IMPACT OF THE MAKING HISTORY CAMPAIGN

- Campaign Total: $4.3 billion (326,000+ donors)
  - Undergraduate Financial Aid: $366 million
  - Graduate and Professional Financial Aid: $286 million (788 scholarships)
  - Faculty, Directors, Curators, Coaches: $573 million
  - Programs and Research: $2.02 billion
  - Buildings and Renovations: $753 million

- Increased Engagement of Penn Community:
  - Attendance for major alumni events and programs has risen by 66%
  - Young alumni participation increased by 89% over five years
There were 2,178 individuals who gave $250K or more cumulatively to the campaign

- Over 75% of these gave to at least two of the six campaign priority areas and 48% gave to three or more
- Over 57% of these donors supported at least two different Schools and Centers

<table>
<thead>
<tr>
<th>Priority Giving</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Donors to 1 Priority</td>
<td>24%</td>
</tr>
<tr>
<td>Donors to 2 Priorities</td>
<td>27%</td>
</tr>
<tr>
<td>Donors to 3 Priorities</td>
<td>26%</td>
</tr>
<tr>
<td>Donors to 4 Priorities</td>
<td>15%</td>
</tr>
<tr>
<td>Donors to 5 Priorities</td>
<td>6%</td>
</tr>
<tr>
<td>Donors to 6 Priorities</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total Donors</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area Giving</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Donors to 1 Area</td>
<td>42.9%</td>
</tr>
<tr>
<td>Donors to 2 Areas</td>
<td>25.3%</td>
</tr>
<tr>
<td>Donors to 3 Areas</td>
<td>15.6%</td>
</tr>
<tr>
<td>Donors to 4 Areas</td>
<td>8.5%</td>
</tr>
<tr>
<td>Donors to 5 Areas</td>
<td>3.8%</td>
</tr>
<tr>
<td>Donors to 6 Areas</td>
<td>2.2%</td>
</tr>
<tr>
<td>Donors to 7 or more Areas</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Total Donors</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Inclusion

is created through
Increasing Access

Innovation

is driven by
Integrating Knowledge

Impact

is realized by
Engaging Globally, Nationally & Locally
Penn Compact 2020 Initiatives

**Inclusion**
- Access
- Diversity of Penn Students & Faculty*
- Undergraduate Student Aid
- Innovative Open Learning
- Graduate Student Aid

**Innovation**
- Integrating Knowledge
- PIKs
- Pennovation Center
- Diversity of Penn Students & Faculty*
- Penn Connects 2.0*
- Knowledge-Based Public Policy Initiatives*
- Professorships & Faculty support
- Nanotechnology/ Energy
- Translational Medicine

**Impact**
- Engaging Globally, Nationally & Locally
- Perry World House
- Engaging Alumni, Parents & Friends
- Engaging Students in Service (Presidential Engagement Prize)
- Penn Connects 2.0*
- Knowledge-Based Public Policy Initiatives*
- Penn Wharton China Center
- Arts & Culture

*Note: those priorities highlighted in red indicate Presidential Initiatives.*

*crosses multiple theme areas*
PENN STUDENTS
UNDERGRADUATE STUDENT AID
FUNDRAISING TARGET

Funds Raised for Undergraduate Aid

- Funds Raised: $366.5
- Target Fund: $448.7
- Projections: 1/31/2015

Graph showing the increase in funds raised from Jun-05 to Jun-19.
GROWTH IN AID EXPENDITURES

$ in Millions

- 2002: $65
- 2003: $50
- 2004: $100
- 2005: $150
- 2006: $200
- 2007: $250
- 2008: $181
- 2009: $196

UG Aid Expense
GRADUATE STUDENT AID FUNDRAISING TARGET

Funds Raised for Graduate & Professional Aid

- Millions of dollars raised for graduate and professional aid.
- Campaign and post-campaign funds raised with projections.
- Target fund amount reached on 1/31/2015.
- $285.8 million as of Jun-14.
- Projected funds reaching $332.3 million as of Jun-18.

Graph showing the growth of funds raised from Jun-05 to Jun-19.
NOTABLE RESEARCH & TEACHING
FACULTY INITIATIVE
FUNDRAISING TARGET

Funds Raised for Faculty & Staff Support

- Campaign: $573.4 (Jun-12)
- Post-Campaign: $676.9 (1/31/2015)
- Projections: $900 (Jun-19)

Millions

FY14 UNIVERSITY EXPENDITURES

BY FUNCTIONAL CATEGORY

- Instruction: 43%
- Research: 27%
- Auxiliary Enter.: 5%
- Other Educational: 7%
- Other: 8%
- Management: 11%

*Exclusive of the Health System*
TOTAL ENDOWMENT – FY04-FY14

$ in billions

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Endowment ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY04</td>
<td>$4.0</td>
</tr>
<tr>
<td>FY05</td>
<td>$4.4</td>
</tr>
<tr>
<td>FY06</td>
<td>$5.3</td>
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<td>FY07</td>
<td>$6.6</td>
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<td>FY08</td>
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<td>FY09</td>
<td>$5.1</td>
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<td>FY10</td>
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<td>$6.8</td>
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<tr>
<td>FY13</td>
<td>$8.2</td>
</tr>
<tr>
<td>FY14</td>
<td>$9.6</td>
</tr>
</tbody>
</table>

June 30th
WHAT IS THE ENDOWMENT BY PURPOSE?

As of June 30, 2014

- Instruction: 58%
- Student Aid: 18%
- Healthcare: 17%
- Academic Support: 1%
- Research: 3%
- Other: 3%
CAMPUS UPDATE
NEW COLLEGE HOUSE SITE
THE HENRY A. JORDAN MEDICAL EDUCATION CENTER & CACT
THE PERRY WORLD HOUSE
THE PERRY WORLD HOUSE
WORLD FORUM LECTURE
NEURAL AND BEHAVIORAL SCIENCES BUILDING
NEURAL AND BEHAVIORAL SCIENCES BUILDING LOUNGE
SOUTH BANK

- Existing Building to be Renovated (1A, 1B, 1C indicates phasing)
- Existing Building with Tenants
- Vehicular/Pedestrian Entry
- Pedestrian Entry
- Back-of-house Entry
- Pedestrian Public Entry
- Public Access Area (secure)
- Restricted Access
- Back-of-house Site Storage

Pennovation Center (1A)

GRAY'S FERRY AVENUE

300 W STREET
CIRA CENTRE SOUTH – FMC TOWER
THANK YOU FOR YOUR HELP AND SUPPORT!

(we can’t do it without you!)