

2010 Fundraising Campaign Summary

| | Total Personnel | Personnel Contributing | Percent Contributing | | Total Amount Contributed |
|-----------------------|-----------------|------------------------|----------------------|--|--------------------------|
| Active Duty | 42,389 | 20,834 | 49% | | \$1,332,464 |
| Retired | 42,692 | 5,048 | 12% | | \$401,016 |
| Civilian/NAF | 9,240 | 1,607 | 17% | | \$172,315 |
| Reserve | 6,946 | 153 | 2% | | \$7,365 |
| Auxiliary | 32,037 | 612 | 2% | | \$38,025 |
| Special Events | | | | | \$6,324 |
| Grand Total: | 133,304 | 28,254 | 21% | | \$1,957,509 |

| Number of Contributors Compared to Last Year | | | | | |
|--|---------------|---------------|----------------|-------------------|--|
| | 2009 | 2010 | Change: | Percent of Change | |
| Active Duty | 20,645 | 20,834 | 189 | 1% | |
| Retired | 5,100 | 5,048 | (52) | -1% | |
| Civilian/NAF | 1,306 | 1,607 | 301 | 23% | |
| Reserve | 238 | 153 | (85) | -36% | |
| Auxiliary | 2,594 | 612 | (1,982) | -76% | |
| Totals | 29,883 | 28,254 | (1,629) | -5% | |

| Dollars Contributed & Pledged Compared to Last Year | | | | | |
|---|--------------------|--------------------|-----------------|-------------------|--|
| | 2009 | 2010 | Change: | Percent of Change | |
| Active Duty | \$1,304,415 | \$1,332,464 | \$28,048 | 2% | |
| Retired | \$397,948 | \$401,016 | \$3,068 | 1% | |
| Civilian/NAF | \$150,580 | \$172,315 | \$21,735 | 14% | |
| Reserve | \$15,291 | \$7,365 | (\$7,926) | -52% | |
| Auxiliary | \$45,643 | \$38,025 | (\$7,618) | -17% | |
| Special Events | \$8,416 | \$6,324 | (\$2,091) | -25% | |
| Totals | \$1,922,293 | \$1,957,509 | \$35,216 | 2% | |