

ICOF 2017

The Naval Academy Annual Fund

U.S. NAVAL ACADEMY FOUNDATION

11 May 2017



Annual Fund FAQs

- What is the Annual Fund?
 - Unrestricted gifts: use is at the discretion of the Foundation
- Why is it so important?
 - The Foundation and Alumni Association are completely independent of USNA
 - By statute: No military or federal civil servants are allowed to solicit gifts
 - All fundraising in support of the Academy and the Alumni Association must be self-supporting

- How often does the Foundation solicit Annual Fund gifts?
 - Annual ask to all alumni and parents
 - Direct or as a class reunion project component
- What does the Annual Fund support?
 - Unrestricted funding for:
 - USNA Foundation budget (ops/personnel)
 - *Cannot be funded by USNA*
 - Leverage: \$1 to Annual Fund yields at least \$5 to USNA
 - Superintendent's priorities
 - \$1.1 million annually
 - Alumni Association programs
 - Shipmate, www.usna.com, Plebe Summer video, Plebe photo program

Job #1: Naval Academy Annual Fund

\$8.4 million annual requirement

\$ 0.5 M

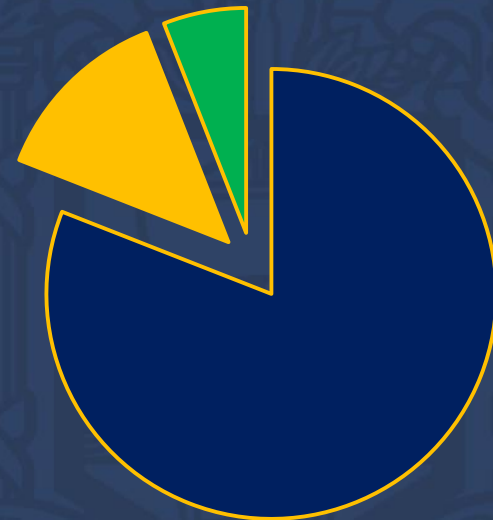
AA / A&SP Stipend

\$ 1.1 M

Superintendent

\$ 6.8 M

Development Ops



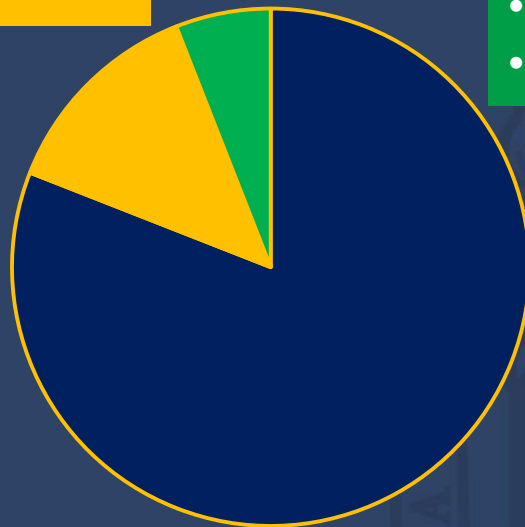
Annual Fund Return on Investment

USNA

- International Programs Office
- Summer STEM Program
- Bancroft Lecture Series
- NAPS Coaches

Alumni Association / A&SP

- SHIPMATE, WaveTops, USNA.com
- Career Programs
- Another Link in the Chain
- Class Reunion Support
- Athletic Excellence support



USNA Foundation

- Development ops produce \$37 million (2007-2016 average) annual gift commitments; more than 5:1 leverage • (CY 16 Total: \$81.6 M)
- Cost of fundraising average: 20 cents per dollar raised
 - National benchmark: 20-25 cents per dollar

4th All Academy Challenge

May 31 – June 6, 2017

ALL ACADEMY CHALLENGE™

5 Teams. 7 Days. 1 Mission.

2016 Results



AAC Details

- Alumni participation fundraising competition between all five academies
- New donors, lapsed donors, existing donors
- All alumni gifts count (\$5 minimum)
 - ***Donors count, not number of gifts***
- Received by any means (online, mail, phone)
- Institution with the greatest alumni participation wins
- ***Foundation email (later this week) with additional details for class and chapter leadership***