

2011 Fundraising Campaign Summary

	Count	Number	Percent	Allotments & Pay Deductions				Cash & Credit Cards		Total Amount
	Per CG Sources July 2011	Contributing	Contributing	New & Increases		Continuing		Number	Amount	
				Number	Amount	Number	Amount			
Active Duty	42,389	20,100	47%	1,744	\$ 136,442	18,006	\$ 1,208,558	350	\$ 15,888	\$ 1,360,888
Retired	39,835	5,210	13%	161	\$ 1,563	2,599	\$ 283,437	2,450	\$ 141,308	\$ 426,308
Civilian/NAF	9,267	1,263	14%	153	\$ 20,674	717	\$ 138,326	393	\$ 14,696	\$ 173,696
Reserve	6,946	168	2%					168	\$ 8,126	\$ 8,126
Auxiliary	32,037	590	2%					590	\$ 34,175	\$ 34,175
Special Events									\$ 6,196	\$ 6,196
Grand Total:	130,474	27,331	21%	2,058	\$ 158,679	21,322	\$ 1,630,321	3,951	\$ 220,389	\$ 2,009,389

Number of Units Reported:	134
Remaining:	0

As of
7/7/2011

Number of Contributors 2010 vs. 2011				
	2010	2011	Change:	% of Change
Active Duty	20,834	20,100	(734)	-4%
Retired	5,048	5,210	162	3%
Civilian/NAF	1,607	1,263	(344)	-21%
Reserve	153	168	15	10%
Auxiliary	612	590	(22)	-4%
Totals	28,254	27,331	(923)	-3%

Report Notes:
<ul style="list-style-type: none"> ♦ First campaign to raise over \$2M ♦ Reserve participation and donations increased for the first time since 2006 ♦ We continue to see overall donations increase while the percentage of donors slightly decreased

Dollars Contributed & Pledged 2010 vs. 2011				
	2010	2011	Change:	% of Change
Active Duty	\$ 1,332,464	\$ 1,360,888	\$28,424	2%
Retired	\$ 401,016	\$ 426,308	\$25,292	6%
Civilian/NAF	\$ 172,315	\$ 173,696	\$1,381	1%
Reserve	\$ 7,365	\$ 8,126	\$761	10%
Auxiliary	\$ 38,025	\$ 34,175	(\$3,850)	-10%
Special Events	\$ 6,324	\$ 6,196	(\$129)	-2%
Totals	\$ 1,957,509	\$ 2,009,389	\$51,880	3%