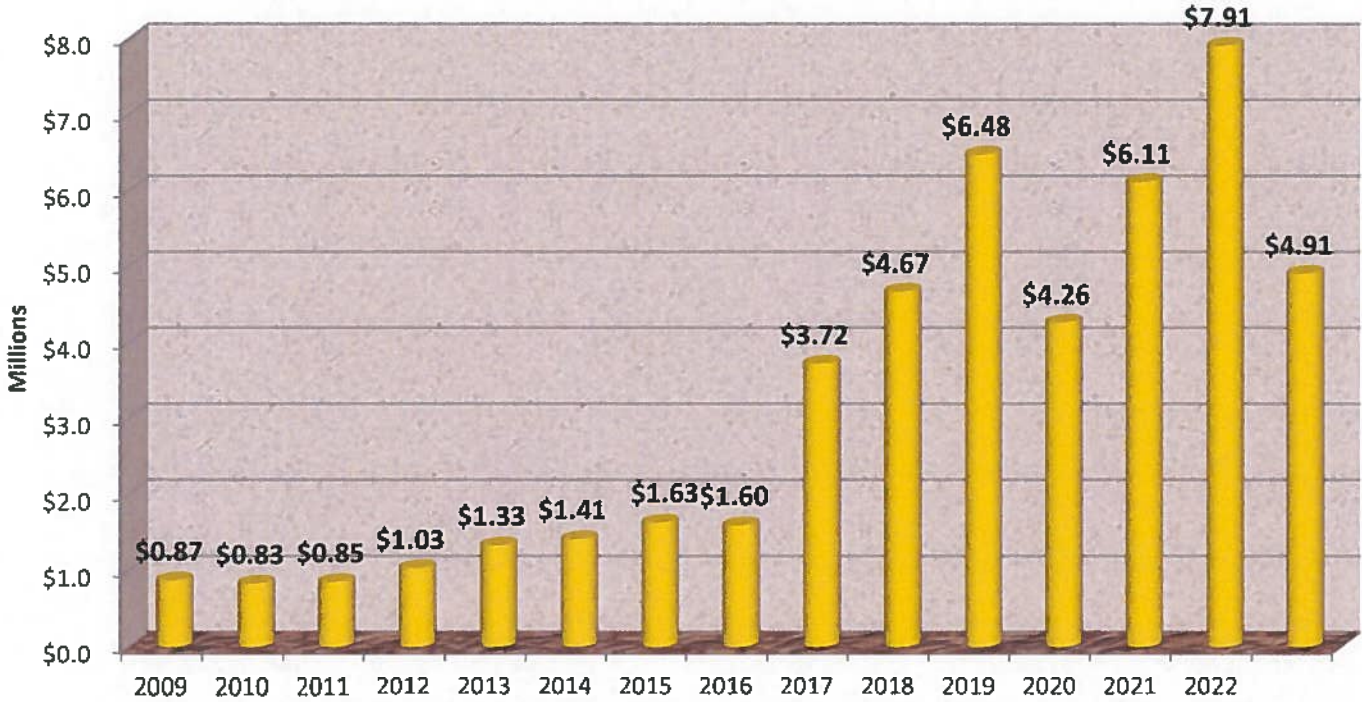


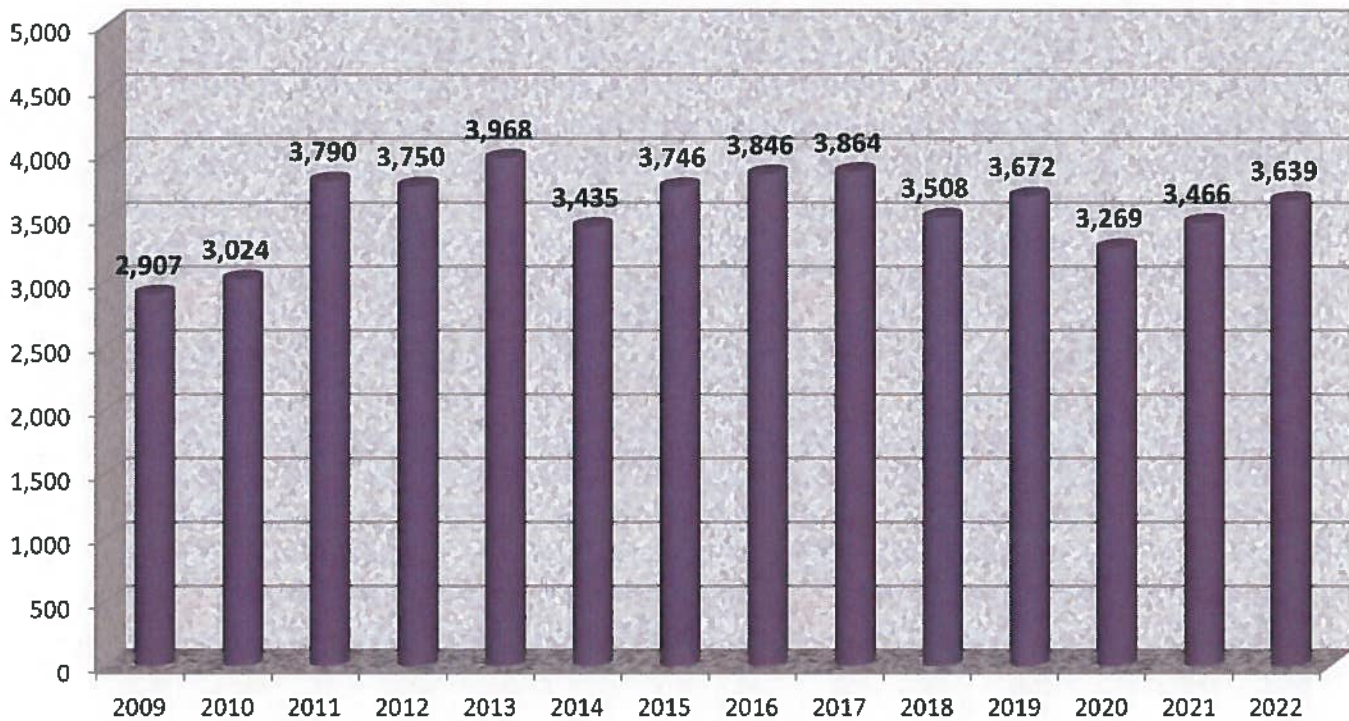
Olivet Nazarene University *Annual Fund*

15 Year Comparison

Total Amount Received



Total Number of Donors



Calendar Years

2022 Annual Fund Interesting Statistics

516 Donors gave more in 2022 than any other year in their lifetime

1,024 New Annual Fund Donors in 2022

\$1,000 Donors to the Annual Fund

452 \$1,000 donors to the Annual Fund (Counting 1 per household)

44 Donors Gave at least \$1,000 in 2022 for first time in their lifetime

25 New donors to ONU whose first gift was \$1,000 or more

148 \$1,000 donors from 2021 did NOT give a leadership level gift in 2022

		# Donors (1 per Household)		
<i>52% of 3,121 are Alumni</i> <i>67% Alum donors in 2018</i> <i>72% Alum donors in 2012</i>		32.8%	1,024	New
		18.3%	570	Renewed LAPSED Donors
		18.4%	573	Increase Gift over 2020
	Renew from 2021	14.5%	453	Decrease Gift from 2020
		16.1%	501	Same Gift Amount as 2020
50.2%	1,566		3,121	Total (1 per household)

Lifetime Yrs # Donors	Consecutive Yrs # Donors	# of Years
168	32	30 or more yrs
444	177	20 to 29 yrs
506	263	10 to 19 yrs
483	346	5 to 9 yrs
1,520	2,303	1 to 4 yrs
3,121	3,121	

Donors beginning to give more directed gifts

2019 #Gifts	2022 #Gifts	Fund
(69%) 3,955	(55%) 3,315	Gifts Unrestricted (or loosely restricted)
(12%) 664	(28%) 1,683	University Restricted Gifts
(2.9%) 165	(6.2%) 377	Gifts to an Academic Department
(5%) 287	(18%) 1,090	Gifts to general Athletics or to a specific Athletic Sport
(19%) 1,084	(17%) 1,035	Gifts to the ONU Foundation

2022 Analysis of Donors in Assigned Portfolios

114 Donors in portfolios gave more in 2022 than any other year in their lifetime

Donor Count	
6	New Donors in 2022
75	2022 Donors who didn't give in 2021 but gave prior
203	Donors who Increased their giving over 2021
161	Donors who gave same amount in 2021 and 2022
198	Donors who Decreased their gift in 2022 vs 2021
<hr/>	
643	Total number of 2022 Donors in portfolios
<hr/>	
153	LYBUNTs (Why?: Inflation, Stock Market, etc?)
208	LongLapsed
31	Have never yet donated to Olivet
<hr/>	
392	Total Number of 2022 Non-Donors in portfolios
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1,035	Number currently assigned in portfolios

Calendar Year	2018	2019	2020	2021	2022
Num. of donors giving at least \$1k	314	369	392	412	398

Donor Count	
317	Also gave a \$1k+ gift last year in 2021 (Renew)
56	Gave a \$1k+ gift prior to 2021 but not in 2021
19	Prior donors whose first \$1,000+ gift was in 2022
6	New donors to Olivet whose first gift was \$1,000+
<hr/>	
398	Number of Assigned Donors who gave \$1,000+ gift in 2022
<hr/>	
95	Gave \$1,000 in 2021 but not in 2022
241	Gave \$1,000 prior to 2021 but not in 2022
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336	Total Previous \$1,000 Donors
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734	Total number of assigned donors who have ever give \$1,000+

BREAKING NEWS!

This is our second year at ONU. We kicked off the Quiet Phase of a \$65M campaign on August 1, 2022. We just nudged over \$40M in cash and pledges. 62% of goal in 6.4 months, all we can say is, "God is Good! Jehovah Jireh is our Provider!"