

Institutional Advancement

The mission of the Office of Institutional Advancement is to “Inform and Involve to Inspire Investment.” To achieve this mission, Institutional Advancement seeks to inform alumni and friends about the University through personal visits, coordinated events, targeted communications, and stewardship activities; to involve alumni and friends in the life of the University; and to inspire alumni and friends to help shape the University’s future through their investment of philanthropic gifts.

In fiscal year 2002, more than one year early, the University surpassed the \$500 million goal of its six-year “Discover a World of Possibilities” fund-raising campaign. A campaign extension was subsequently announced, increasing the goal to \$1 billion. With \$517 million in gifts and pledges at the fiscal year’s end, Pitt’s campaign is not only the most successful in the 215-year history of the University, but is also the largest in the history of southwestern Pennsylvania.

The University acquired in excess of \$75 million in outright gifts from private sources in fiscal year 2002. Of this total, alumni gave \$13.3 million (18 percent), corporations gave nearly \$12 million (16 percent), and foundations gave \$30.3 million (40 percent). Other individuals and other groups and sources gave nearly \$20 million (26 percent).

Institutional Advancement’s 150 staff members 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. One important fund-raising program is the Annual Fund, which provides potential donors with opportunities to support the University at every dollar level. From small donations to help fund day-to-day operations to large gifts to endow entire programs, the generous support of devoted Pitt alumni, friends, parents, faculty, and staff is critical to Pitt’s mission. In fiscal year 2002, more than 30,000 donors made gifts to the University’s Annual Fund, making it the most successful in its history.

Institutional Advancement’s Planned Giving department assists friends and alumni in arranging charitable gifts that are executed over an extended period of time or at some point in the future. These contributions, which may provide powerful tax benefits and sources of income to donors, can be

made through gifts of life insurance, life income gifts, and a number of other donor-friendly options.

Members of 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 through which numerous corporations match eligible gifts made to the University by their employees.

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 209,000 and who reside in all 50 states, the District of Columbia, three U.S. territories, and in 160 foreign countries. Alumni Relations seeks to foster the continued connection of alumni with Pitt after graduation, because alumni are the main link between the University’s past and its future. The Alumni Association charters a growing number of Pitt Alumni clubs, works to influence government office to fund and nurture higher education, and assists the University in its efforts to attract and support high-caliber students. Additionally, Alumni Relations directs the Blue and Gold Society, an organization of out-standing student leaders who represent the University at alumni and community events.

Activities held in the Heinz Memorial Chapel are administered through Institutional Advancement. This 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 is another of Institutional Advancement’s departments. This office coordinates all University-wide special programs, bringing professional expertise to the many events held annually at the University.

Source: Institutional Advancement, October 2002.