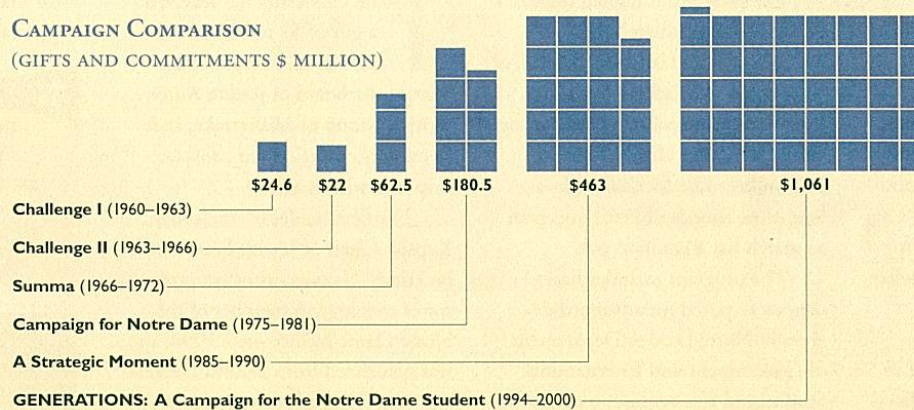


Summary Statistics
 The University of Notre Dame's 1994 – 2000 'Generations' Campaign

CAMPAIGN STATISTICS

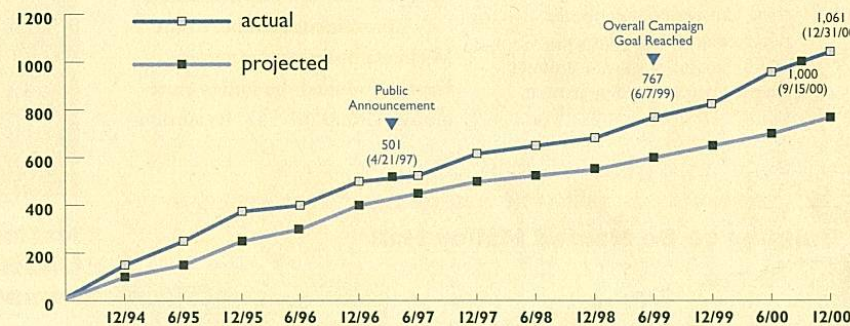
*Spring 2001
 "Generations"
 Newsletter
 Final Campaign
 Results.
 ended 12/31/2000*

CAMPAIGN COMPARISON
 (GIFTS AND COMMITMENTS \$ MILLION)



*First Catholic
 Institution to
 Raise \$1B.*

PROJECTED VS ACTUAL GIVING
 (GIFTS AND COMMITMENTS \$ MILLION)



The Generations Campaign

Notre Dame was the first Catholic institution to raise a **billion dollars**.

- There were 525,149 donors to the campaign, which totaled \$1,061,117,458.
- **The top five gifts accounted for 10% of the total.**
- **The top 29 gifts accounted for 22% of the total.**
- Nearly **half** the money (46%) came from the top **186** gifts. That's just 1.6% of all major donors of \$5,000+, or just .035% of all donors to the campaign.
- In contrast, the 'bottom' 514,000 gifts (less than \$5,000) accounted for just 15.25% of the total.

Alumni Participation

A 74% participation rate is unheard of among educational campaigns.

It means 3 of 4 graduates supported the campaign.

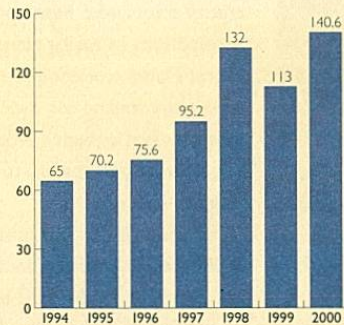
Why so many?

The Notre Dame Fundraising Model begins with alumni engagement on many levels long before the campaign is launched.

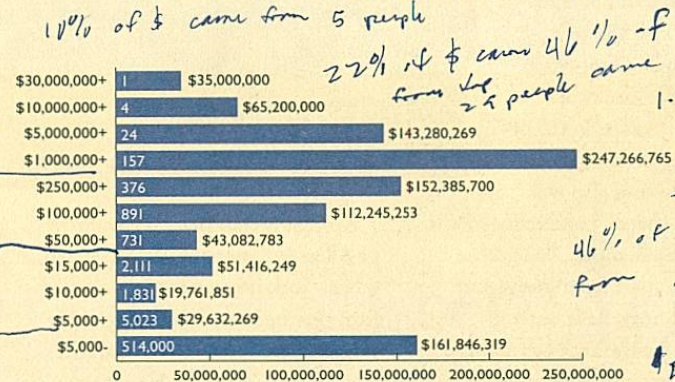
74% ALUMNI PARTICIPATION

Percentage of alumni who made a gift or a pledge during the life of the campaign. The previous campaign, A Strategic Moment, garnered a 72% participation rate.

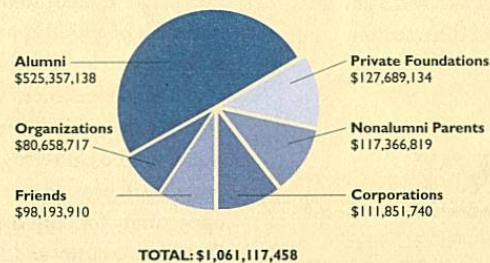
TOTAL ANNUAL CASH RECEIPTS (\$ MILLION)
(CASH GIFTS RECEIVED JULY 1-JUNE 30 EACH YEAR)



NUMBER AND AMOUNT OF GIFTS BY GIVING LEVEL



SOURCE OF GIFTS



GIFT TYPE

