

Fund Raising for Athletics in 6 Major Conferences

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Athletics donations play a crucial role in big-time college sports. Fifty-five of the 73 colleges in the six major conferences responded to a Chronicle survey conducted over the past three months. Those responding reported they had raised a total of \$1.1-billion in cash donations for athletics in 2007-8. With annual contributions expected to decline in the recession, many programs are putting more emphasis on endowment gifts to help pay for rising costs.

Atlantic Coast Conference

Conference and Institution	2007-8 Donations						Endowment			
	Athletics donations	Overall rank in athletics donations	Gifts for Priority seating	Gifts for Luxury suites	Gifts for Facilities	Gifts for Endowment	Campaign goal	Amount raised*	Endowment value, 2003	Endowment value, 2008
Boston College	\$21,000,000	25	--	--	\$6,000,000	\$7,000,000	\$250,000,000	--	--	\$100,000,000
Clemson U.	\$21,018,962	27	--	--	\$3,905,333	\$489,547	--	--	--	--
Duke U.	\$23,061,000	21	\$8,500,000	\$0	\$3,843,000	\$3,568,000	\$350,000,000	--	\$68,509,000	\$150,717,426
Florida State U.	\$27,010,569	16	\$13,578,937	\$2,665,715	\$5,118,841	\$3,104,995	\$110,000,000	\$42,949,137	\$16,409,341	\$36,468,159
Georgia Tech	\$19,598,748	29	\$0	\$5,154,814	\$2,401,529	\$7,632,330	\$30,000,000	--	\$48,618,524	\$80,058,950
North Carolina State U.	\$25,474,732	18	--	\$3,356,412	\$13,659,316	\$1,774,400	\$0	--	\$11,386,515	\$19,983,119
U. of Maryland	--	--	--	--	--	--	--	--	--	--
U. of Miami	--	--	--	--	--	--	--	--	--	--
U. of North Carolina	\$31,600,000	9	\$8,500,000	\$0	\$9,300,000	\$9,200,000	\$0	--	\$94,000,000	\$212,000,000
U. of Virginia	\$36,283,943	4	--	\$4,007,000	\$16,462,240	\$3,049,426	\$50,000,000	--	\$36,739,699	\$61,873,981
Virginia Tech	\$26,432,639	17	--	\$5,610,817	\$6,986,842	\$962,705	\$10,000,000	\$5,000,000	\$20,500,000	\$33,500,000
Wake Forest U.	\$18,415,596	32	\$6,240,436	--	\$9,494,412	\$1,023,646	\$0	--	\$12,060,102	\$27,958,738

Big East Conference

Conference and Institution	2007-8 Donations						Endowment			
	Athletics donations	Overall rank in athletics donations	Gifts for Priority seating	Gifts for Luxury suites	Gifts for Facilities	Gifts for Endowment	Campaign goal	Amount raised*	Endowment value, 2003	Endowment value, 2008
DePaul U.	\$1,097,710	53	--	--	\$447,696	\$349,133	**	--	--	--
Georgetown U.	--	--	--	--	--	--	--	--	--	--
Marquette U.	--	--	--	--	--	--	--	--	--	--
Providence College	\$2,300,000	52	\$690,000	\$180,000	\$400,000	\$100,000	**	--	--	--
Rutgers U.	--	--	--	--	--	--	--	--	--	--
St. John's U.	--	--	--	--	--	--	--	--	--	--
Seton Hall U.	\$1,051,000	54	\$698,350	\$180,000	\$0	--	\$5,000,000	--	--	\$4,000,000
Syracuse U.	--	--	--	--	--	--	--	--	--	--
U. of Cincinnati	\$7,047,000	50	\$3,474,186	\$0	\$2,250,000	\$368,034	\$10,000,000	--	\$4,722,027	\$8,714,499
U. of Connecticut	\$14,047,772	39	--	\$4,002,306	\$832,642	\$3,686,519	\$0	--	\$28,914,002	\$48,051,366
U. of Louisville*	\$40,347,000	*	\$10,947,000	\$2,989,000	\$12,746,000	\$525,832	\$0	--	\$24,572,000	\$34,232,000
U. of Notre Dame	--	--	--	--	--	--	--	--	--	--
U. of Pittsburgh	--	--	--	--	--	--	--	--	--	--
U. of South Florida	--	--	--	--	--	--	--	--	--	--
Villanova U.	--	--	--	--	--	--	--	--	--	--
West Virginia U.	\$13,700,000	41	\$10,200,000	\$960,000	\$1,500,000	\$980,000	**	--	\$15,000,000	\$32,800,000

Big 12 Conference

Conference and Institution	2007-8 Donations						Endowment			
	Athletics donations	Overall rank in athletics donations	Gifts for Priority seating	Gifts for Luxury suites	Gifts for Facilities	Gifts for Endowment	Campaign goal	Amount raised*	Endowment value, 2003	Endowment value, 2008
Overall										

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Conference and Institution	Athletics donations	rank in athletics donations	Gifts for Priority seating	Gifts for Luxury suites	Gifts for Facilities	Gifts for Endowment	Campaign goal	Amount raised*	Endowment value, 2003	Endowment value, 2008
Baylor U.	--	--	--	--	--	--	--	--	--	--
Iowa State U.	\$17,300,000	36	\$6,100,000	\$9,300,000	\$1,000,000	\$350,000	\$4,000,000	\$2,300,000	\$2,200,000	\$3,500,000
Kansas State U.	\$18,875,000	31	\$7,800,000	\$4,200,000	\$2,400,000	\$3,000,000	\$82,500,000	--	\$6,500,000	\$22,500,000
Oklahoma State U.	\$28,000,000	13	\$6,500,000	\$8,300,000	\$5,600,000	\$1,900,000	\$115,000,000	--	\$2,500,000	\$25,000,000
Texas A&M U.	--	--	--	--	--	--	--	--	--	--
Texas Tech U.	\$4,882,532	51	\$1,653,162	\$3,652,361	\$2,415,857	\$1,050,000	\$0	--	\$3,127,926	\$7,871,294
U. of Colorado	\$11,288,409	47	\$2,528,260	\$2,793,362	\$1,744,479	\$187,544	\$0	--	\$5,276,271	\$7,346,623
U. of Kansas	\$34,764,007	6	--	\$1,331,661	\$9,600,203	\$463,791	\$0	--	\$19,937,744	\$32,478,188
U. of Missouri	\$12,459,733	44	\$6,819,920	\$2,392,677	\$3,247,136	--	--	\$1,300,000	\$19,500,000	\$25,000,000
U. of Nebraska	\$20,011,870	28	\$7,890,701	\$5,973,910	\$3,204,358	\$941,120	\$0	--	\$9,993,472	\$13,849,066
U. of Oklahoma	\$33,600,000	7	\$15,800,000	\$3,000,000	\$12,500,000	\$2,000,000	\$0	--	\$12,400,000	\$21,900,000
U. of Texas	\$45,966,791	1	\$17,599,068	\$16,909,144	\$11,458,579	\$0	\$200,000,000	--	\$27,411,362	\$27,012,428

Big Ten Conference

Conference and Institution	2007-8 Donations						Endowment			
	Athletics donations	Overall rank in athletics donations	Gifts for Priority seating	Gifts for Luxury suites	Gifts for Facilities	Gifts for Endowment	Campaign goal	Amount raised*	Endowment value, 2003	Endowment value, 2008
Indiana U.	\$12,676,887	43	--	\$761,974	\$2,048,585	\$1,590,057	\$25,000,000	\$27,000,000	\$27,331,328	\$42,374,248
Michigan State U.	\$18,165,863	35	\$4,455,000	\$4,230,625	\$3,624,613	\$2,315,947	\$50,000,000	\$14,227,083	--	\$26,485,610
Northwestern U.	--	--	--	--	--	--	--	--	--	--
Ohio State U.	\$32,405,309	8	\$6,846,532	\$1,630,106	\$4,563,365	\$2,957,996	\$50,000,000	--	\$46,188,234	\$46,139,682
Pennsylvania State U.	\$27,938,748	14	\$16,500,000	\$6,000,000	--	--	--	\$55,000,000	\$22,972,370	\$49,390,069
Purdue U.	\$11,791,212	45	--	\$996,870	\$3,139,243	\$1,536,329	\$1,400,000	--	\$16,324,776	\$33,669,195
U. of Illinois	\$30,000,000	11	\$8,700,000	\$5,300,000	\$11,500,000	\$5,350,000	\$25,000,000	\$25,000,000	\$10,800,000	\$34,300,000
U. of Iowa	\$19,200,000	30	--	--	\$6,800,000	\$800,000	--	\$25,000,000	\$18,300,000	\$31,500,000
U. of Michigan	\$29,200,000	12	\$9,500,000	\$0	\$11,500,000	\$2,500,000	--	\$14,600,000	\$20,285,000	\$30,000,000
U. of Minnesota	\$23,452,766	20	\$1,924,870	--	\$16,192,861	\$1,920,994	\$100,000,000	\$13,000,000	\$13,000,000	\$25,400,000
U. of Wisconsin	\$22,200,000	22	\$0	\$7,670,000	\$2,950,000	\$1,820,000	\$0	--	\$18,000,000	\$33,600,000

Pacific-10 Conference

Conference and Institution	2007-8 Donations						Endowment			
	Athletics donations	Overall rank in athletics donations	Gifts for Priority seating	Gifts for Luxury suites	Gifts for Facilities	Gifts for Endowment	Campaign goal	Amount raised*	Endowment value, 2003	Endowment value, 2008
Arizona State U.	\$21,800,000	24	\$7,400,000	\$425,000	\$10,400,000	\$200,000	**	--	\$12,480,000	\$12,650,000
Oregon State U.	\$20,147,464	26	\$10,576,944	--	\$4,358,119	\$130,469	\$10,000,000	--	\$6,293,624	\$9,593,739
Stanford U.	--	--	--	--	--	--	--	--	--	--
U. of Arizona	\$16,452,237	38	\$6,187,744	\$650,283	\$6,827,244	\$1,375,850	\$0	--	--	\$12,023,832
U. of California at Los Angeles	\$18,400,000	33	\$7,500,000	--	\$7,100,000	\$1,400,000	\$35,000,000	--	\$22,000,000	\$34,000,000
U. of California at Berkeley	\$24,492,758	19	\$4,500,000	\$0	\$9,492,758	\$300,000	\$500,000,000	--	--	\$40,000,000
U. of Oregon	--	--	--	--	--	--	--	--	--	--
U. of Southern California	--	--	--	--	--	--	--	--	--	--
U. of Washington	\$22,000,000	23	\$11,000,000	\$1,200,000	\$2,000,000	\$9,000,000	\$10,000,000	\$22,000,000	\$30,000,000	\$56,000,000
Washington State U.	\$8,021,968	49	--	--	\$3,335,907	\$460,396	--	--	\$7,942,473	\$13,610,834

Southeastern Conference

Conference and Institution	2007-8 Donations						Endowment			
	Athletics donations	Overall rank in athletics donations	Gifts for Priority seating	Gifts for Luxury suites	Gifts for Facilities	Gifts for Endowment	Campaign goal	Amount raised*	Endowment value, 2003	Endowment value, 2008

Conference and Institution	Athletics donations	Overall rank in athletics donations	Gifts for Priority seating	Gifts for Luxury suites	Gifts for Facilities	Gifts for Endowment	Campaign goal	Amount raised [‡]	Endowment value, 2003	Endowment value, 2008
Auburn U.	--	--	--	--	--	--	--	--	--	--
Louisiana State U.	\$30,435,296	10	\$4,502,325	\$11,854,265	\$7,324,430	\$2,170,736	\$155,000,000	--	--	\$4,776,740
Mississippi State U.	\$14,029,862	40	\$7,504,946	\$3,463,810	\$2,559,388	\$496,700	\$0	--	\$4,110,733	\$6,686,815
U. of Alabama	\$27,900,000	15	\$6,800,000	\$8,200,000	\$8,800,000	\$1,200,000	\$0	--	\$8,714,312	\$16,520,959
U. of Arkansas	\$11,610,987	46	\$0	\$150,000	\$200,000	\$50,000	--	--	\$916,069	\$970,365
U. of Florida	\$45,600,000	2	\$23,400,000	\$11,600,000	\$10,300,000	\$100,000	\$50,000,000	--	\$20,000,000	\$39,500,000
U. of Georgia	\$36,068,068	5	\$29,925,000 ^{***}	\$3,260,000	\$1,182,500	\$4,494,206	--	\$54,000,000	--	\$51,000,000
U. of Kentucky	\$16,600,000	37	\$10,900,000	\$1,800,000	\$4,800,000	\$41,200	\$0	--	--	\$18,340,000
U. of Mississippi	\$13,462,889	42	--	--	--	--	--	--	--	--
U. of South Carolina	\$18,189,350	34	\$1,827,425	\$1,697,301	\$1,974,011	\$100,925	--	--	\$5,166,900	\$6,976,713
U. of Tennessee	\$38,385,450	3	\$13,381,302	\$6,030,168	\$14,580,616	\$2,478,959	\$0	--	--	\$30,000,000
Vanderbilt U.	\$8,200,000	48	\$2,870,000	--	\$1,700,000	\$2,700,000	\$25,000,000	\$19,000,000	--	--

NOTE: Categories of 2007-8 donations do not add up to total donations. Endowment values are as of June 30, 2003 and June 30, 2008.

[‡] Responses include pledges.

[‡] Figures are for calendar 2007 year.

** Campaign figure undetermined.

*** Priority seating number includes donations for luxury suites.

-- Did not respond.

SOURCE: Chronicle survey

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