

2014 Fundraising Campaign Summary

	Count	Number Contributing	Percent Contributing	Allotments & Payroll Deductions				Cash & Credit Cards		Total Amount
	Per CG Sources			New & Increases		Continuing		Number	Amount	
	July 2014			Number	Amount	Number	Amount			
Active Duty	42,190	18,625	44%	837	\$ 67,294	17,563	\$ 1,215,706	225	\$ 7,617	\$ 1,290,617
Retired	41,595	5,032	12%	35	\$ 1,200	2,700	\$ 288,000	2,297	\$ 151,142	\$ 440,342
Civilian/NAF	10,052	1,224	12%	130	\$ 19,949	795	\$ 139,051	299	\$ 12,991	\$ 171,991
Reserve	7,854	103	1%					103	\$ 6,000	\$ 6,000
Auxiliary	31,072	372	1%					372	\$ 26,469	\$ 26,469
Special Events									\$ 3,732	\$ 3,732
Grand Total:	132,763	25,356	19%	1,002	\$ 88,443	21,058	\$ 1,642,757	3,296	\$ 207,951	\$ 1,939,151

Number of Units Reported:	133
Remaining:	0

As of
7/1/2014

Report Notes:

- ♦ 2013 actual vs. estimate--marginal difference of 1.2%
- ♦ Active Duty showed the most significant decline in participation
- ♦ Donors have decreased by 3%
- ♦ Dollars pledged has decreased by 2%
- ♦ Attribute downward trend to a delayed impact of the current economic climate. We will continue to monitor the trend.

Number of Contributors 2013 vs. 2014					
	2013		2014	Change:	% of Change
Active Duty	19,565		18,625	(940)	-5%
Retired	4,794		5,032	238	5%
Civilian/NAF	1,210		1,224	14	1%
Reserve	94		103	9	10%
Auxiliary	544		372	(172)	-32%
Totals	26,207		25,356	(851)	-3%

Dollars Contributed & Pledged 2013 vs. 2014					
	2013-Estimate	2013-Actual	2014-Estimate	Act-Est Change:	% of Change
Active Duty	\$ 1,367,267	\$ 1,337,343	\$ 1,290,617	\$ (46,726)	-3%
Retired	\$ 405,402	\$ 414,890	\$ 440,342	\$ 25,452	6%
Civilian/NAF	\$ 170,781	\$ 166,699	\$ 171,991	\$ 5,292	3%
Reserve	\$ 5,455	\$ 5,455	\$ 6,000	\$ 545	10%
Auxiliary	\$ 30,396	\$ 30,396	\$ 26,469	\$ (3,927)	-13%
Special Events	\$ 21,990	\$ 21,990	\$ 3,732	\$ (18,258)	-83%
Totals	\$ 2,001,291	\$ 1,976,773	\$ 1,939,151	(\$37,622)	-2%