2011 Fundraising Campaign

Summary

	Count	Number Contributing	Percent Contributing	Allotments & Pay Deductions						
				New & Increases		Continuing		Cash & Credit Cards		Total Amount
	Per CG Sources July 2011			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:

- 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%**