

2023-24 IMPACT REPORT

BUILDING A STRONG FUTURE TOGETHER: GOUCHER'S FINANCIAL OVERVIEW FOR FY24

Philanthropy has consistently played an integral role in Goucher College's success and advancement. Thanks to the extraordinary support of our alumnae/i, parents, and friends, Goucher College stands on a foundation of financial strength and optimism. With our endowment of \$293 million—which has grown by \$100 million over the past four years—we are fortunate to be among a select group of small liberal arts colleges with such robust resources. This puts us in good company, enhancing our ability to remain competitive with our peers while securing the future of our institution.

In FY24, we were the beneficiaries of a truly transformational \$55 million gift to the endowment from the estate of Ms. Anica Rawnsley, whose generosity and belief in Goucher's mission will forever be a part of our story. Gifts of this magnitude are rare and extraordinary. They provide remarkable opportunities for growth and innovation, helping us fulfill our mission in profound ways.

Our endowment continues to be a vital asset, supporting key initiatives that stabilize operations, particularly during turbulent times like the pandemic. It enables us to fund endowed professorships that attract and retain world-class faculty, and it provides essential scholarships that ensure access and affordability for our students. As a significant portion of our student body are first-generation students or Pell Grant recipients, this financial aid is critical to helping them complete their education and thrive.

While Ms. Rawnsley's gift is a landmark moment, the reality is that 93% of our funding comes from our community of 23,000+ alumnae/i. It is this sustained, collective generosity—both large and small—that creates stability and builds sustainability year over year. Each gift matters, and together they make it possible for Goucher to deliver transformative experiences for students while ensuring financial security.

Goucher College received more than 4,700 gifts from alumnae/i and friends, supporting more than 170 funds. Whether giving to the [UNDAUNTED] campaign, the Greater Goucher Fund, Blue & Gold, or any of the important initiatives at Goucher, your gift supports our students and strengthens the foundation of our community.

In the last year, through the inspiring support of dedicated alumnae/i, we have been focused on securing the remaining funds needed to start construction on the Judy C. Lewent Science Innovation Center in the spring of 2025. This new center will elevate science education at Goucher to the next level, attracting both students and faculty engaged in research opportunities and exploration in the worlds of biology, chemistry, biochemistry, neuroscience, and more. It will also dramatically enhance the teaching facilities available to the students enrolled in our top-ranked Post-Baccalaureate Premedical Program.

Looking ahead, while our financial outlook is strong, we must continue to diversify our revenue streams to secure significant gains and future-proof the college.

Thank you for your continued investment in Goucher College. Together, we are building a future of boundless possibility—one gift, one connection, and one shared success at a time.

Sincerely,



Michele Y. Ewing
Vice President for Advancement



UNDAUNTED

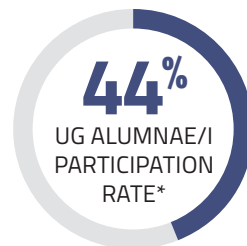
SAME SPIRIT.
NEW DETERMINATION.

\$140,779,756

TOTAL AMOUNT RAISED FOR THE [UNDAUNTED] CAMPAIGN

\$44,252,206

TOTAL AMOUNT RAISED IN FY24
FOR THE [UNDAUNTED] CAMPAIGN



7
NEW
NAMED SPACES

IN THE SCIENCE INNOVATION CENTER
DURING FY24

3
NEW
ENDOWED
SCHOLARSHIPS

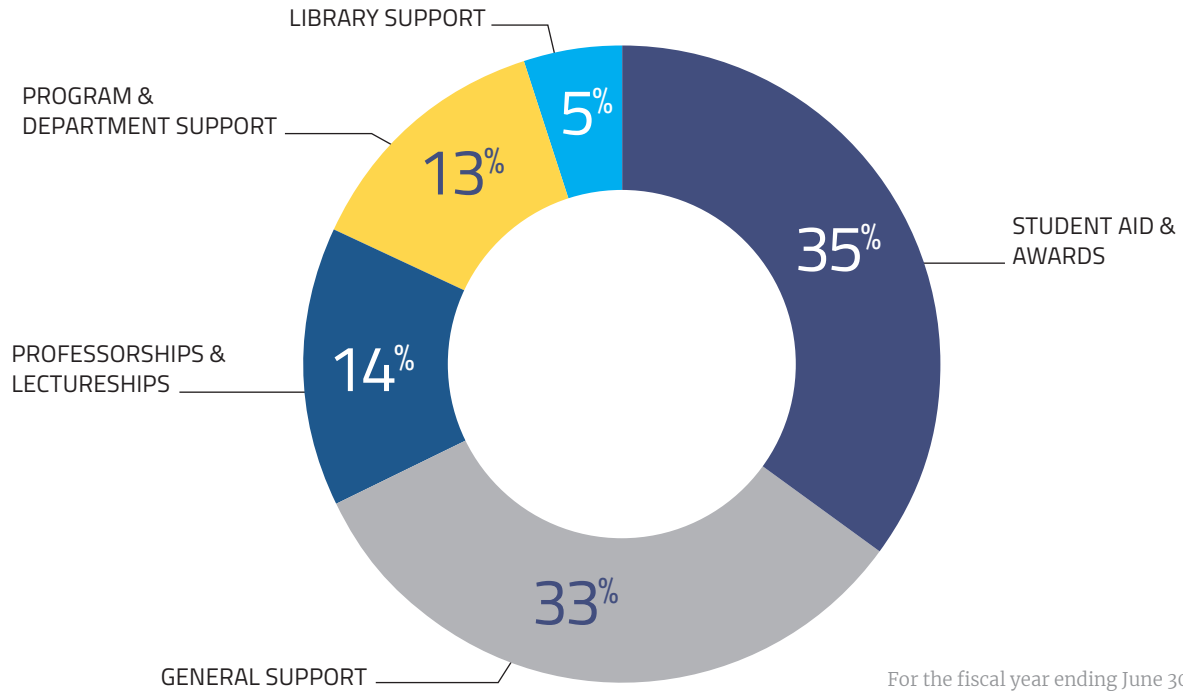
IN FY24

\$55 MILLION

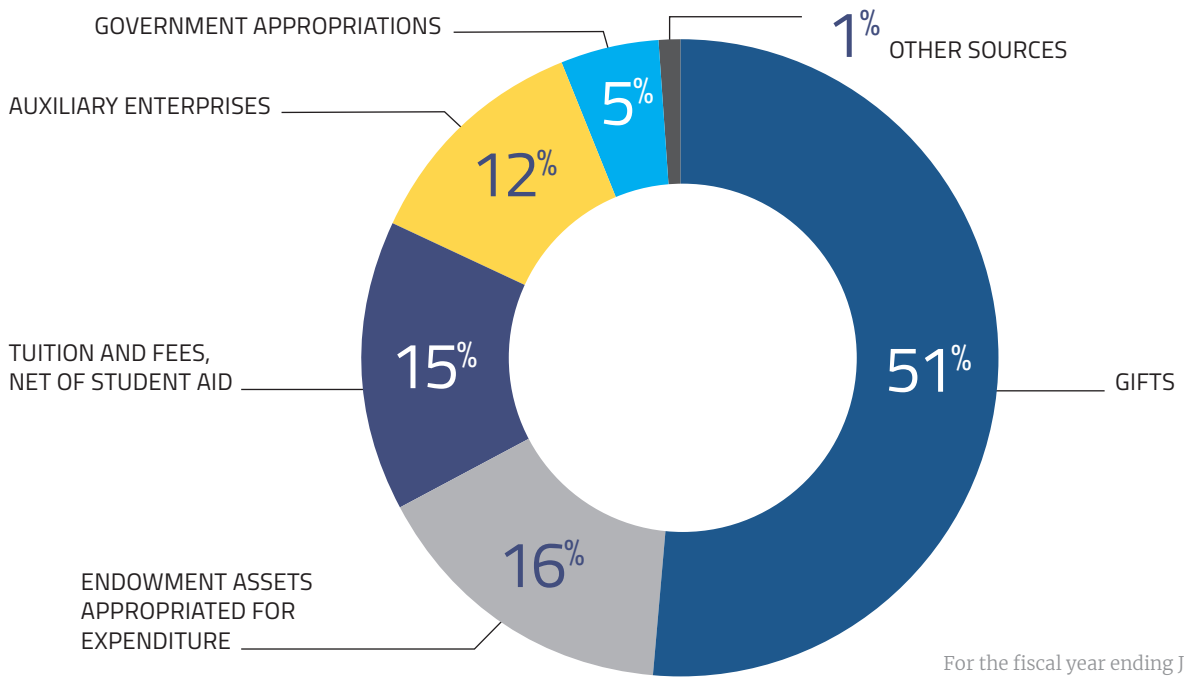
the largest gift in Goucher's history, was committed
as a legacy gift by alumna **Anica Donnan Rawnsley '51**
to support scholarships for future generations.

* 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 6/30/2024.

FY24 ENDOWMENT BY PURPOSE



FY24 TOTAL REVENUE (\$120 MILLION)



FY24 FUNDRAISING RESULTS



4,781

NUMBER OF GIFTS IN FY24



\$44,702,926

TOTAL SECURED FROM COMMITMENTS AND GRANTS

\$1,753,958

RAISED FOR THE
GREATER GOUCHER FUND (GGF)

\$450,720

ADDITIONAL GRANTS FROM
FEDERAL AND STATE FUNDING



171

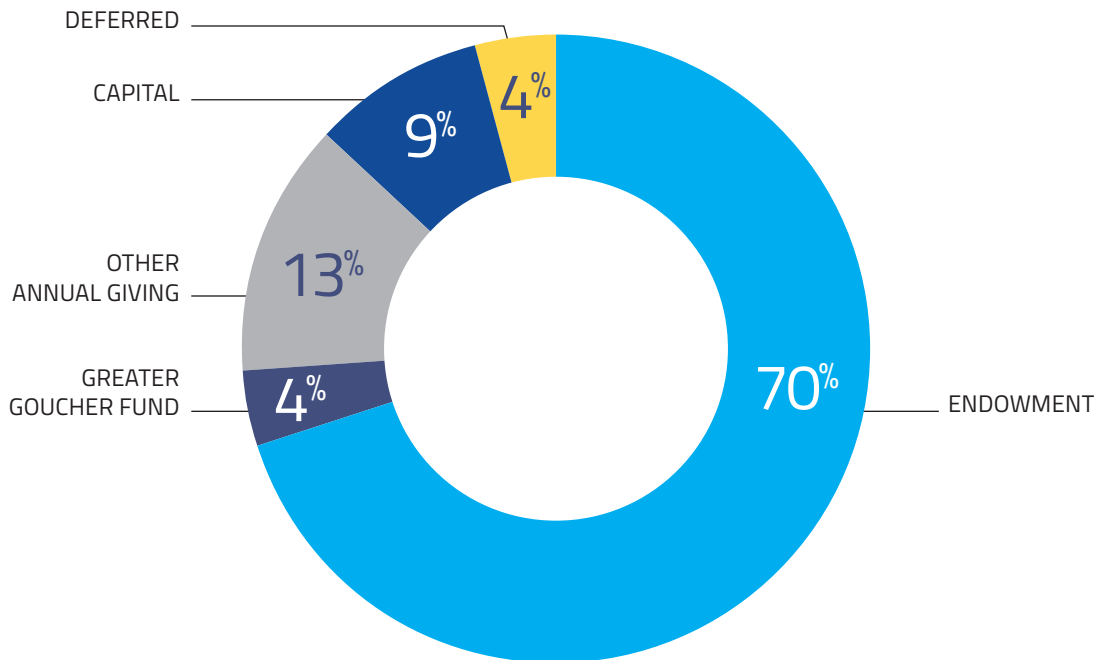
NUMBER OF
SUPPORTED FUNDS



\$8,618

PROVIDED FOR EMERGENCY
STUDENT FUNDS

VOLUNTARY SUPPORT BY PURPOSE



DONORS

336

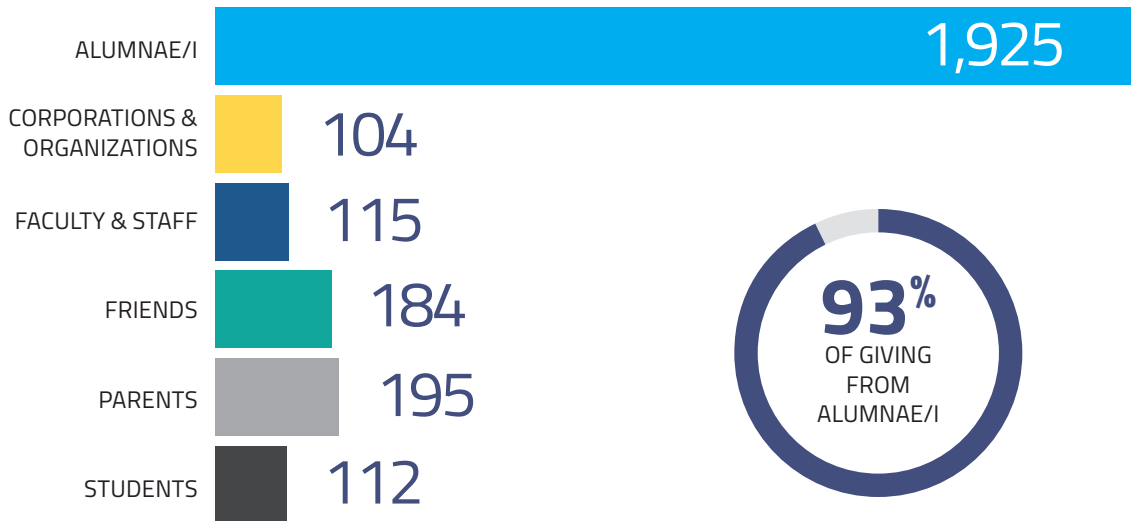
NEW DONORS TO THE COLLEGE



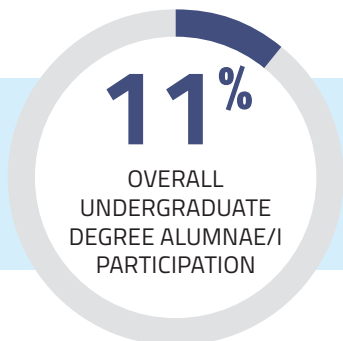
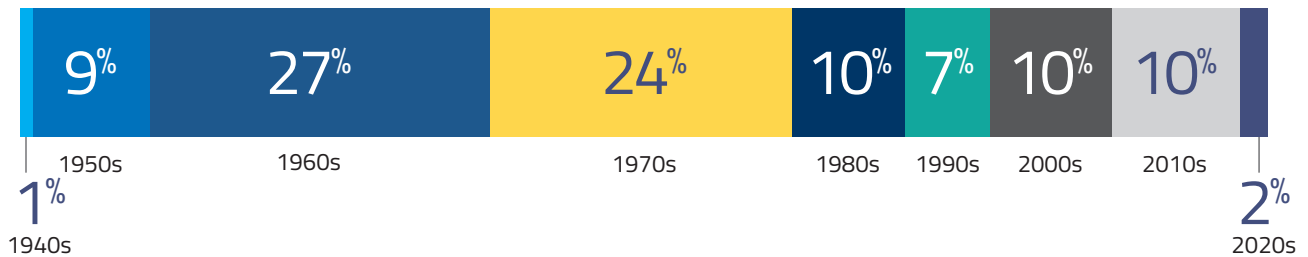
2,635

DONORS IN FY24

DONORS BY CONSTITUENCY



UNDERGRADUATE ALUMNAE/I PARTICIPATION BY DECADES



193

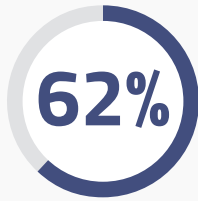
NUMBER OF ALUMNAE/I VOLUNTEERS

GREATER GOUCHER FUND

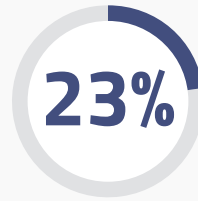


\$1,753,958

AMOUNT RAISED FOR THE GREATER GOUCHER FUND (GGF)

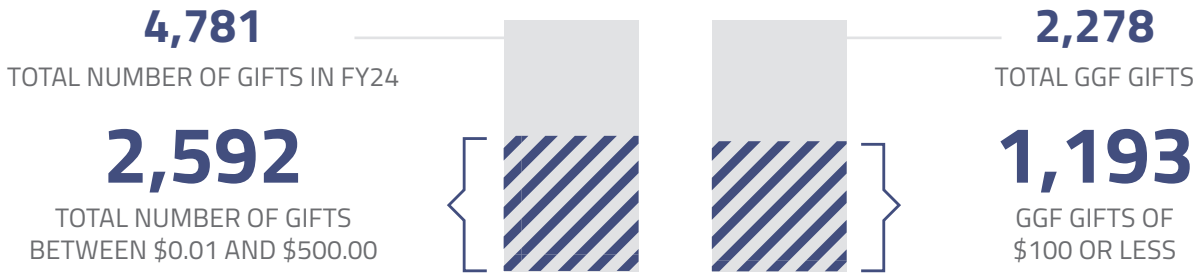


FY24 GGF RETENTION RATE FROM FY23
(1,260 GGF DONORS)

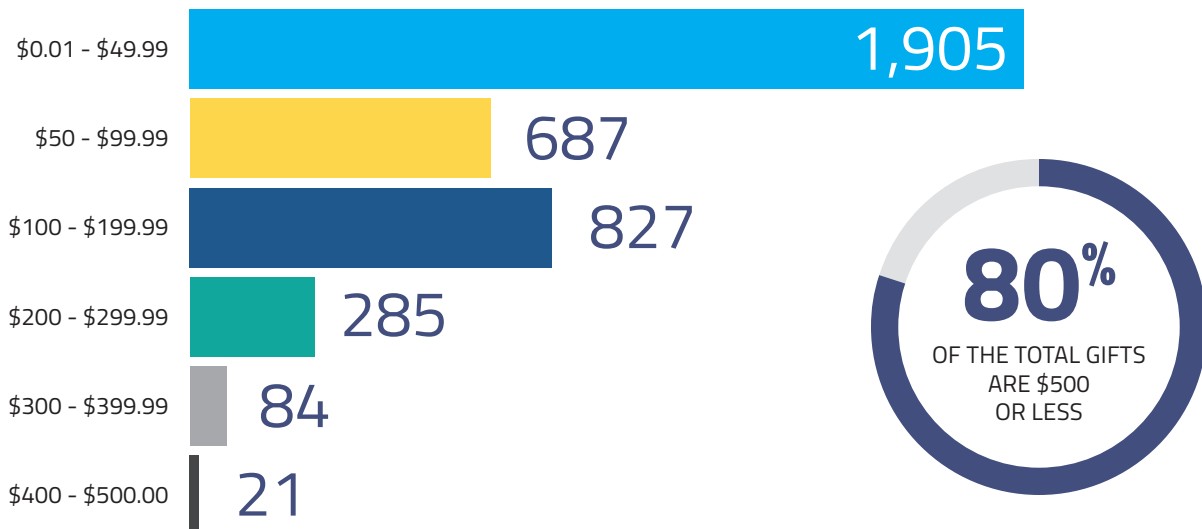


FY24 GGF REENGAGED RATE FROM FY20-FY22
(335 DONORS)

THE LARGE IMPACT OF ANNUAL GIFTS



THE LARGE IMPACT OF GIFTS UNDER \$500



GIFTS AND PLEDGES BY CLASS FOR FY 2023-24

CLASS OF	# OF DONORS	# OF GOUCHER SOCIETY MEMBERS	GRAND TOTAL CLASS PARTICIPATION %	FY24 GGF TOTAL GIVEN	GRAND TOTAL CLASS AMOUNT IN FY24
1942	3	1	60%	\$175	\$175
1943	0	1	0%	\$0	\$0
1944	2	1	50%	\$2,294	\$2,294
1945	4	2	40%	\$100	\$4,469
1946	2	2	50%	\$10,100	\$10,100
1947	4	0	26%	\$300	\$1,800
1948	2	0	30%	\$150	\$150
1949	5	0	21%	\$1,315	\$1,365
1950	5	0	23%	\$1,450	\$1,486
1951	9	4	27%	\$2,250	\$34,002,250
1952	3	1	20%	\$1,100	\$1,100
1953	5	3	30%	\$32,600	\$37,600
1954	14	4	21%	\$6,810	\$307,410
1955	18	3	42%	\$51,015	\$453,296
1956	12	4	29%	\$7,470	\$9,655
1957	26	6	36%	\$18,179	\$51,579
1958	27	9	40%	\$28,978	\$669,157
1959	34	6	30%	\$21,880	\$23,330
1960	33	6	39%	\$18,955	\$87,122
1961	45	10	42%	\$22,840	\$164,033
1962	41	9	35%	\$49,285	\$152,633
1963	24	10	53%	\$42,085	\$44,110
1964	62	11	29%	\$22,996	\$67,399
1965	37	5	45%	\$8,879	\$1,022,279
1966	64	16	31%	\$51,414	\$182,129
1967	56	9	42%	\$71,264	\$1,177,689
1968	78	20	25%	\$76,250	\$283,730
1969	90	11	26%	\$42,060	\$163,036
1970	60	7	23%	\$114,422	\$127,283
1971	55	6	19%	\$65,399	\$435,257
1972	56	13	12%	\$29,590	\$175,770

CLASS OF	# OF DONORS	# OF GOUCHER SOCIETY MEMBERS	GRAND TOTAL CLASS PARTICIPATION %	FY24 GGF TOTAL GIVEN	GRAND TOTAL CLASS AMOUNT IN FY24
1973	88	25	18%	\$171,422	\$1,581,818
1974	90	8	11%	\$97,359	\$336,112
1975	25	30	13%	\$12,500	\$17,359
1976	26	3	11%	\$4,220	\$136,170
1977	27	3	13%	\$32,036	\$34,786
1978	32	8	29%	\$13,796	\$20,226
1979	38	4	13%	\$7,166	\$13,601
1980	27	2	15%	\$7,245	\$8,112
1981	44	5	10%	\$63,523	\$64,858
1982	38	2	7%	\$3,270	\$33,420
1983	77	12	21%	\$35,105	\$242,609
1984	73	4	8%	\$3,130	\$113,802
1985	11	1	3%	\$775	\$102,135
1986	24	7	9%	\$16,105	\$16,298
1987	9	0	3%	\$1,550	\$1,850
1988	11	2	10%	\$3,125	\$3,875
1989	29	0	4%	\$2,084	\$4,149
1990	5	1	3%	\$10,700	\$10,800
1991	29	3	7%	\$28,215	\$28,515
1992	8	1	3%	\$125	\$299
1993	8	5	11%	\$3,100	\$5,006
1994	20	4	7%	\$11,650	\$30,251
1995	34	4	9%	\$2,915	\$8,504
1996	17	2	8%	\$3,236	\$4,571
1997	11	2	7%	\$1,200	\$1,976
1998	10	1	3%	\$10,585	\$10,765
1999	8	0	2%	\$1,600	\$2,300
2000	10	0	2%	\$550	\$1,225
2001	80	0	7%	\$6,259	\$8,517
2002	29	4	4%	\$2,960	\$4,475
2003	71	4	11%	\$8,938	\$16,037
2004	43	0	3%	\$1,588	\$2,685

CLASS OF	# OF DONORS	# OF GOUCHER SOCIETY MEMBERS	GRAND TOTAL CLASS PARTICIPATION %	FY24 GGF TOTAL GIVEN	GRAND TOTAL CLASS AMOUNT IN FY24
2005	13	1	4%	\$350	\$6,836
2006	71	0	5%	\$2,081	\$4,449
2007	18	2	3%	\$2,675	\$3,285
2008	52	0	6%	\$1,050	\$6,240
2009	27	0	2%	\$708	\$2,633
2010	27	2	3%	\$5,100	\$8,785
2011	32	0	3%	\$425	\$3,903
2012	36	1	3%	\$310	\$6,225
2013	5	0	3%	\$50	\$435
2014	37	1	3%	\$868	\$4,170
2015	68	1	4%	\$2,793	\$5,362
2016	39	1	4%	\$339	\$2,484
2017	31	0	3%	\$610	\$2,170
2018	21	0	3%	\$500	\$1,330
2019	15	0	2%	\$843	\$983
2020	11	0	1%	\$210	\$1,120
2021	21	0	1%	\$288	\$603
2022	13	0	5%	\$35	\$210
2023	11	2	1%	\$185	\$460
Graduate Program Alumnae/i	42	1	NA	\$1,215	\$8,311
Total	2,518	339	11.0%	\$1,390,271	\$42,596,786

* 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.