The 38 participating UAFs who operated a campaign in 2015 reported an aggregate campaign revenue of: $111,333,286

Average $3,009,008
Per Capita $3.01

A PERIOD OF GROWTH

- Total campaign revenue in 2015 increased 13 percent from 2014 ($111,333,286 vs. $98,254,417).
- Revenue per capita increased 31 percent from 2013 ($3.01 vs. $2.30).
- Though the fewest number of organizations participated, the amount raised was the largest amount since 2008.

THE TRENDY 28

The Trendy 28 Revenue History from 2008—2016
(Adjusted for inflation)

Twenty-eight UAFs have provided their total campaign revenue annually since 2002, making them a reliable indicator of the year-to-year changes in UAF fundraising.

These 28 organizations made up 97 percent of the aggregate revenue in 2015 ($108,315,139) and when adjusted for inflation ($109,900,638) raised more revenue in 2015 than the peak amount raised in 2008 ($108,812,094). Thus, it appears that UAFs are well on their way to recovering from the Great Recession.

SOURCES OF REVENUE

43% Individuals
Contributions from individuals reached an all time high, driven mostly by a 55 percent increase in non-workplace giving, while workplace giving decreased by 11 percent.

6% Other (Endowment, Special Fundraising)
There was a decrease in other sources of contributions such as endowments and special fundraising events.

9% Private Foundations
There was an increase in private foundation and government contributions.

34% Corporate Contributions
Corporate contributions experienced an 11 percent decrease.