



GIVING

TO HOOS DAY

4.12.17



GIVING
.....
TO HOOS DAY
.....
4.12.17

0:00:02

0:01:34



RESULTS

\$3,200,000+

Raised

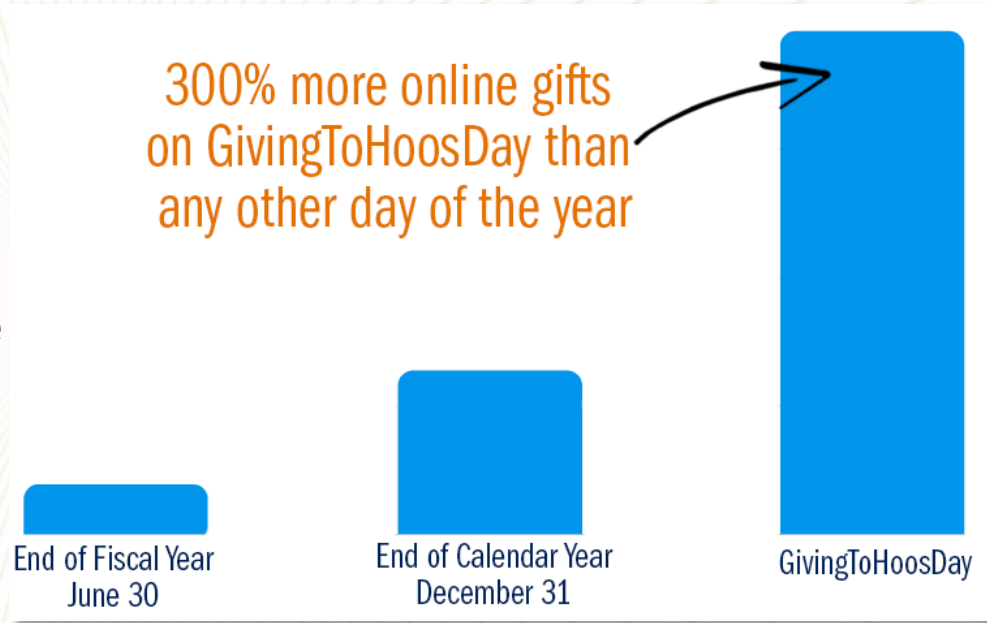
7,400+

Gifts

GIVING VOLUME

32

Average gifts per minute during peak giving



DONOR DEMOGRAPHICS

40%

Percentage of
GivingToHoosDay gifts
from donors under the
age of **40**

Donor Demographics:
GTHD17
YTD17

Alumni – 74% (57%)

Parent – 13% (12%)

Friend – 11% (24%)

NEW DONORS

12%

835 Donors made their first ever gift to the University on GivingToHoosDay 2017

New Donor Demographics:

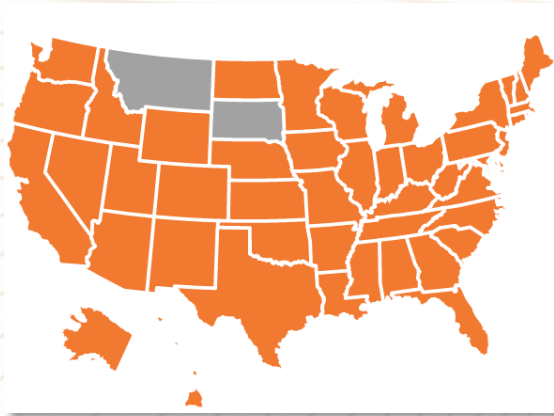
Alumni – 46%

Parent – 29%

Friend – 25%

GEOGRAPHY

48 of 50 States



12 Countries
84% of Int'l Gifts from



SOCIAL MEDIA

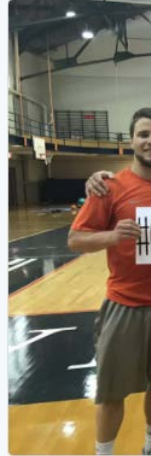
Over 1,000



@cattail_al...
ingToHoosDa...
College beca...



George DiCamillo
Made my first donat...
athletes pursue unc...



Madison House at UVA @MadisonHouseUVA · Apr 12
Team Madison House raising the roof! We're over HALFWAY to our
#GivingToHoosDay goal! Thank you for your support! bit.ly/GivetoMadHouse...
— at Beta Bridge



SCHOOL PARTNERSHIPS

SCHOOLS LEADERBOARD

GIFTS CONTEST

\$40,000

Schools won their share of \$40,000 based on their percentage of total gifts made.

	SCHOOL	GIFTS	% OF TOTAL
1	College of Arts & Sciences	1111	28%
2	Darden School of Business	821	21%
3	School of Law	763	19%
4	School of Engineering and Applied Science	324	8%
5	McIntire School of Commerce	280	7%
6	Curry School of Education	217	5%
7	School of Nursing	132	3%
8	School of Architecture	79	2%
9	School of Medicine	56	1%
10	Frank Batten School of Leadership and Public Policy	41	1%
11	School of Continuing & Professional Studies	12	1%
12	UVA Wise	3	1%

THANKS TO YOU

our UVA community raised over

\$3 MILLION

on *GivingToHoosDay!*

