Advancement Division

The University Advancement Division is composed of two primary functions: Development and Alumni Relations. Through diverse programs and objectives in these two areas a common purpose is pursued to ensure that our alumni, parents, friends, as well as corporations and foundations locally and nationally, understand the current programs and initiatives and the future goals of the University; and, just as importantly, to build relationships to ensure that our alumni, parents, friends, foundations and corporations understand the roles that they can play in furthering the mission of the institution whether as donors, volunteers or ambassadors on behalf of the University.

Organization of the Division

Please see Organizational Chart.

Alumni Relations

Fairfield boasts nearly 40,000 graduates living around the world. (See Demographics Charts attached) All graduates and students who have attended the University for more than two years are considered by the University as members of the Alumni Association.

The Office of Alumni Relations is charged with providing the climate and the opportunities for alumni to connect with their institution and to help the institution share with the alumni the current initiatives and future objectives of the University with the aim of building the finest institution possible. The Office is responsible for assisting the Alumni Association in the design and implementation of programs and activities that will engage alumni worldwide.

The Office of Alumni Relations conducts the following programs as part of its responsibilities:

- Alumni Clubs
- Alumni College
- Alumni Student Programs
- Alumni Awards
- Homecoming
- Reunions
- Alumni Athletic Hall of Fame
- Alumni Volunteer Opportunities
- Alumni Volunteer Opportunities
- Fairfield Alumni Network (FAN) and the Online Community
Development

The Development component of the Advancement Division specifically seeks to secure for the University gifts in support of the current and future operating needs of the University in accordance with the objectives of the University’s strategic plans. It does so through the Annual Giving, Major Gifts, Planned Giving, Foundation Relations and Corporate Relations Programs.

Support for the Annual Fund, Major Gifts, Planned Giving, Foundation Relations and Corporate Relations Programs is provided by the Research, Advancement Technology and Development Relations and Special Events Programs within the Division.

Annual Giving Fundraising Programs

The University asks all alumni, parents and friends, as well as some corporations and foundations, to make an annual, unrestricted gift to support the total work of the University and to help assure its continued financial stability. The Annual Giving Program is carried out according to Fairfield University’s fiscal year, July 1-June 30. The following gift clubs have been created to provide opportunities for giving at various levels:

- **President’s Circle**
  - Cornerstone Club $25,000+
  - Chairman’s Club $10,000+
  - Founder’s Club $5,000+
  - The 1942 Society $2,500+
  - Member $1,000+

- **Loyola Companions** $500+

- **Xavier Associates** $250+

- **Fairfield Fellows** $125+

Major Gifts

The Major Gifts Program is responsible for qualifying, cultivating and soliciting identified individual major gift prospects (alumni, parents and friends) who have the potential to make gifts of $50,000 and above, either through an outright gift over a three to five year period, and/or a planned gift.

As of September 2007, the Major Gifts team is comprised of 4 ½ full-time frontline fundraisers and a Director of Major Gifts, each of whom has a portfolio of individual prospects whom they are responsible for building a relationship, cultivating, soliciting and stewarding. Staff is empowered to identify strategies which involve the vast resources of the University including proactively leveraging the talents, time and skills of the President, Trustees, University Officers, Deans, faculty members and administrators for the purpose of cultivation, solicitation or closure of potential Major Gift donors.
**Planned Giving**

The Planned Giving Program is responsible for creating and implementing a planned giving strategy targeted to the alumni population at large as well as segmented for Major Gifts prospects. It is the institution's aim to widen our planned giving donor base by educating donors to the benefits of charitable gift annuities and trusts and inculcating among our alumni base a tradition of including Fairfield in their estate plans. The Director of Planned Giving serves as a resource for the Major Gifts team as well as a frontline fundraiser in her own right responsible for a small group of planned giving prospects.

**Foundation Relations**

The Foundations Relations program oversees all private foundation grant fundraising for Fairfield’s six schools and various departments and is dedicated to identifying priority projects and potential sources for grant funding with the Academic Vice President, Deans and Faculty and developing proposals and budgets in partnership with the Faculty and Deans for grant submissions.

The Director of Foundation Relations also serves as the primary liaison between Advancement and the School of Nursing Advisory Board and the Advisory Board of the College of Arts and Sciences.

**Corporate Relations**

The Corporate Relations Programs works in cooperation with the Deans and Faculty in support of priority project identification and development, and identifies and researches corporate funding sources to support such projects. Corporate Relations also is the primary support of the Fairfield Awards Dinner, an event which garners corporate contributions in support of Fairfield's Multicultural Scholarship Fund.

The Director of Corporate Relations also serves as the primary liaison between Advancement and the Dolan School of Business Advisory Council and the School of Engineering Advisory Council.

**Gift Definition**

The types of gifts that Major Gifts, Planned Giving, Special Events, Foundation Relations and Corporate Relations Programs overwhelming raise are defined as Restricted, Capital or Endowment:

*Restricted gifts* are gifts from private sources which help fund specific, approved programs for which budget support is either unavailable or insufficient. These gifts are fully expended in a relatively limited time frame, depending on the terms upon which they have been received.
**Capital gifts** are sought for the construction of new buildings, major renovations of existing facilities and major equipment acquisitions. They may be sought through a mini-campaign for a specific project or as part of a comprehensive University-wide campaign.

**Endowment gifts** help assure stability, provide the margin of excellence and enhance the University’s long-range financial planning. These invested funds, from which only a portion of their income is expended each year, in accordance with Board policy, can be designated by donors for a preferred area or program within the University such as financial aid, endowed chairs and professorships, faculty research and teaching funds, etc.

**Fundraising History**

The University publicly launched a comprehensive campaign, “Our Promise: The Campaign for Fairfield University,” in September, 2000 with an announced goal of $100 million for facilities, endowment and current operating needs. The Campaign, which closed on June 30, 2004, raised a total of $137.9 million.

In FY 07, cash receipts for all purposes totaled $15,492,905 in FY 07 compared to $11,172,162 in FY 06 and $14,119,881 in FY 05. The Division’s activity number, cash plus pledges, totaled $17,565,505 for FY 07. Included in that number is total endowment giving of $10,149,817 compared to $4,092,164 in FY 06. A total comparative giving report for FY 06 and FY 07 is attached. (See Comparative Gift Totals Report attached)
Geographical Distribution of Undergraduate Alumni
November 2006
<table>
<thead>
<tr>
<th>Alumni Statistics</th>
<th>Undergraduate</th>
<th></th>
<th>Graduate</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
<td>Total*</td>
<td>Men</td>
</tr>
<tr>
<td>All Alumni</td>
<td>16,296</td>
<td>13,297</td>
<td>29,593</td>
<td>3,287</td>
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</tbody>
</table>

* Living Alumni  
** Alumni that were Undergraduate and Graduate students are only counted once.

Geographical Distribution of Alumni by Country

- Anguilla: 1  
- Argentina: 1  
- Australia: 6  
- Austria: 1  
- Bahamas: 1  
- Belgium: 3  
- Bermuda: 3  
- Brazil: 3  
- Bulgaria: 1  
- Canada: 38  
- China, People's Republic of: 3  
- Colombia: 1  
- Croatia: 1  
- Cyprus: 1  
- Dominican Republic: 1  
- Ecuador: 1  
- Egypt: 1  
- El Salvador: 1  
- England: 18  
- France: 3  
- Germany: 5  
- Greece: 1  
- Holland: 1  
- Hong Kong: 2  
- India: 6  
- Indonesia: 3  
- Ireland: 15  
- Italy: 11  
- Jamaica: 1  
- Japan: 13  
- Korea: 1  
- Malaysia: 1  
- Mexico: 5  
- Netherlands: 1  
- New Delhi: 1  
- New Zealand: 4  
- Nigeria: 4  
- Norway: 1  
- Panama: 1  
- Philippines: 2  
- Portugal: 1  
- Russia: 1  
- Saudi Arabia: 1  
- Scotland: 1  
- Singapore: 4  
- South Africa: 1  
- Spain: 6  
- Sweden: 1  
- Switzerland: 3  
- Taiwan: 1  
- Thailand: 6  
- Trinidad & Tobago: 1  
- Turkey: 2  
- United Kingdom: 15  
- Venezuela: 2  
- West Africa: 1  
- West Indies: 1
Comparative Totals Report For 2006-2007
As of June 30, 2007

GIFTS BY TYPE OF MONEY

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<tr>
<th>Type of Money</th>
<th>Donor Category</th>
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<th>2007</th>
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<td>Unrestricted</td>
<td>Alumni</td>
<td>1,774,573.22</td>
<td>1,588,107.90</td>
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<td>94,250.00</td>
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<td>Friend</td>
<td>68,339.80</td>
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<td>2,952,061.35</td>
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<td>Restricted</td>
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<td>Per/Fam Fndn</td>
<td>792,500.00</td>
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<td>1,279,140.49</td>
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<td>Alumni</td>
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<td>Foundation</td>
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<td>Per/Fam Fndn</td>
<td>73,500.00</td>
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<td>4,108,051.57</td>
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<td>11,172,162.41</td>
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