

2016 Fundraising Campaign Summary

	Count	Number Contributing	Percent Contributing	Allotments & Payroll Deductions				Cash & Credit Cards		Total Amount
	Per CG Sources July 2016			New & Increases		Continuing		Number	Amount	
				Number	Amount	Number	Amount			
Active Duty	39,397	17,185	44%	725	\$ 63,187	16,275	\$ 1,136,813	185	\$ 7,830	\$ 1,207,830
Retired	43,319	5,053	12%	47	\$ 19,164	2,700	\$ 300,000	2,306	\$ 158,837	\$ 478,001
Civilian/NAF	9,742	1,132	12%	64	\$ 13,336	836	\$ 136,664	232	\$ 9,065	\$ 159,065
Reserve	8,724	88	1%					88	\$ 5,095	\$ 5,095
Auxiliary	30,042	446	1%					446	\$ 33,032	\$ 33,032
Special Events									\$ 1,181	\$ 1,181
Grand Total:	131,224	23,904	18%	836	\$ 95,687	19,811	\$ 1,573,477	3,257	\$ 215,040	\$ 1,884,204

Number of Units Reported:	133
Remaining:	0

As of
6/30/2016

Report Notes:
- 2015 actual vs. estimate --- decreased by 2.5% (AD -2%) (RET -2%) (CIV -7%)
- Donors have decreased by 5%
- Dollars pledged have increased by 2%
- Average monthly donations by allotment: (AD = \$5.90) (RET = \$9.28) (CIV = \$6.29)

Number of Contributors 2015 vs. 2016					
	2015		2016	Change:	% of Change
Active Duty	18,624		17,185	(1,439)	-8%
Retired	4,557		5,053	496	11%
Civilian/NAF	1,195		1,132	(63)	-5%
Reserve	72		88	16	22%
Auxiliary	411		446	35	9%
Totals	24,859		23,904	(955)	-4%

Dollars Contributed & Pledged 2015 vs. 2016					
	2015-Estimate	2015-Actual	2016-Estimate	Act-Est Change:	% of Change
Active Duty	\$ 1,239,234	\$ 1,213,151	\$ 1,207,830	\$ (5,321)	0%
Retired	\$ 423,698	\$ 414,850	\$ 478,001	\$ 63,151	15%
Civilian/NAF	\$ 174,852	\$ 162,276	\$ 159,065	\$ (3,211)	-2%
Reserve	\$ 3,864	\$ 3,864	\$ 5,095	\$ 1,231	32%
Auxiliary	\$ 26,925	\$ 26,925	\$ 33,032	\$ 6,107	23%
Special Events	\$ 2,996	\$ 2,996	\$ 1,181	\$ (1,815)	-61%
Totals	\$ 1,871,568	\$ 1,824,062	\$ 1,884,204	\$ 60,142	3%