



Ei-ichi Negishi, 1935-2021



Resolutions of Appreciation

Lilly Endowment Inc. University Initiatives	\$10M
Irene and Brian Binash Davidson School of Chemical Engineering	\$4M
John and Laura Chiminski School of Electrical and Computer Engineering	\$1.5M
Rahul and Rashmi Kasat Davidson School of Chemical Engineering	\$1.5M
Vane and Cassandra Clayton School of Agricultural and Biological Engineering	\$1M
Jeff and Heidi Allen Krannert Graduate School of Management	Undisclosed
Robyn and Mark Brands School of Mechanical Engineering	Undisclosed

Resolutions of Appreciation *Continued*

Steve and Kay Cittadine School of Mechanical Engineering	Undisclosed
Nancy Fey College of Pharmacy	Undisclosed
Bob and Trudy Hull Purdue Bands & Orchestras	Undisclosed
Bob and Amy Martin Intercollegiate Athletics	Undisclosed
Judi Jacobi and Jim Mowry College of Pharmacy	Undisclosed
Robert Scholle College of Agriculture	Undisclosed



Mung Chiang

Executive vice president for
strategic initiatives



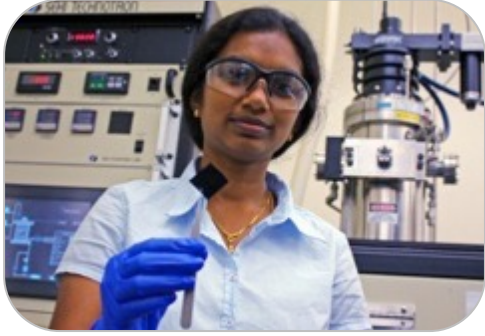
Ian Hyatt

Chief Information Officer

Gary Bertoline

Chief administrative
officer of Purdue Online





FEB: Strategic Initiative Update



APRIL: Affordability



JUNE: Fundraising



AUG: End of Year Report



OCT: Enrollment & Graduation



DEC: Institutional Reputation

▪ **1 Year Ago**

- Reporting colleges projected at least a 10% decline in fundraising in FY20
- 1 in 5 projected decline of 30% or more in FY20
- 45% projected double-digit declines in FY21

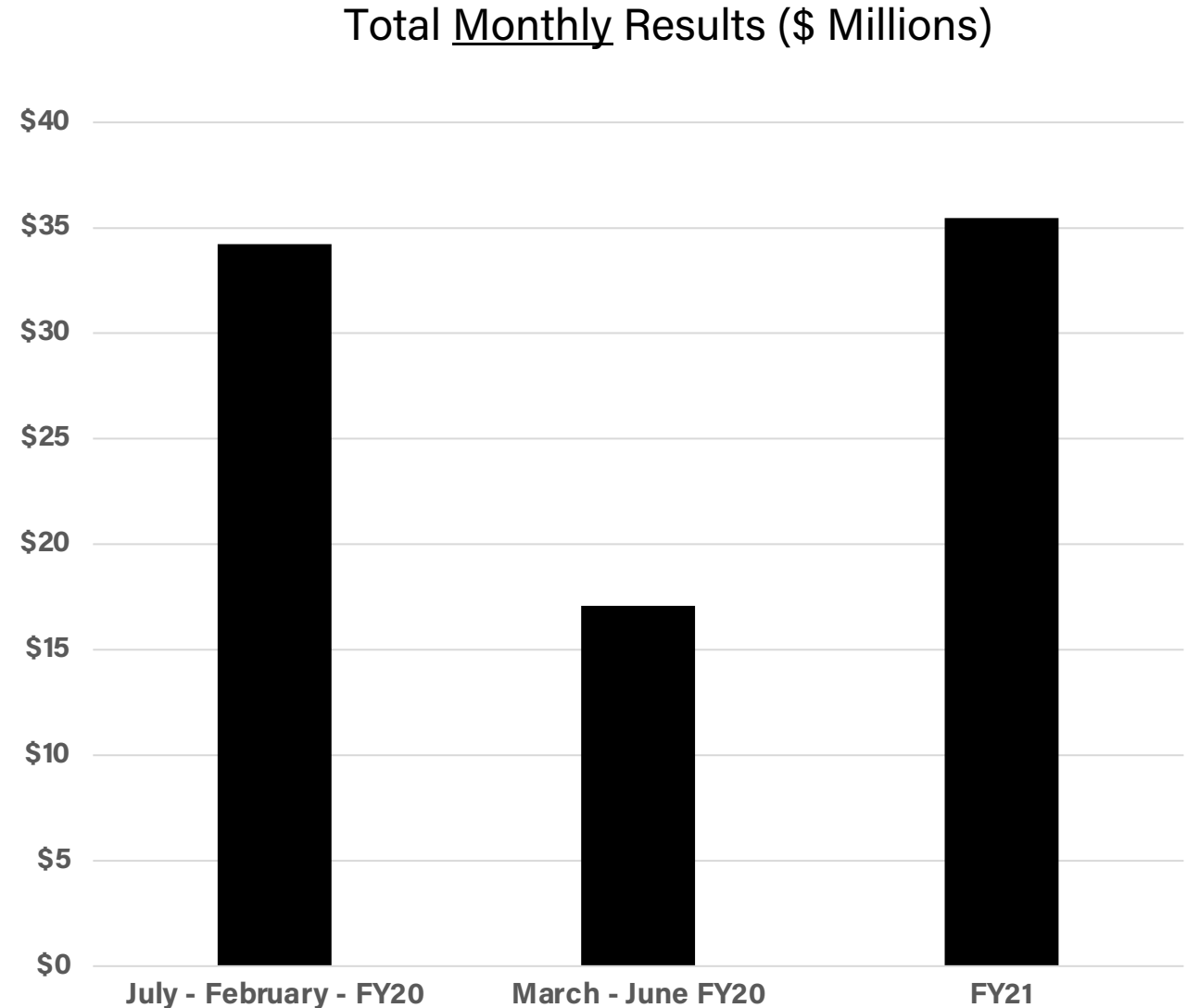
Source: (2020). EAB.

▪ **Results through first six months of FY21 (July-December)**

- Reporting institutions experienced a median decline of 9.4%
- Purdue decline 3.6% in same timeframe

Source: (2021). EAB.

- Pandemic caused 50% decline in monthly fundraising results in Q4 FY20
 - April 2020 Day of Giving postponed
- Protect Purdue Campaign in July, 2020
 - Major gift activity rebounded
 - Day of Giving resumed in September 2020 & April, 2021



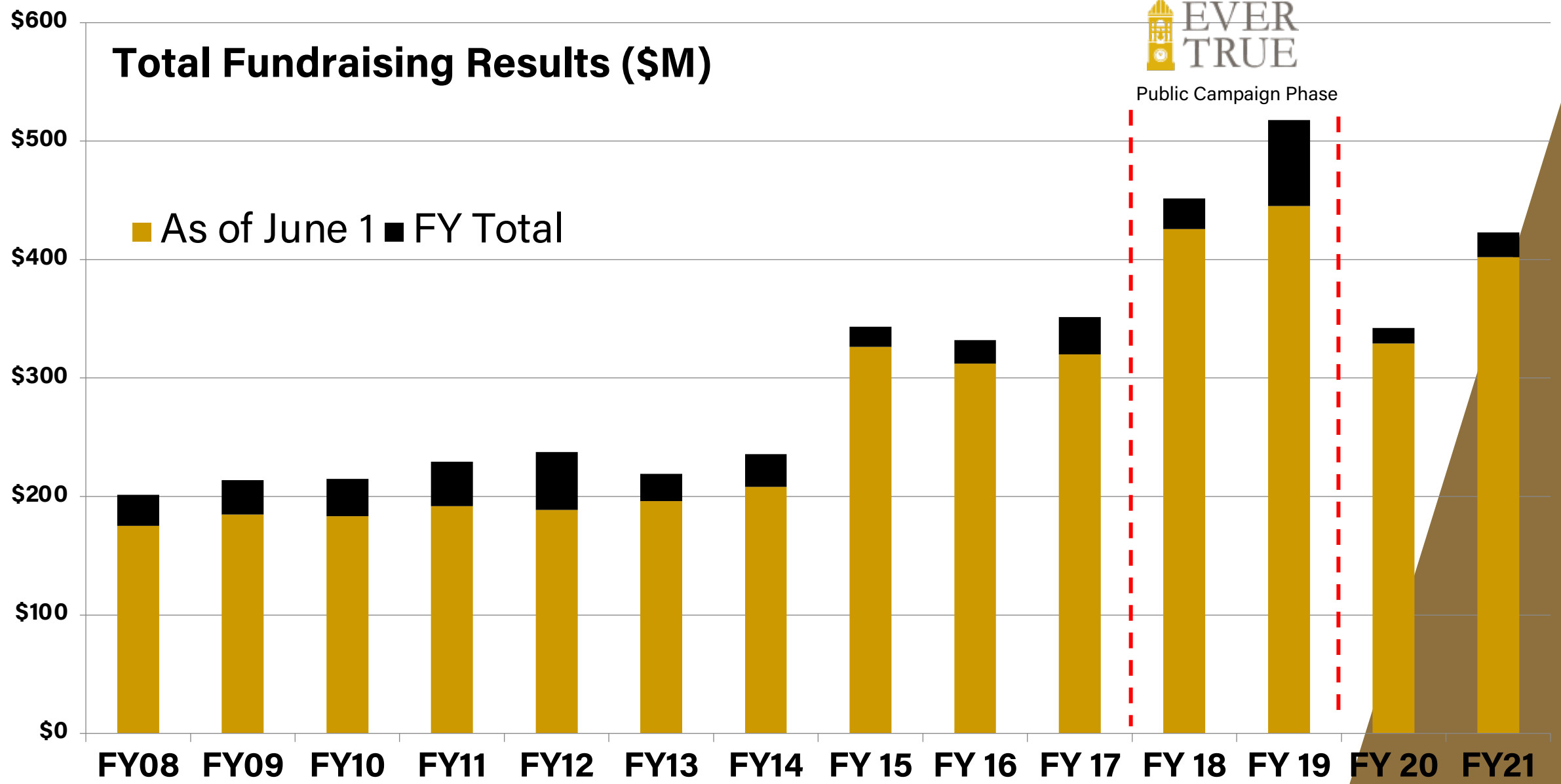
- Record for Total Fundraising in a non-campaign year
 - FY21 projected to finish at \$423.1 million
- Record Student Support
 - FY21 projected to finish at \$105 Million
 - Previous high was \$102 Million in FY19
- Increase in support base
 - Post Ever True Campaign donor counts 29% above pre-campaign level

FUNDRAISING REPORT

Purdue for Life Foundation



Total Fundraising Results (\$M)

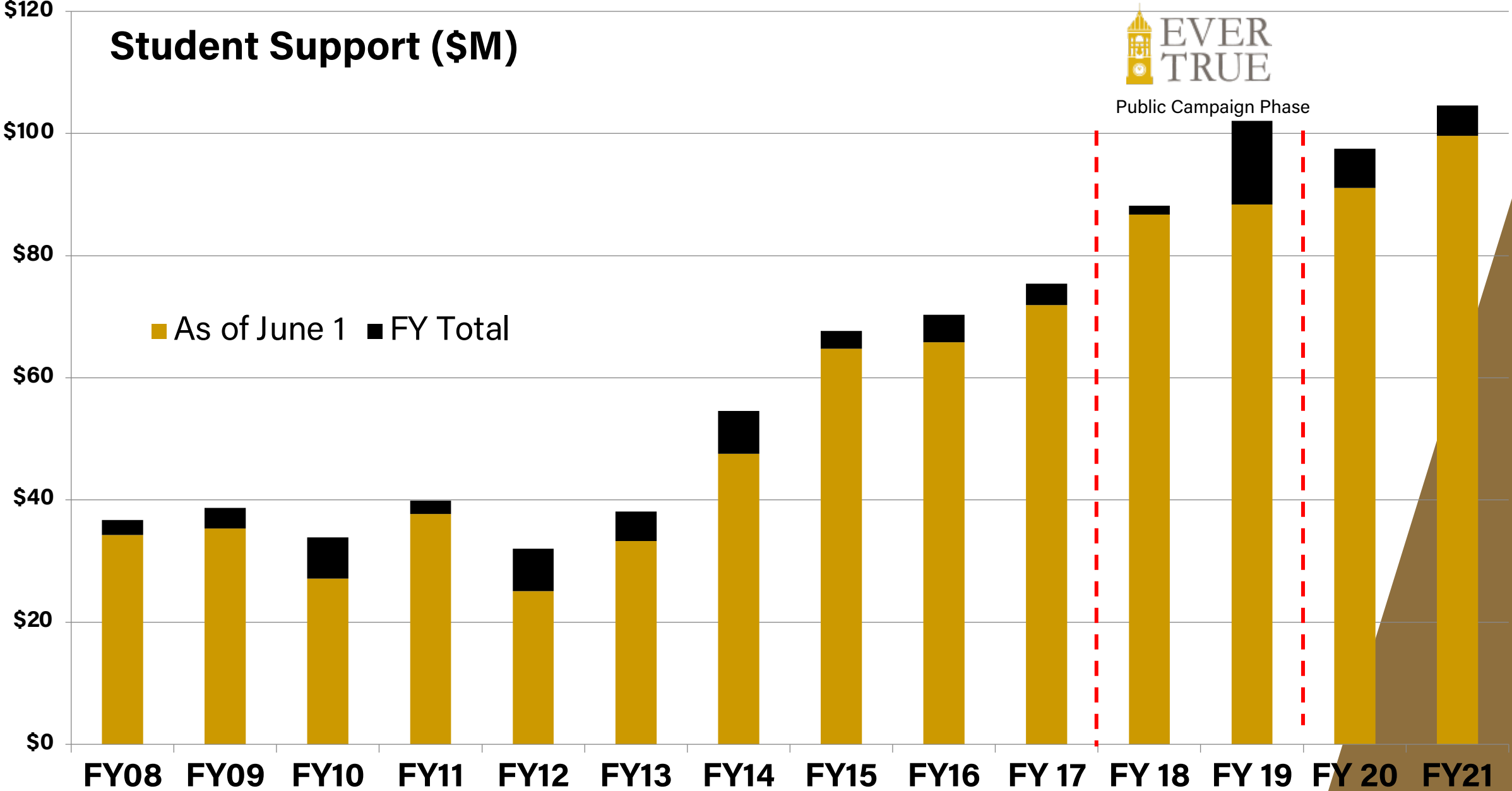




Public Campaign Phase

Student Support (\$M)

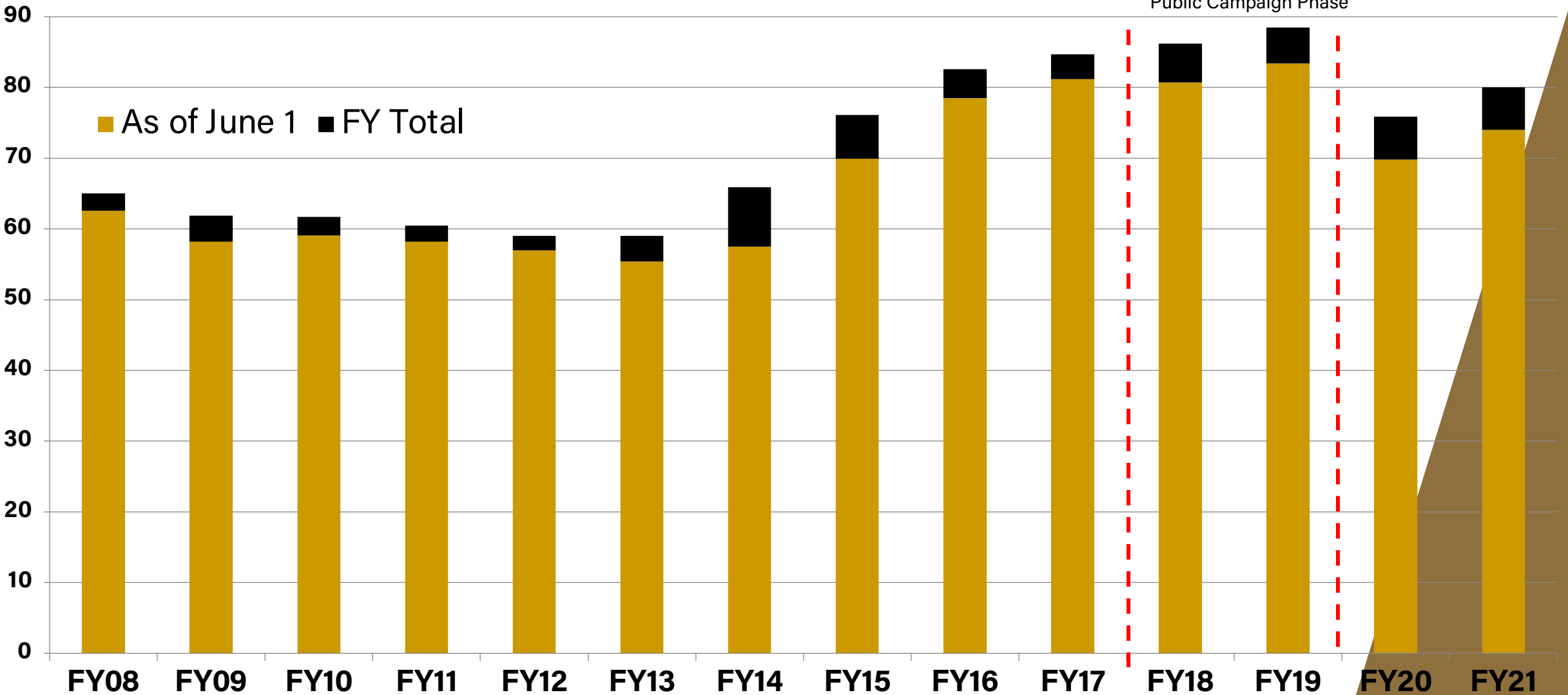
■ As of June 1 ■ FY Total

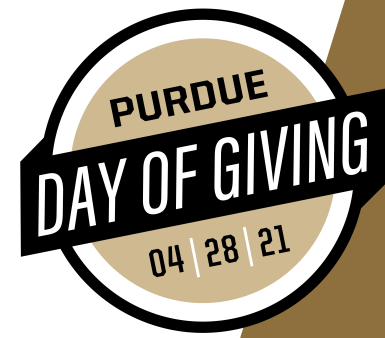


Number of Individual Donors (thousands)

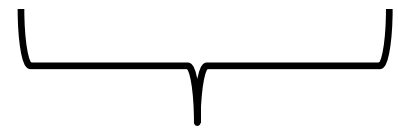
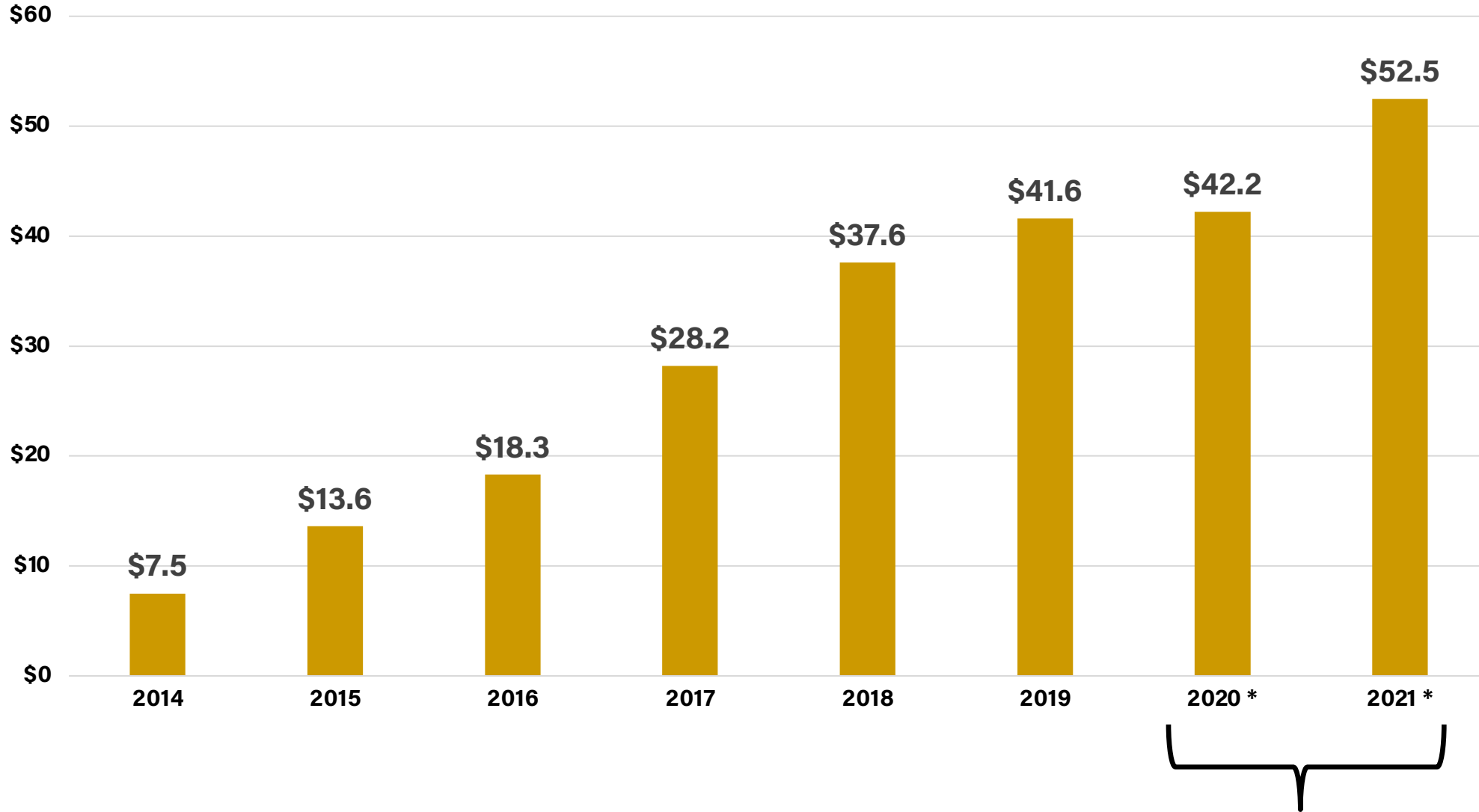


Public Campaign Phase



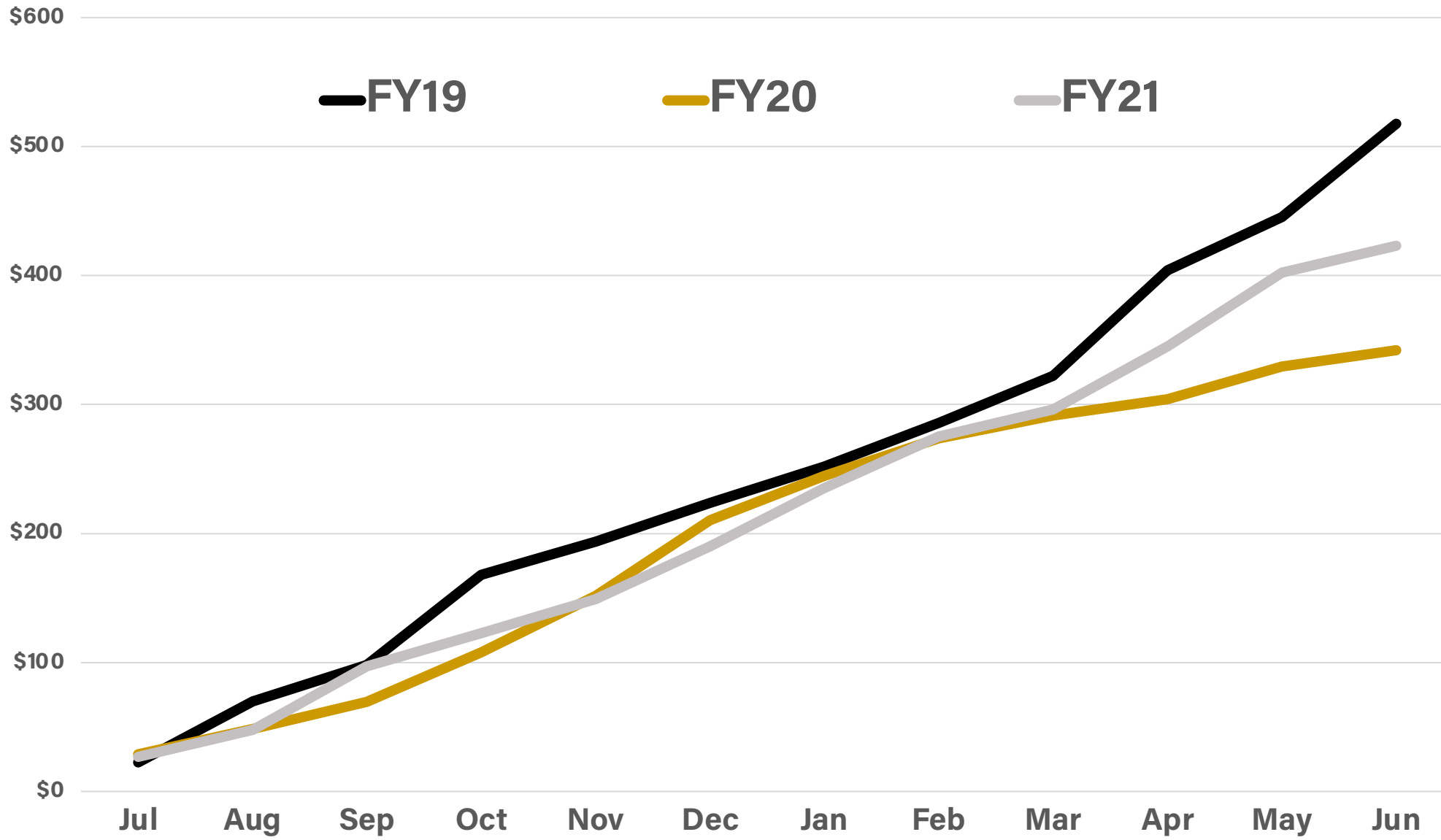


Dollars Raised (Millions)

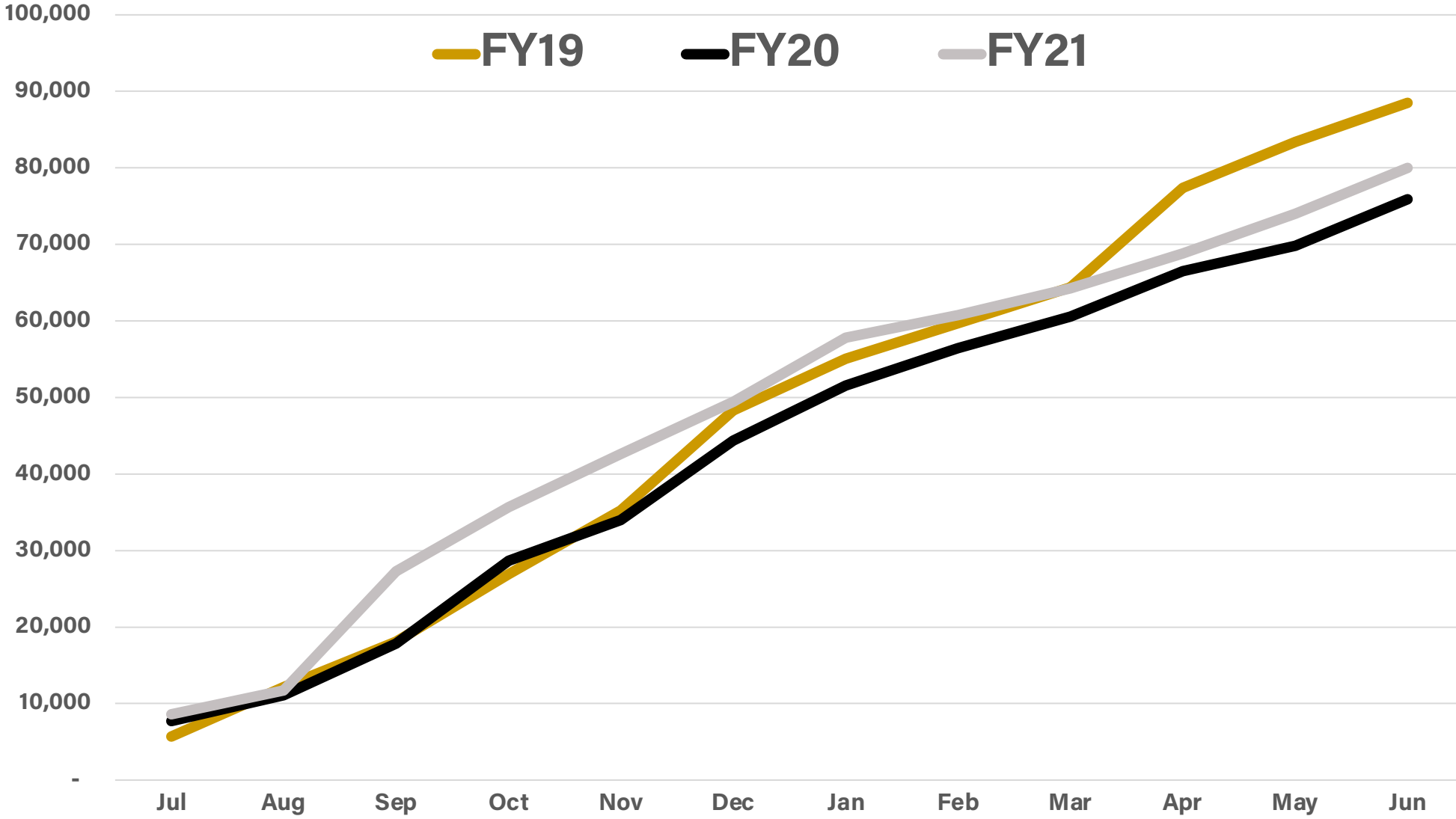


Both in FY 21

Total Fundraising (\$M) by Month: Post Ever-True and COVID Impact



Number of Individual Donors by Month: Post Ever-True and COVID Impact



Way Forward

- Challenges
 - Post-campaign
 - Staff recruitment and retention
- Counter Measures
 - Purdue Next Moves
 - Increase funding streams to deploy more Frontline Fundraisers
- Opportunities
 - Build-out Principal Gift staffing, methods and pipeline

Looking ahead: expected future receipts

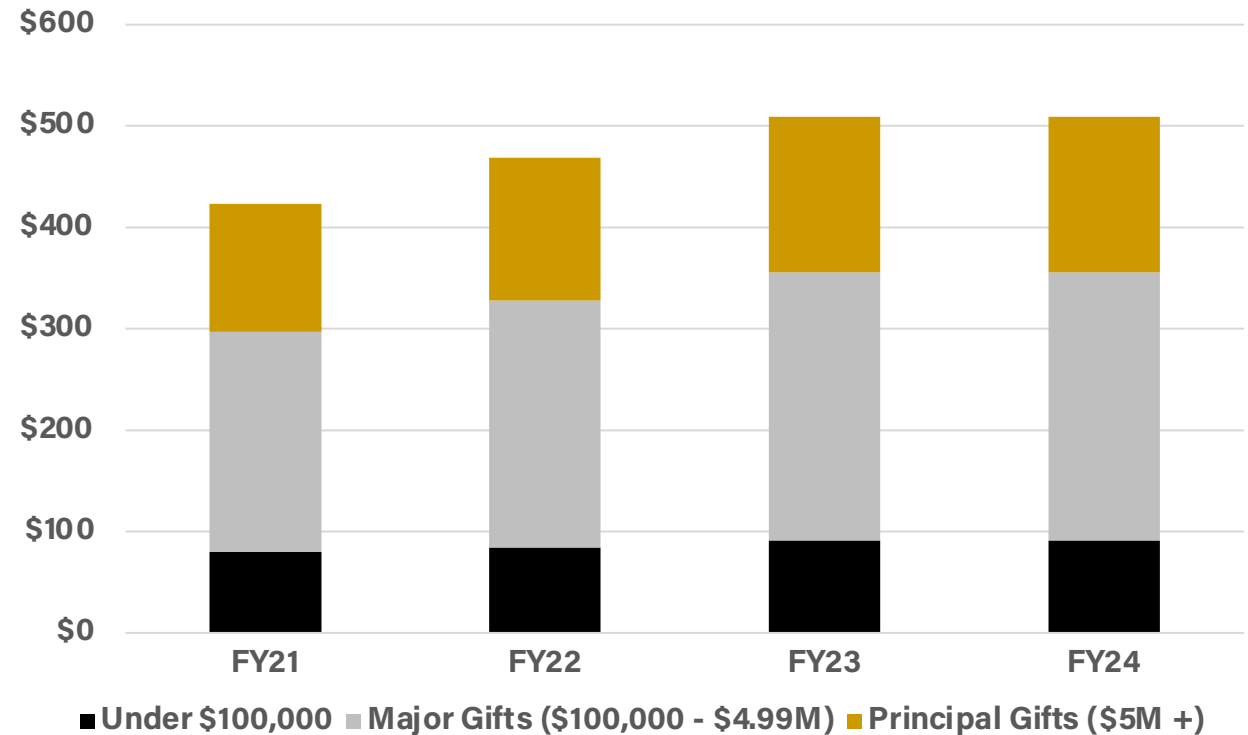
■ Prospects for Growth

- Purdue for Life Foundation fully integrates advancement model
 - Engagement
 - Development
 - Stewardship

■ Engine for growth

- Focus on donor-centered, cross-functional principal gift opportunities

Total Projected Results (\$ Millions)



THANK YOU

Questions or clarifications

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