

## Institutional Advancement

The mission of the Office of Institutional Advancement is to “Inform and Involve to Inspire Investment.” To achieve this mission, Institutional Advancement seeks to: 1) *inform* alumni and friends about the University through personal visits, coordinated events, targeted communications, and stewardship activities; 2) *involve* alumni and friends in the life of the University; and 3) *inspire* alumni and friends to help shape the University’s future through their *investment* of philanthropic gifts.

In 2004, the University of Pittsburgh’s \$1 billion Discover a World of Possibilities fundraising campaign reached \$708 million in gifts and pledges. A major focus of the campaign has been to increase the number of University endowed funds. At the end of fiscal year 2004, the University had 1,503 endowed funds, a 69% increase from the number of funds at the beginning of the campaign. Another focus has been to reach out to Pitt alumni and friends, not only in the local area, but also across the nation and throughout the world. At the end of fiscal year 2004, 56 percent of the gifts from individuals came from those residing outside of the Pittsburgh metropolitan area.

In fiscal year 2004, the University acquired in excess of \$95.5 million in outright gifts from private sources, making this the most successful fundraising year in the University’s history. Of this total, alumni gave \$18.6 million (19 percent), corporations gave \$15.1 million (16 percent), foundations gave \$40.9 million (43 percent), while other individuals, groups, and sources gave \$21.6 million (22 percent).

Institutional Advancement’s staff promote and mobilize volunteer activities in support of fundraising, they coordinate alumni advocacy efforts, and they perform other functions in support of the University’s mission. One important fundraising program is the Annual Fund, which provides potential donors with opportunities to support the University at every dollar level. From small donations which help fund day-to-day operations to large gifts which endow entire programs, the generous support of devoted Pitt alumni, friends, parents, faculty, and staff is critical to Pitt’s mission. In fiscal year 2004, more than 40,000 donors made gifts to the University’s Annual Fund, making it the most successful year in its history.

Institutional Advancement’s Planned Giving department assists the University’s friends and alumni in arranging charitable gifts that are executed over an extended period of time or at some point in the future. These contributions, which may provide powerful tax benefits and sources of income to donors, can be made through gifts of life insurance, through life income gifts, or through a number of other donor-friendly options.

Corporate and Foundation Relations staff act as liaisons between individuals at the University – faculty or various other departmental personnel – and representatives of local, national, and international corporations and foundations. The purpose of this effort is to connect University funding needs with the philanthropic interests of donor organizations. In addition to that, the University participates in a corporate matching gift program through which numerous corporations match eligible gifts made to the University by their employees.

The University’s alumni number nearly 235,000 and reside in all 50 states, the District of Columbia, four U.S. territories, and 160 foreign countries. The Office of Alumni Relations and the University of Pittsburgh Alumni Association together promote mutually productive relationships between the University and its alumni. Alumni Relations seeks to foster the continued connection of alumni with Pitt after graduation as alumni link the University’s past with its future. Alumni Relations directs the Blue and Gold Society, an organization of outstanding student leaders who represent the University at alumni and community events. The Alumni Association charters a growing number of Pitt alumni clubs, works to influence government offices to fund and nurture higher education, and assists the University in its efforts to attract and support high-caliber students.

Institutional Advancement also administers activities held in the Heinz Memorial Chapel, a Gothic chapel that is famous for its magnificent stained glass windows. The Chapel is a focal point of campus life for students, faculty, staff, and alumni. It provides a place not only for individual reflection and meditation, but also for worship services, concerts, lectures, memorial services, and weddings.

Source: Institutional Advancement, October 2004.