

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

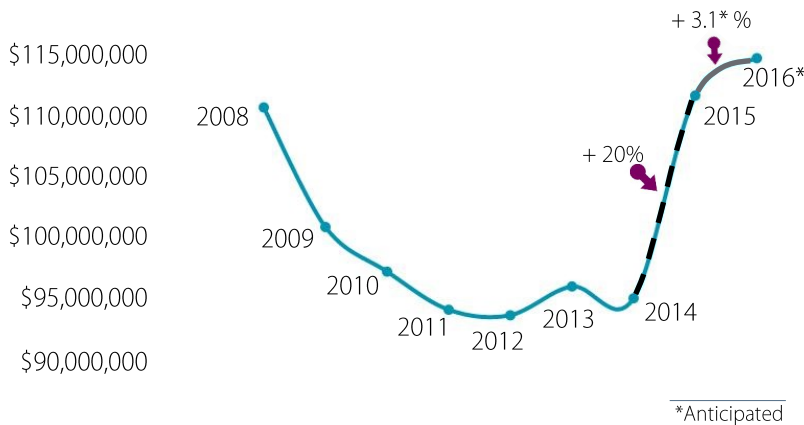
A PERIOD OF GROWTH

- ↑ 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** **8%** **Government**

There was an increase in private foundation and government contributions.

↓ **34%**
Corporate Contributions

Corporate contributions experienced an 11 percent decrease.