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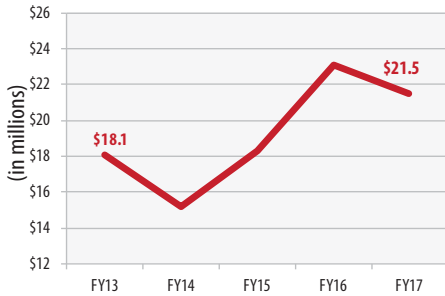




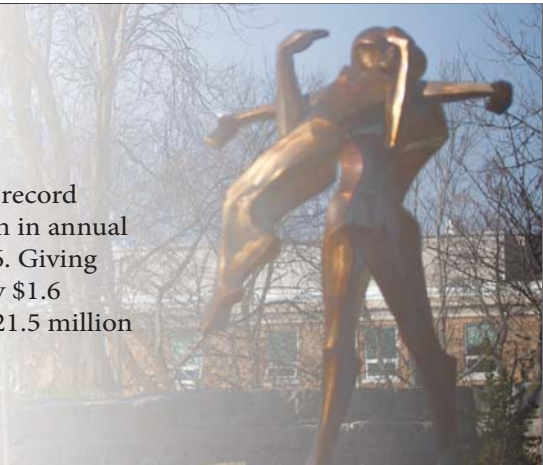
GIVING AT WKU

at a glance...

Giving at WKU
Fiscal Year 2013 – Fiscal Year 2017



WKU saw a record \$23.1 million in annual gifts in FY16. Giving decreased by \$1.6 million to \$21.5 million in FY17.



Private Giving by College/Division and Purpose

	FY2015	FY2016	FY2017	
Giving by College/Division	College of Education and Behavioral Sciences	\$374,706	\$324,420	\$882,569
	College of Health and Human Services	\$546,941	\$645,644	\$670,412
	Gordon Ford College of Business	\$1,278,994	\$1,303,821	\$1,296,391
	Honors College	\$100,353	\$174,717	\$199,306
	Ogden College of Science and Engineering	\$612,061	\$679,743	\$3,443,807
	Potter College of Arts & Letters	\$426,027	\$568,161	\$458,968
	University College	\$36,388	\$54,041	\$38,013
	Other Academic Areas	\$10,056,980	\$8,494,945	\$8,179,374
	Athletics	\$2,743,809	\$3,986,287	\$3,412,641
	Other Non-Academic Areas and Unrestricted	\$2,148,622	\$6,895,773	\$2,915,542
Total	\$18,324,880	\$23,127,551	\$21,497,023	
Giving by Purpose (Non-Endowments and Endowments)	Academics	\$2,071,694	\$2,264,733	\$1,491,833
	Athletics	\$160,055	\$251,385	\$709,129
	Capital Property, Plant, Equipment	\$4,274,084	\$4,704,319	\$2,409,009
	Faculty and Staff Support	\$532,366	\$579,316	\$373,814
	Library	\$60,527	\$59,665	\$207,786
	Operations/Maintenance	\$6,815	\$4,655	\$8,746
	Other Restricted	\$449,793	\$5,361,076	\$2,054,564
	Physical Plant	\$16,500	\$409,004	\$3,497,260
	Public Service & Extension	\$863,008	\$898,055	\$739,173
	Research	\$44,805	\$9,282	\$126,500
	Student Financial Aid	\$9,628,668	\$7,902,958	\$9,536,929
	Unrestricted	\$216,564	\$683,103	\$342,281
	Total	\$18,324,880	\$23,127,551	\$21,497,023

betcha didn't know...

Although the number of major gifts (gifts over \$10,000) accounted for less than **1%** of total gifts given in FY17, they accounted for more than **64%** or **\$13.8 million** of the total amount given.

696 faculty and staff gave gifts amounting to **\$616,199**.

Other Academic Areas (such as scholarships, Gatton Academy, Library, Museum, Research, SKyTeach, and Student Publications) represented **38%** of total gifts given, equal to **\$8.2 million**.



Total Giving to WKU

	FY2013	FY2014	FY2015	FY2016	FY2017
WKU Foundation	\$8,036,324	\$8,675,666	\$8,547,306	\$9,351,303	\$7,511,301
WKU Direct Gifts	\$1,380,285	\$212,152	\$0	\$1,178,055	\$3,486,277
Hilltopper Athletic Foundation	\$2,119,663	\$1,945,116	\$2,182,658	\$2,357,955	\$2,464,417
College Heights Foundation	\$6,520,514	\$4,140,904	\$7,242,415	\$10,240,238	\$8,007,328
WKU Real Estate Corporation	\$0	\$225,000	\$352,500	\$0	\$27,700
Total Giving	\$18,056,785	\$15,198,839	\$18,324,880	\$23,127,551	\$21,497,023

Private Giving by Category

	FY2013	FY2014	FY2015	FY2016	FY2017
Alumni	\$4,708,235	\$3,891,472	\$6,729,385	\$3,455,824	\$5,581,556
Friends	\$2,643,109	\$3,905,627	\$4,544,997	\$10,486,448	\$5,598,329
Corporations	\$8,143,682	\$4,774,446	\$3,611,181	\$5,649,223	\$7,181,520
Foundations	\$1,819,338	\$1,870,119	\$2,660,351	\$2,487,484	\$2,357,664
Groups & Societies	\$742,420	\$757,175	\$778,965	\$1,048,572	\$777,955
Total Gifts by Source	\$18,056,785	\$15,198,839	\$18,324,880	\$23,127,551	\$21,497,023

Private Gifts-Cash/Non-Cash

	FY2013	FY2014	FY2015	FY2016	FY2017
Cash & Securities	\$16,076,974	\$14,385,713	\$17,709,174	\$21,932,885	\$16,716,705
Non-Cash	\$1,859,579	\$708,991	\$554,812	\$1,120,209	\$4,681,707
Matching Gifts	\$120,233	\$104,134	\$60,894	\$74,457	\$98,611
Total	\$18,056,785	\$15,198,839	\$18,324,880	\$23,127,551	\$21,497,023

Annual Giving (Gifts under \$10,000)

	FY2013	FY2014	FY2015	FY2016	FY2017
Number of Annual Gift Donors	16,112	14,864	14,760	14,129	14,319
Number of Annual Gifts	32,476	30,666	30,075	29,436	31,091
Total Giving	\$7,554,902	\$6,917,786	\$7,300,893	\$7,439,153	\$7,665,455

Major Giving (Gifts over \$10,000)

	FY2013	FY2014	FY2015	FY2016	FY2017
Number of Major Gift Donors	226	216	211	203	244
Number of Major Gifts	220	193	180	187	236
Total Giving	\$10,507,855	\$8,224,252	\$11,035,090	\$15,702,418	\$13,831,567



ALUMNI BY STATE

at a glance...

Alumni by State 2017/18



Nearly two thirds, or 64%, of WKU Alumni live within the Commonwealth of Kentucky.



Of Alumni residing out-of-state, our neighbor to the south is the most popular, with 10% of WKU Alumni living in Tennessee.



Alumni by State, 2017/18

State	Alumni	State	Alumni	State	Alumni	State	Alumni
Alabama	879	#3 Indiana	3,821	Nevada	152	#2 Tennessee	10,839
Alaska	53	Iowa	155	New Hampshire	50	#6 Texas	1,889
Arizona	404	Kansas	237	New Jersey	464	Utah	105
Arkansas	239	#1 Kentucky	68,020	New Mexico	107	Vermont	27
#9 California	1,274	Louisiana	215	New York	787	#10 Virginia	1,225
Colorado	477	Maine	53	#8 North Carolina	1,317	Washington	369
Connecticut	87	Maryland	463	North Dakota	24	West Virginia	117
Delaware	46	Massachusetts	236	#7 Ohio	1,569	Wisconsin	255
D.C.	79	Michigan	555	Oklahoma	187	Wyoming	33
#4 Florida	3,270	Minnesota	195	Oregon	227	Armed Forces	119
#5 Georgia	2,081	Mississippi	254	Pennsylvania	484	U.S. Territories	13
Hawaii	71	Missouri	620	Rhode Island	32	Unknown	319
Idaho	49	Montana	55	South Carolina	740	Total	106,530
Illinois	1,081	Nebraska	75	South Dakota	36		



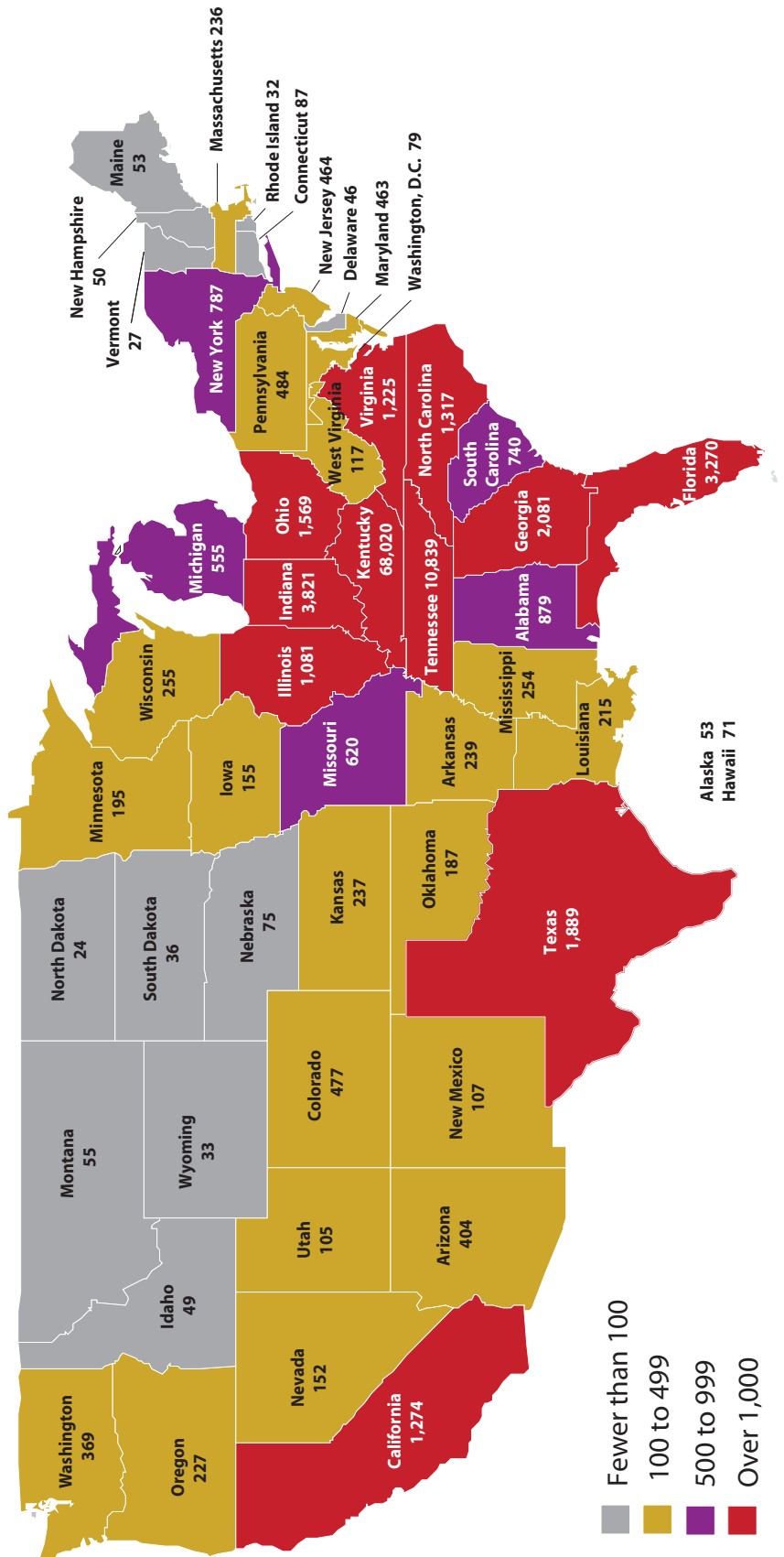
ALUMNI BY STATE

2017/18

top ten...

States of Alumni Represented 2017/18

1.	Kentucky	68,020
2.	Tennessee	10,839
3.	Indiana	3,821
4.	Florida	3,270
5.	Georgia	2,081
6.	Texas	1,889
7.	Ohio	1,569
8.	North Carolina	1,317
9.	California	1,274
10.	Virginia	1,225

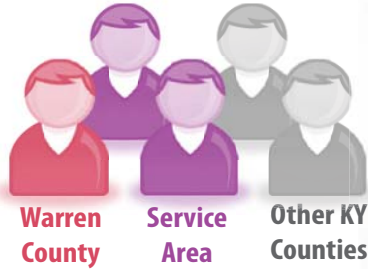




ALUMNI BY KENTUCKY COUNTY

at a glance...

Kentucky Alumni 2017/18



Over one of every five Alumni residing in Kentucky live in Warren County, with another two of five residing within WKU's Area of Geographic Responsibility¹ (🗺️).



Alumni by Kentucky County, 2017/18

County	Alumni	County	Alumni	County	Alumni
Adair	601	Bullitt	717	Cumberland	349
#8 Allen	1,274	Butler	692	#3 Daviess	4,906
Anderson	187	Caldwell	186	Edmonson	504
Ballard	27	Calloway	120	Elliott	2
#5 Barren	3,309	Campbell	210	Estill	5
Bath	9	Carlisle	2	#6 Fayette	1,857
Bell	26	Carroll	52	Fleming	23
Boone	426	Carter	8	Floyd	14
Bourbon	63	Casey	107	Franklin	524
Boyd	50	Christian	720	Fulton	11
Boyle	247	Clark	103	Gallatin	20
Bracken	13	Clay	12	Garrard	50
Breathitt	17	Clinton	325	Grant	38
Breckinridge	589	Crittenden	69	Graves	141

¹ Designated by the Kentucky Council on Postsecondary Education. Includes Adair, Allen, Barren, Breckinridge, Butler, Clinton, Cumberland, Daviess, Edmonson, Grayson, Green, Hancock, Hardin, Hart, Larue, Logan, McLean, Meade, Metcalfe, Monroe, Muhlenberg, Ohio, Russell, Simpson, Taylor, Todd, and Warren.

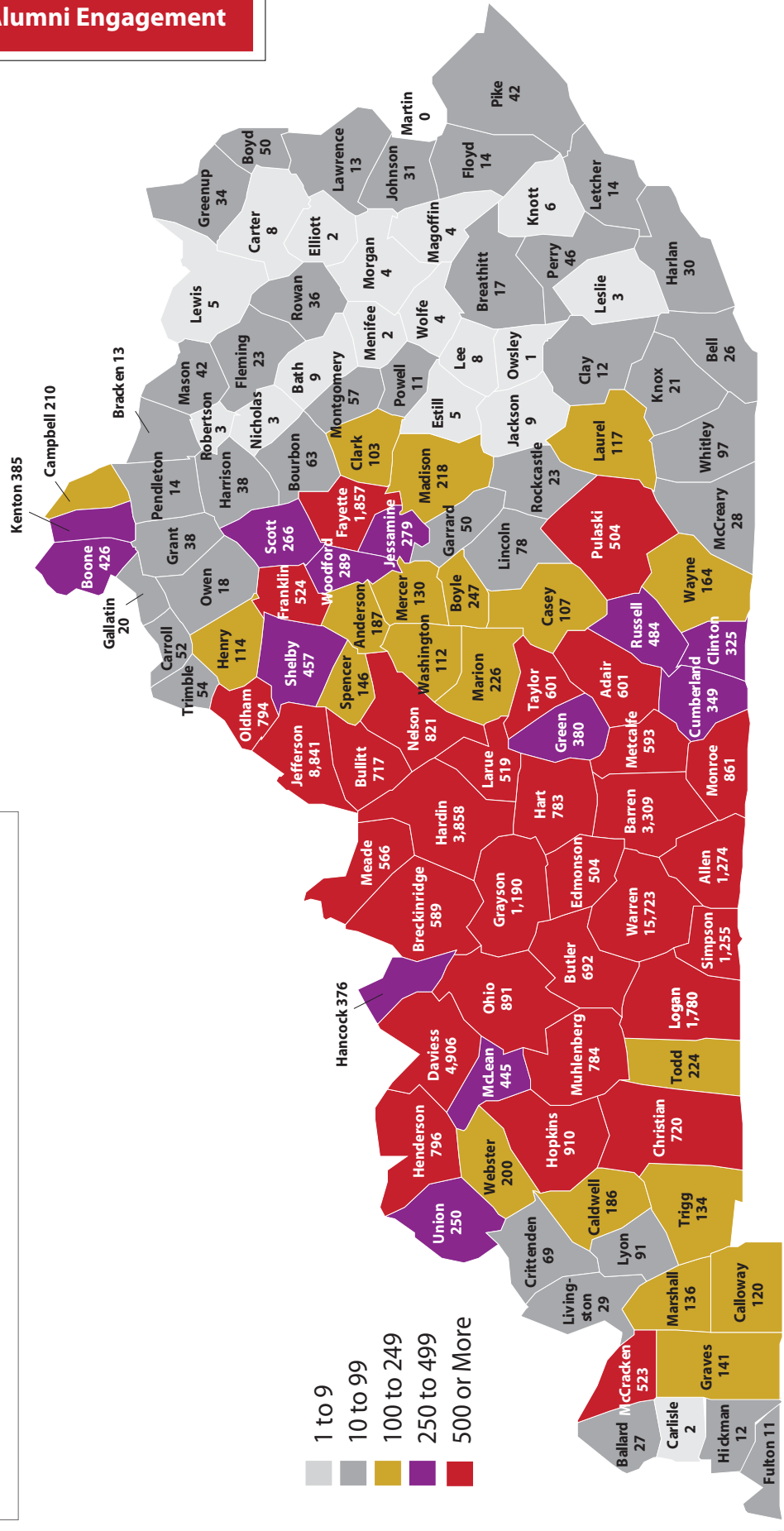


County	Alumni	County	Alumni	County	Alumni
#10 Grayson	1,190	Livingston	29	Perry	46
Green	380	#1 Logan	1,780	Pike	42
Greenup	34	Lyon	91	Powell	11
Hancock	376	McCracken	523	Pulaski	504
#4 Hardin	3,858	McCreary	28	Robertson	3
Harlan	30	McLean	445	Rockcastle	23
Harrison	38	Madison	218	Rowan	36
Hart	783	Magoffin	4	Russell	484
Henderson	796	Marion	226	Scott	266
Henry	114	Marshall	136	Shelby	457
Hickman	12	Martin	0	#9 Simpson	1,255
Hopkins	910	Mason	42	Spencer	146
Jackson	9	Meade	566	Taylor	601
#2 Jefferson	8,841	Menifee	2	Todd	224
Jessamine	279	Mercer	130	Trigg	134
Johnson	31	Metcalfe	593	Trimble	54
Kenton	385	Monroe	861	Union	250
Knott	6	Montgomery	57	#1 Warren	15,723
Knox	21	Morgan	4	Washington	112
Larue	519	Muhlenberg	784	Wayne	164
Laurel	117	Nelson	821	Webster	200
Lawrence	13	Nicholas	3	Whitley	97
Lee	8	Ohio	891	Wolfe	4
Leslie	3	Oldham	794	Woodford	289
Letcher	14	Owen	18	Unknown	379
Lewis	5	Owsley	1	Total	68,020
Lincoln	78	Pendleton	14		



ALUMNI BY KENTUCKY COUNTY

2017/18



top ten...

Kentucky Counties of Alumni Represented 2017/18

1.	Warren	15,723
2.	Jefferson	8,841
3.	Daviess	4,906
4.	Hardin	3,858
5.	Barren	3,309
6.	Fayette	1,857
7.	Logan	1,780
8.	Allen	1,274
9.	Simpson	1,255
10.	Grayson	1,190



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Eric Walker, ('85)

Zach Wedding, ('12)



LEADERSHIP

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Zach Wedding ('12), *Greater Louisville*

Robin Hildesheim ('16), *Heartland*

Bev Furnish ('72, '74), *N KY/Cincinnati*

Deb Fillman ('82, '85), *Owensboro*

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TENNESSEE:

Matt Coleman ('01, '03), *Music City (Nashville Area)*

