donors. In fiscal year 15-16, this will be expanded to include survey calls. The goal is to ensure every donor with a valid phone number hears from one of our students.