

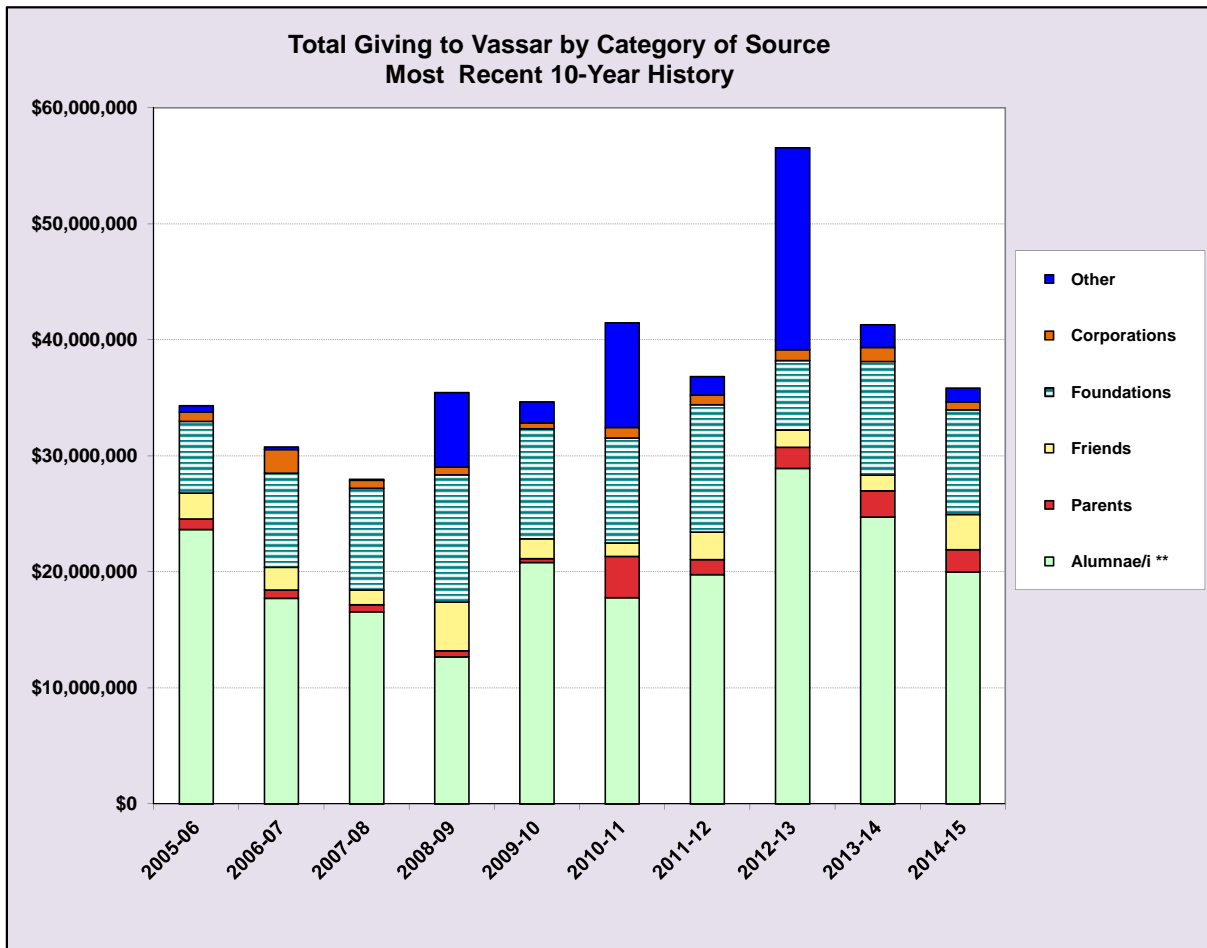
Total Gift Income - By Category of Source

| <u>Source</u> | <u>2005-06</u> | <u>2006-07</u> | <u>2007-08</u> | <u>2008-09</u> | <u>2009-10</u> |
|-------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Alumnae/i ** | \$23,667,228 | \$17,732,470 | \$16,565,567 | \$12,698,035 | \$20,814,876 |
| Parents | \$894,815 | \$714,913 | \$610,793 | \$520,693 | \$349,712 |
| Friends | \$2,238,528 | \$1,961,954 | \$1,270,444 | \$4,197,362 | \$1,709,689 |
| Foundations | \$6,183,618 | \$8,109,587 | \$8,783,227 | \$10,968,881 | \$9,467,670 |
| Corporations | \$812,475 | \$2,050,497 | \$675,714 | \$660,714 | \$500,379 |
| Other | \$540,921 | \$207,606 | \$94,233 | \$6,433,919 | \$1,816,556 |
| Grand Total All Giving | \$34,337,585 | \$30,777,027 | \$27,999,978 | \$35,479,604 | \$34,658,882 |

| <u>Source</u> | <u>2010-11</u> | <u>2011-12</u> | <u>2012-13</u> | <u>2013-14</u> | <u>2014-15</u> |
|-------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Alumnae/i ** | \$17,782,560 | \$19,781,386 | \$28,930,837 | \$24,752,904 | \$19,985,832 |
| Parents | \$3,567,623 | \$1,278,387 | \$1,811,344 | \$2,252,826 | \$1,936,660 |
| Friends | \$1,150,566 | \$2,375,044 | \$1,497,459 | \$1,352,105 | \$3,044,599 |
| Foundations | \$9,055,986 | \$10,978,420 | \$6,002,428 | \$9,787,520 | \$9,011,159 |
| Corporations | \$900,147 | \$838,351 | \$932,560 | \$1,206,268 | \$705,500 |
| Other | \$9,030,252 | \$1,597,810 | \$17,385,380 | \$1,953,622 | \$1,159,892 |
| Grand Total All Giving | \$41,487,134 | \$36,849,398 | \$56,560,008 | \$41,305,245 | \$35,843,642 |

Data source: the Council for Advancement of Education's annual "Voluntary Support of Education" reports (VSE)

** **N.B.:** The CAE/VSE data reported here for total alumnae/i support necessarily *exclude all* alumni giving made through family foundations and donor advised funds. This requirement of VSE (and other) reporting therefore unavoidably under-accounts total alumnae/i support to Vassar. This under-counting is often quite substantial, and has increased steadily in recent years. See "Viewing Vassar," p. 51 for the actual annual totals for all alumnae/i giving to Vassar, and for comparison of these to the VSE figures reported above.



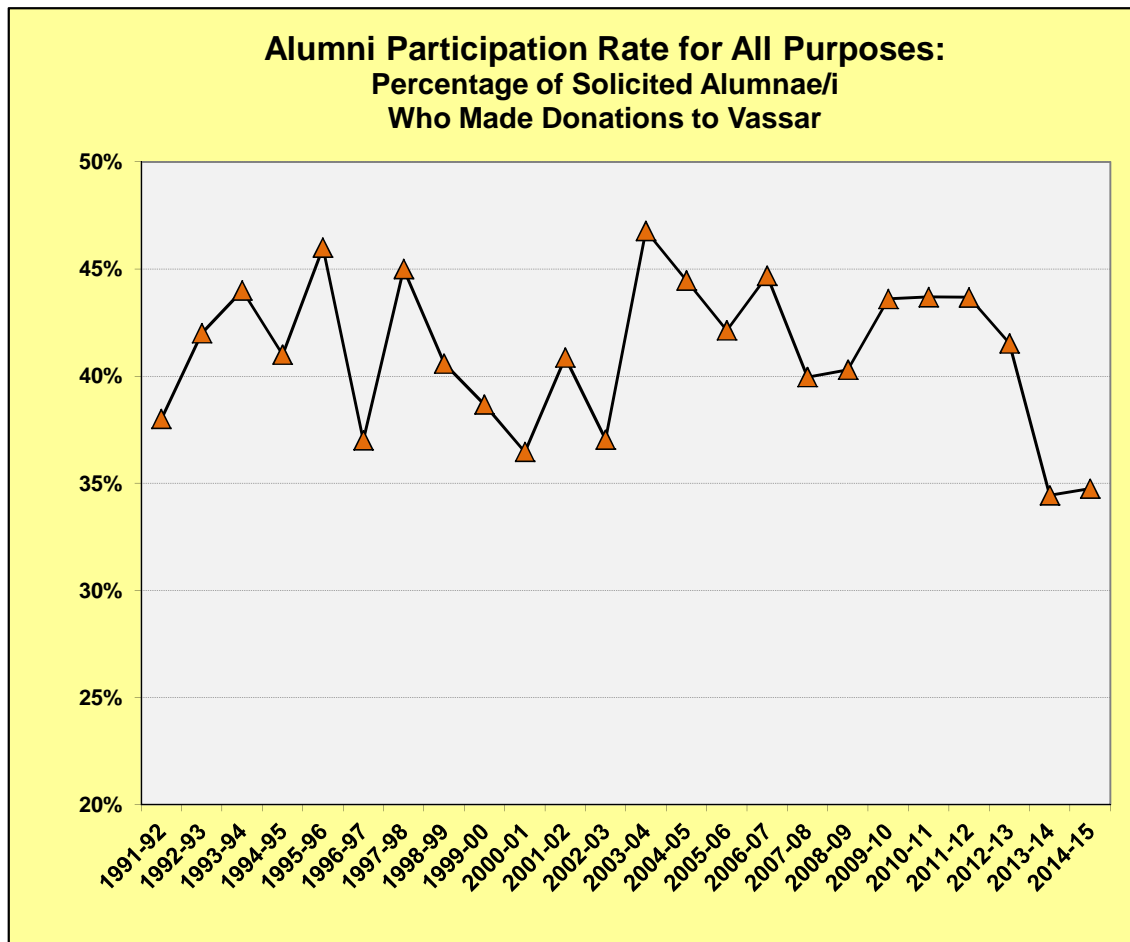
Alumnae/i Participation Rate - Total for All Purposes

| | <u>2005-06</u> | <u>2006-07</u> | <u>2007-08</u> | <u>2008-09</u> | <u>2009-10</u> |
|----------------------------|----------------|----------------|----------------|----------------|----------------|
| Number of Alumni of Record | 32,704 | 32,950 | 35,915 | 33,131 | 33,085 |
| Number Solicited | 25,892 | 23,186 | 23,811 | 23,942 | 23,607 |
| Number of Donors | 10,911 | 10,361 | 9,513 | 9,649 | 10,295 |
| % of Solicited who Donated | 42.1% | 44.7% | 40.0% | 40.3% | 43.6% |

| | <u>2010-11</u> | <u>2011-12</u> | <u>2012-13</u> | <u>2013-14</u> | <u>2014-15</u> |
|----------------------------|----------------|----------------|----------------|----------------|----------------|
| Number of Alumni of Record | 34,896 | 35,331 | 35,550 | 35,879 | 38,365 |
| Number Solicited | 23,714 | 23,591 | 23,605 | 29,066 | 26,156 * |
| Number of Donors | 10,362 | 10,305 | 9,803 | 10,009 | 9,090 |
| % of Solicited who Donated | 43.7% | 43.7% | 41.5% | 34.4% | 34.8% * |

* Significant drop in this participation rate in 2013-14 is due primarily to change in accounting of the number of alumni "solicited."

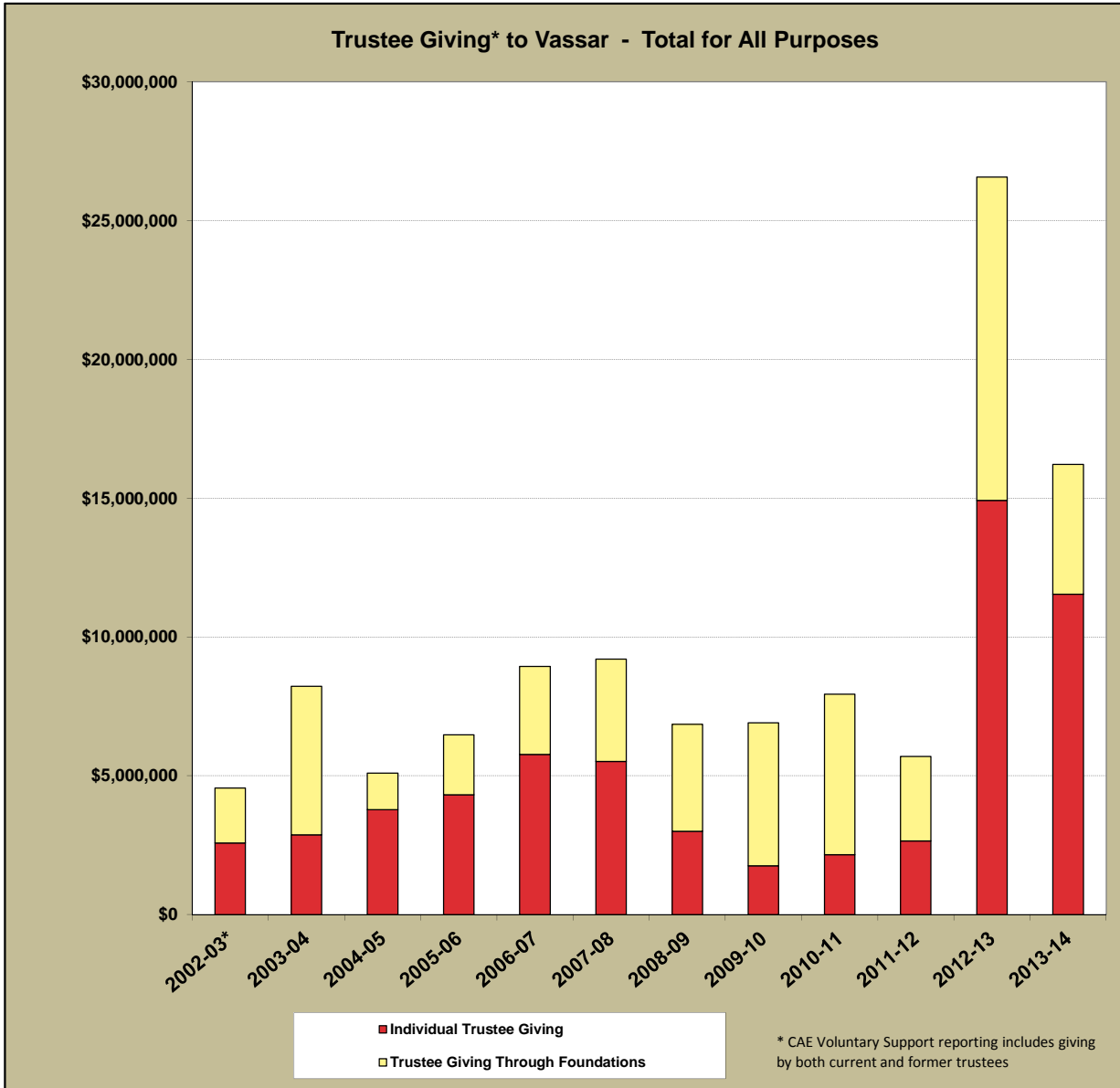
Data source: the Council for Advancement of Education's annual "Voluntary Support of Education" reports (VSE)



Trustee Giving* to Vassar - Total for All Purposes

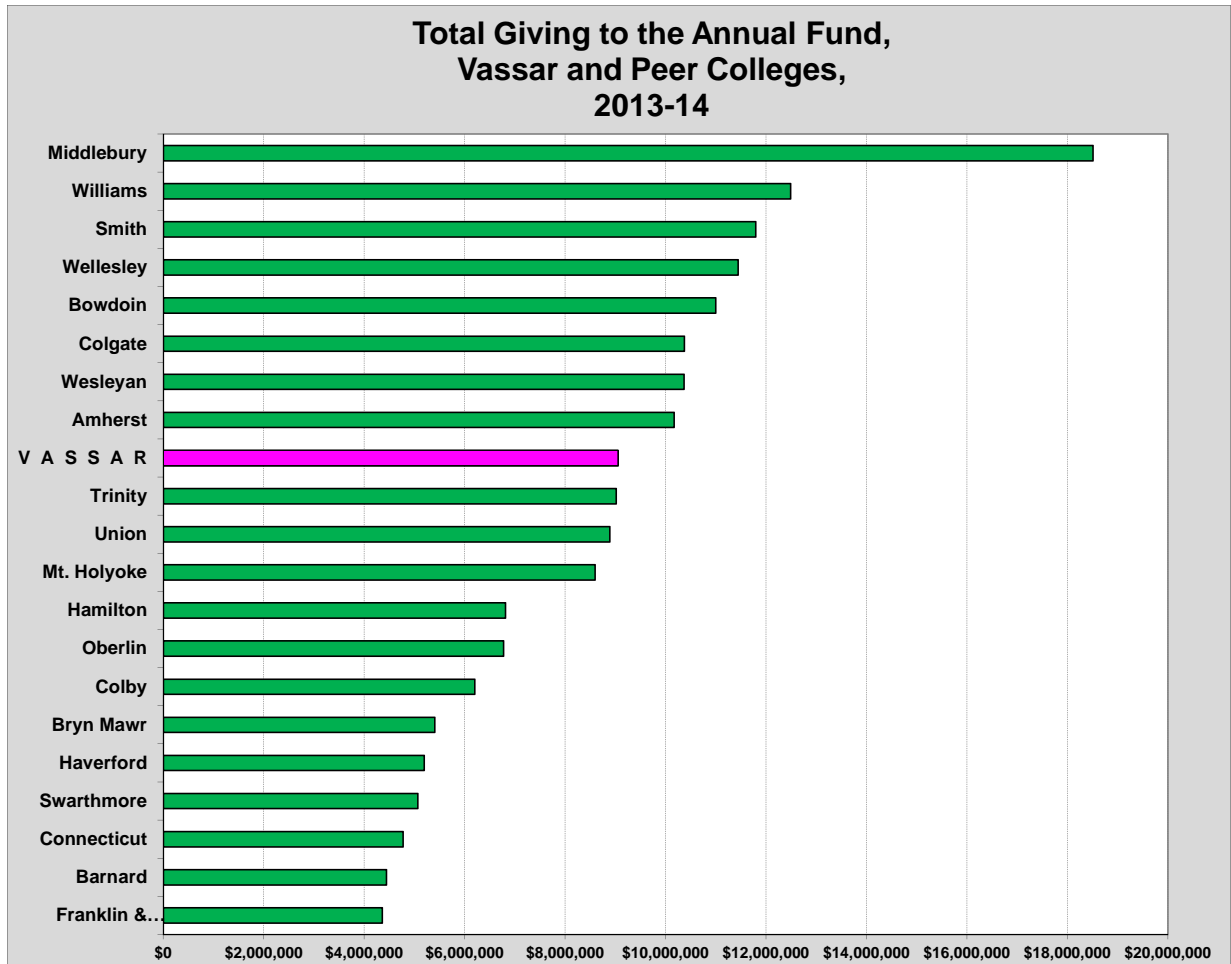
| | <u>2007-08</u> | <u>2008-09</u> | <u>2009-10</u> | <u>2010-11</u> | <u>2011-12</u> | <u>2012-13</u> | <u>2013-14</u> | <u>2014-15</u> |
|------------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|--------------------|
| Number of Donors | 71 | 77 | 82 | 93 | 77 | 103 | 99 | 102 |
| Individual Trustee Giving | \$5,515,553 | \$2,995,248 | \$1,761,039 | \$2,155,283 | \$2,656,336 | \$14,915,234 | \$11,540,424 | \$4,979,678 |
| Trustee Giving Through Foundations | \$3,683,600 | \$3,857,351 | \$5,145,878 | \$5,779,129 | \$3,036,785 | \$11,652,366 | \$4,676,803 | \$3,341,391 |
| Gift Total | \$9,199,153 | \$6,852,599 | \$6,906,917 | \$7,934,412 | \$5,693,121 | \$26,567,600 | \$16,217,227 | \$8,321,069 |

*Beginning 2002-03, Trustee giving was divided into the two categories displayed above, individual gifts and giving through foundations. Also beginning 2002-03, CAE Voluntary Support reporting includes giving by both current and former trustees.



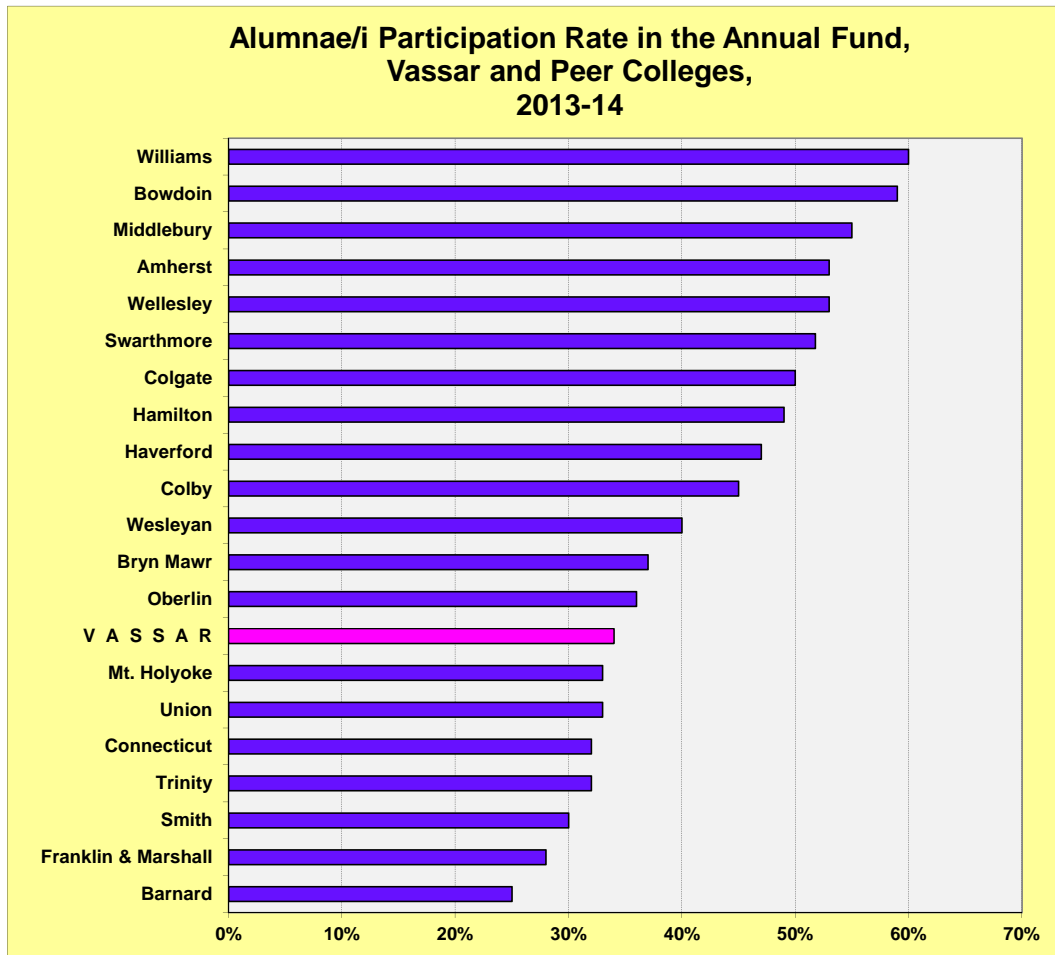
Total Giving to the Annual Fund, Vassar and Peer Colleges

| Peer College | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 | 2013-14 | 2014-15 |
|--------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|--------------------|--------------------|
| Amherst | \$9,643,597 | \$10,708,434 | \$9,789,073 | \$10,093,727 | \$10,007,074 | \$10,304,856 | \$10,381,080 | \$10,169,781 | |
| Barnard | \$8,041,004 | | \$4,579,566 | \$5,455,691 | \$4,564,733 | \$4,843,400 | \$4,321,367 | \$4,441,720 | |
| Bowdoin | \$9,733,040 | \$9,581,671 | \$9,358,603 | \$9,278,627 | \$9,845,668 | \$10,477,227 | \$10,591,756 | \$10,999,944 | |
| Bryn Mawr | \$5,950,667 | \$5,683,340 | \$4,921,912 | \$5,061,926 | \$5,242,262 | \$5,233,094 | \$5,170,608 | \$5,406,053 | |
| Colby | \$5,432,061 | \$5,355,529 | \$4,712,096 | \$4,799,575 | \$5,617,043 | \$5,255,797 | \$6,731,892 | \$6,198,148 | |
| Colgate | \$10,592,585 | \$12,082,253 | \$10,512,309 | \$10,169,394 | \$9,797,095 | \$10,683,993 | \$11,012,089 | \$10,371,392 | |
| Connecticut | \$4,695,519 | \$4,664,592 | \$4,467,137 | \$4,895,347 | \$5,381,546 | \$4,713,657 | \$4,969,019 | \$4,773,049 | |
| Franklin & Marshall | \$3,356,707 | \$3,433,507 | \$2,960,324 | \$3,800,034 | \$4,220,064 | \$3,912,755 | \$4,409,636 | \$4,360,432 | |
| Hamilton | \$5,723,832 | \$5,818,377 | \$6,008,963 | \$6,016,026 | \$6,249,973 | \$6,425,520 | \$6,628,233 | \$6,814,260 | |
| Haverford | \$4,207,877 | \$4,029,056 | \$4,633,496 | \$4,551,355 | \$5,107,865 | \$5,321,208 | \$5,350,249 | \$5,192,355 | |
| Middlebury | | \$14,852,086 | \$13,095,231 | \$16,376,110 | \$17,151,036 | \$14,842,000 | \$16,039,045 | \$18,505,844 | |
| Mt. Holyoke | \$8,560,000 | \$8,566,052 | \$7,586,412 | \$7,761,258 | \$8,383,350 | \$8,258,741 | \$8,664,349 | \$8,594,401 | |
| Oberlin | \$5,040,028 | \$5,568,225 | \$5,162,223 | \$5,783,000 | \$6,077,302 | \$6,239,433 | \$6,611,197 | \$6,776,554 | |
| Smith | \$11,261,195 | \$11,984,921 | \$9,800,000 | \$10,396,593 | \$10,572,486 | \$10,743,009 | \$11,663,459 | \$11,795,354 | |
| Swarthmore | \$5,001,918 | \$5,302,639 | \$4,373,466 | \$4,703,674 | \$5,857,537 | \$4,594,342 | \$5,000,177 | \$5,065,424 | |
| Trinity | \$8,004,412 | \$8,282,130 | \$8,674,503 | \$9,012,183 | \$9,064,710 | \$8,620,013 | \$8,718,629 | \$9,017,858 | |
| Union | | \$4,624,862 | \$4,479,904 | \$6,403,555 | \$6,658,640 | \$6,971,932 | \$7,233,488 | \$8,886,278 | |
| V A S S A R | \$8,827,927 | \$9,117,135 | \$8,324,555 | \$8,778,426 | \$9,575,598 | \$9,273,369 | \$10,302,607 | \$9,053,936 | \$9,444,339 |
| Wellesley | \$9,757,996 | \$10,215,298 | \$9,690,495 | \$10,020,787 | \$10,100,358 | \$10,577,250 | \$11,375,022 | \$11,444,577 | |
| Wesleyan | \$16,040,800 | \$14,529,458 | \$12,539,470 | \$10,144,349 | \$10,201,499 | \$9,672,570 | \$10,399,630 | \$10,369,111 | |
| Williams | \$12,624,358 | \$12,404,802 | \$9,803,000 | \$10,173,275 | \$12,022,154 | \$11,686,464 | \$12,100,673 | \$12,488,861 | |
| Group Average: | \$8,026,080 | \$8,340,218 | \$7,403,464 | \$7,794,043 | \$8,176,095 | \$8,030,982 | \$8,460,676 | \$8,605,968 | \$9,444,339 |
| VC as Pct of Avg: | 110% | 109% | 112% | 113% | 117% | 115% | 122% | 105% | 100% |



Alumnae/i Participation Rate in the Annual Fund, Vassar and Peer Colleges

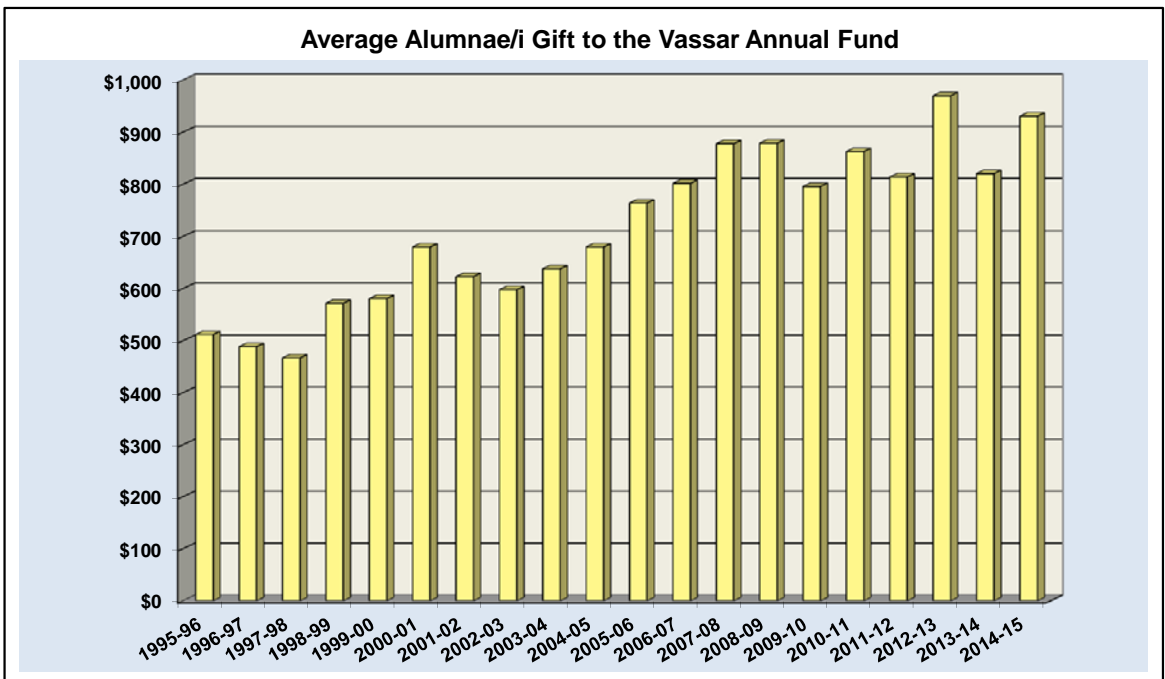
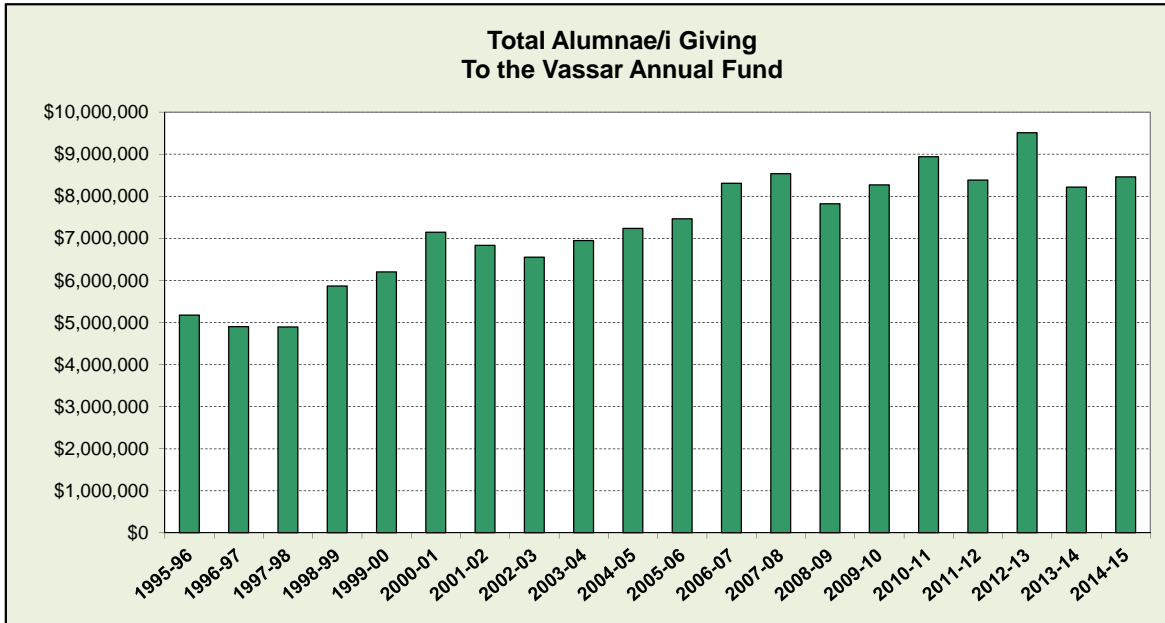
| <u>Peer College</u> | <u>2005-06</u> | <u>2006-07</u> | <u>2007-08</u> | <u>2009-10</u> | <u>2010-11</u> | <u>2011-12</u> | <u>2012-13</u> | <u>2013-14</u> | <u>2014-15</u> |
|----------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Amherst | 61% | 61% | 62% | 58% | 58% | 57% | 55% | 53% | |
| Barnard | 34% | 31% | | 30% | 30% | 24% | 26% | 25% | |
| Bowdoin | 57% | 60% | 58% | 54% | 56% | 58% | 59% | 59% | |
| Bryn Mawr | 39% | 36% | 35% | 36% | 40% | 37% | 37% | 37% | |
| Colby | 48% | 50% | 50% | 43% | 46% | 43% | 48% | 45% | |
| Colgate | 50% | 44% | 41% | 47% | 47% | 48% | 47% | 50% | |
| Connecticut | | 44% | 44% | 44% | 45% | 40% | 39% | 32% | |
| Franklin & Marshall | 38% | 35% | 40% | 31% | 31% | 30% | 29% | 28% | |
| Hamilton | 50% | 50% | 52% | 51% | 51% | 50% | 48% | 49% | |
| Haverford | 52% | 52% | 49% | 48% | 48% | 47% | 50% | 47% | |
| Middlebury | 57% | | 60% | 55% | 57% | 53% | 55% | 55% | |
| Mt. Holyoke | 46% | 43% | | 42% | 41% | 36% | 34% | 33% | |
| Oberlin | 39% | 42% | 42% | 39% | 42% | 40% | 38% | 36% | |
| Smith | 38% | 36% | 37% | 33% | 32% | 31% | 30% | 30% | |
| Swarthmore | 53% | 59% | 57% | 56% | 56% | 53% | 53% | 52% | |
| Trinity | 55% | 56% | 55% | 55% | 50% | 41% | 29% | 32% | |
| Union | 40% | | 41% | 38% | 36% | 34% | 31% | 33% | |
| V A S S A R | 42% | 45% | 40% | 43% | 44% | 44% | 42% | 34% | 32.0% |
| Wellesley | 50% | 50% | 48% | 45% | 47% | 45% | 49% | 53% | |
| Wesleyan | 54% | 53% | 52% | 51% | 51% | 50% | 44% | 40% | |
| Williams | 61% | 63% | 62% | 60% | 62% | 63% | 61% | 60% | |
| Group Average: | 48.2% | 47.9% | 48.6% | 45.7% | 46.2% | 44.0% | 43.0% | 42.0% | 32.0% |
| Vassar - Grp Avg. : | -6.2% | -2.9% | -8.6% | -2.3% | -2.2% | 0.0% | -1.5% | -8.0% | 0.0% |



Alumnae/i Donations to the Vassar Annual Fund

| | <u>2005-06</u> | <u>2006-07</u> | <u>2007-08</u> | <u>2008-09</u> | <u>2009-10</u> | <u>2010-11</u> | <u>2011-12</u> | <u>2012-13</u> | <u>2013-14</u> | <u>2014-15</u> |
|-------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Total Alumnae/i Gifts | \$7,461,675 | \$8,307,081 | \$8,538,699 | \$7,822,226 | \$8,269,083 | \$8,941,630 | \$8,387,991 | \$9,508,909 | \$8,214,726 | \$8,458,641 |
| Alumnae/i Participation Rate | 42% | 45% | 40% | 39% | 43% | 44% | 44% | 42% | 34% | 32% |
| Average Alumnae/i Gift | \$764 | \$802 | \$878 | \$879 | \$796 | \$863 | \$814 | \$970 | \$821 | \$931 |

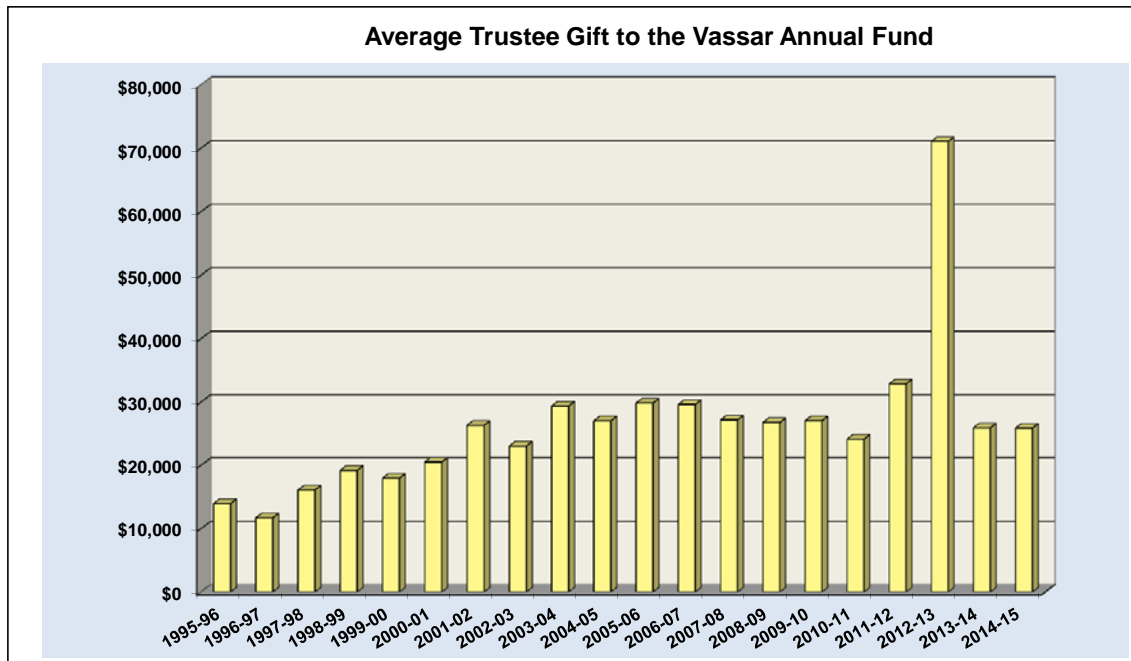
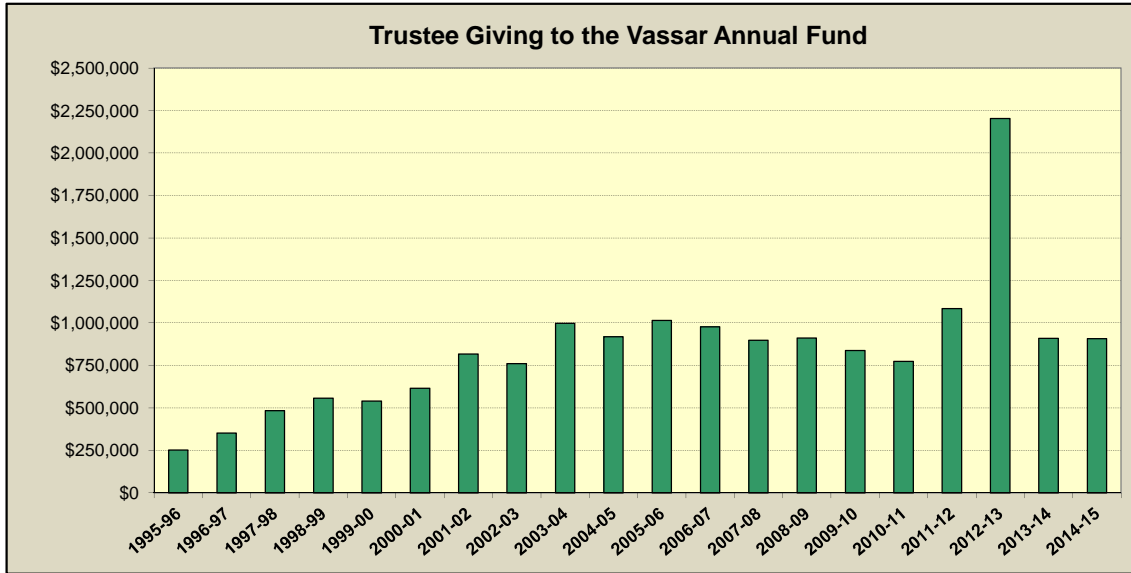
Data Source: Annual S.T.A.F.F. Survey reporting



Trustee Giving to the Vassar Annual Fund

| | <u>2005-06</u> | <u>2006-07</u> | <u>2007-08</u> | <u>2008-09</u> | <u>2009-10</u> | <u>2010-11</u> | <u>2011-12</u> | <u>2012-13</u> | <u>2013-14</u> | <u>2014-15</u> |
|-----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Total Trustee Gifts | \$1,015,008 | \$977,836 | \$897,312 | \$910,637 | \$838,430 | \$773,283 | \$1,085,121 | \$2,204,155 | \$908,502 | \$906,936 |
| Trustee Participation Rate | 100% | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 97% | 100% |
| Average Trustee Gift | \$29,853 | \$29,631 | \$27,191 | \$26,783 | \$27,046 | \$24,165 | \$32,883 | \$71,102 | \$25,957 | \$25,912 |

Data Source: Annual S.T.A.F.F. Survey reporting (includes giving by current trustees only)



Parent Giving to the Vassar Annual Fund

| | <u>2005-06</u> | <u>2006-07</u> | <u>2007-08</u> | <u>2008-09</u> | <u>2009-10</u> | <u>2010-11</u> | <u>2011-12</u> | <u>2012-13</u> | <u>2013-14</u> | <u>2014-15</u> |
|----------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Total Parent Gifts | \$628,115 | \$413,013 | \$412,120 | \$353,942 | \$574,158 | \$633,968 | \$733,276 | \$660,290 | \$730,421 | \$801,894 |
| Average Parent Gift | \$352 | \$204 | \$223 | \$141 | \$653 | \$310 | \$378 | \$370 | \$436 | \$549 |

Data Source: Annual S.T.A.F.F. Survey reporting

