

Annual Report of NSAC Development 2008-09

Despite the crisis in the economy, the NSAC Alumni/Foundation had another successful year of fund raising in 2008-09. Total donations and transfers into Foundation accounts during the fiscal year amounted to \$813,435. This was slightly higher than the 2007-08 but still less than our totals in 05-04 and 05-06. The total fund balance stood at \$6,130,760. Historical donation totals are found in Figure 1 and Table 1.

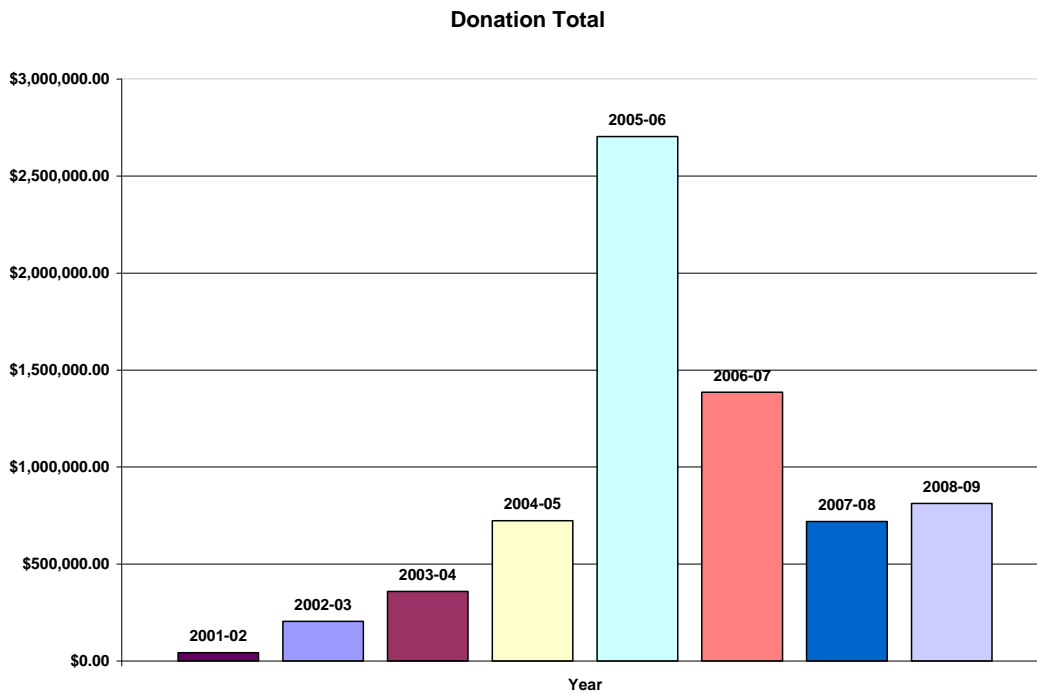


Figure 1

Year	Donations	\$ Total	\$Avgas/ Contribution
2008-09	432	\$813,435	\$1,883
2007-08	524	\$727,093	\$1,387
2006-07	702	\$1,386,138	\$1,975
2005-06	1009	\$2,703,971	\$2,679
2004-05	744	\$733,965	\$986
2003-04	377	\$258,262	\$685
2002-03	350	\$204,671	\$584
2001-02	78	\$43,105	\$552

Table 1

While the average size of donation remains high, the number of donations continues to slide. We are not acquiring new donors as fast as we are losing them. With the assistance of Alisha Hannam who took on the role of Development Officer in January 2009, initiatives were begun

to correct this trend. NSAC is not unique in reduced donor numbers as economic conditions have worked against all Universities. We are fortunate however to have such a core of loyal alumni and efforts are sure to improve the situation in years to come.

The various designated campaigns by which we receive donations include: annual mail appeal, scholarship appeal, research funding, special events and memorials. Transfers include money deposited with the Foundation for investment that will be used for NSAC programs. A summary of the various campaigns is shown in Figure 2. A comparison with the previous two years is shown in Table 2.

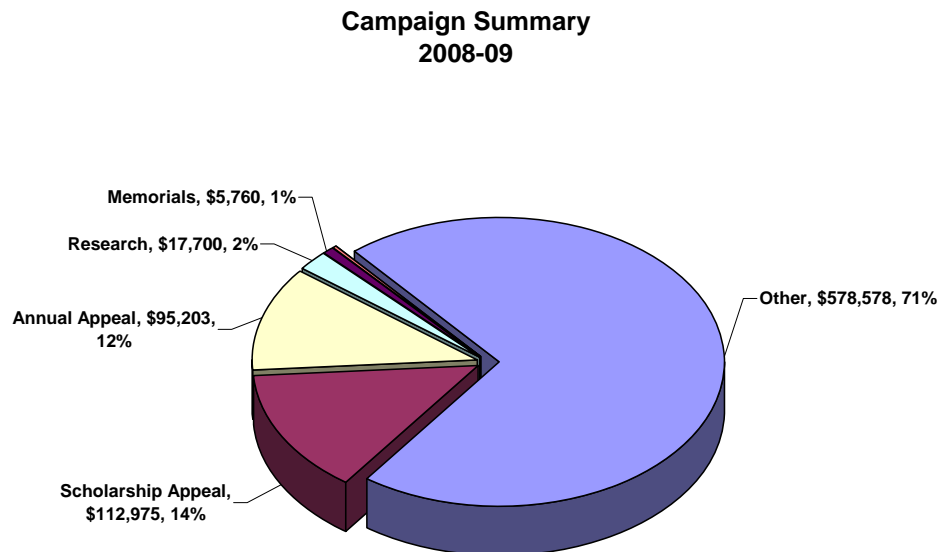


Figure 2

	2006-07		2007-08		2008-09	
	Donations	%	Donations	%	Donations	%
2nd Century Endowment	\$65,619	4.7%	\$9,746	1.4%	\$319	
Annual Appeal	\$70,533	5.1%	\$101,170	14.1%	\$95,203	12%
Scholarship Appeal	\$355,090	25.6%	\$161,749	22.5%	\$112,975	14%
Memorials	\$7,249	0.5%	\$107,350	14.9%	\$5,760	1%
Research	\$414,494	29.9%	\$48,367	1.4%	\$17,700	2%
Special Events	\$3,231	0.2%	\$2,790	0.4%	\$2,900	0.4%
Other	\$469,920	33.9%	\$287,896	40.0%	\$578,578	71%

Table 2

The Second Century Endowment Campaign was in its fifth and final year in 2008-09 as the last of the pledges were collected. While funding for research projects, scholarships and the annual appeal donations was lower during the year, contributions to International projects increased.

The Annual Appeal campaign had a very strong showing as the mailing went out at a good time and was particularly targeted to student support. This year we received \$95,203 through the mail appeal, newsletters and personal solicitations. While donations to the Annual Appeal largely go to the unallocated AC Fund (NSAC's highest priority) they also can be targeted to several other specific funds including named scholarships, various class funds and the library. A target phone campaign was conducted in March to those who had given in the past three years but not in the current year. This increased donation to the annual appeal. There were 217 donations for a 4.9% response rate on mail out and phone campaign. This is our best result to-date in terms of a percentage return. A total of \$5,924 was spent on materials for the annual campaign yielding a return of \$16 per dollar invested. Table 3 shows the historic trend in the annual appeal.

Year	# Sent	# Ret	% Ret	\$ Donated	Avg. \$/Gift	\$ Ret/\$ Invested
2008-09	4400	217	4.9%	\$95,203	\$438	\$16.07
2007-08	4700	205	4.3%	\$101,169	\$494	\$53.47
2006-07	4750	182	3.8%	\$70,533	\$387	\$28.31
2005-06	5400	170	3.1%	\$42,647	\$250	\$11.55
2004-05	5400	260	4.7%	\$89,950	\$345	\$19.00
2003-04	5400	170	3.1%	\$21,369	\$125	\$4.44
2002-03	5500	137	2.5%	\$14,595	\$106	\$3.40

Table 3

The Foundation classifies donations as Annual, Expendable and Endowed. Annual donations are those that come in and are expended in the same (or following) year. Expendable donations may be on hand for several years and then all expended for a purpose. The capital portion of Endowed donations will be kept and only the investment income portion will be spent over the years. Figure 3 show the breakdown of receipts for fiscal year 2008-09 donation type.

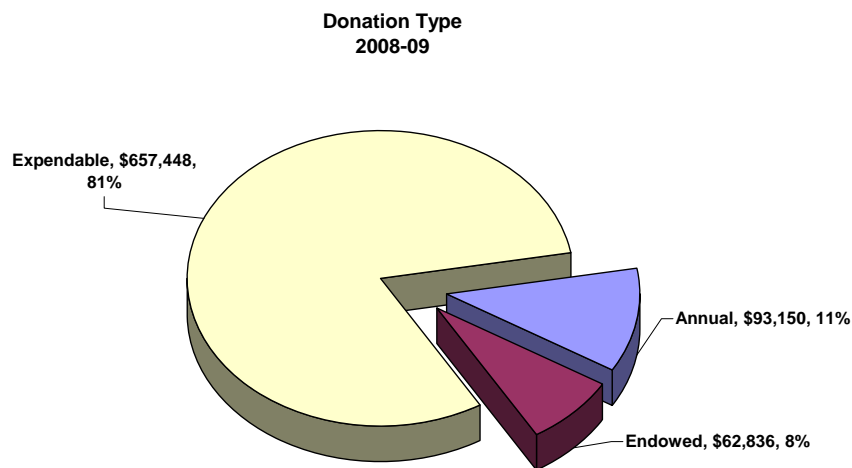


Figure 3

NSAC appreciates donations of all three types however the priority is to increase the Endowed portion of the fund as it offers stability for investment and disbursement. This year 8% of the donations went into endowed funds adding \$62,826 to the total long term endowed portfolio.

The Endowment portion of the fund held by the Foundation has grown over the past seven years. The amount reported in Table 4 is based on the calendar year end.

Year	Endowment Total (\$M)
2008	\$2.902
2007	\$2.758
2006	\$2.609
2005	\$1.401
2004	\$1.934
2003	\$1.230
2002	\$1.100

Table 4

The real measure of the impact that the fund raising efforts are having is shown by the amount of support that can be provided back to NSAC each year. Total disbursement for the year was \$698,790. This was greater than the disbursement of 2007-08. The breakdown of the disbursements from the various funds appears in Figure 4.

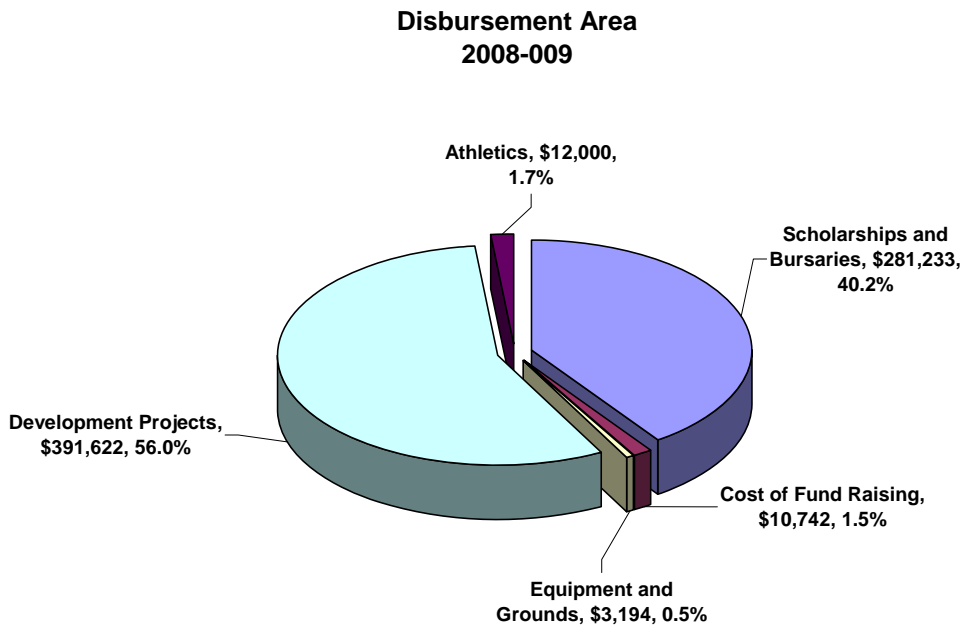


Figure 4

A total of \$280,532 went out in support of Scholarship and Bursaries. While there were no expenditures for Research this year it is expected that a significant amount will go out next year. The Ghana and Ethiopia projects account for the bulk of the Development expenditures.

Table 5 shows the total fund balance held by the Foundation and the total disbursements made annually since 1999-2000. There has been significant growth in both areas.

Year	Fund Balance	Disbursements
2008-09	\$6,130,760	\$702,501
2007-08	\$6,067,649	\$485,180
2006-07	\$5,696,166	\$1,577,255
2005-06	\$5,557,006	\$225,792
2004-05	\$2,212,894	\$273,563
2003-04	\$1,672,116	\$215,259
2002-03	\$1,457,315	\$158,425
2001-02	\$1,363,455	\$67,649
2000-01	\$1,332,706	\$54,914
1999-00	\$870,208	\$31,549

Table 5

The fund raising effort has resulted in significant return to NSAC over the years. Even in a hard economic time contributions to NSAC for the various causes continue. It is obvious however that there is considerable potential for improvement. The addition of Alisha Hannam as NSAC's first ever Development officer in January 2009, helped increase the number of donations at the end of the season and plans are well underway to make significant gains in 2009-10. We continue to build and seek opportunities to increase our base of donors and establish our credibility with alumni and donors. Increased assistance of volunteers both on and off campus will help us meet our objectives.

As usual, my thanks go to all those who have helped in our efforts at NSAC during the past year including the directors of the Foundation and Alumni Association. Alisha Hannam, our new Development Officer has already made a significant contribution in expanding our efforts. I especially acknowledge support of all the other members of the Development and External Relations Office team and in particular Jo-Anne Jordan, Executive Assistant, who so capably manages the day-to-day operations of the office.

Respectfully submitted

Jim Goit
 Executive Director
 Development and External Relations