Faculty Conference
August 19, 2013
Our Mission

The Colorado School of Mines Foundation advances the university’s mission by maximizing private support and managing resources to fund the present and secure the future of Colorado School of Mines.

Our Vision (University Advancement)

To match institutional needs with donor interests and passion.

Our Values

Integrity, Responsiveness, Professionalism, Respect, Teamwork, Pride
A campaign not only raises money but also: renews the vision, rejuvenates people, increases volunteerism, improves fundraising competencies and confidence, and boosts visibility and stature.

Adapted from “Capital Campaigns”, Kihlstedt, 2010
From July 1, 2010, to June 30, 2013, the CSM Foundation and Colorado School of Mines have raised $143.6 million for *Transforming Lives: The Campaign for Mines*, including $91.4 million in private philanthropy.

### Campaign Fundraising Summary\(^{(1)}\)

<table>
<thead>
<tr>
<th>Fundraising Initiatives</th>
<th>Commitments ($M)</th>
<th>Goal ($M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Aid</td>
<td>$41.4</td>
<td>$56.3</td>
</tr>
<tr>
<td>Faculty Support</td>
<td>$14.9</td>
<td>$63.5</td>
</tr>
<tr>
<td>Departmental Support</td>
<td>$6.5</td>
<td>$18.7</td>
</tr>
<tr>
<td>Capital Projects</td>
<td>$12.0</td>
<td>$70.0</td>
</tr>
<tr>
<td>Campus Initiatives</td>
<td>$9.3</td>
<td>$25.2</td>
</tr>
<tr>
<td>The Mines Fund</td>
<td>$5.1</td>
<td>$14.2</td>
</tr>
<tr>
<td>Other Unrestricted</td>
<td>$2.2</td>
<td>$1.9</td>
</tr>
<tr>
<td><strong>Total Philanthropy(^{(1)})</strong></td>
<td>$91.4</td>
<td>$200.0 - $250.0</td>
</tr>
<tr>
<td>Non-Government Grants</td>
<td>$32.9</td>
<td>$100.0</td>
</tr>
<tr>
<td><strong>Total Private Support</strong></td>
<td>$124.2</td>
<td>$350.0</td>
</tr>
<tr>
<td>Revocable Deferred Gifts</td>
<td>$19.4</td>
<td>$75.0</td>
</tr>
<tr>
<td><strong>Total Giving</strong></td>
<td>$143.6</td>
<td>$425.0</td>
</tr>
</tbody>
</table>

\(^{(1)}\) Includes $13.2 million in gifts counted prior to the official start of the campaign.

### Private Support Goal

- Financial Aid: 23%
- Faculty Support: 25%
- Departmental Support: 7%
- Capital Projects: 28%
- Campus Initiatives: 10%
- The Mines Fund: 6%
- Other Unrestricted: 1%

Total private support: $124.2 million, with a goal of $350.0 million.
Annual Gifts and Commitments to Colorado School of Mines Foundation ($mm)  
Fiscal Year 2001 – Fiscal Year 2013

Transforming Resources Campaign

2001: ~$4.2M software donation
2006: ~$10M lead commitment to fund Marquez Hall
2005: $3M lead commitment to fund the Rec Center
2001-2005: $14M+ in support for the Petroleum Institute (1)

2009: ~$10M gift for the Harvey Scholars Program
2012: ~$11M additional gift to the Harvey Scholars Program & $5M gift for Starzer Scholarship

Transforming Lives Campaign

CFY: $7.5M gift for Clear Creek Athletics Complex, $5M gift for Underground Construction, $3.5M gift for Merelli/Cimarex Department Head Chair in P.E. & $3M gift for Grandey Chair in Nuclear Science

(1) $6.0 million raised for the Petroleum Institute in FY2001, $1.0 million in FY2002, $1.0 million in FY2003, $1.0 million in FY2004 and $5.4 million in FY2005.
The CSM Foundation broke its fundraising record for a second consecutive year in fiscal year 2013 and raised $35.4 million in commitments from generous alumni, friends, foundations and corporate partners. This represents a 9% increase over fiscal year 2012.

Initiated the first $2.5M endowed faculty chair, first $3M endowed faculty chair, the first $3.5M endowed faculty chair and the first endowed department head chair.

Annual giving donors (<$25k) made $2.2 million in commitments in fiscal year 2013, a 5% increase over fiscal year 2012.

There were 915 President’s Council members, a new record and an 8% increase over fiscal year 2012.

The Mines Fund garnered a record breaking $2.2 million in commitments, a 37% increase over fiscal year 2012. This translates into $1.9 million in cash contributions that will provide immediate funding for scholarships, fellowships and programmatic enhancements.

More donors contributed to The Mines Fund than ever before thanks to two matching gift challenges initiated by loyal Board of Governors members. Nearly 720 donors made gifts totaling $764,387 during the E-Days Giving Challenge, and 18 donors made gifts of $287,300 during the Class of 1968 Giving Challenge.

Commitments from foundations and corporate partners increased by 59% in fiscal year 2013 totaling $10.3 million.

The CSM Foundation uncovered 27 revocable bequest intentions with an estimated value of $11.2. This represents a 40% dollar increase over fiscal year 2012.

Current endowment total is $230 million, and net returns on endowment assets totaled 13.1 percent for the fiscal year ended June 30.
Campaign Public Announcement

- Campaign public announcements: typically 40-50% of campaign target (industry standard - CASE)
- 8-year campaigns have been usual for large, research institutions in this economy (7 years had previously been industry standard).
- Goal should be based on feasibility, data and initiatives.

  - **“We need to raise as much money as we can for Mines”** – the right approach
    - Determine goal and time period – public information release is strategic
    - Consider including non-government grants and contracts in goals and actuals
    - Lay groundwork for the future of Mines – the end of a campaign doesn’t mean the end of fundraising

- Based on data and perception, timing is right to “go public”
  - Launch celebration at Mines Evening of Excellence event, September 27, 2013.
    - Academic showcase during reception, includes campus community
    - Evening of Excellence – dignitaries and broader campus involvement; donor recognition; campaign launch

- **Campus launch celebration – November 8, 2013**
Campaign Public Announcement

⚠️ Needs prior to or coinciding with launch:

- Publications & Marketing Materials – updated case statement and brochure; continue creating white papers, talking points and marketing materials for individual projects and initiatives

- BOG peer screening (relationship mapping and strategy development)

- **Faculty peer screening**

- Updated website with mobile app – more modern and donor-friendly; campaign and impact of giving is highlighted; improved online giving experience; prominent campaign presence/link from the university and alumni association websites

- Tell the story of private support for Mines – print, web and video profiles of array of donors; telling story of the difference they make for Mines/their connection to the university

- Culture of Philanthropy on campus – reengage campus campaign group, provide necessary resource materials for campus

- Settle on a goal we feel comfortable sharing publicly
Summary of Fundraising Priorities

- Student Scholarships
- Endowed Faculty Positions/Faculty Support
- The Mines Fund
- Graduate Fellowships
- Excellence Funds for Colleges, Departments and Programs
- Student Life
- New Cornerstone Academic Building
- Clear Creek Athletics Complex
Because Mines graduates are both successful and generous, the CSM Foundation is able to raise more money from a smaller alumni base; Mines also has a robust corporate and foundation donor base.

Constituent Productivity Benchmarking
(Averages shown for benchmarks and 2012 figures shown for CSMF)

<table>
<thead>
<tr>
<th>Total Funds Raised</th>
<th>Benchmark Less than $10M</th>
<th>Benchmark $10M - $29M</th>
<th>CSMF Actual $32.6M</th>
<th>Benchmark $30M - $54M</th>
<th>Benchmark $55M - $100M</th>
<th>Benchmark $100M - $199M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni of record</td>
<td>54,609</td>
<td>85,782</td>
<td>25,147</td>
<td>149,940</td>
<td>179,445</td>
<td>266,260</td>
</tr>
<tr>
<td>Alumni Participation Rate</td>
<td>14%</td>
<td>19%</td>
<td>10%</td>
<td>23%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Number of alumni donors</td>
<td>7,722</td>
<td>8,371</td>
<td>3,251</td>
<td>21,102</td>
<td>35,535</td>
<td>40,145</td>
</tr>
<tr>
<td>Average alumni gift size</td>
<td>$818</td>
<td>$2,336</td>
<td>$10,013</td>
<td>$2,508</td>
<td>$2,940</td>
<td>$3,577</td>
</tr>
</tbody>
</table>

Number of Rated Prospects by Number of Alumni
(Averages shown for benchmarks and 2012 figures shown for CSMF)

<table>
<thead>
<tr>
<th>Alumni of record</th>
<th>Less than 50,000</th>
<th>CSMF Actual 25,147</th>
<th>50,000 to 99,000</th>
<th>100,000 to 199,999</th>
<th>200,000 to 299,999</th>
<th>300,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of prospects rated $25,000 or more</td>
<td>3,098</td>
<td>6,566</td>
<td>15,470</td>
<td>19,369</td>
<td>26,531</td>
<td>27,649</td>
</tr>
<tr>
<td>Number of prospects rated $500,000 or more</td>
<td>295</td>
<td>209</td>
<td>471</td>
<td>1,309</td>
<td>942</td>
<td>2,106</td>
</tr>
</tbody>
</table>

Note: Benchmarks provided in Eduventures’ March 2012 version of Managing Returns on Advancement Investments, a survey of 36 public universities and 25 private universities across the U.S.
Operational Benchmarking for 2012

In fiscal year 2012, the CSM Foundation raised $11.05 per dollar invested in its fundraising operations while peer institutions raised $4.31 to $8.68 per dollar invested.

*Dollar Raised Per Dollar Invested Benchmarking – Total Development Operational Costs*
(Averages shown for benchmarks and 2012 figures shown for CSMF)

Note: Benchmarks provided in Eduventures’ March 2012 version of *Managing Returns on Advancement Investments*, a survey of 36 public universities and 25 private universities across the U.S.