

Institutional Advancement

Institutional Advancement undertakes all fund-raising tasks for the University of Pittsburgh, as well as maintaining active involvement with alumni around the world. The impact of Institutional Advancement reaches beyond the traditional development services to advance the University of Pittsburgh in coordination with the needs of the students and faculty of the University's many schools and programs. By seeking essential funds for the University's future from foundations, corporations, alumni, and friends, Institutional Advancement facilitates the University's objectives for the growth and enhancement of its educational resources.

In fiscal year 2001, the University's advancement programs raised \$88.7 million in contributions from private sources. Of this total, alumni gave over \$18.4 million (21 percent), corporations gave \$20.4 million (23 percent), and foundations gave \$31.2 million (35 percent). Other individuals and other groups and sources gave \$18.7 million (21 percent).

Institutional Advancement's 120 staff members, 40 of whom are directly engaged in fund-raising, also promote and mobilize volunteer activities in support of fund raising, coordinate alumni advocacy efforts, and perform other functions to support the University's mission. Organizations under the direction of Institutional Advancement include the Pitt Ambassadors, the University's major outreach effort to businesses in the region, and the Blue and Gold Society, an organization of outstanding student leaders who represent the University at alumni and community events.

Through the Office of Alumni Relations and the University of Pittsburgh Alumni Association, Institutional Advancement promotes mutually productive relationships between the University and its alumni, who number more than 195,000 and who reside in all 50 states, the District of Columbia, three U.S. territories, and in 160 foreign countries. Alumni Relations seeks to involve increasing numbers of alumni with the University by fostering

their continued connection with Pitt after graduation. Institutional Advancement solicits guidance from University alumni and organizes alumni efforts to advance the University. The Alumni Association charters a growing number of Pitt alumni clubs, works to influence government offices to fund and nurture higher education, and assists the University in its efforts to attract and support high-caliber students. Alumni continue to be the main link between the University's past and its future.

Institutional Advancement's Planned Giving department assists friends and alumni in planning major contributions to the University. These contributions can be made through gifts of life insurance, through life income gifts, or through a number of other donor-friendly options.

The staff of Corporate and Foundation Relations act as liaisons between individuals at the University — faculty and various other departmental personnel — and individuals from local, national, and international corporations and foundations. The purpose of this effort is to connect University funding needs with the philanthropic interests of donor organizations. In addition, the University participates in a corporate matching gift program in which numerous corporations match eligible gifts made to the University by their employees.

Activities held in the Heinz Memorial Chapel are administered through Institutional Advancement. The Gothic chapel is famous for its magnificent stained glass windows. A focal point of campus life for students, faculty, staff, and alumni, the Chapel provides a place for worship services, concerts, lectures, memorial services, weddings, and individual reflection and meditation.

The Office of Special Events, also under Institutional Advancement, coordinates all University-wide special programs, bringing professional expertise to the many events held annually at the University.

Source: Institutional Advancement, August 2001.