



Development and College Relations Report

Fiscal Year
2010-2011



By Ginny Nunemaker
Donor Records
August, 2011

GOSHEN COLLEGE

2010-2011 Development and College Relations Report Table of Contents

	Page
Summary	
Executive Summary	2
The Year at a Glance	3
Giving History	4
Source of Gifts	
Source of Giving - Dollars	5
Source of Gifts - Number	6
Source of Gifts - Historical Data	7
Designation of Gifts	
How Gifts were Designated	8
Designation of Gifts - Historical Data	9
MLAC, Merry Lea, Music Center & WGCS	10
Number of Gifts and Gift Size	
Number of Gifts/Number of Donors	11
Gifts by Gift size	12
Giving by Donor	13
Gifts by Geographical Region	
Giving by State and Country	14
Giving by State - Top 20	15
Goshen College Fund	
Source of Gifts to Goshen College Fund	16
GC Fund, 3-Year Comparison	17
GC Fund Goals and Amounts	18
Giving Club Reports	
Giving by Gift Clubs	19
Heritage Circle, Estate Giving	20
Planned Giving	
New Deferred Gifts - Historical Data	21
Alumni Statistics	
Alumni Location by State and Country	22
Chart - Location of US Alumni	23
Alumni Giving Statistics - All Alumni	24
Alumni Giving Stats. - Graduated Alumni	25
Board and Faculty/Staff Giving	
Board of Directors Giving	26
Alumni Board Giving	27
Faculty/Staff Giving	28
Response from Mailings/Solicitations	
Response from Fund Mailings	29
Response from Other Mailings	30
Phonathon Response	31
Senior Class Gift Drive	32
Donor Acquisition	33
New donors	34
IRA, On-line, and Stock Gifts	
IRA, On-line and Stock Gifts	35
Events and Staff Reports	
Events	36
Staff	37

Executive Summary Fiscal Year 2010-2011



I deeply appreciate the leadership of President Brenneman and the work of all in Advancement as we engaged our constituency in broader conversations, listening and articulating the vision of Goshen College, in support of Goshen's distinctive Christian liberal arts education.

The Goshen College Fund is always our highest priority. During the fiscal year July 1, 2010 through June 30, 2011, this fund received \$1,792,507, a 16.1% drop (-\$345,161) from last year's contributions. This year a special effort was also made to raise \$600,000 additional dollars for student aid through NOW Scholarships. This one-time effort raised an additional \$514,311 for immediate need student aid. Though short of our stated goals in both these areas, when added together, we are delighted with the increase in current dollars available for financial aid.

Overall giving to Goshen College was \$3,495,220, a slight decrease of 3.2% from last year's total giving. This total includes the Goshen College Fund as well as all gifts for specific purposes and endowment funds. Contributing toward the overall giving were 3,989 donors, i.e. households, businesses, churches, and foundations.

During this past year, our alumni giving percentages were 26.7% for alumni with a Goshen College degree, and 22.8% for alumni as a whole. Though down slightly from the previous year's percentages, the total dollars given by alumni was up slightly from \$2,301,883 the previous year to \$2,325,675 in 10/11.

Other participation rates for 10/11 were as follows: Faculty/Staff 34.8%, Board of Directors 84.6%, and Alumni Board 94.4%. The Senior Class gave \$2,362, with 35.1% of the seniors participating.

Some progress was made in the deferred giving area during the 2010/2011 year. There were three new gift annuities given to Goshen College, with a face value totaling \$41,650. In addition, we were notified by other agencies of two new gift annuities listing Goshen College as a beneficiary. The current face value of these is \$35,000. Goshen College was named as a beneficiary of two new charitable trusts, with a combined current value of over \$800,000 and fifteen additional people informed us of an estate gift to Goshen College in their wills. The estimated future value of these estate gifts is over \$1,000,000.

The provisions of the Pension Protection Act were used by 53 people, contributing \$274,089 from their IRA accounts. Eight gifts of stock were received for a total value of \$16,871. We received 104 gifts from matching gift companies, contributing a total of \$50,686.

Thank you to all who invested in the mission of Goshen College. To God be the glory!

Sincerely,

A handwritten signature in black ink that reads "Jim Caskey". The signature is written in a cursive style with a large, looped initial "J".

Jim Caskey
Vice President for Institutional Advancement



The Year at a Glance

2010-2011

	<u>Last Year</u> <u>2009-10</u>	<u>This Year</u> <u>2010-11</u>
Total Gifts Received:	\$3,610,535	\$3,495,220
Restricted and Unrestricted:		
Goshen College Fund	\$2,137,668	\$1,792,507
NOW Scholarships	--	\$514,311 *
Restricted Funds	<u>\$1,472,867</u>	<u>\$1,188,402</u>
Total	\$3,610,535	\$3,495,220
Number of donor households:		
Alumni**	3,373	2,969
Non-alumni	<u>993</u>	<u>1,020</u>
Total	4,366	3,989
Alumni Giving percentages:		
All alumni **	25.1%	22.8%
Graduated Alumni	29.2%	26.7%
Number of first-time donors:		
Alumni	122	99
Other	<u>239</u>	<u>243</u>
	361	342

* This does not include the \$19,000 transferred to the NOW Scholarship Fund from the Gunden Family Fund. Most of this \$19,000 had been given in prior years.

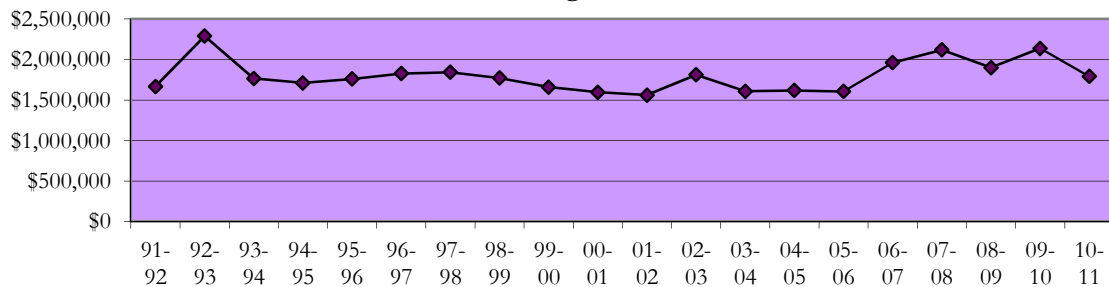
** Alumni that have completed 24 credit hours or more at Goshen College.

GOSHEN COLLEGE

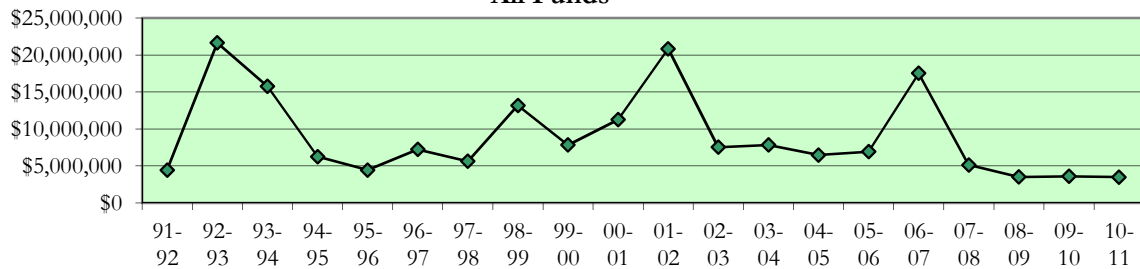
Giving History 2010-2011 and Historical Data

	<u>GC Fund*</u>	<u>Other Funds</u>	<u>Total</u>
90-91	\$1,695,466	\$2,277,167	\$3,972,633
91-92	\$1,666,804	\$2,783,932	\$4,450,736
92-93	\$2,289,696	\$19,368,077	\$21,657,773
93-94	\$1,766,188	\$14,003,045	\$15,769,233
94-95	\$1,710,243	\$4,554,330	\$6,264,573
95-96	\$1,760,465	\$2,694,966	\$4,455,431
96-97	\$1,827,822	\$5,412,761	\$7,240,583
97-98	\$1,843,298	\$3,789,734	\$5,633,032
98-99	\$1,771,223	\$11,416,617	\$13,187,840
99-00	\$1,658,983	\$6,173,414	\$7,832,397
00-01	\$1,595,998	\$9,670,869	\$11,266,867
01-02	\$1,561,423	\$19,288,157	\$20,849,580
02-03	\$1,811,040	\$5,733,850	\$7,544,890
03-04	\$1,607,370	\$6,236,680	\$7,844,050
04-05	\$1,618,515	\$4,853,890	\$6,472,405
05-06	\$1,606,843	\$5,321,204	\$6,928,047
06-07	\$1,962,113	\$15,582,033	\$17,544,146
07-08	\$2,119,388	\$3,026,897	\$5,146,285
08-09	\$1,900,211	\$1,619,590	\$3,519,801
09-10	\$2,137,668	\$1,472,867	\$3,610,535
10-11	\$1,792,507	\$1,702,713	\$3,495,220

Goshen College Fund



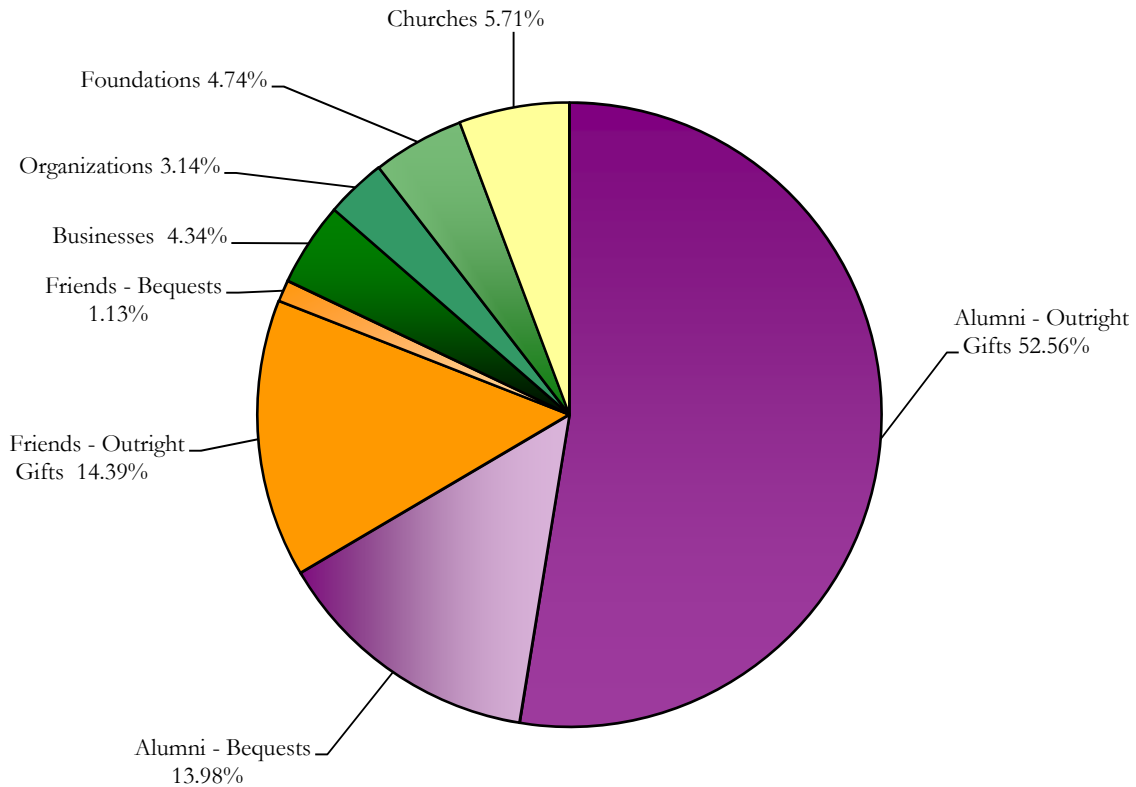
All Funds



*Goshen College Fund includes Goshen College Fund, Student Aid, Michiana Student Aid, International Student Aid, WGCS Membership Fund and Unrestricted Memorials and Tributes. Prior year amounts have been adjusted to match this definition.

GOSHEN COLLEGE

Source of Gifts: Dollars 2010-2011



Dollar Amounts:

Alumni

Alumni - Outright Gifts		\$1,837,203
Alumni - Bequests		\$488,508

Friends

Friends - Outright Gifts		\$503,096
Friends - Bequests		\$39,461

Business

Businesses		\$151,777
Organizations		\$109,733
Foundations		\$165,692

Churches

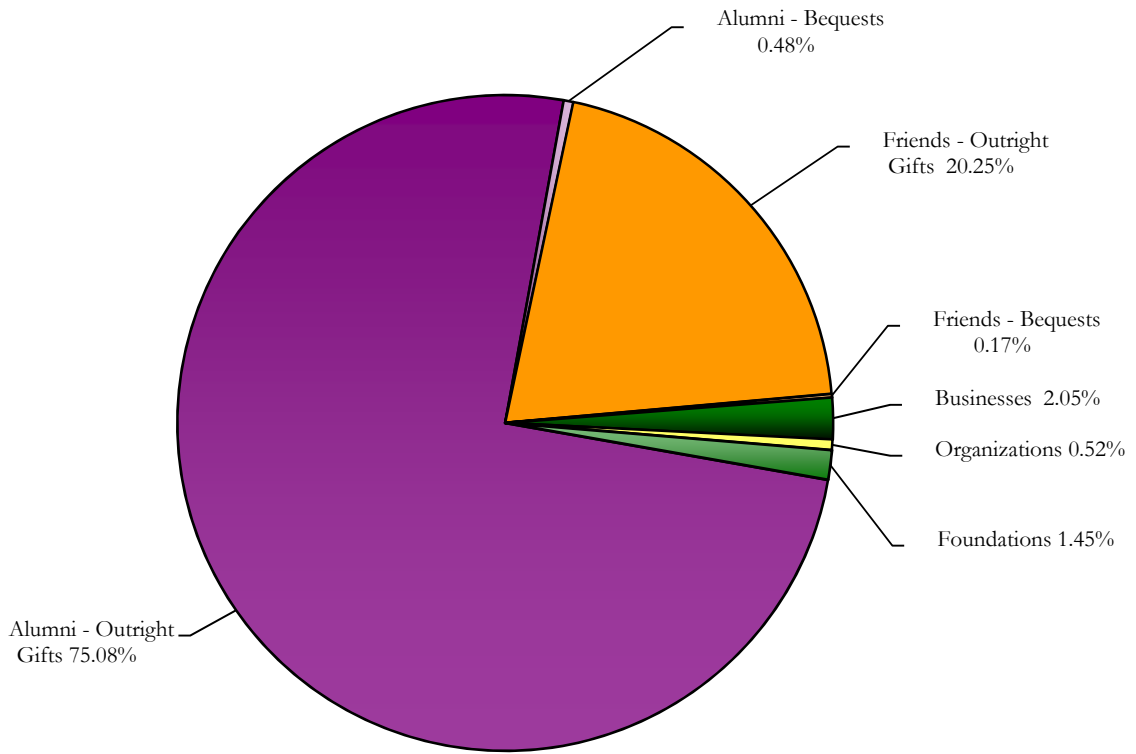
		\$199,750
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Grand Total of all Gifts

		\$3,495,220
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GOSHEN COLLEGE

Source of Gifts: Number of Gifts 2010 - 2011



Number of Gifts:

Alumni

Alumni - Outright Gifts		4,353
Alumni - Bequests		28

Friends

Friends - Outright Gifts		1,174
Friends - Bequests		10

Business

Businesses		119
Organizations		30
Foundations		84

Churches

		109
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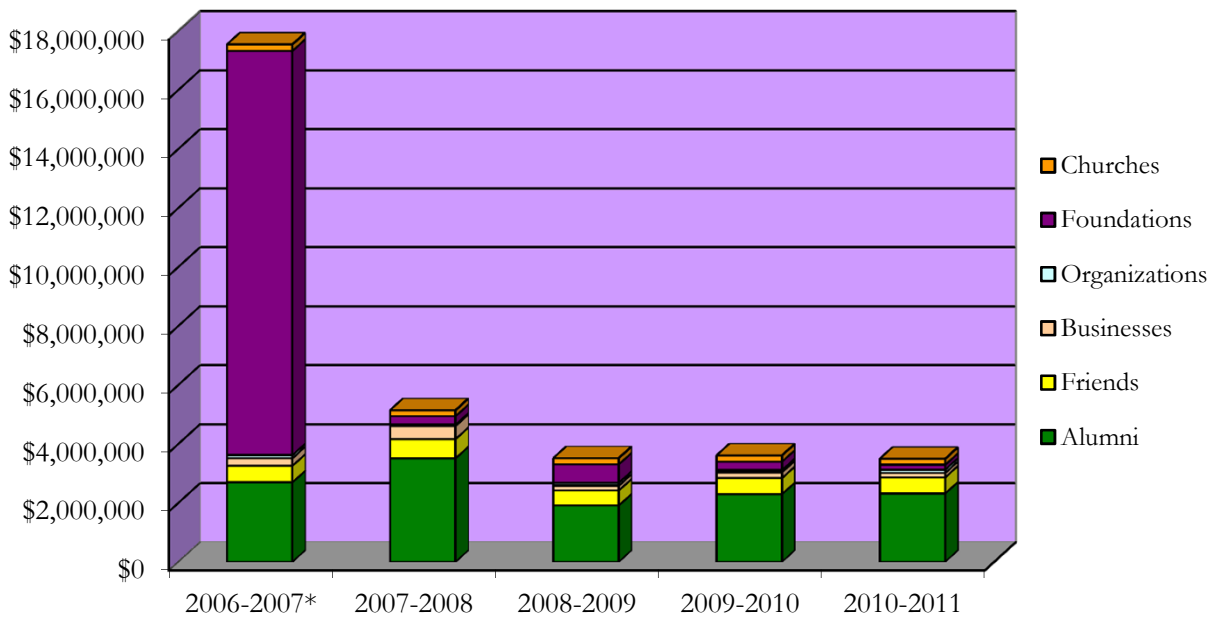
Grand Total Number of Gifts Received		5,907
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GOSHEN COLLEGE

Source of Gifts 2010-2011 and Historical Data

Source of Gifts - All Funds:

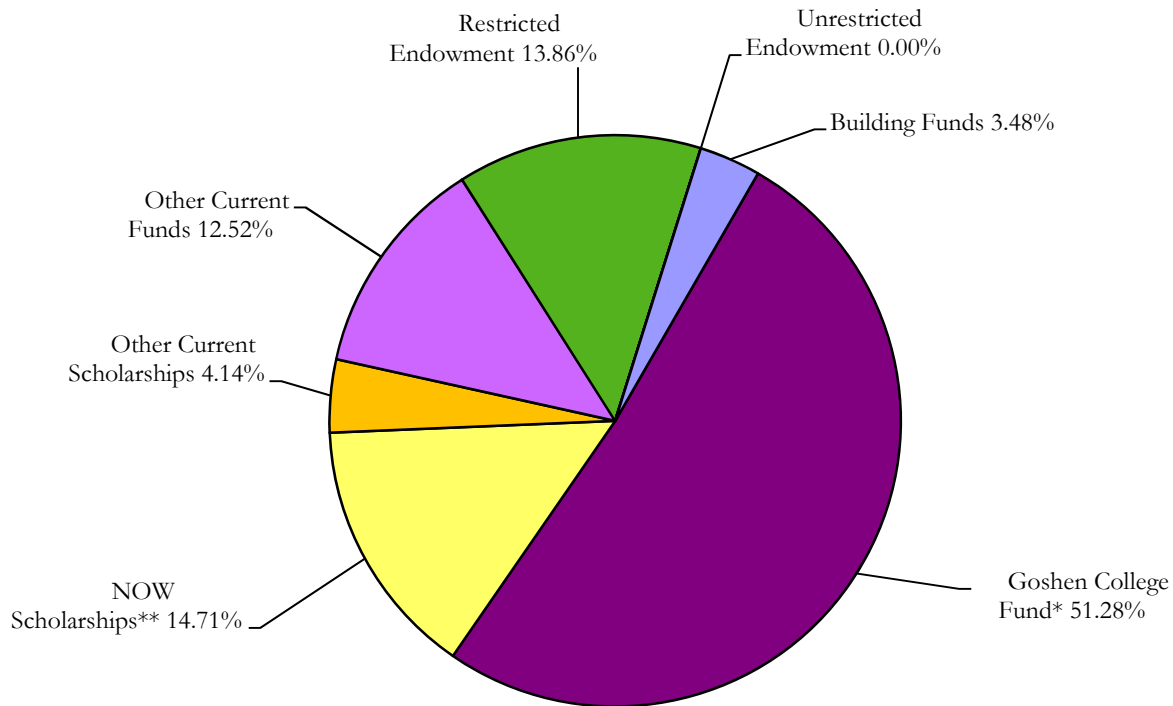
	<u>2006-2007*</u>	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Alumni	\$2,702,480	\$3,517,659	\$1,918,971	\$2,301,882	\$2,325,711
Friends	\$559,127	\$652,896	\$506,684	\$543,667	\$542,557
Businesses	\$258,049	\$444,751	\$163,035	\$195,267	\$151,777
Organizations	\$104,713	\$41,891	\$97,246	\$76,044	\$109,733
Foundations	\$13,704,936 *	\$289,045	\$625,855	\$284,690	\$165,692
Churches	\$214,842	\$200,043	\$208,010	\$208,985	\$199,750
Grand Total	\$17,544,147	\$5,146,285	\$3,519,801	\$3,610,535	\$3,495,220



* Includes the grant from Lilly Endowment, Inc of \$12,500,000 for CITL

GOSHEN COLLEGE

Designation of Gifts 2010-2011



Designation of Gifts:

	<u>Number of Donors</u>	<u>Dollars</u>
Current Operations		
Goshen College Fund*	3,080	\$1,792,507
NOW Scholarships**	486	\$514,311
Other Current Scholarships	79	\$144,566
Other Current Funds	807	\$437,711
Endowment		
Restricted Endowment	201	\$484,363
Unrestricted Endowment	1	\$50
Building Funds	12	\$121,712
Grand Total of all Gifts		\$3,495,220

* Includes giving to: Goshen College Fund, Student Aid, Michiana Student Aid, International Student Aid, WGCS Membership Fund and Unrestricted Memorials and Tributes.

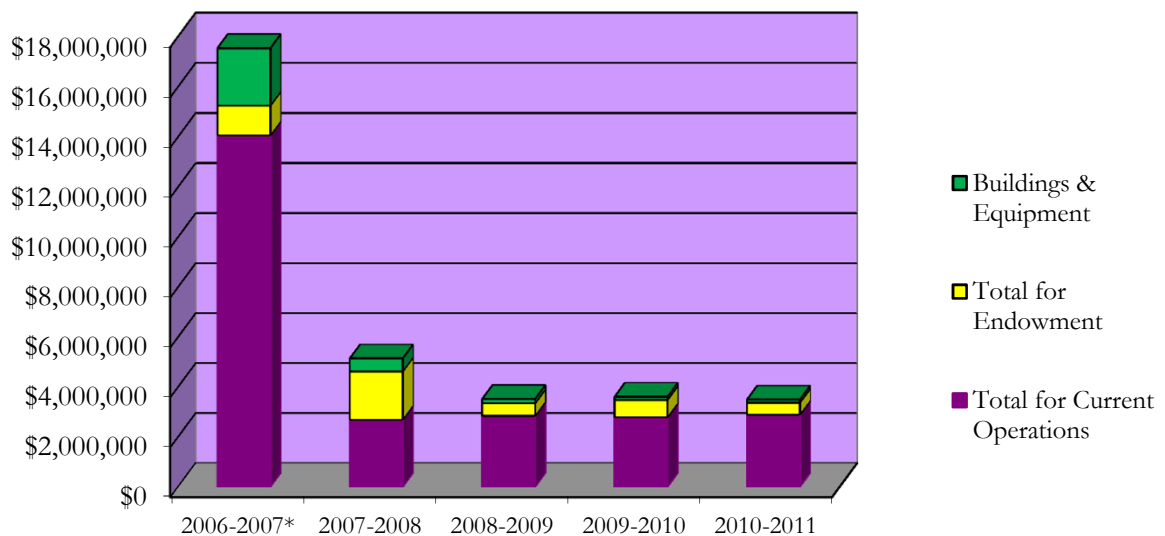
** Does not include the \$19,000 transferred to the NOW Scholarship Fund from the Gunden Family Fund.

GOSHEN COLLEGE

Designation of Gifts: 2010-2011 and Historical Data

Designation of Gifts:

	<u>2006-2007*</u>	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Current Operations					
Goshen College Fund	\$1,962,113	\$2,119,388	\$1,900,211	\$2,137,668	\$1,792,507
NOW Scholarships					\$514,311**
Current Scholarships	\$143,234	\$195,086	\$178,994	\$118,737	\$144,566
Other Current Restricted Funds	\$11,954,970	\$376,894	\$766,427	\$533,537	\$437,711
Total for Current Operations	\$14,060,317	\$2,691,368	\$2,845,632	\$2,789,942	\$2,889,095
Endowment					
Restricted Endowment	\$1,096,019	\$1,855,159	\$464,123	\$690,828	\$484,363
Unrestricted Endowment	\$91,570	\$79,469	\$39,411	\$1,652	\$50
Total for Endowment	\$1,187,589	\$1,934,628	\$503,534	\$692,480	\$484,413
Buildings & Equipment	\$2,296,240	\$520,289	\$170,635	\$128,113	\$121,712
Grand Total of all Gifts	\$17,544,146	\$5,146,285	\$3,519,801	\$3,610,535	\$3,495,220



* The amounts for 06-07 include the grant from Lilly Endowment, Inc - \$10,500,000 for CITL current expenses and \$2,000,000 for CITL physical space.

**Does not include the \$19,000 transferred to the NOW Scholarship Fund from the Gunden Family Fund.



**MLAC, Merry Lea, Music Center & WGCS
2010-2011 and Historical Data**

Maple Leafs Athletics Club	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of donors	238	190	143	202
Maple Leafs Athletics Club	\$51,600	\$40,270	\$35,355	\$33,840
Maple Leafs Golf Scramble	\$29,420	\$19,090	\$25,500	\$24,943
Total Giving	\$81,020	\$59,360	\$60,855	\$58,783
Average total giving per donor	\$340	\$312	\$426	\$291

Merry Lea	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of donors	133	148	142	159
Friends of Merry Lea Fund	\$21,055	\$23,180	\$36,924	\$24,020
Merry Lea Building Fund				\$30,000
Merry Lea Collegiate Facility	\$105,060	\$155,035	\$11,699	\$3,660
Total Giving	\$126,115	\$178,215	\$48,623	\$57,680
Average total giving per donor	\$948	\$1,204	\$342	\$363

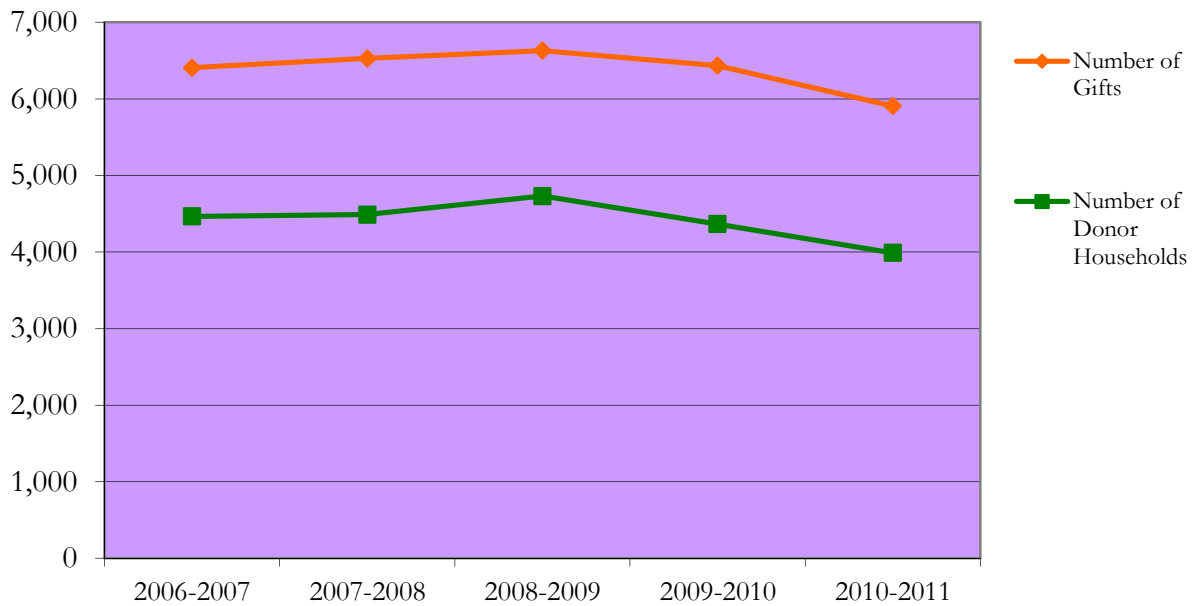
Music Center	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of donors	219	205	229	230
Music Center Operating Fund	\$150,978	\$156,699	\$230,423	\$121,250
Indiana Youth Institute Grant			\$5,500	\$14,500
Community School of the Arts	\$6,100	\$8,840	\$2,000	\$0
Total Giving	\$157,078	\$165,539	\$237,923	\$135,750
Average total giving per donor	\$717	\$808	\$1,039	\$590

WGCS - The Globe	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of donors	135	179	142	151
WGCS - The Globe	\$12,282	\$14,997	\$14,885	\$16,028
Average total giving per donor	\$91	\$84	\$105	\$106



**Number of Gifts/Number of Donors
2010-2011 and Historical Data**

	<u>2006-2007</u>	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
<u>Number of Gifts</u>	6,407	6,528	6,631	6,434	5,907
<hr/>					
<u>Donor Households</u>					
Alumni	3,331	3,536	3,635	3,373	2,969
Friends, Businesses, Churches, Orgs.	1,135	953	1,096	993	1,020
Number of Donor Households	4,466	4,489	4,731	4,366	3,989





Total Giving by Donor 2010-2011

There were 3,982 donor households/businesses that gave.
This is a breakdown by total giving per donor for the year.

<u>Donor Total</u>	<u># of Donors</u>	<u>% of Donors</u>	<u>Total Dollars</u>	<u>% of Total Dollars</u>
\$0.01 - \$9.99	14	0.35%	\$54	0.00%
\$10 - \$24.99	190	4.77%	\$3,391	0.10%
\$25 - \$49.99	483	12.13%	\$13,353	0.38%
\$50 - \$99.99	664	16.68%	\$36,695	1.05%
\$100 - \$199.99	926	23.25%	\$101,479	2.90%
\$200 - \$364.99	633	15.90%	\$151,969	4.35%
\$365 - \$749.99	468	11.75%	\$225,957	6.46%
\$750 - \$999.99	30	0.75%	\$24,432	0.70%
\$1,000 - \$2,499.99	397	9.97%	\$527,051	15.08%
\$2,500 - \$4,999.99	87	2.18%	\$286,704	8.20%
\$5,000 - \$7,499.99	30	0.75%	\$163,669	4.68%
\$7,500 - \$12,499.99	19	0.48%	\$185,241	5.30%
\$12,500 to \$19,999.99	9	0.23%	\$148,589	4.25%
\$20,000 - \$24,999.99	5	0.13%	\$108,571	3.11%
\$25,000 - \$49,999.99	15	0.38%	\$479,553	13.72%
\$50,000 - \$69,999.99	5	0.13%	\$265,461	7.59%
\$70,000 - \$99,999.99	2	0.05%	\$153,200	4.38%
\$100,000 - \$149,999.99	4	0.10%	\$449,697	12.87%
\$150,000 and over	1	0.03%	\$170,154	4.87%
Totals	3,982	100.00%	\$3,495,220	100.00%

Averages:

Average Donor Total (Total Dollars/# of Donors)	\$878	
Median (Middle Donor Amount in list sorted by size.)	\$100	
Mode (Donors' favorite yearly total)	\$100	There were 716 donors who gave exactly \$100 for the year.

Analyzing the data:

Donors who gave less than \$365 comprise 73.1 % of the donors, and gave 8.8% of the dollars.
Donors who gave \$25,000 or more comprise 0.7% of the donors, and gave 43.3% of the dollars.
The top 40 donors gave 50% of the total dollars.



Giving by State and Country 2010-2011

<u>States</u>	<u># Gifts</u>	<u>\$ Amount</u>		<u># Gifts</u>	<u>\$ Amount</u>		
		<u>Total \$</u>	<u>without bequests</u>		<u>Total \$</u>	<u>without bequests</u>	
Alabama	5	\$1,225	\$1,225	New York	68	\$18,681	\$18,681
Alaska	14	\$1,320	\$1,320	North Carolina	46	\$13,975	\$13,975
Arizona	71	\$25,543	\$25,543	North Dakota	1	\$50	\$50
Arkansas	15	\$2,050	\$2,050	Ohio	517	\$500,290	\$372,000
California	91	\$34,863	\$17,093	Oklahoma	3	\$175	\$175
Colorado	150	\$41,840	\$41,840	Oregon	79	\$21,224	\$21,224
Connecticut	13	\$5,960	\$5,960	Pennsylvania	556	\$525,575	\$468,002
Delaware	6	\$3,275	\$3,275	Puerto Rico	1	\$150	\$150
Florida	96	\$80,263	\$80,263	Rhode Island	1	\$50	\$50
Georgia	17	\$3,735	\$3,735	South Carolina	16	\$3,470	\$3,470
Hawaii	5	\$740	\$740	South Dakota	15	\$2,735	\$2,735
Idaho	8	\$10,900	\$10,900	Tennessee	11	\$4,050	\$4,050
Illinois	303	\$149,515	\$120,375	Texas	50	\$15,156	\$15,156
Indiana	2,639	\$1,582,688	\$1,343,908	Utah	2	\$435	\$435
Iowa	114	\$29,630	\$29,630	Vermont	5	\$2,250	\$2,250
Kansas	123	\$102,692	\$94,760	Virginia	168	\$43,611	\$41,611
Kentucky	19	\$4,745	\$4,745	Washington	52	\$7,520	\$7,520
Louisiana	6	\$920	\$920	Washington DC	15	\$6,550	\$6,550
Maine	4	\$575	\$575	West Virginia	7	\$875	\$875
Maryland	57	\$9,211	\$9,137	Wisconsin	41	\$52,845	\$8,278
Massachusetts	60	\$31,046	\$31,046	Wyoming	4	\$250	\$250
Michigan	141	\$62,004	\$62,004	USA Totals	5,830	\$3,474,341	\$2,946,272
Minnesota	56	\$21,655	\$21,655	Other Countries			
Mississippi	18	\$1,325	\$1,325	Canada	68	\$18,801	\$18,801
Missouri	21	\$4,030	\$4,030	Germany	4	\$1,708	\$1,708
Montana	6	\$3,035	\$1,385	Japan	1	\$100	\$100
Nebraska	18	\$4,775	\$4,775	Mayaysia	1	\$20	\$20
Nevada	4	\$798	\$505	United Arab Emirates	2	\$200	\$200
New Hampshire	5	\$560	\$560	Zambia	1	\$50	\$50
New Jersey*	69	\$27,036	\$27,036	Country Totals	77	\$20,879	\$20,879
New Mexico	18	\$6,470	\$6,470	GRAND TOTAL	5,907	\$3,495,220	\$2,967,151

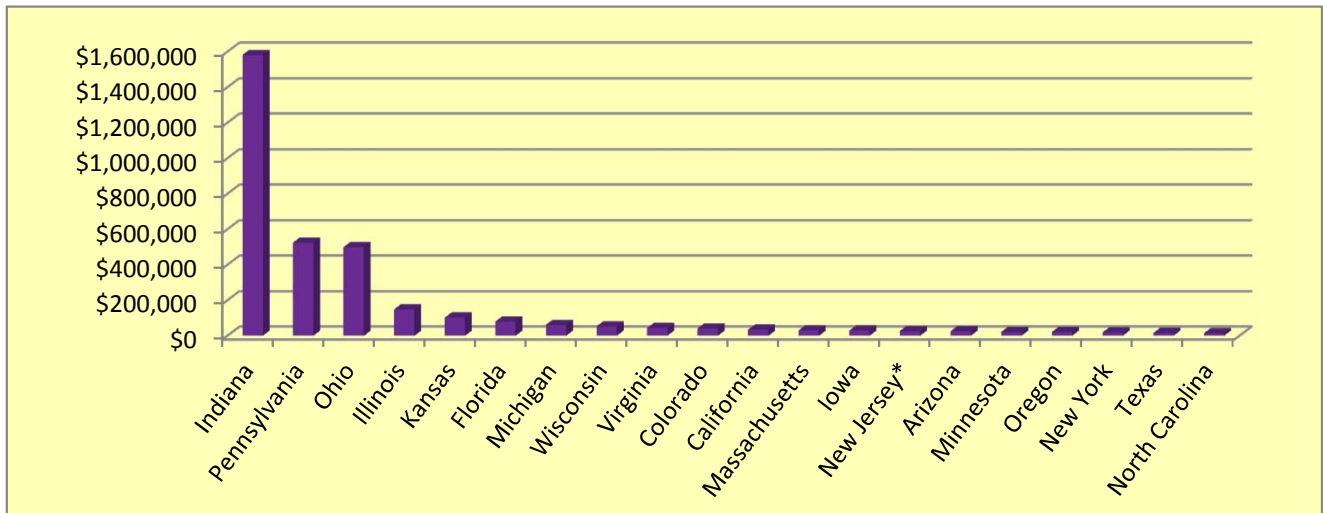
*New Jersey includes 50 matching gifts totaling \$19,716.

GOSHEN COLLEGE

Giving by State: Top Twenty 2010-2011

Note: 96.7% of the total giving to Goshen College in 2011-2012 came from the top 20 states.

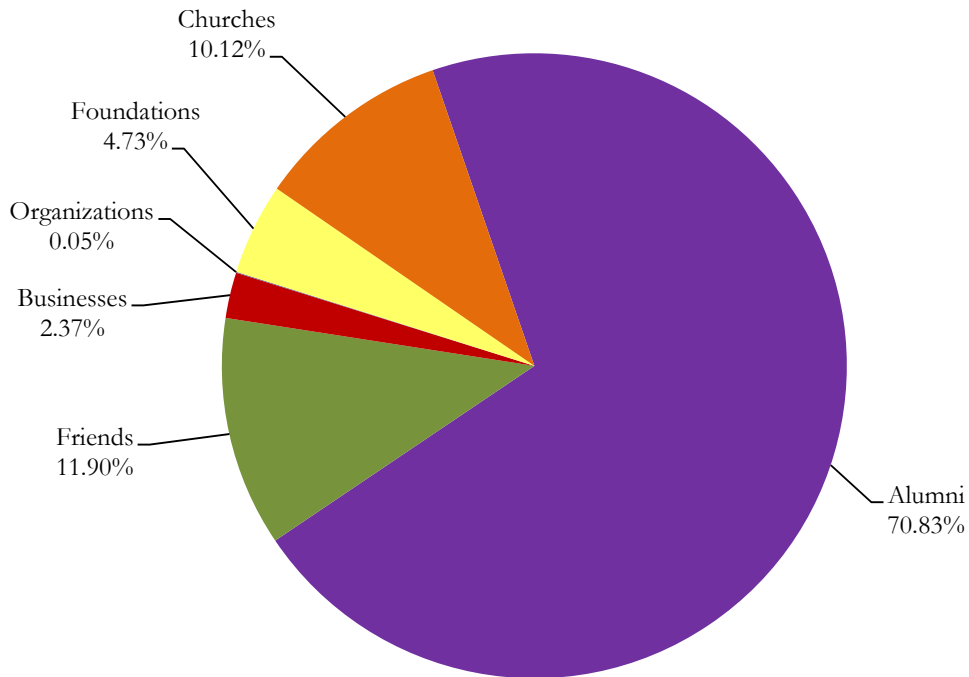
	<u>State</u>	<u># Gifts</u>	<u>Total \$ Amount</u>	<u>\$ Amount without bequests</u>
1.	Indiana	2,639	\$1,582,688	\$1,343,908
2.	Pennsylvania	556	\$525,575	\$468,002
3.	Ohio	517	\$500,290	\$372,000
4.	Illinois	303	\$149,515	\$120,375
5.	Kansas	123	\$102,692	\$94,760
6.	Florida	96	\$80,263	\$80,263
7.	Michigan	141	\$62,004	\$62,004
8.	Wisconsin	41	\$52,845	\$8,278
9.	Virginia	168	\$43,611	\$41,611
10.	Colorado	150	\$41,840	\$41,840
11.	California	91	\$34,863	\$17,093
12.	Massachusetts	60	\$31,046	\$31,046
13.	Iowa	114	\$29,630	\$29,630
14.	New Jersey*	69	\$27,036	\$27,036
15.	Arizona	71	\$25,543	\$25,543
16.	Minnesota	56	\$21,655	\$21,655
17.	Oregon	79	\$21,224	\$21,224
18.	New York	68	\$18,681	\$18,681
19.	Texas	50	\$15,156	\$15,156
20.	North Carolina	46	\$13,975	\$13,975
Totals for top 20		5,438	\$3,380,132	\$2,854,080



*New Jersey includes 50 matching gifts totaling \$19,716.



**Goshen College Fund - Source of Gifts
2010-2011**



Source of Gift Amounts to Goshen College Fund:

Alumni	-----	\$1,269,643
Friends	-----	\$213,259
Business		
Businesses	-----	\$42,476
Organizations	-----	\$830
Foundations	-----	\$84,824
Churches	-----	\$181,475
Grand Total Goshen College Fund		<u>\$1,792,507</u>

Accounts Included:

For purposes of this report, the "Goshen College Fund" includes the following unrestricted funds:

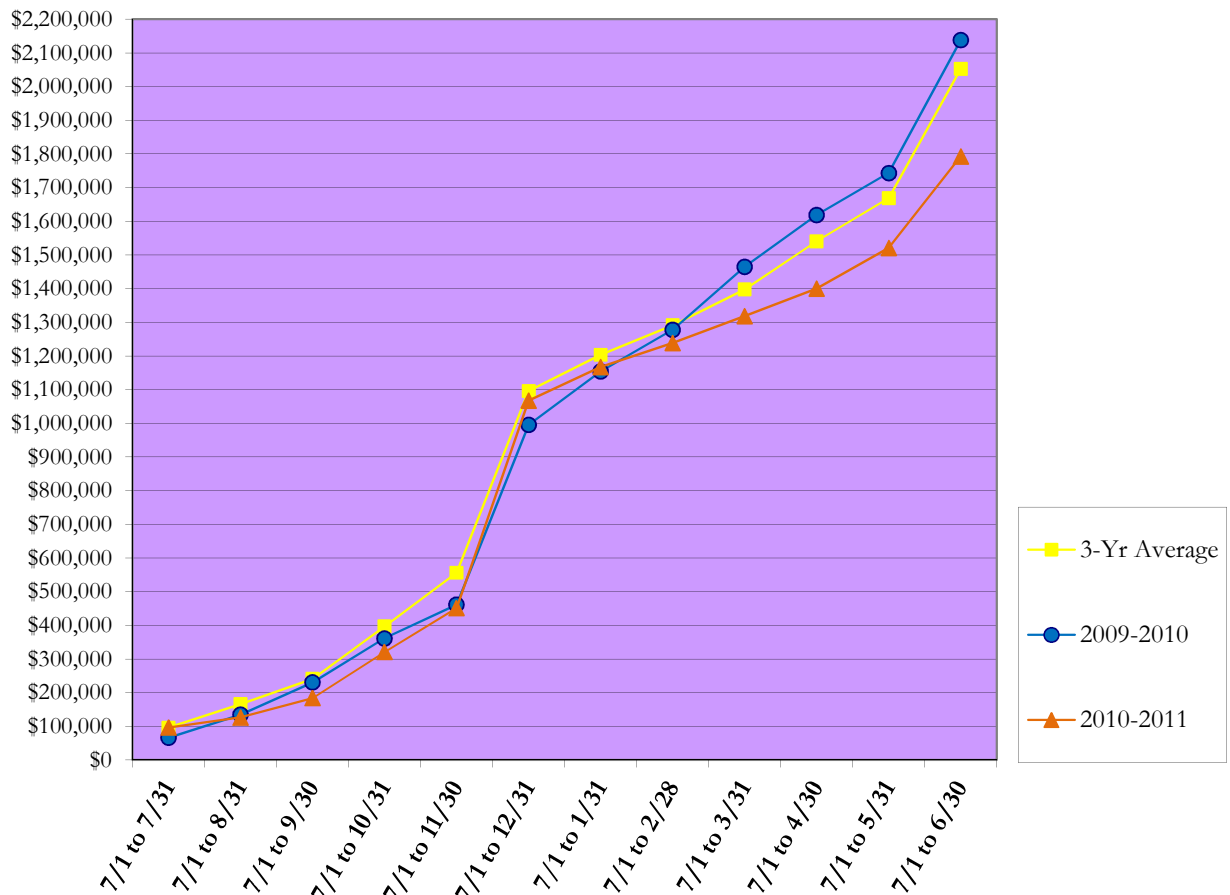
Goshen College Fund	\$1,467,564
Student Aid Fund	\$255,060
International Student Aid Fund	\$43,915
WGCS - The Globe membership fund	\$16,028
Michiana Student Aid	\$2,000
Unrestricted Memorials and Tributes	\$7,940
Totals	<u>\$1,792,507</u>



Goshen College Fund 2010-2011 3-Year Month-by-Month Comparison

Year:	07-08	08-09	09-10	3-Year Average		10-11	
Goal:	2,000,000	2,040,000	2,040,000	2,026,667	% of Goal Reached	2,150,000	% of Goal Reached
7/1 to 7/31	\$109,463	\$112,725	\$65,800	\$95,996	4.74%	\$96,242	4.48%
7/1 to 8/31	\$193,659	\$168,528	\$134,099	\$165,429	8.16%	\$126,395	5.88%
7/1 to 9/30	\$281,586	\$209,875	\$230,411	\$240,624	11.87%	\$183,884	8.55%
7/1 to 10/31	\$471,447	\$357,782	\$361,021	\$396,750	19.58%	\$320,694	14.92%
7/1 to 11/30	\$704,863	\$502,483	\$460,942	\$556,096	27.44%	\$451,201	20.99%
7/1 to 12/31	\$1,222,771	\$1,069,734	\$995,544	\$1,096,016	54.08%	\$1,067,335	49.64%
7/1 to 1/31	\$1,300,786	\$1,155,437	\$1,154,194	\$1,203,472	59.38%	\$1,167,581	54.31%
7/1 to 2/28	\$1,360,277	\$1,236,096	\$1,277,646	\$1,291,340	63.72%	\$1,238,200	57.59%
7/1 to 3/31	\$1,422,244	\$1,306,126	\$1,464,833	\$1,397,734	68.97%	\$1,318,405	61.32%
7/1 to 4/30	\$1,553,317	\$1,449,867	\$1,618,522	\$1,540,569	76.01%	\$1,400,241	65.13%
7/1 to 5/31	\$1,698,659	\$1,563,286	\$1,742,913	\$1,668,286	82.32%	\$1,520,490	70.72%
7/1 to 6/30	\$2,119,388	\$1,900,211	\$2,137,668	\$2,052,422	101.27%	\$1,792,507	83.37%

Goshen College Fund

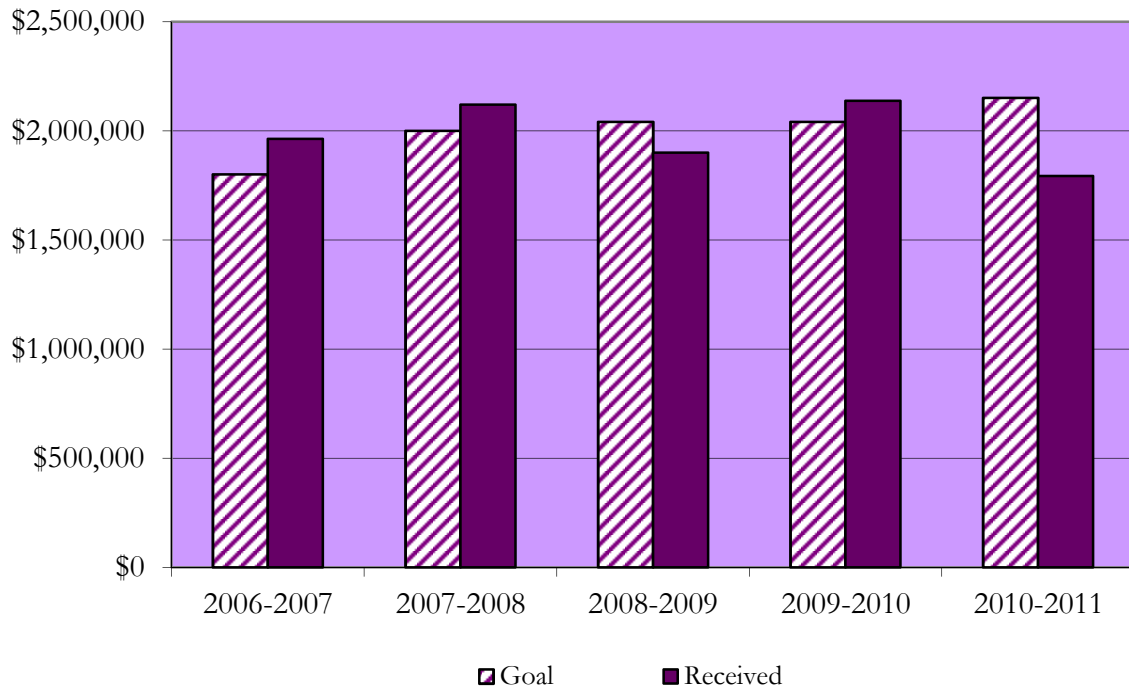




**Goshen College Fund
Goals and Amounts
2010-2011 and Historical Data**

Goshen College Fund:

	<u>2006-2007</u>	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	2010-2011
Goal	\$1,800,000	\$2,000,000	\$2,040,000	\$2,040,000	\$2,150,000
Received	\$1,962,113	\$2,119,388	\$1,900,211	\$2,137,668	\$1,792,507
Percent of goal reached	109.01%	105.97%	93.15%	104.79%	83.37%



GOSHEN COLLEGE

Giving by Gift Clubs 2010-2011 and Historical Data

This report gives those persons in each giving club credit for matching gifts, and for gifts given through their business or family foundation.

<u>Presidents Circle - \$25,000 or more to GC Fund</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of households*	12	12	10
Unrestricted Giving	\$339,000	\$404,877	\$250,000
Restricted Giving	\$2,350	\$26,775	\$180,550
Total Giving	\$341,350	\$431,652	\$430,550
Average unrestricted giving per household	\$28,250	\$33,740	\$25,000
Average total giving per household	\$28,446	\$35,971	\$43,055
<u>Leadership Circle - \$12,500 to \$24,999 to GC Fund</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of households	4	1	2
Unrestricted Giving	\$76,245	\$20,000	\$31,000
Restricted Giving	\$26,750	\$0	\$0
Total Giving	\$102,995	\$20,000	\$31,000
Average unrestricted giving per household	\$19,061	\$20,000	\$15,500
Average total giving per household	\$25,749	\$20,000	\$15,500
<u>Honors Circle - \$5,000 to \$12,499 to GC Fund</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of households	25	22	19
Unrestricted Giving	\$152,846	\$136,450	\$122,925
Restricted Giving	\$5,000	\$16,020	\$9,700
Total Giving	\$157,846	\$152,470	\$132,625
Average unrestricted giving per household	\$6,114	\$6,202	\$6,470
Average total giving per household	\$6,314	\$6,930	\$6,980
<u>Associates - \$1,000 to \$4,999 to GC Fund</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of households	346	344	323
Unrestricted Giving	\$515,966	\$503,471	\$479,283
Restricted Giving	\$83,883	\$92,357	\$111,120
Total Giving	\$599,849	\$595,828	\$590,403
Average unrestricted giving per household	\$1,491	\$1,464	\$1,484
Average total giving per household	\$1,734	\$1,732	\$1,828
<u>Builders - \$365 to \$999 to GC Fund</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of households	383	379	368
Unrestricted Giving	\$187,139	\$187,307	\$181,304
Restricted Giving	\$96,170	\$92,332	\$48,820
Total Giving	\$283,309	\$279,639	\$230,124
Average unrestricted giving per household	\$489	\$494	\$493
Average total giving per household	\$740	\$738	\$625

* For purposes of this report, persons are included in the level at which they actually gave, even though the actual number of President's club members was higher because other club members matched their gifts or they were grandfathered in.



Heritage Circle and Estate Giving 2010-2011 and Historical Data

Heritage Circle members are those who have either given Goshen College a deferred gift, or who have included a bequest to Goshen College in their estate plan.

This report gives Heritage Circle members credit for matching gifts, and for gifts given through a business or family foundation.

Heritage Circle Giving

Giving by Living Heritage Circle Member Households:

	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of households	386	386	387	395
No. of households that gave			260	256
Percent participation			67.2%	64.8%
Unrestricted Giving	\$483,927	\$437,107	\$432,571	\$300,901
Restricted Giving	\$575,310	\$426,763	\$291,122	\$731,124
Total Giving by Heritage Circle	\$1,059,237	\$863,870	\$723,693	\$1,032,025
Average unrestricted per household	\$1,254	\$1,132	\$1,118	\$762
Average total giving per household	\$2,744	\$2,238	\$1,870	\$2,613

Estate Gifts

Estate and Deferred Gifts Received:

	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of estates	29	24	29	28
Unrestricted Estate Gifts	\$49,705	\$33,152	\$374,944	\$251,203
Restricted Estate Gifts	\$470,160	\$249,143	\$357,703	\$276,766
Total Estate Gifts	\$519,865	\$282,295	\$732,647	\$527,969
Average estate gift	\$17,926	\$11,762	\$25,264	\$18,856



New Deferred Gifts 2010-2011 and Historical Data

Gift Annuities - GC Owned	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of new Gift Annuities	4	3	2	3
Face Value	\$104,500	\$62,000	\$15,000	\$41,650
Estimated future gift (Present Value)	\$52,607	\$39,329	\$7,893	\$20,713
<hr/>				
Gift Annuities - GC is beneficiary	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of new Gift Annuities	0	0	2	2
Face Value *	\$0	\$0	\$53,334	\$35,000
Estimated future gift (Present Value)	\$0	\$0	\$29,567	\$13,782
<hr/>				
Charitable Trusts	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of new charitable trusts	0	0	1	2
Estimated future gift value*	\$0	\$0	\$1	\$344,486
<hr/>				
Will or Estate designations	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of new disclosures	9	7	5	15
Estimated future gift value*	\$175,005	\$7	\$5	\$1,110,010
<hr/>				
IRA Beneficiary designations	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of new disclosures	1	2	0	3
Estimated future gift value*	\$1	\$300,001	\$0	\$213,646
<hr/>				
Total estimated future values	\$227,613	\$339,337	\$37,466	\$1,702,637

* For those whose value is not known by Goshen College, a \$1 value is used.



Alumni Location As of June 30, 2011

This report includes as alumni everyone who has completed 24 credit hours or more at Goshen College.

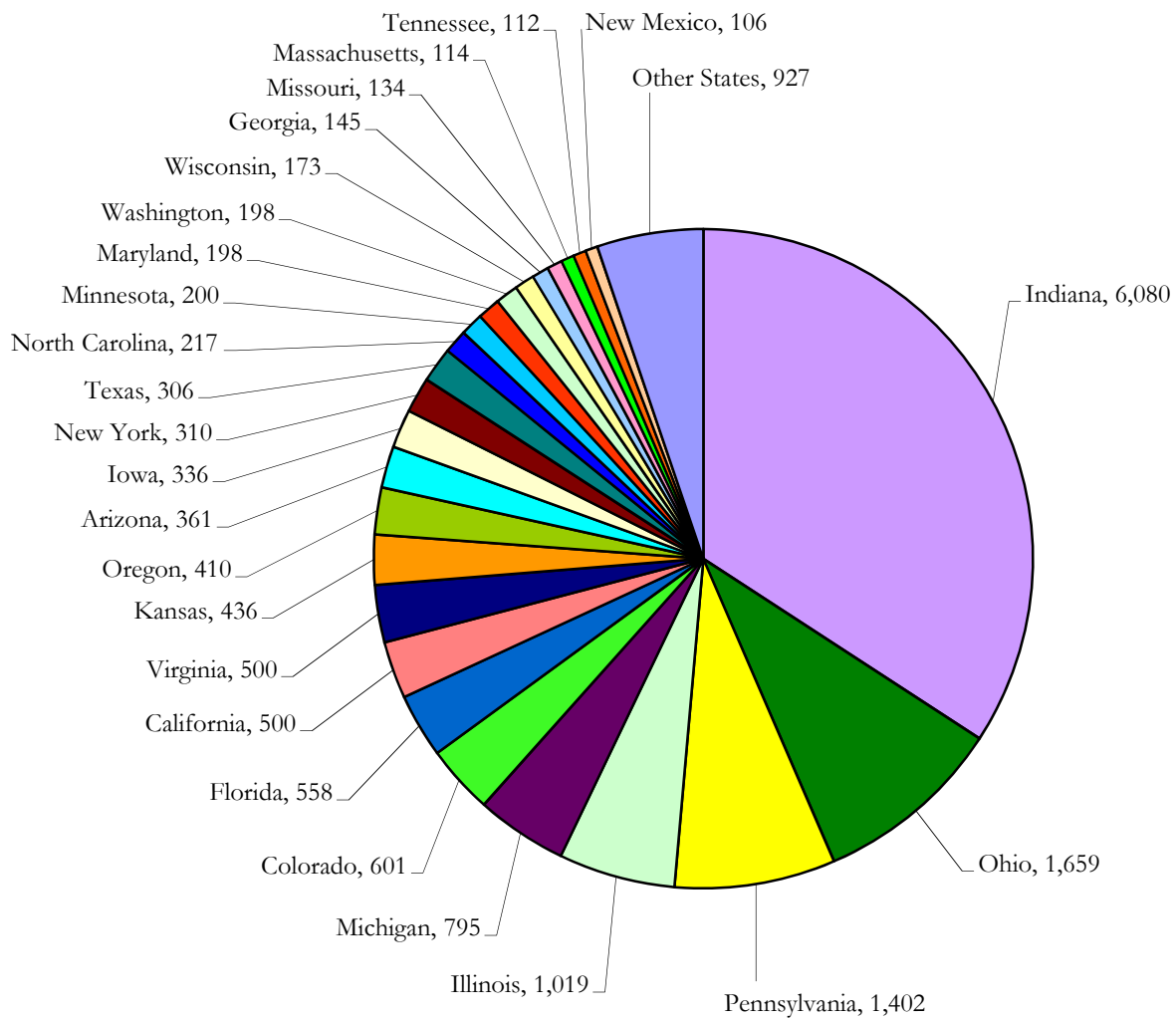
<u>States</u>	<u># of Alumni in state</u>	<u>Percentage of total alumni.</u>		<u># of Alumni in state</u>	<u>Percentage of total alumni.</u>
Alabama	25	0.13%	New Mexico	106	0.54%
Alaska	38	0.19%	New York	310	1.57%
Arizona	361	1.82%	North Carolina	207	1.05%
Arkansas	40	0.20%	North Dakota	13	0.07%
California	500	2.52%	Ohio	1,659	8.38%
Colorado	601	3.03%	Oklahoma	43	0.22%
Connecticut	36	0.18%	Oregon	410	2.07%
Delaware	12	0.06%	Pennsylvania	1,402	7.08%
District of Columbia	71	0.36%	Puerto Rico	20	0.10%
Florida	558	2.82%	Rhode Island	6	0.03%
Georgia	145	0.73%	South Carolina	76	0.38%
Guam	2	0.01%	South Dakota	46	0.23%
Hawaii	26	0.13%	Tennessee	112	0.57%
Idaho	49	0.25%	Texas	306	1.55%
Illinois	1,019	5.15%	Utah	21	0.11%
Indiana*	6,080	30.70%	Vermont	35	0.18%
Iowa	336	1.70%	Virgin Islands	1	0.01%
Kansas	436	2.20%	Virginia	500	2.52%
Kentucky	74	0.37%	Washington	198	1.00%
Louisiana	27	0.14%	West Virginia	26	0.13%
Maine	18	0.09%	Wisconsin	173	0.87%
Maryland	198	1.00%	Wyoming	14	0.07%
Massachusetts	114	0.58%	Military Addresses	5	0.03%
Michigan	795	4.01%	USA Totals	17,812	
Minnesota	200	1.01%	Countries		
Mississippi	28	0.14%	Canada	437	2.21%
Missouri	134	0.68%	Other countries	471	2.38%
Montana	38	0.19%	Country Totals	908	
Nebraska	50	0.25%	Address unknown	1,083	5.47%
Nevada	17	0.09%			
New Hampshire	13	0.07%			
New Jersey	82	0.41%			
			TOTAL Alumni	19,803	

*Of the Indiana Alumni, 3,850 live in Elkhart County



Location of USA Alumni June 30, 2010

This chart includes everyone who has completed 24 credit hours or more at Goshen College.



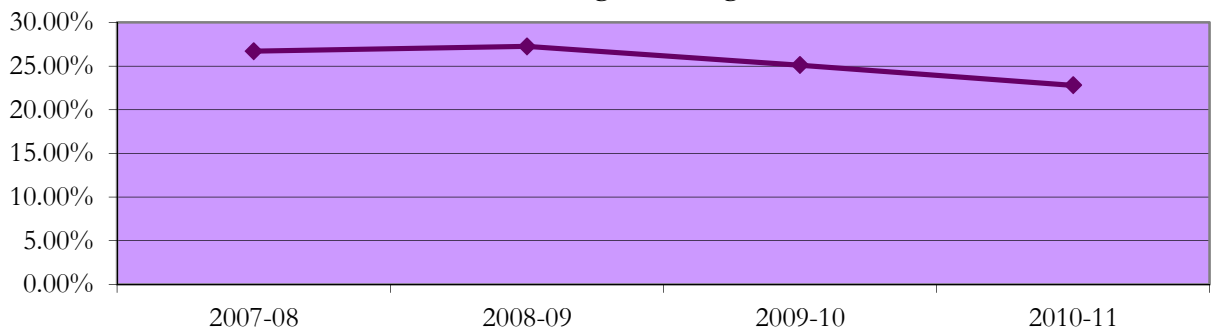


Alumni Giving Statistics - All Alumni 2010-2011 and Historical Data

This page counts as Alumni everyone who has completed 24 or more credit hours at Goshen College.

	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>
Number of living alumni	19,411	19,547	19,691	19,803
Number of deceased alumni	5,344	5,503	5,674	5,807
Total	24,755	25,050	25,365	25,610
Geographical Information of living alumni				
Elkhart County	3,848	3,850	3,862	3,850
Other Indiana Counties	2,138	2,175	2,237	2,230
Illinois, Michigan and Ohio	3,518	3,469	3,453	3,473
Other States, and US military addresses	8,040	8,157	8,244	8,259
Canada	449	447	444	437
Outside US and Canada	447	464	455	471
Missing alumni (no valid address)	971	985	996	1,083
Total	19,411	19,547	19,691	19,803
Number of alumni solicited	16,701	16,787	16,910	16,903
Number who gave during this fiscal year	4,459	4,575	4,245	3,854
Alumni giving percentage - all alumni	26.70%	27.25%	25.10%	22.80%
Number of living alumni who have ever given	12,543	12,587	12,586	12,575
Alumni giving:	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>
Amount given by alumni	\$2,275,078	\$1,681,987	\$1,695,659	\$1,817,427
-By spouses of deceased or divorced alumni	\$817,704	\$11,891	\$9,605	\$19,740
-By estates of alumni or spouses	\$424,877	\$224,894	\$596,619	\$488,508
Total Alumni Giving	\$3,517,659	\$1,918,772	\$2,301,883	\$2,325,675

Alumni Giving Percentages



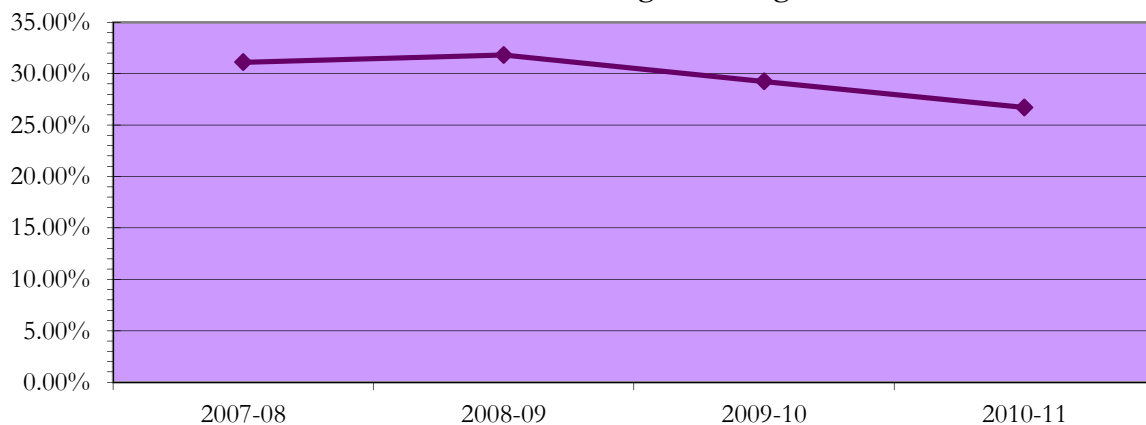


Alumni with a Goshen College Degree Giving Statistics 2010-2011 and Historical Data

(This page counts only alumni who have a degree from Goshen College)

<u>Number of graduated alumni:</u>	<u>2007-08</u>	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>
Living graduated alumni	12,879	13,051	13,244	13,418
Deceased graduated alumni	909	976	1,067	1,133
Total	13,788	14,027	14,311	14,551
<u>Geographical location of living graduated alumni:</u>				
Elkhart County	2,859	2,876	2,915	2,932
Other Indiana counties	1,410	1,444	1,499	1,506
Illinois, Michigan and Ohio	2,234	2,218	2,230	2,273
Other States	5,483	5,609	5,705	5,745
Canada	321	319	318	318
Outside US and Canada	285	303	294	308
Missing (no valid address)	287	282	283	336
Total	12,879	13,051	13,244	13,418
Number of graduated alumni solicited	11,906	12,044	12,229	12,317
Number who gave this year	3,704	3,831	3,575	3,289
Graduated alumni giving percentage	31.11%	31.81%	29.23%	26.70%
Number who have ever given	9,653	9,761	9,802	9,846
Amount given by living graduated alumni	\$1,937,072	\$1,440,839	\$1,405,880	\$1,636,290

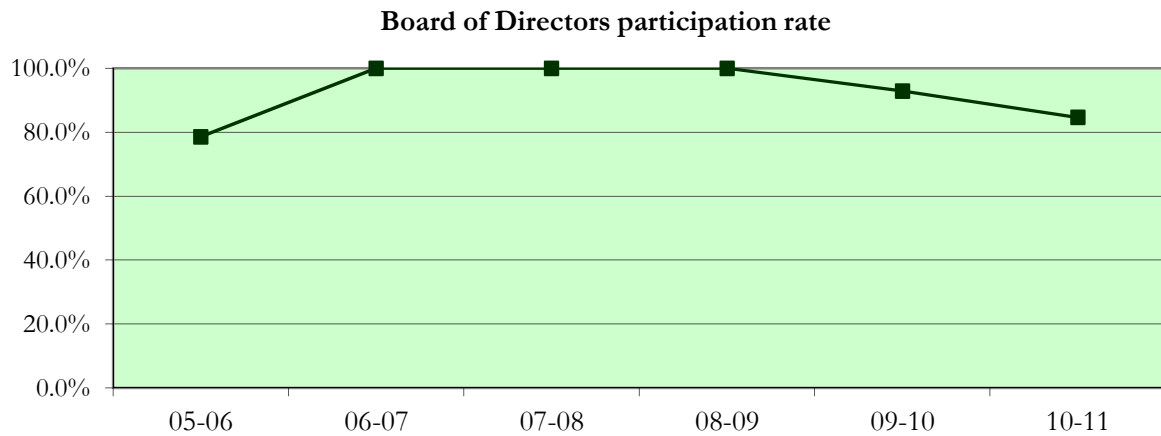
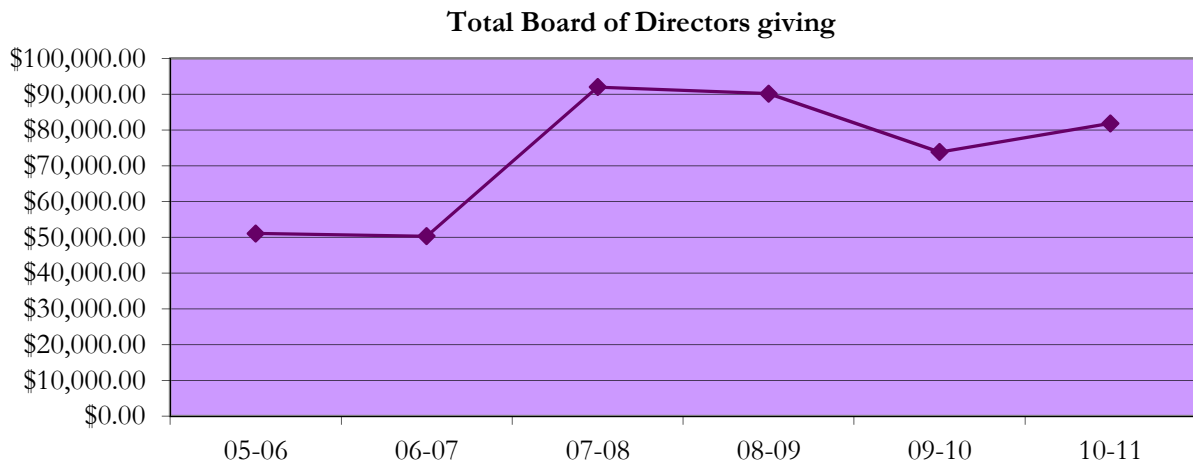
Graduated Alumni Giving Percentages





Board of Directors Giving 2010-2011 and Historical Data

Board of Directors Giving	05-06	06-07	07-08	08-09	09-10	10-11
# of Board members that gave	11	13	15	14	13	11
# of total Board members	14	13	15	14	14	13
Participation rate	78.6%	100.0%	100.0%	100.0%	92.9%	84.6%
GC fund gifts	\$41,760.00	\$49,490.00	\$91,546.98	\$90,005.00	\$73,578.00	\$80,350.00
Other funds gifts	\$9,330.00	\$850.00	\$450.00	\$150.00	\$250.00	\$1,480.00
Total Board member giving	\$51,090.00	\$50,340.00	\$91,996.98	\$90,155.00	\$73,828.00	\$81,830.00



2010-2011 Board of Directors Members: Paul Bast - Philip Bontrager - Miriam Book - Rose Gillin - Felipe Hinojosa - Ken Hochstetler - Ivorie Lowe - Timothy Oyer - Faith Penner - Lonnie Sears - Rick Stiffney - Karen Thomson - Karen Weaver.

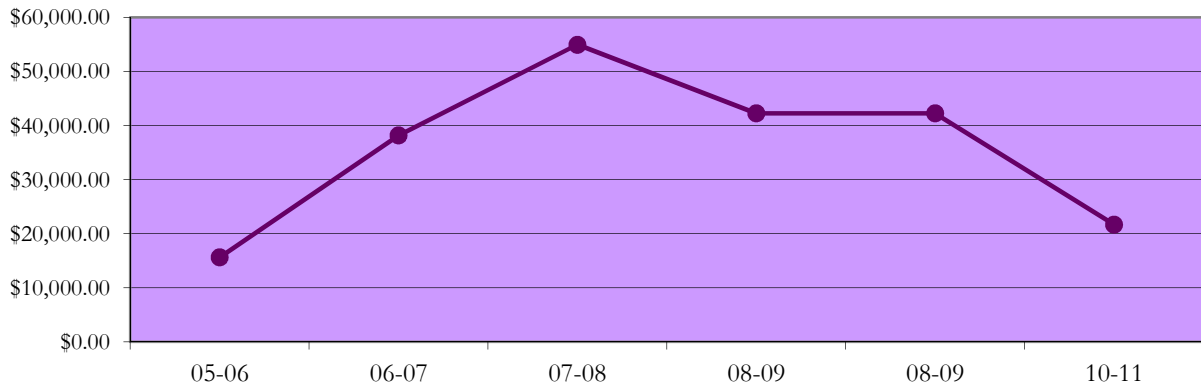
Note that the MEA Representative is not counted as a board member.



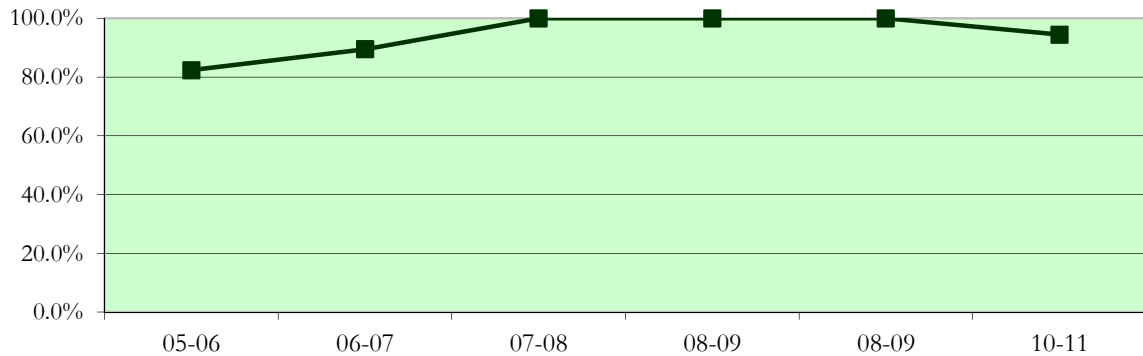
Alumni Board Giving 2010-2011 and Historical Data

Alumni Board Giving	05-06	06-07	07-08	08-09	08-09	10-11
# of Board members that gave	14	17	22	19	19	17
# of total Board members	17	19	22	19	19	18
Participation rate	82.4%	89.5%	100.0%	100.0%	100.0%	94.4%
GC fund gifts	\$14,695.65	\$34,294.24	\$47,301.20	\$32,666.00	\$32,666.00	\$19,600.27
Other funds gifts	\$967.00	\$3,900.00	\$7,630.00	\$9,600.00	\$9,600.00	\$2,115.00
Total Alumni Board giving	\$15,662.65	\$38,194.24	\$54,931.20	\$42,266.00	\$42,266.00	\$21,715.27

Total alumni board giving



Alumni board participation rate



2010-2011 Alumni Board Members:

Tim Blaum '10 - Ruth Brenneman '87 - Steve Brenneman '82 -Peter Eash-Scott '99 -
Gwen Edwards '83 - Cindy Friesen-Mason '87- Laurie Fulle-Rychener '83 - Keith Gerber '69 -
Jacob Geyer '11 - Kay Hershberger '88 - Abri Hochstetler '09 - Sally Hunsberger '86 - John Kaufmann '66 -
Morgan Kraybill '09 - Bill Miller '55 - Ellen Steosz '78 - Shannon Unzicker '91 - Barbara Weirich '78



Faculty/Staff Giving 2010-2011 and Historical Data

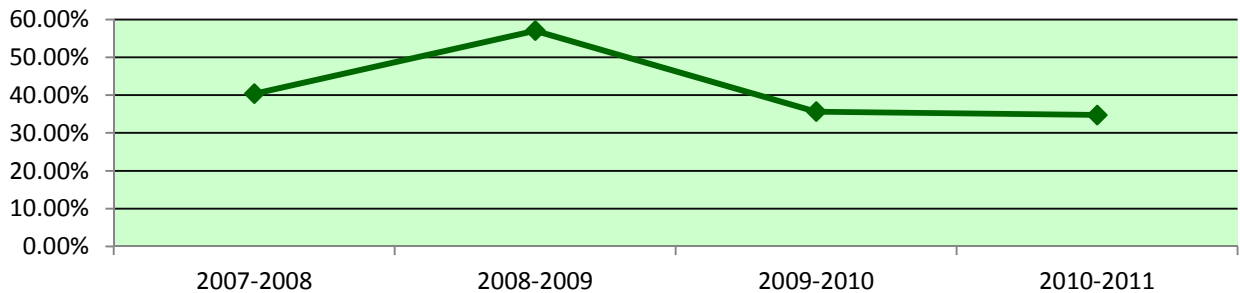
Faculty/Staff: Active employees who are 1/4 time or more, no student workers.

	<u>2007-2008</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
Number of Faculty/Staff	285	284	261	256
Number who gave*	115	162 **	93 ***	89 ***
Participation Rate	40.35%	57.04%	35.63%	34.77%
GC Fund Gifts		\$45,077	\$43,576	\$40,296
Other funds gifts		\$26,986	\$34,675	\$32,967
Total Faculty/Staff giving	\$90,663	\$72,063	\$78,251	\$73,263

Faculty/Staff giving amounts



Faculty/Staff participation rate



* This report counts 2 per household if both spouses are faculty/staff members.

** 08/09 was the year we did the faculty/staff piggy bank solicitation. Many of these gifts were very small.

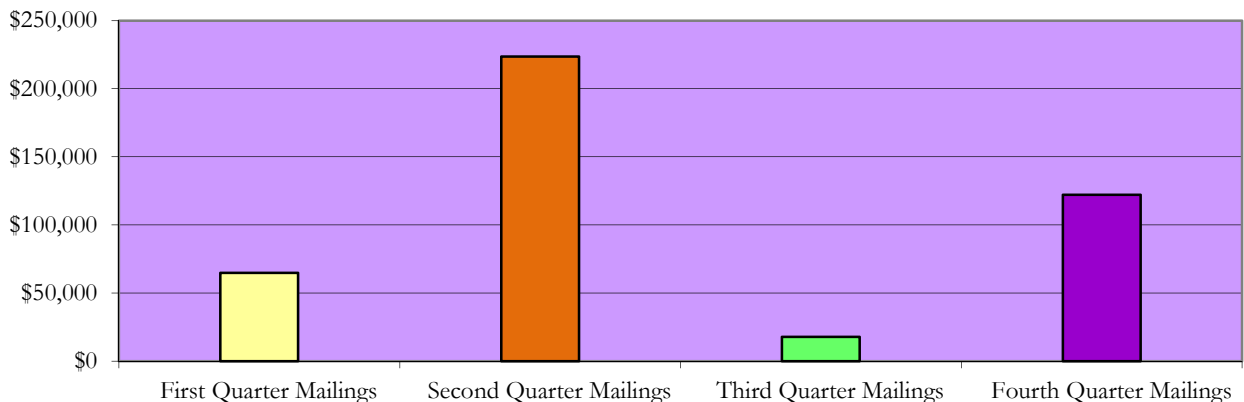
***For 09/10 and 10/11, in light of staff lay-offs during the year we did not do a faculty/staff gift drive.

GOSHEN COLLEGE

Response from Fund Mailings 2010-2011

Fund Mailings	# sent out	# gifts received	Dollars received	Response rate	Average Gift Size
From previous year 1st Q Mailing		7	\$5,300		\$757
1st Q Good News Mailing	371	10	\$18,500	2.70%	\$1,850
1st Q - General Ask	4,576	218	\$40,948	4.76%	\$188
First Quarter Mailings	4,947	235	\$64,748	4.75%	\$276
From previous year 2nd Q Mailing		14	\$8,126		\$580
2nd Q Good News Mailing	442	58	\$115,679	13.12%	\$1,994
2nd Q - Ask	13,933	257	\$82,948	1.84%	\$323
2nd Q - Thanks	372	70	\$16,921	18.82%	\$242
Second Quarter Mailings	14,747	399	\$223,674	2.71%	\$561
3rd Q Givers	1,615	101	\$17,390	6.25%	\$172
3rd Q Lapsed Givers	3,700	7	\$475	0.19%	\$68
Third Quarter Mailings	5,315	108	\$17,865	2.03%	\$165
From previous year 4th Q Mailings		99	\$29,781		\$301
4th Q Good News Mailing	310	13	\$47,000	4.19%	\$3,615
4th Q Lapsed givers - ask	9,633	61	\$3,425	0.63%	\$56
4th Q Match last year + more	1,503	182	\$32,050	12.11%	\$176
4th Q Thanks, ask \$25 more	621	37	\$1,930	5.96%	\$52
4th Q Thanks, ask \$50 more	151	13	\$1,000	8.61%	\$77
4th Q Thanks, ask \$100 more	114	7	\$750	6.14%	\$107
4th Q Thanks, ask unspecified amount	620	16	\$1,300	2.58%	\$81
4th Q Thanks, ask Builders	152	7	\$1,650	4.61%	\$236
4th Q Thanks, ask Associates	113	6	\$3,200	5.31%	\$533
Fourth Quarter Mailings	13,217	441	\$122,086	3.34%	\$277

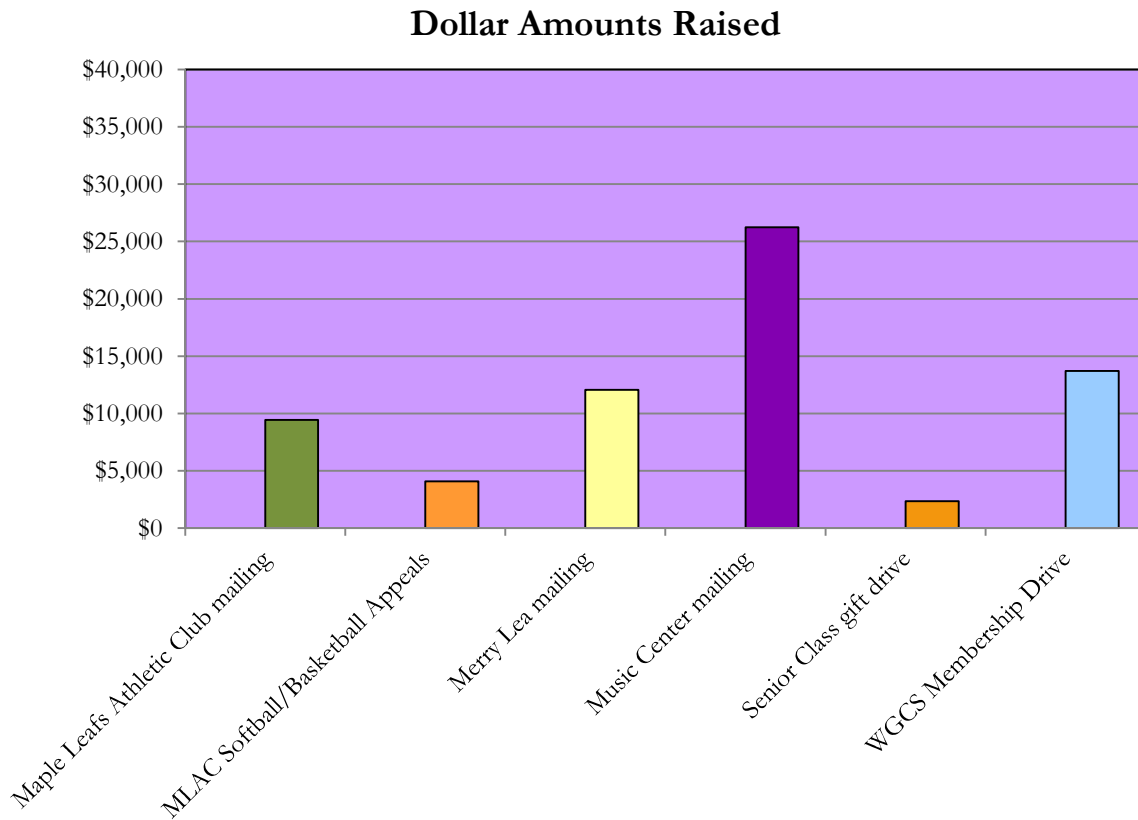
Amounts Received from Fund Mailings





Response from Other Mailings/Solicitations 2010-2011

	<u># Sent out</u>	<u># Gifts received</u>	<u>Dollars received</u>	<u>Response rate</u>	<u>Average gift size</u>
<u>Other Mailings & Solicitations</u>					
Maple Leafs Athletic Club mailing	1,694	26	\$9,440	1.53%	\$363
MLAC Softball/Basketball Appeals		72	\$4,095		\$57
Merry Lea mailing	850	111	\$12,075	13.06%	\$109
Music Center mailing	5,900	133	\$26,225	2.25%	\$197
Senior Class gift drive	242	85	\$2,362	35.12%	\$28
WGCS Membership Drive	(on-air)	148	\$13,703		\$93
Total Other mailings		575	\$67,900		\$118

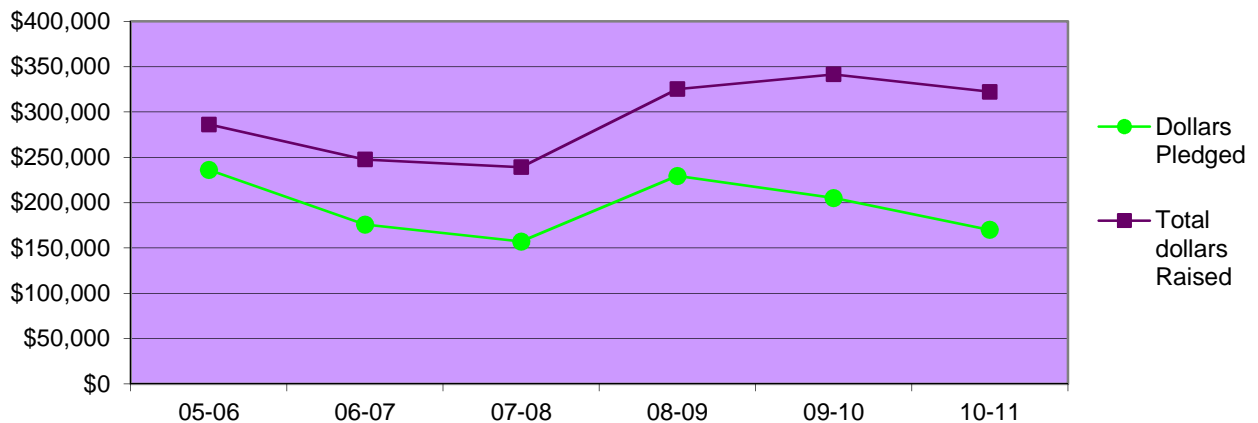




Phonathon 2010-2011 and Historical Data

	<u>05-06</u>	<u>06-07</u>	<u>07-08</u>	<u>08-09</u>	<u>09-10</u>	<u>10-11</u>
Dollars Pledged	\$236,056	\$175,692	\$156,952	\$229,381	\$205,100	\$169,870
Dollars Raised:						
Pre-phonathon mailings*		\$69,415	\$62,708	\$47,476	\$61,806	\$62,740
Pledges received	\$222,946	\$155,255	\$152,687	\$215,655	\$201,271	\$165,010
Maybes/refuses that sent gifts	\$31,675	\$22,867	\$23,710	\$53,745	\$50,300	\$42,641
No-answer letter responses**	\$31,550			\$6,360	\$28,016	\$37,020
Emailathon responses						\$14,900
Phonathon match (08-09 only)				\$2,000		
Total dollars Raised	\$286,171	\$247,537	\$239,105	\$325,236	\$341,393	\$322,311
Responses to calls						
Pledged	2,204	1,502	1,375	1,831	1,560	1,083
Said Maybe	745	348	409	566	527	353
Refused	1,643	813	1,706	2,168	1,759	894
Total calls completed	4,592	2,663	3,490	4,565	3,846	2,330

Phonathon Dollars Raised



* In 05/06, the pre-phonathon mailing was a postcard without a return envelope, so response could not be measured.

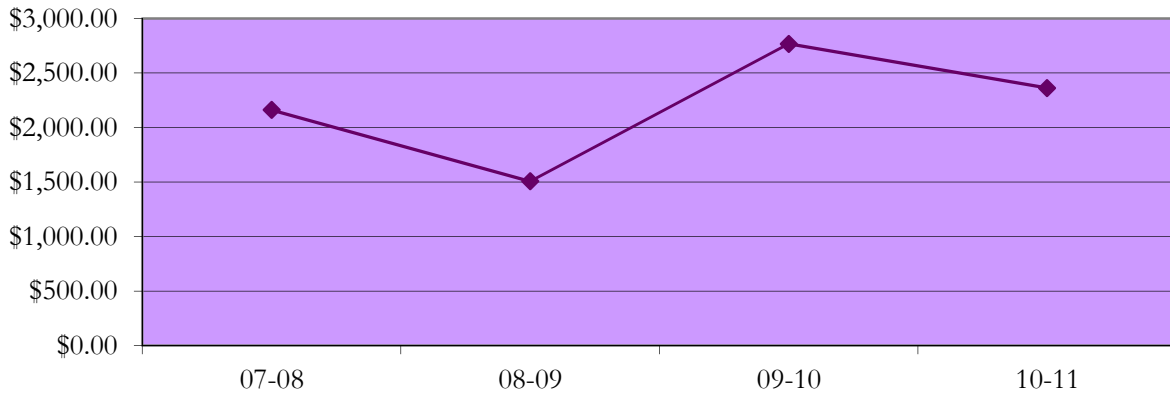
**Did not do a no-answer letter in 06-07 or in 07-08.



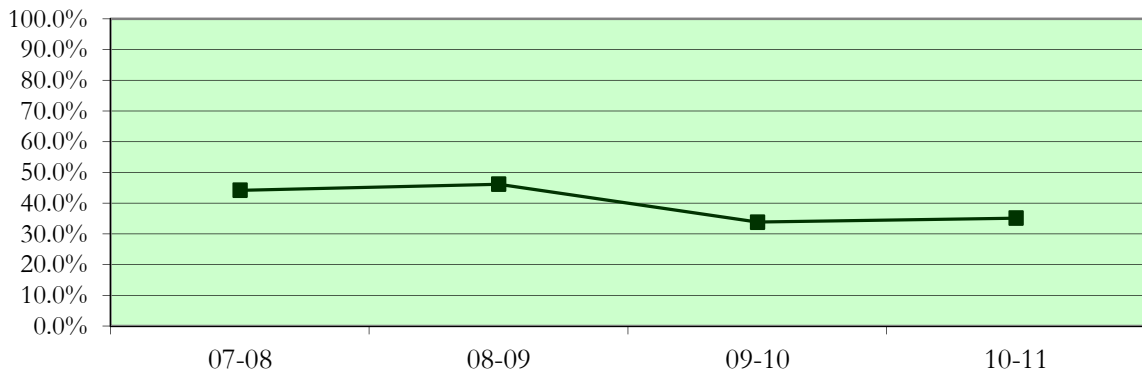
Senior Class Gifts 2010-2011 and Historical Data

Senior Class Gifts	07-08	08-09	09-10	10-11
# of Seniors solicited	224	234	281	242
# of Seniors who gave	99	108	95	85
Participation rate	44.2%	46.2%	33.8%	35.1%
Total Senior Class Gifts	\$2,161.00	\$1,507.00	\$2,766.00	\$2,361.00
Average gift	\$21.83	\$13.95	\$29.12	\$27.78
Project that was funded	Holding for use in the next Shrock Plaza renovation	Student Aid Fund	Planting of a class tree and Student Aid Fund	Picnic table near the Leafraker and Student Aid Fund

Total Senior Class giving



Senior Class participation rate





**Donor Acquisition
Cumulative Effect
2006-2007 through 2010-2011**

Dollars	<u>Amount received</u> <u>06/07</u>	<u>Amount received</u> <u>07/08</u>	<u>Amount received</u> <u>08/09</u>	<u>Amount received</u> <u>09/10</u>	<u>Amount received</u> <u>10/11</u>
86 - DA's acquired 06-07	\$2,035	\$15,555	\$7,518	\$659	\$510
57 - DA's acquired 07-08		\$1,502	\$605	\$476	\$311
8 - DA's acquired 08-09*			\$107	\$75	\$5
1 - DA acquired 09-10*				\$1	\$0
1 - DA acquired 10-11*					\$3
Total Received	\$2,035	\$17,057	\$8,230	\$1,211	\$829

Number of donors	<u>Number who gave</u> <u>in 06-07</u>	<u>Number who gave</u> <u>in 07-08</u>	<u>Number who gave</u> <u>in 08-09</u>	<u>Number who gave</u> <u>in 09-10</u>	<u>Number who gave</u> <u>in 10-11</u>
86 - DA's acquired 06-07	86	25	25	20	10
57 - DA's acquired 07-08		57	16	15	9
8 - DA's acquired 08-09*			8	3	1
1 - DA acquired 09-10*				1	0
1 - DA acquired 10-11*					1

Summary:

Grand total received to date through Donor Acquisition	\$29,362
Number of donors still giving in 10-11	21

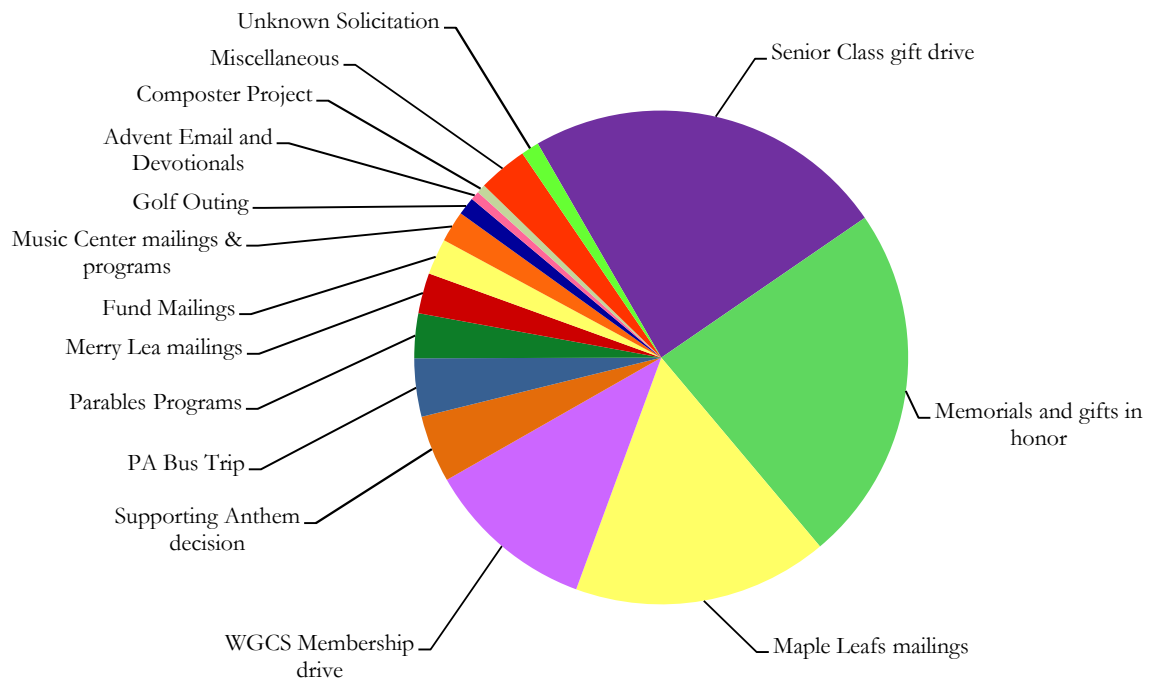
* We have not done any donor acquisition mailings since 07/08 but we still occasionally receive a gift from a new donor responding to prior year's mailings.

GOSHEN COLLEGE

New Donors 2010-2011

New donors who have never given before, by the solicitation or cause to which they responded.

<u>Solicitation</u>	<u>No. of New Donors</u>
Senior Class gift drive	81
Memorials and gifts in honor	80
Maple Leafs mailings	57
WGCS Membership drive	38
Supporting Anthem decision	15
PA Bus Trip	13
Parables Programs	10
Merry Lea mailings	9
Fund Mailings	8
Music Center mailings & programs	7
Golf Outing	4
Advent Email and Devotionals	2
Composter Project	2
Miscellaneous	11
Unknown Solicitation	4
Total	341



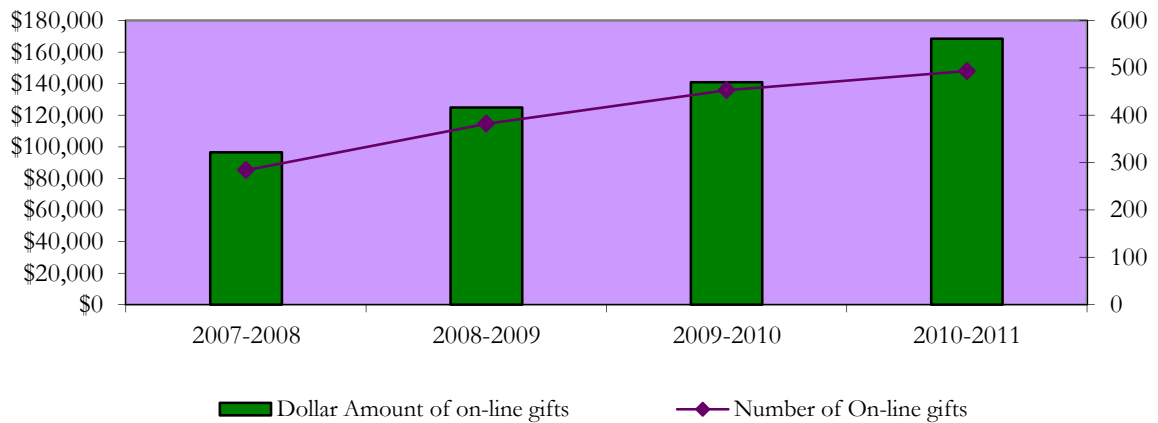


IRA, On-line and Stock Gifts: 2010-2011 and Historical Data

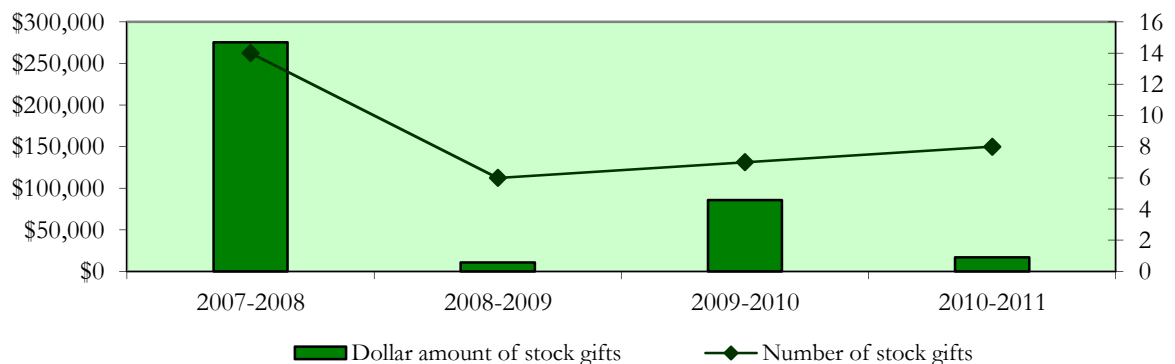
	<u>2007-2008</u>		<u>2008-2009</u>		<u>2009-2010</u>		<u>2010-2011</u>	
	No.	Amount	No.	Amount	No.	Amount	No.	Amount
<u>IRA Gifts</u>	56	\$366,944	59	\$224,103	58	\$183,121	53	\$274,089

(Through the Pension Protection Act of 2006)

	<u>2007-2008</u>		<u>2008-2009</u>		<u>2009-2010</u>		<u>2010-2011</u>	
	No.	Amount	No.	Amount	No.	Amount	No.	Amount
<u>On-line gifts</u>	284	\$96,505	382	\$124,852	453	\$141,000	493	\$168,429



	<u>2007-2008</u>		<u>2008-2009</u>		<u>2009-2010</u>		<u>2010-2011</u>	
	No.	Amount	No.	Amount	No.	Amount	No.	Amount
<u>Stock Gifts</u>	14	\$275,517	6	\$10,865	7	\$85,765	8	\$16,871



GOSHEN COLLEGE

Events Report 2010-2011 and Historical Data

	<u>2007-2008</u>		<u>2008-2009</u>		<u>2009-2010</u>		<u>2010-2011</u>	
	<u># of Events</u>	<u>Total Attending</u>	<u># of Events</u>	<u>Total Attending</u>	<u># of Events</u>	<u>Total Attending</u>	<u># of Events</u>	<u>Total Attending</u>
Alumni Events								
Alumni area gatherings	13	1,548	9	404	11	261	3	36
Listen and Learn*	-	-	-	-	-	-	9	444
Homecoming weekend	1	826	1	715	1	785	1	720
Class reunions	13	539	13	463	13	473	11	415
Alumni picnic	1	313	1	299	1	236	1	244
All Alumni Breakfast	1	320	1	300	1	265	1	325
Senior Class reception	1	105	1	111	1	122	1	93
Total Alumni Events	30	3,651	26	2,292	28	2,142	27	2,277
Church Events								
Choir tours & choir programs	13	5,818	16	3,000	12	3,300	12	3,400
Parables Worship Team	22	2,782	25	2,500	22	3,450	27	2,650
Pastor's Dinner	1	82	1	65	1	50	-	-
Other church contacts	75		71		63		49	
Total church contacts	111	8,682	113	5,565	98	6,800	88	6,050
Community Events								
Performing Arts Series**	7	7,150	8	6,762	8	7,100	9	7,242
Afternoon Sabbaticals	6	2,540	6	2,138	6	2,047	5	1,557
International Trips	2	65	0	0	2	69	2	59
Bus trips	2	168	2	84	2	112	2	147
Meals and other events	1	235	1	208	1	300	1	246
Lifelong Learning Program	10	229	12	404	15	375	15	611
Business Luncheon	1	198	1	203	-	-	-	-
Total Community Events	29	10,585	30	9,799	34	10,003	34	9,862
Donor Events								
Presidents Circle Foreign Trip	1	21	-	-	-	-	-	-
Presidents Circle - Other events	1	20	1	181	1	18	1	22
Special donor meals and events	4	546	6	617	6	574	2	477
Heritage Circle reception	1	52	1	89	1	144	1	114
Scholarship luncheon	1	188	1	156	-	-	-	-
Total Donor Events	8	786	9	862	8	718	3	591
Other Events								
Parent's Council	2	44	2	35	2	43	-	-
Alumni Board meetings	2	44	2	39	2	34	2	30
Total Other Events	4	88	4	74	4	77	2	30

*Friends, donors and alumni were invited to the Listen & Learn events for feedback on the National Anthem issue.

** Tickets for other events were sold at the Welcome Center also. This number is approximate.

GOSHEN COLLEGE

Institutional Advancement Staff 2010-2011

Vice President for Institutional Advancement

Jim Caskey

Development

Mary Ann Bean
Patty Eash
Bob Majdak
Roger Nafziger
Ginny Nunemaker
Ken Pletcher
Rose Shetler

Alumni and Church Relations

Kelli Burkholder King
Jan Ramer
Karen Sommers
Bethany Swope
Janette Yoder
Lisa Weaver

Music Center

Dustin George-Miller
Deb Kauffman
Brian Mast
Roselyn Troiano
Brian Wiebe

Public Relations

Richard Aguirre
Jodi Beyeler
Rachel Campagnoli
Hannah Gerig Meyer
Josh Gleason
Isaiah Goertz
Myrna Kaufman