

2011 Capital and Major Campaign Reports Summary

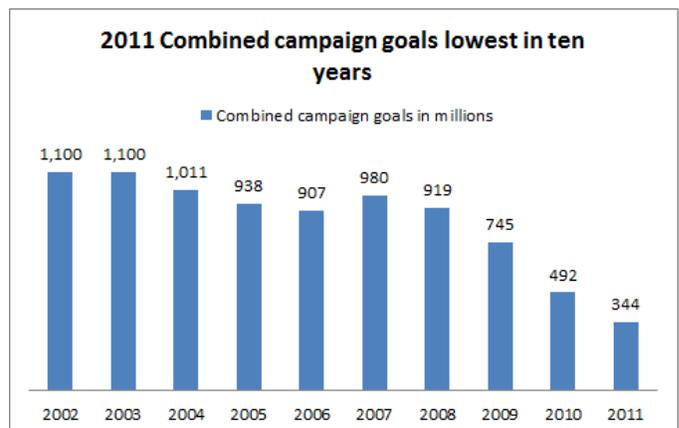
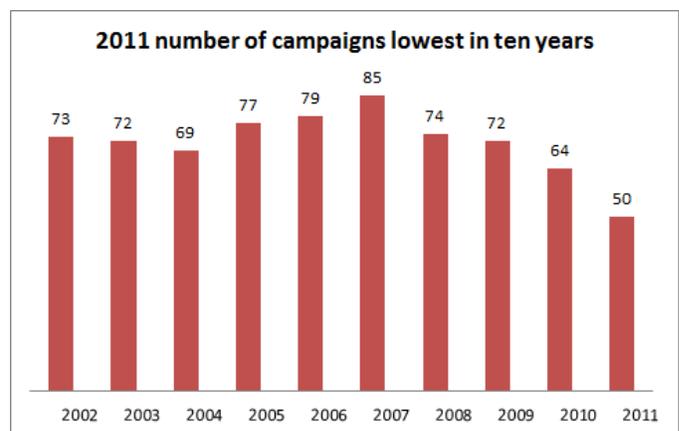
The Connecticut Council for Philanthropy has released three reports that include information on 51 major fundraising campaigns in Greater Hartford, Greater New Haven and Fairfield County. The complete reports on capital and major campaigns may be accessed on the Council's [website](#).

The combined total of the 50 campaigns that have set goals is more than \$344 million, down nearly 30% from \$492 million in 2010. In fact, the combined total for the three reports reflects the lowest number of campaigns and the lowest combined goals we have seen in 10 years.

The lower goal is due to a number of large campaigns having closed since the previous report. Of the 22 campaigns that closed, 12 met their stated goal; five organizations listed last year have decided not to move forward with their campaigns at this time; others worked within the amounts they were able to raise in order to complete their projects. Of the 43 campaigns continuing from 2010, 11 showed no change in their amount raised since the 2010 report. Others again reported re-evaluating their fundraising efforts, extending the length of their campaigns, or seeking other financing in order to move forward.

There were only 9 new campaigns in 2011 compared with 13 in 2010, 12 in 2009, 10 in 2008, and an average of 24 in each of the previous three years. The economy continues to impact the development of new campaigns.

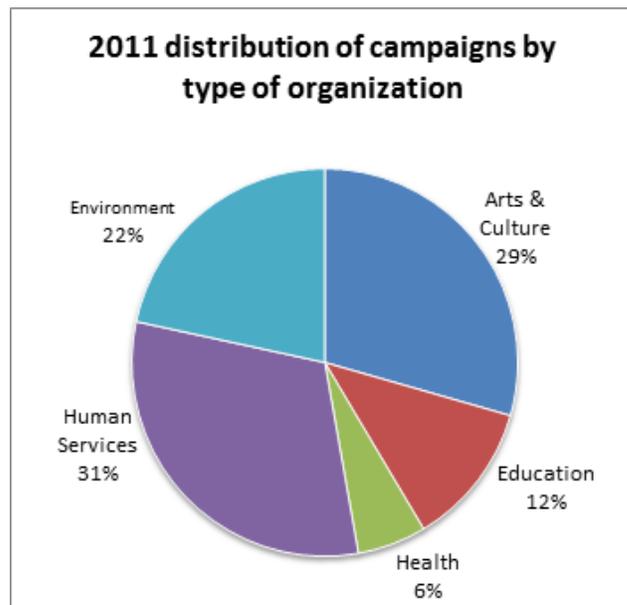
Collectively, only 47% of the combined goal has been raised or pledged to date; leaving nearly \$162 million still to be raised. Human Service organizations make up the largest number of campaigns with 18 organizations seeking \$107 million in funding (31% of the combined goal) while the combined arts and culture campaigns number 13 and, collectively, are seeking \$101 million in funding (29% of the combined goal). There are 9 campaigns supporting education that seek \$41 million (12% of the total).



Other categories for which data have been collected are campaigns supporting health care services and the environment.

The summaries do not include several major campaigns that mostly reach out to a national population: Trinity College - \$350 million; Yale University - \$3.5 billion; and the University of Connecticut - \$600 million.

Highlights of the individual reports follow. Published annually, the reports, which include information gathered over the last four months on current, anticipated and completed campaigns, are of value for funders, potential funders, and the nonprofit community. A few campaigns are detailed in more than one report since they approach funders across the regions. The information contained in the reports is self-reported and may not include all relevant data about an organization.



Greater Hartford

- Some 26 organizations are seeking funding in the Greater Hartford area reporting goals of nearly \$167.5 million, nearly 30% lower than the 2010 goal of \$240 million.
- Of the total goal, 79% is for capital needs, 17% for endowment and 4% for other.
- Of the 26 active campaigns, 8 are in arts and culture, 3 in education, 3 in health care, 8 in human services and 4 in environment.
- Nearly 46% of the total goal has been raised or committed to date.

Fairfield County

- There are 18 campaigns with 17 reporting goals of \$148 million; essentially unchanged from the 2010 combined goal.
- Of the total goal, 96.6% is for capital needs, 1.7% for endowment and 1.7% for other.
- Of the 18 campaigns, 4 are in arts and culture, 3 in education, 2 in health care, 7 in human services and 2 in environment.
- Nearly 45% of the total goal has been raised or committed to date.

Greater New Haven

- 8 active campaigns report goals of \$30.6 million; significantly less than the \$106.6 million goal of 2010.
- Of the total goal, 87% is for capital needs, 3% for endowment, and 10 for other.
- Of the 8 campaigns, 1 is in arts and culture, 4 in education and 3 in human services.
- 38% of the total goal has been raised or committed to date.

The Capital and Major Campaign reports are just one of several [research efforts](#) the Council conducts to measure philanthropic activities in Connecticut. Visit the Council's website, www.ctphilanthropy.org, for additional publications. The Connecticut Council for Philanthropy, a nonprofit association of grantmakers, is dedicated to strengthening and promoting philanthropy in Connecticut.