

## 2015 Fundraising Campaign Summary

	Count	Number Contributing	Percent Contributing	Allotments & Payroll Deductions				Cash & Credit Cards		Total Amount
	Per CG Sources July 2015			New & Increases		Continuing		Number	Amount	
				Number	Amount	Number	Amount			
<b>Active Duty</b>	39,397	18,624	<b>47%</b>	1,001	\$ 74,550	<b>17,399</b>	<b>\$ 1,155,450</b>	224	\$ 9,234	<b>\$ 1,239,234</b>
<b>Retired</b>	42,504	4,557	<b>11%</b>	38	\$ 15,264	<b>2,750</b>	<b>\$ 299,000</b>	1,769	\$ 109,434	<b>\$ 423,698</b>
<b>Civilian/NAF</b>	9,742	1,195	<b>12%</b>	231	\$ 13,613	<b>694</b>	<b>\$ 149,387</b>	270	\$ 11,852	<b>\$ 174,852</b>
<b>Reserve</b>	7,339	72	<b>1%</b>					72	\$ 3,864	<b>\$ 3,864</b>
<b>Auxiliary</b>	30,042	411	<b>1%</b>					411	\$ 26,925	<b>\$ 26,925</b>
<b>Special Events</b>									\$ 2,996	<b>\$ 2,996</b>

<b>Grand Total:</b>	129,024	24,859	<b>19%</b>	1,270	\$ 103,427	20,843	\$ 1,603,837	2,746	\$ 164,304	<b>\$ 1,871,568</b>
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<b>Number of Units Reported:</b>	<b>133</b>
<b>Remaining:</b>	<b>0</b>

As of  
7/8/2015

Report Notes:
<ul style="list-style-type: none"> <li>♦ 2014 actual vs. estimate --- 1% lower than estimated</li> <li>♦ All categories of donors are down between 1% and 24%</li> <li>♦ Donors have decreased by 5%</li> <li>♦ Dollars pledged has decreased by 3%</li> <li>♦ Attribute downward trend to both a reduction in Active Duty personnel as well as various economic factors</li> <li>♦ Average monthly donation by allotment is \$6.43</li> </ul>

Number of Contributors 2014 vs. 2015					
	2014		2015	Change:	% of Change
Active Duty	19,565		18,624	(941)	-5%
Retired	4,794		4,557	(237)	-5%
Civilian/NAF	1,210		1,195	(15)	-1%
Reserve	94		72	(22)	-23%
Auxiliary	544		411	(133)	-24%
<b>Totals</b>	<b>26,207</b>		<b>24,859</b>	<b>(1,348)</b>	<b>-5%</b>

Dollars Contributed & Pledged 2014 vs. 2015						
	2014-Estimate	2014-Actual	2015-Estimate	Act-Est	Change:	% of Change
Active Duty	\$ 1,290,617	<b>\$ 1,265,278</b>	\$ 1,239,234	\$ (26,044)		-2%
Retired	\$ 440,342	<b>\$ 446,967</b>	\$ 423,698	\$ (23,269)		-5%
Civilian/NAF	\$ 171,991	<b>\$ 173,813</b>	\$ 174,852	\$ 1,039		1%
Reserve	\$ 6,000	<b>\$ 6,000</b>	\$ 3,864	\$ (2,136)		-36%
Auxiliary	\$ 26,469	<b>\$ 26,469</b>	\$ 26,925	\$ 456		2%
Special Events	\$ 3,732	<b>\$ 3,732</b>	\$ 2,996	\$ (736)		-20%
<b>Totals</b>	<b>\$ 1,939,151</b>	<b>\$ 1,922,259</b>	<b>\$ 1,871,568</b>	<b>\$ (50,691)</b>		<b>-3%</b>