

2022-23 IMPACT REPORT

FUNDRAISING RESULTS FOR FISCAL YEAR 2022-23

Philanthropy has consistently played an integral role in Goucher College's success and advancement—from the foundational gifts from John Franklin and Mary Fisher Goucher to the support given by our generous alumnae/i and friends year after year. *Everyone who gives to our beloved college is a Goucher Philanthropist*, and we are deeply grateful for the commitment of our community which fuels our mission to provide an innovative, globally focused liberal arts education.

During Fiscal Year 2022-23, **more than 2,100 alumnae/i, students, parents, faculty, staff, and friends chose to be Goucher Philanthropists**. Together, we raised **more than \$20 million** in commitments last year. Your gifts empower academic innovation, provide critical financial aid to our students and professional development opportunities to our faculty, and enhance our campus infrastructure. I am pleased to share the following fundraising results report as an illustration of the impact of your generosity and our key achievements.

Last year also kicked off several milestone celebrations of programs and initiatives that define Goucher's mark in our broader communities. The Goucher College Poll and the Goucher Prison Education Program both marked their 10th anniversary. Our Master of Arts in Arts Administration Program honors its 25th year, and the nationally ranked Goucher Equestrian Program commemorates its 100th anniversary in 2023. These programs, like many other areas at Goucher, are powered by philanthropy like yours, and in turn, impact the communities we serve.

During FY23, we also attained a **momentous achievement of our [UNDAUNTED] Campaign—reaching \$96 million of our \$100 million goal**. This accomplishment builds upon our collective success and vision for the future of Goucher, one that is undaunted by the everchanging demands of society through developing the next generation of leaders, social changemakers and activists, and scientific and artistic pioneers. With your partnership, we are poised to build upon this success and continue one of the final initiatives of our campaign: **the construction of the new Science Innovation Center**. We hope you will consider supporting this exciting capital project for our students and faculty in the year ahead.

Goucher continues to be a place where our community members actualize their personal, educational, and professional goals, too. "Become who you're meant to be" is a statement that has rang true for generations of alumni, students, faculty, staff, and campus partners. With your support, Goucher is enabled to realize our potential, advance our mission, and define our future.

Thank you for being a Goucher Philanthropist.

Sincerely,



Michele Y. Ewing
Vice President for Advancement



UNDAUNTED

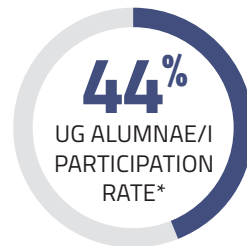
SAME SPIRIT.
NEW DETERMINATION.

\$96,596,500

TOTAL AMOUNT RAISED FOR THE [UNDAUNTED] CAMPAIGN

\$17,412,328

TOTAL SECURED FROM
COMMITMENTS IN FY23



5

GIFTS IN SUPPORT OF THE CONSTRUCTION OF THE
SCIENCE INNOVATION CENTER

4 NEW NAMED SPACES

IN THE SCIENCE INNOVATION CENTER

ESTABLISHMENT OF
CURRENT USE FUND
IN SUPPORT OF
COLLABORATIVE EXPERIENCES
IN THE
NATURAL SCIENCES

* Participation rate is determined by the number of undergraduate alumnae/i who have made at least one gift during the time of the campaign—7/1/2014 to 6/30/2023.

FY23 FUNDRAISING RESULTS



4,022

NUMBER OF GIFTS IN FY23



\$20,141,328

TOTAL SECURED FROM COMMITMENTS AND GRANTS

\$17,412,328

COMMITMENTS FROM
INDIVIDUALS AND ORGANIZATIONS

\$2,729,000

ADDITIONAL GRANTS FROM
FEDERAL AND STATE FUNDING



183

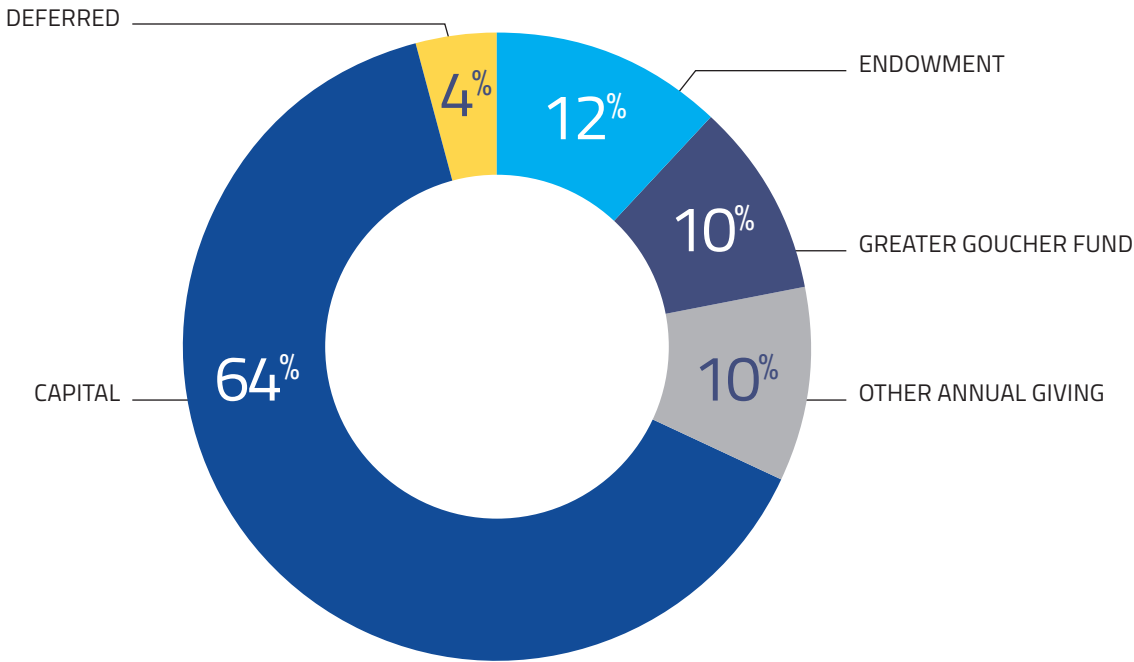
NUMBER OF
SUPPORTED FUNDS



\$13,467

PROVIDED FOR EMERGENCY
STUDENT FUNDS

VOLUNTARY SUPPORT BY PURPOSE



DONORS

364

NEW DONORS TO THE COLLEGE



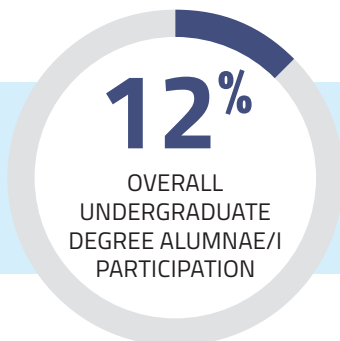
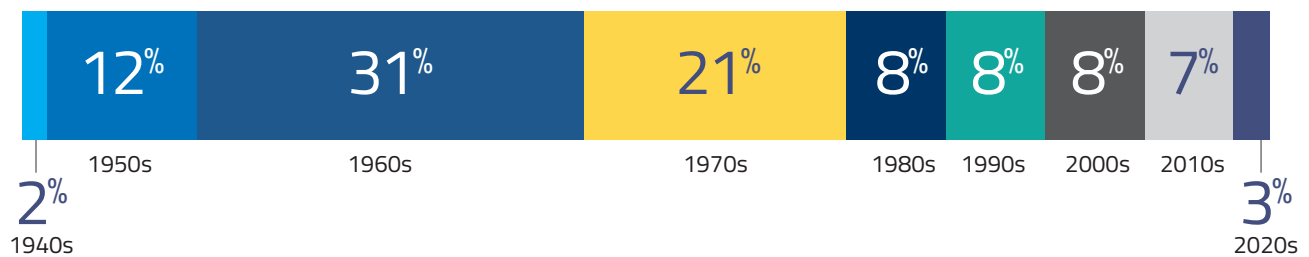
2,123

DONORS IN FY23

DONORS BY CONSTITUENCY



UNDERGRADUATE ALUMNAE/I PARTICIPATION BY DECADES



190

NUMBER OF ALUMNAE/I VOLUNTEERS

GREATER GOUCHER FUND



\$1,733,849

AMOUNT RAISED FOR THE GREATER GOUCHER FUND (GGF)



GGF RETENTION RATE
WAS 56% OF DONORS
FROM FY22
(858 DONORS)

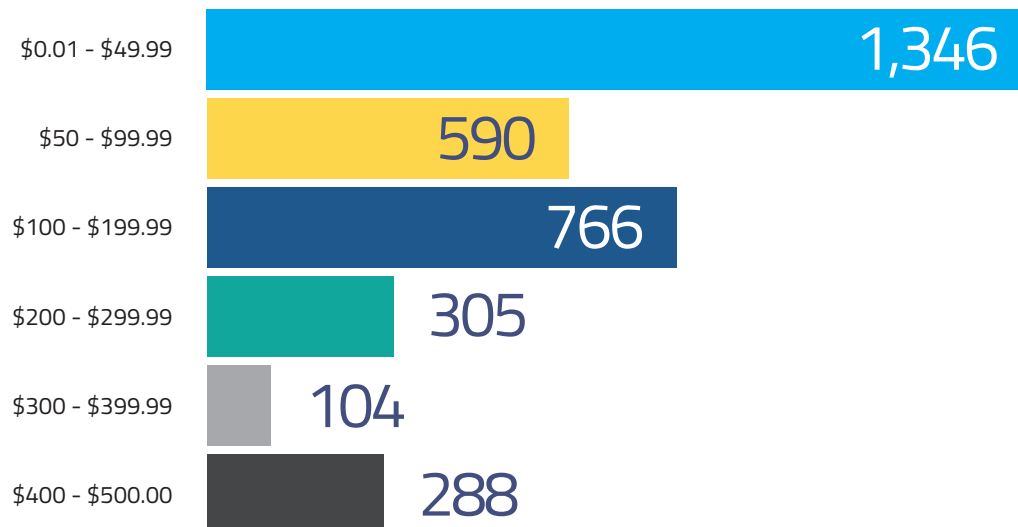


FY23 GGF RE-ENGAGED RATE
WAS 13% OF DONORS
FROM FY18-21
(335 DONORS)

THE LARGE IMPACT OF ANNUAL GIFTS



THE LARGE IMPACT OF GIFTS UNDER \$500



GIFTS AND PLEDGES BY CLASS FOR FY 2022-23

CLASS OF	# OF DONORS	# OF GOUCHER SOCIETY MEMBERS	GRAND TOTAL CLASS PARTICIPATION %	FY23 GGF TOTAL GIVEN	GRAND TOTAL CLASS AMOUNT IN FY23
1942	3	0	60%	\$125	\$125
1943	0	0	0%	\$0	\$0
1944	3	1	50%	\$4,186	\$14,186
1945	2	0	40%	\$0	\$10
1946	5	0	50%	\$17,100	\$17,100
1947	5	0	26%	\$300	\$26,679
1948	8	0	30%	\$625	\$625
1949	6	0	21%	\$1,600	\$1,625
1950	10	0	23%	\$625	\$661
1951	13	0	27%	\$22,409	\$22,409
1952	9	2	20%	\$6,215	\$8,023
1953	13	5	30%	\$43,885	\$48,885
1954	11	3	21%	\$8,500	\$18,600
1955	14	2	42%	\$6,188	\$9,088
1956	12	4	29%	\$10,953	\$11,503
1957	28	4	36%	\$20,026	\$26,236
1958	33	5	40%	\$28,478	\$41,833
1959	25	5	30%	\$20,975	\$23,260
1960	37	8	39%	\$21,478	\$36,116
1961	46	3	42%	\$30,233	\$36,488
1962	43	6	35%	\$53,131	\$57,126
1963	51	8	53%	\$47,605	\$48,145
1964	35	11	29%	\$19,030	\$110,968
1965	62	4	45%	\$11,882	\$59,892
1966	50	12	31%	\$50,701	\$145,753
1967	67	8	42%	\$90,064	\$192,934
1968	53	14	25%	\$68,573	\$305,878
1969	47	11	26%	\$42,410	\$74,395
1970	41	8	23%	\$36,236	\$10,047,681
1971	36	8	19%	\$40,275	\$67,032
1972	24	8	12%	\$64,105	\$194,431

CLASS OF	# OF DONORS	# OF GOUCHER SOCIETY MEMBERS	GRAND TOTAL CLASS PARTICIPATION %	FY23 GGF TOTAL GIVEN	GRAND TOTAL CLASS AMOUNT IN FY23
1973	63	16	18%	\$190,101	\$378,721
1974	34	8	11%	\$20,295	\$288,745
1975	23	3	13%	\$14,795	\$19,121
1976	22	1	11%	\$5,389	\$7,232
1977	21	3	13%	\$35,316	\$36,446
1978	51	5	29%	\$36,237	\$46,538
1979	22	3	13%	\$4,630	\$20,640
1980	22	1	15%	\$5,025	\$6,250
1981	20	4	10%	\$39,795	\$40,625
1982	14	1	7%	\$4,120	\$7,230
1983	37	4	21%	\$36,715	\$1,040,850
1984	10	1	8%	\$1,081	\$6,555
1985	4	1	3%	\$225	\$60,385
1986	14	3	9%	\$8,607	\$9,877
1987	5	0	3%	\$1,560	\$1,560
1988	11	1	10%	\$3,435	\$3,855
1989	6	0	4%	\$965	\$1,800
1990	4	0	3%	\$1,300	\$1,300
1991	14	2	7%	\$28,701	\$1,029,361
1992	5	2	3%	\$1,080	\$3,635
1993	20	4	11%	\$5,326	\$8,686
1994	9	4	7%	\$3,850	\$7,066
1995	19	2	9%	\$4,083	\$6,507
1996	14	0	8%	\$740	\$3,688
1997	14	2	7%	\$26,136	\$27,931
1998	12	1	3%	\$2,872	\$3,267
1999	4	1	2%	\$2,035	\$2,135
2000	5	0	2%	\$320	\$470
2001	18	1	7%	\$7,550	\$9,123
2002	8	2	4%	\$2,950	\$3,570
2003	25	2	11%	\$10,566	\$11,836
2004	10	0	3%	\$135	\$1,388

CLASS OF	# OF DONORS	# OF GOUCHER SOCIETY MEMBERS	GRAND TOTAL CLASS PARTICIPATION %	FY23 GGF TOTAL GIVEN	GRAND TOTAL CLASS AMOUNT IN FY23
2005	9	1	4%	\$1,310	\$5,920
2006	12	2	5%	\$1,131	\$10,121
2007	7	1	3%	\$600	\$46,010
2008	18	0	6%	\$1,260	\$5,150
2009	6	0	2%	\$496	\$2,576
2010	9	0	3%	\$910	\$1,885
2011	9	0	3%	\$250	\$2,125
2012	9	0	3%	\$410	\$1,932
2013	11	1	3%	\$298	\$808
2014	10	3	3%	\$600	\$6,150
2015	10	4	4%	\$2,628	\$4,201
2016	15	2	4%	\$399	\$1,559
2017	15	3	3%	\$905	\$2,740
2018	11	3	3%	\$220	\$1,080
2019	10	2	2%	\$252	\$422
2020	6	1	1%	\$30	\$300
2021	4	3	1%	\$143	\$403
2022	12	1	5%	\$105	\$450
Total	1,588	248	12%	\$1,293,244	\$14,855,861

GRADUATE PROGRAMS ALUMNAE/I*	# OF DONORS	# OF GOUCHER SOCIETY MEMBERS	GRAND TOTAL CLASS PARTICIPATION %	FY23 GGF TOTAL GIVEN	GRAND TOTAL CLASS AMOUNT IN FY23
	53	3	1%	\$7,451	\$17,950

* Graduate program alumnae/i count only includes those that hold ONLY a graduate degree from Goucher College and does *not* include those with dual degrees (UG and GR degrees). Dual degree alumnae/i (UG and GR degrees) from Goucher College are included in the undergraduate class listing.