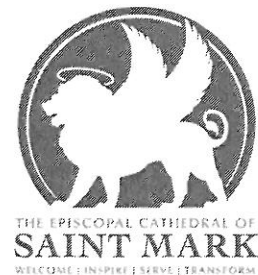


Final Report: January 30, 2010
Annual Pledge Campaigns
 (2009, 2010, and 2011 Campaigns)



| Categories | 2009 | 2010 | 2011 |
|-------------------|-------------|-------------|-------------|
| Number of pledges | 521 | 507 | 504 |
| Amount pledged | \$1,159,215 | \$1,174,725 | \$1,080,974 |
| Average pledge | \$2,225 | \$2,317 | \$2,153 |
| Median pledge | \$1,200 | \$1,200 | \$1,200 |

| Compared to the previous year | 2009 | 2010 | 2011 |
|-------------------------------|-------------|-----------|------------|
| Pledges increased | 186 | 174 | 183 |
| Amount of increase | \$208,229 | \$133,196 | \$133,011 |
| Pledges unchanged | 96 | 145 | 144 |
| Amount unchanged | \$172,310 | \$313,700 | \$241,280 |
| Pledges decreased | 95 | 103 | 80 |
| Amount of decrease | \$93,939 | \$106,338 | \$143,508 |
| New pledges | 144 | 85 | 97 |
| Amount of new pledges | \$143,138 | \$74,529 | \$75,865 |
| Pledges not renewed | 161 | 97 | 100 |
| Amount not renewed | \$286,942 | \$97,730 | \$131,169 |
| Pledges after campaign | 8 | 17 | 18 |
| Pledged after campaign | \$5,650 | \$12,900 | \$16,060 |
| Change in amount | (\$167,662) | \$15,409 | (\$93,751) |
| Percentage change | (14%) | 1.3% | (8%) |

| Pledges written off or unfulfilled | 2009 | 2010 | 2011 |
|------------------------------------|-------------|--------------|---------|
| Number of pledges | 110* | 134 | 2 |
| Amount written off | 30/\$22,260 | 12/\$18,799 | \$3,600 |
| Amount unfulfilled | 84/\$39,283 | 122/\$73,802 | 0 |

| Match Programs | 2009 | 2010 | 2011 |
|----------------------|----------|----------|----------|
| Match available | \$35,000 | \$40,000 | \$62,450 |
| Pledges matched | 83 | 72 | 97 |
| Pledge total matched | \$90,913 | \$65,404 | \$75,865 |
| Amount of match used | \$30,509 | \$40,000 | \$54,379 |

| Pledge Ranges | 2010 Pledges | | | 2011 Pledges | | |
|---------------------|-------------------|--------------|------------------|-------------------|--------------|------------------|
| | Number of Pledges | Total Amount | Percent of Total | Number of Pledges | Total Amount | Percent of Total |
| \$1 - \$499 | 111 | \$22,675 | 2% | 113 | \$21,954 | 2% |
| \$500 - \$999 | 91 | \$57,390 | 5% | 90 | \$57,740 | 5% |
| \$1,000 - \$4,999 | 240 | \$488,591 | 42% | 241 | \$477,586 | 44% |
| \$5,000 - \$9,999 | 44 | \$260,528 | 22% | 43 | \$264,384 | 24% |
| \$10,000 - \$19,999 | 15 | \$197,440 | 17% | 14 | \$174,310 | 16% |
| \$20,000 and above | 5 | \$148,000 | 12% | 3 | \$85,000 | 8% |

* The detail totals **114** pledges because four households requested a partial write-off, but could not pay the reduced amount.