

# United Way of Central Missouri

## 2016 Campaign Statistics

**8,057**

Individuals contributed to the campaign

**760**

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

### Dollars Raised

**\$1,928,575**

total dollars raised in 2016

**Goal: \$1.825 Million**

**18%**

of the 40,000+ donors solicited contributed to the campaign

**\$1,864,828**

Dollars raised during the 2015 campaign (Goal: \$1.8 million)



**\$494,980**

### Corporate Giving

#### Business Participation

**250**

Corporate Gifts

Businesses Gave \$500+

**130**

**8**

100% Employee Participation

#### Business Campaigns

**226**

Total Campaigns

New Workplace Campaigns

**5**

**3**

New Corporate Campaigns

#### Average Corporate Gift

**\$752**

Small Firms

**\$530**

Professional Firms

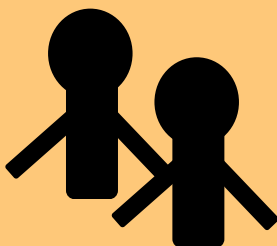
**\$5,367**

Large/Major Firms

**\$160**

Public Firms

### Individual Giving



**\$1,433,595**

**69%**

Gifts through payroll deductions

**425**

Capital Leaders gave between \$500-\$999

**200**

Capital Leaders gave \$1,000+

**13**

Capital Leaders gave \$5,000+

**171**

Retirees gave an average gift of \$364