

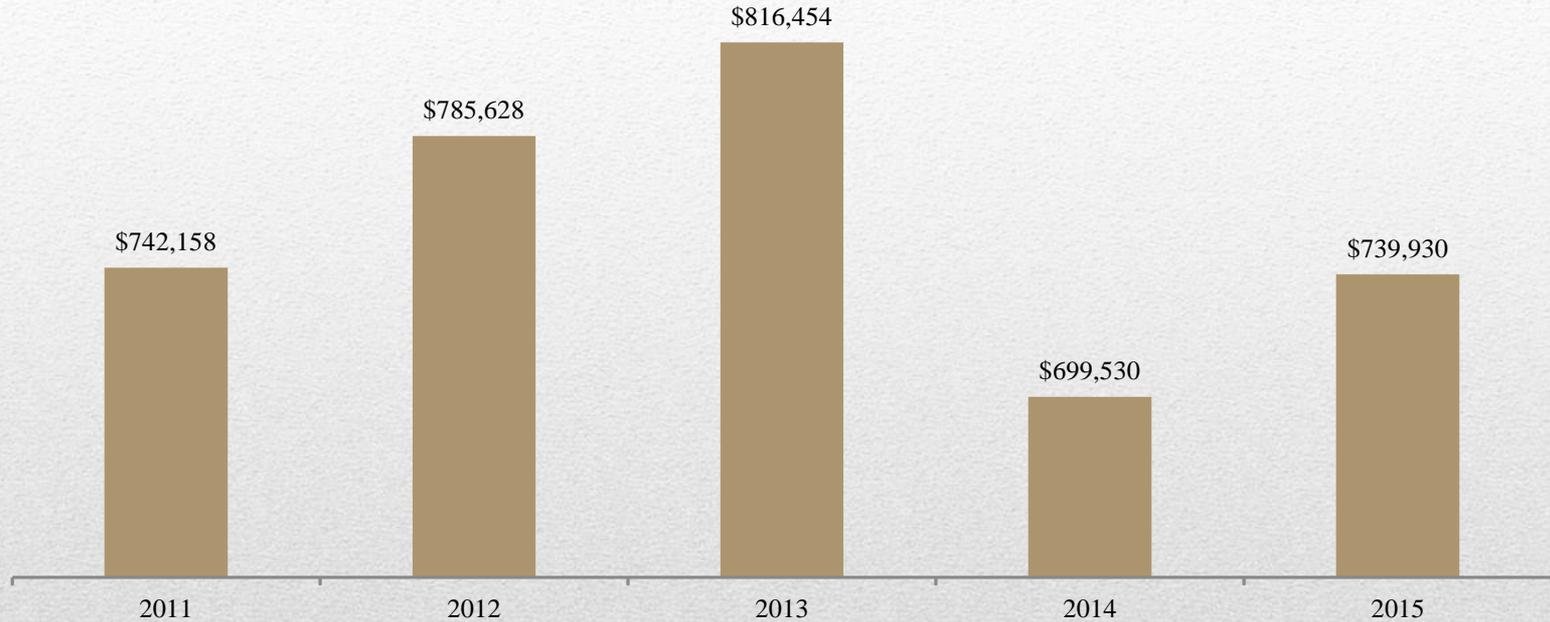


UNNM

United Way Campaign

Recent Past and 2016

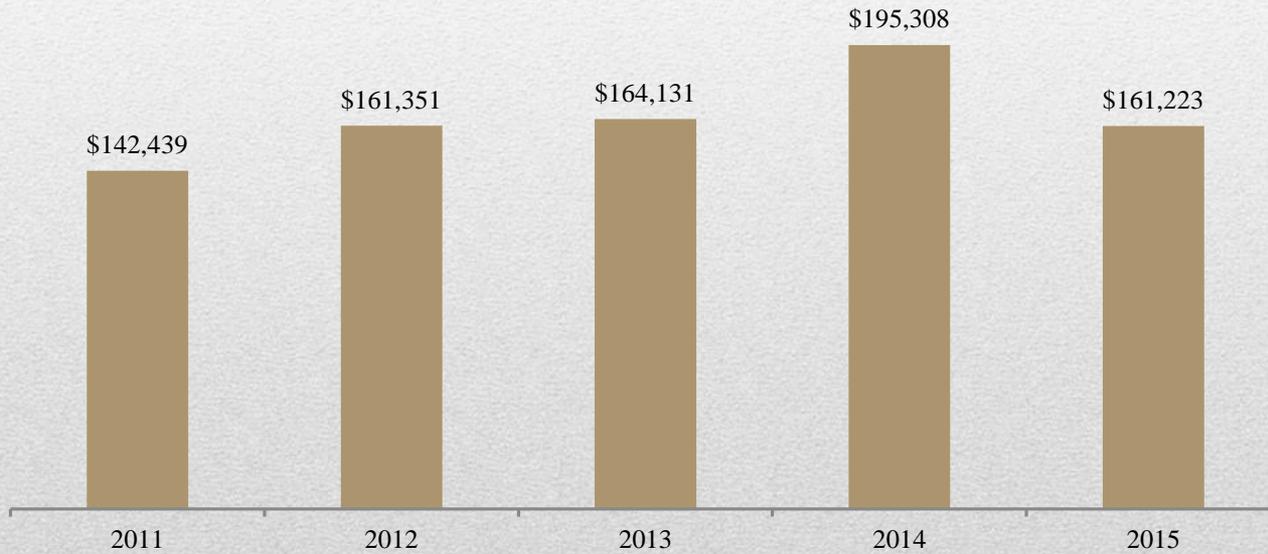
University of New Mexico Total Pledge



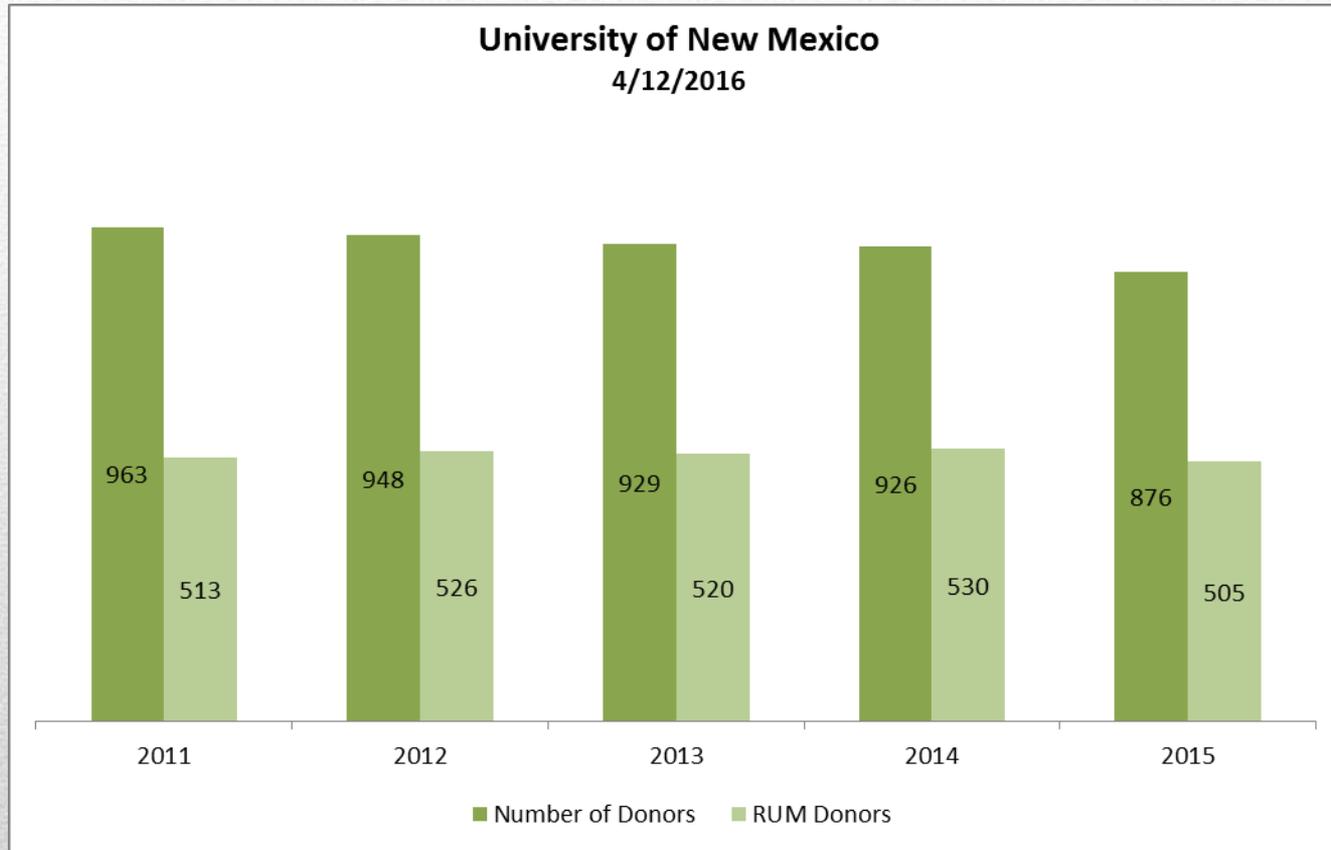
Total Campaign for UNM only

University of New Mexico

Dollars to the United Way of Central New Mexico



Number of Donors who give to United Way of Central NM's programs





Total Enterprise

- Campaign Total \$992,479 !
 - 12% Participation of Employees
 - \$241,655 to UW Community Fund
 - 1298 Donors
 - 780 who give some to United Way
 - 518 who pass gifts through United Way
-

In order to provide critical community support,
10% of donor's tax deductible gifts will be invested in the work of
the United Way of Central NM

Donors will have choices about which UW programs to support

62% of UNM/UNMH's donors will not be affected

In addition, each designated gift must be at least \$30.00

Donor notification

- Donor letters to some donor subsets

- Campaign meetings - Can we come see your department this year?

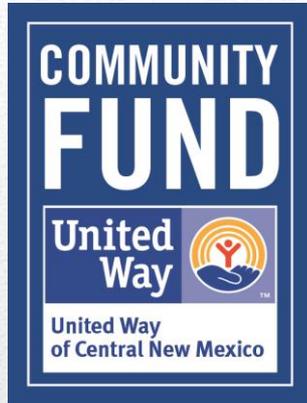
- Campaign emails

- Coordinators

- Point of Pledge messaging

Change to 2016 Campaign

The Work of the United Way



Community Fund Grants

Community Impact Projects



We appreciate the dynamic,
giving culture you have
fostered! You are a big force
in creating systemic change in
central New Mexico.

Thank You UNM!
