

2012 Fundraising Campaign Summary

	Count	Number	Percent	Allotments & Pay Deductions				Cash & Credit Cards		Total Amount
	Per CG Sources July 2012	Contributing	Contributing	New & Increases		Continuing		Number	Amount	
				Number	Amount	Number	Amount			
Active Duty	41,598	19,850	48%	1,454	\$ 109,609	17,876	\$ 1,224,904	520	\$ 12,946	\$ 1,347,459
Retired	40,847	5,060	12%	145	\$ 1,812	2,605	\$ 282,688	2,310	\$ 138,749	\$ 423,249
Civilian/NAF	10,397	1,277	12%	147	\$ 24,704	778	\$ 127,120	352	\$ 13,713	\$ 165,537
Reserve	10,547	114	1%					114	\$ 5,825	\$ 5,825
Auxiliary	32,467	525	2%					525	\$ 33,018	\$ 33,018
Special Events									\$ 4,432	\$ 4,432
Grand Total:	135,856	26,826	20%	1,746	\$ 136,125	21,259	\$ 1,634,712	3,821	\$ 208,683	\$ 1,979,520

Number of Units Reported:	135
Remaining:	0

As of
7/10/2012

Number of Contributors 2011 vs. 2012					
	2011		2012	Change:	% of Change
Active Duty	20,100		19,850	(250)	-1%
Retired	5,210		5,060	(150)	-3%
Civilian/NAF	1,263		1,277	14	1%
Reserve	168		114	(54)	-32%
	590		525	(65)	-11%
Totals	27,331		26,826	(505)	-2%

Report Notes:

- Last years estimate of \$2m was not realized.
- The cause is believed to be the economic downturn experienced over the past four years catching up with us.
- The actual receipts for 2011 were 1/4 of 1% lower than the actual receipts for 2010 (\$1,978,912).

Dollars Contributed & Pledged 2011 vs. 2012					
	2011-Estimate	2011-Actual	2012-Estimate	Act-Est Change:	% of Change
Active Duty	\$ 1,360,888	\$ 1,338,728	\$ 1,347,459	\$ 8,731	1%
Retired	\$ 426,308	\$ 423,395	\$ 423,249	\$ (146)	0%
Civilian/NAF	\$ 173,696	\$ 163,350	\$ 165,537	\$ 2,187	1%
Reserve	\$ 8,126	\$ 8,126	\$ 5,825	\$ (2,301)	-28%
Auxiliary	\$ 34,175	\$ 34,175	\$ 33,018	\$ (1,157)	-3%
Special Events	\$ 6,196	\$ 6,196	\$ 4,432	\$ (1,764)	-28%
Totals	\$ 2,009,389	\$ 1,973,970	\$ 1,979,520	\$5,550	0%