

2017 Campaign Statistics



Dollars Raised

\$2,143,865

Total dollars raised in 2017

Goal: \$1.875 Million

8,225

Individuals contributed to the campaign

796

Corporate & Individual Capital Leaders accounted for 58% of the campaign total

\$45,353

Dollars raised through Special Events

\$1,928,575

Dollars raised during the 2016 campaign (Goal: \$1.825 million)



\$589,567

Corporate Giving

Business Participation

266 Corporate Gifts

Businesses Gave \$500+ **132**

11 100% Employee Participation

Business Campaigns

228 Total Campaigns

New Workplace Campaigns **7**

13 New Corporate Campaigns

Average Corporate Gift

\$865 Small Firms

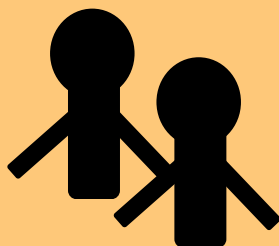
\$603 Professional Firms

\$6,089 Large/Major Firms

\$158 Public Firms

Individual Giving

\$1,508,945



70% Gifts through payroll deductions

442 Capital Leaders gave between \$500-\$999

223 Capital Leaders gave \$1,000-\$4,999

11 Capital Leaders gave \$5,000-\$9,999

2 Capital Leaders gave \$10,000+

156 Retirees gave an average gift of \$388

*Please note: As we continue to receive campaign pledges, statistics may continue to change until the official close of campaign.