



GATEWAY CENTER *for* GIVING
HELPING DONORS DO MORE

Dollars and Sense:

A Report on Major Funding Campaigns in
the St. Louis Region

2015 Report

Nonmember Version



The Gateway Center for Giving (the Gateway Center) is the St. Louis region's leading resource for helping foundations and corporations do more with their gifts of time, wisdom, and wealth. The Gateway Center embraces three ideals: collaboration, inclusiveness and effectiveness. The Gateway Center translates these ideals into action by helping its members connect, learn and act with greater impact on the issues they care about and the nonprofits they fund.

Once a year, the Gateway Center *Dollars and Sense: A Report on Major Funding Campaigns in the St. Louis Region* as a benefit of membership. The purpose of *Dollars and Sense* is to:

- Inform grantmakers about the detail and scope of major funding campaigns being considered, currently underway, or recently completed or closed in the St. Louis region.
- Provide information for grantmakers to better understand the capital campaign landscape and to help them as they plan their charitable giving in the region.
- Encourage nonprofits to work smarter and make better decisions, such that grant invested dollars are most effectively used.
- Assist grant-seeking organizations to better understand the climate in which they are raising funds, and serve as a tool for organizations conducting feasibility studies for major funding campaigns.

This report provides a snapshot of major funding campaigns in the region. For the purposes of this report, major funding campaigns include capital (bricks and mortar) and endowment (restricted funding) campaigns. The content of this report is for informational purposes only and does not imply any endorsement of the campaigns or participating organizations listed. It is also important to note that participation in this report is voluntary and it is assumed that this report does not capture all major funding campaigns in the region. The Gateway Center made every effort to be as inclusive and comprehensive as possible in compiling this report.

The Gateway Center publishes a member version as well as a non-member version of the *Dollars and Sense* report. Information submitted for the following report was compiled and analyzed to be shared only with Gateway Center for Giving grantmaking members. The non-member version of this report is available to the public, and it omits sensitive content such as contact information, campaign amount raised-to-date and the identification of organizations that are in a silent phase. The Gateway Center seeks to respect the confidentiality of the information provided.

This edition was finalized in November 2015; the next *Dollars and Sense* report will be published in the Fall of 2016.

The Gateway Center extends its appreciation to Emerson for underwriting this report as well as the nonprofit organizations that participated.

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Glossary of Terms

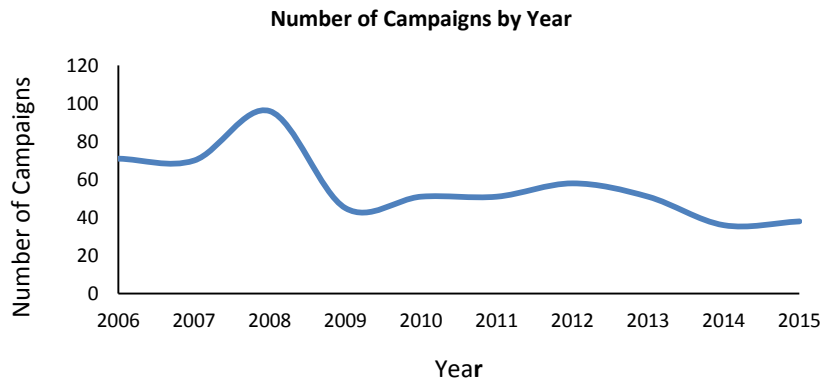
Capital Campaign: Grants to organizations for campaigns, usually extending over a period of years, to raise substantial contributions for a variety of enduring purposes, such as building construction or acquisition, endowments, or land acquisition.

Endowments: Grants to organizations intended to be kept permanently and invested to provide income for continued support.

Definitions from Grant Space, a service of The Foundation Center (<http://www.grantspace.org/tools/knowledge-base/Funding-Resources/Foundations/types-of-support>)

MAJOR FUNDING CAMPAIGNS AT A GLANCE

The total goal of the 38 organizations listed in this year’s report is just over \$840 million, with 73% of the total goal raised. We’re seeing some optimism, as the number of campaigns and the amount of overall dollars being sought is higher than last year, but there is still a significant drop from higher numbers seen before the financial crisis.



Note: campaigns that are not publicly engaged in fundraising are listed below as “silent phase” so as to protect their anonymity.

Campaigns Newly Opened in 2015 (9)

- | | | |
|-----------------------------------|--------------------------------------|----------------|
| • Boys Hope Girls Hope | • Mathews-Dickey Boys’ & Girls’ Club | • Silent Phase |
| • Lincoln County Council on Aging | • Silent Phase | • Silent Phase |
| • Marianist Province of the US | • Silent Phase | • Silent Phase |

Ongoing Campaigns (18)

- | | | |
|-----------------------------------|--|----------------|
| • Central Institute for the Deaf | • International Institute of St. Louis | • Silent Phase |
| • Citizens for Modern Transit | • Ladue Education Foundation | • Silent Phase |
| • CityArchRiver 2015 Foundation | • Missouri Botanical Garden | • Silent Phase |
| • Engineering Center of St. Louis | • Our Little Haven | • Silent Phase |
| • Forest Park Forever | • Paraquad | • Silent Phase |
| • Great Circle | • Silent Phase | • Silent Phase |

Organizations Considering Campaigns (11)

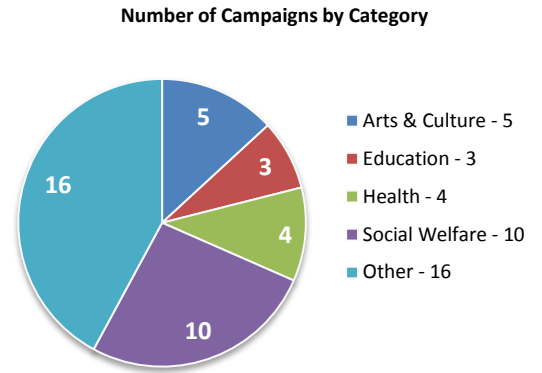
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|--|---|-----------------------------|
| • Annie’s Hope | • DOORWAYS | • St. Martin’s Child Center |
| • Bellefontaine Cemetery | • EarthDance Organic Farm School | • Wright Care Dentistry |
| • Carondelet Community Betterment Federation | • Illinois Center for Autism | • Youth In Need |
| • Children’s Home Society of Missouri | • Lincoln County R-III Education Foundation | |

ORGANIZATIONAL DEMOGRAPHICS

Agency Categories

- “Other” (16) and “Social Welfare” (10) categories had the greatest number of reporting campaigns.*
- 42% of reporting campaigns are in the “Other” category.

*“Other” category includes: animal welfare, youth development, transportation, park conservancy, plant sciences, and mental health



Agency Budgets

Operating Budget	Number of Agencies
< \$250,000	2
\$250K - \$499K	3
\$500K - \$999K	5
\$1M - \$4.9M	13
\$5M - \$9.9M	8
\$10M - \$14.9M	0
\$15M - \$19.9M	0
\$20M - \$29.9M	4
\$30M - \$39.9M	0
\$40M - \$49.9M	1
\$50M - \$99.9M	1
\$100M - \$199.9M	0
\$200M - \$299.9M	0
\$300M - \$399.9M	0

- 35% of organizations reported an operating budget between \$1 million - \$4.9 million
- The smallest organization reported an operating budget of \$161,050.
- The largest organization reported a \$51.9 million operating budget.
- The average budget size of reporting agencies is between \$1 and \$4.9 million. This has been the average since pre-2008.

NOTE: One reporting organization did not disclose their annual operating budget.

Campaign Size

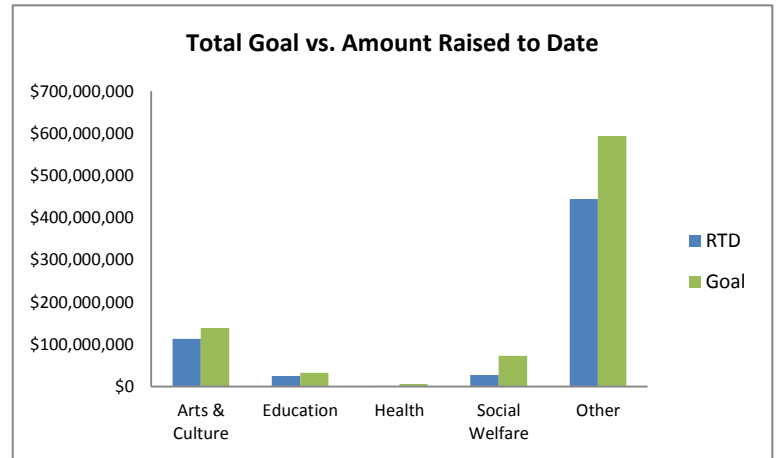
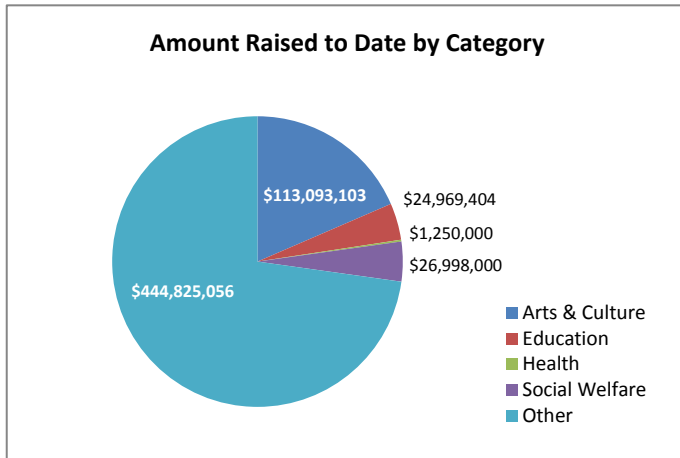
Campaigns listed in this report range from \$10,000 to \$250 million. Of the total campaign goal of \$842,766,994, \$294,500,000 (or 35%) is being sought by the 5 largest organizations reporting data.

	Goal	Organization
Largest Agencies	\$21,500,000	Great Circle
	\$100,000,000	Missouri Botanical Garden
	\$150,000,000	Silent Phase
	\$20,000,000	Marianist Province of the US
	\$3,000,000	Youth In Need (considering)
Smallest Agencies	\$2,005,000	Ladue Education Foundation
	\$5,500,000	Lincoln County R-III Education Foundation (considering)
	\$350,000	Wright Care Dentistry (considering)
	\$2,500,000	EarthDance Organic Farm School (considering)
	\$137,000	Silent Phase

CAMPAIGN GOALS AND AMOUNT RAISED

The total goal as reported by the 38 participating organizations is \$842,766,994, of which \$611,135,563 (or **73%**) has been raised.

- The largest nonprofits (as measured by annual operating budget) raised 32% of campaign funds.
- The “Other” category accounts for the greatest number of reporting campaigns, while the “Arts & Culture” category accounts for the greatest amount raised towards the goal.
- “Arts & Culture” organizations account for 13% of listed campaigns, however, the percentage raised has surpassed all categories, with 82% of its total goal funded.



Campaign Activity by Year*		
	Campaigns Listed	Total Goal
August 2006	71	\$2,329,677,000
February 2007	67	\$2,417,923,000
August 2007	70	\$2,434,924,363
February 2008	96	\$2,862,155,497
August 2008	95	\$2,705,284,497
November 2009	45	\$1,018,740,000
November 2010	51	\$857,197,227
October 2011	51	\$783,538,487
October 2012	58	\$900,961,000
October 2013	48	\$400,274,345
March 2014	50	\$750,274,345
November 2014	34	\$791,722,328
November 2015	38	\$842,766,994

November 2015 Campaign Activity by Type*		
	Campaigns Listed	Total Goal
Arts/Culture	5	\$138,387,000
Education	3	\$32,505,000
Health	4	\$5,360,000
Social Welfare	10	\$72,250,000
Other**	16	\$594,264,994

* Dollar amounts are approximate, as not all listed campaigns provided the Gateway Center with their current campaign goal or raised-to-date amount.

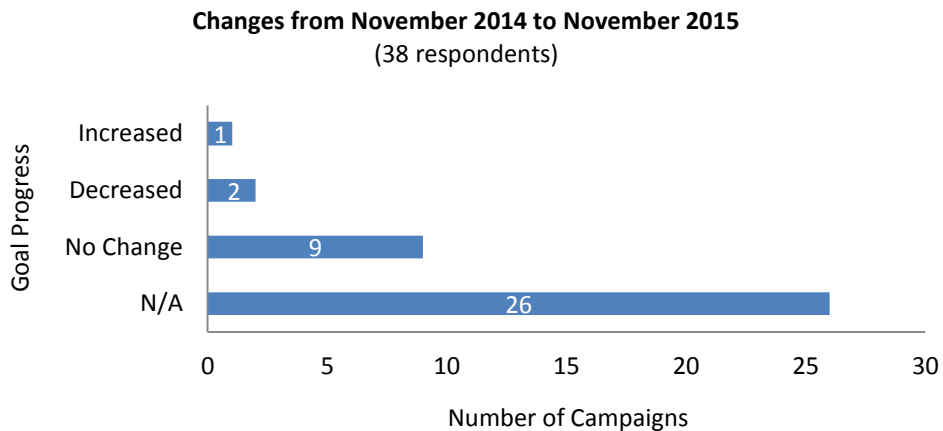
** Includes animal welfare, youth development, transportation, park conservancy, plant sciences, and mental health.

ONE YEAR ANALYSIS

Goal Progress

The majority of organizations reporting on ongoing campaigns did not change their fundraising goals between November 2014 and November 2015.

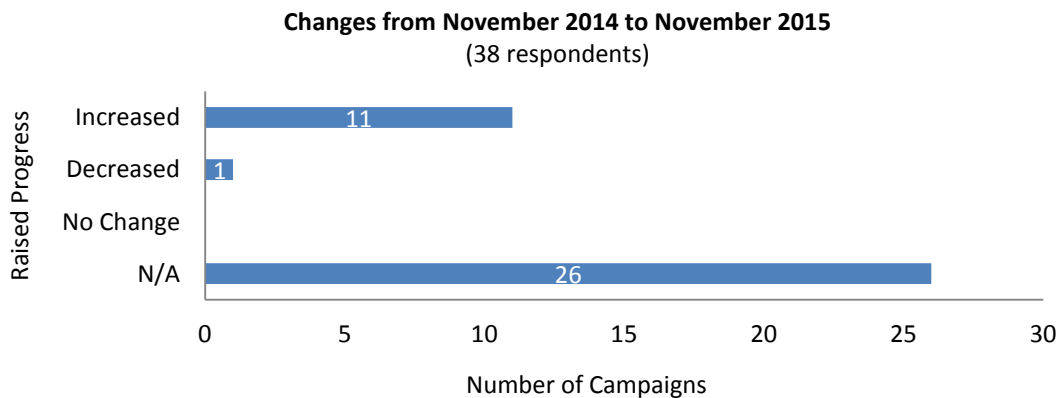
- One organization increased their goal.
- Two organizations decreased their goals.
- Nine organizations did not change their goals.
- N/A includes new campaigns, campaigns that are being considered, and organizations that had not participated in past reports.



Raised Progress

The total amount raised as reported from November 2014 to November 2015 indicates that most campaigns reported gains.

- 11 agencies reported fundraising gains.
- One agency reported a decrease in the amount raised.
- N/A includes new campaigns, campaigns that are being considered, and organizations that had not participated in past reports.



DIRECTORY OF ORGANIZATIONS BY CATEGORY *(as reported by agency)*

ARTS & CULTURE (5)

- Bellefontaine Cemetery
- Missouri Botanical Garden
- Silent Phase
- Silent Phase
- Silent Phase

EDUCATION (3)

- Central Institute for the Deaf
- Ladue Education Foundation
- Lincoln County R-III Education Foundation

HEALTH (4)

- DOORWAYS
- Lincoln County Council on Aging
- Wright Care Dentistry
- Silent Phase

SOCIAL WELFARE (10)

- Children's Home Society of Missouri
- Great Circle
- International Institute of St. Louis
- Our Little Haven
- Paraquad
- Youth In Need
- Silent Phase
- Silent Phase
- Silent Phase
- Silent Phase

OTHER (16)

- Annie's Hope
- Boys Hope Girls Hope
- Carondelet Community Betterment Federation
- Citizens for Modern Transit
- CityArchRiver 2015 Foundation
- EarthDance Organic Farm School
- Engineering Center of St. Louis
- Forest Park Forever
- Illinois Center for Autism
- Marianist Province of the US
- Mathews-Dickey Boys' & Girls' Club
- St. Martin's Child Center
- Silent Phase
- Silent Phase
- Silent Phase
- Silent Phase

Campaigns Updated November 2015

ORGANIZATION	CAMPAIGN GOAL	CAMPAIGN PURPOSE	START DATE	TARGET END DATE
ARTS & CULTURE				
Bellefontaine Cemetery (Considering)	\$10,000,000	Capital Campaign	January 2017	TBD
Missouri Botanical Garden	\$100,000,000	Combination	June 2009	TBD
Silent Phase	\$137,000	Capital Campaign	October 2015	September 2016
Silent Phase	\$18,000,000	Combination	January 2012	September 2020
Silent Phase	\$10,250,000	Combination	January 2013	December 2016

ARTS & CULTURE TOTALS	\$138,387,000
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ORGANIZATION	CAMPAIGN GOAL	CAMPAIGN PURPOSE	START DATE	TARGET END DATE
EDUCATION				
Central Institute for the Deaf	\$25,000,000	Combination	July 2012	December 2015
Ladue Education Foundation	\$2,005,000	Combination	March 2014	TBD
Lincoln County R-III Education Foundation (Considering)	\$5,500,000	Combination	December 2015	TBD

EDUCATION TOTALS	\$32,505,000
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ORGANIZATION	CAMPAIGN GOAL	CAMPAIGN PURPOSE	START DATE	TARGET END DATE
HEALTH				
DOORWAYS (Considering)	\$2,000,000	Combination	June 2016	TBD
Lincoln County Council on Aging	\$10,000	Endowment	June 2015	TBD
Wright Care Dentistry (Considering)	\$350,000	Combination	January 2016	January 2018
Silent Phase	\$3,000,000	Combination	November 2014	June 2016

HEALTH TOTALS	\$5,360,000
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The *Dollars and Sense* report is produced annually by Gateway Center for Giving.
For more information, please contact Beth Grady at (314) 621-6220 or beth@centerforgiving.org

ORGANIZATION	CAMPAIGN GOAL	CAMPAIGN PURPOSE	START DATE	TARGET END DATE
SOCIAL WELFARE				
Children's Home Society of Missouri (Considering)	\$2,000,000	Endowment	July 2016	TBD
Great Circle	\$21,500,000	Capital Campaign	December 2013	December 2018
International Institute of St. Louis	\$3,500,000	Capital Campaign	June 2014	TBD
Our Little Haven	\$4,000,000	Combination	June 2014	June 2016
Paraquad	\$1,500,000	Combination	November 2014	September 2016
Youth In Need (Considering)	\$3,000,000	Capital Campaign	February 2016	TBD
Silent Phase	\$250,000	Capital Campaign	January 2015	TBD
Silent Phase	\$26,000,000	Capital Campaign	December 2013	December 2018
Silent Phase	\$7,000,000	Combination	July 2015	TBD
Silent Phase	\$3,500,000	Capital Campaign	November 2014	TBD

SOCIAL WELFARE TOTALS **\$72,250,000**

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ORGANIZATION	CAMPAIGN GOAL	CAMPAIGN PURPOSE	START DATE	TARGET END DATE
OTHER				
Annie's Hope (Considering)	\$10,000,000	Capital Campaign	February 2020	TBD
Boys Hope Girls Hope	\$4,500,000	Capital Campaign	February 2015	December 2015
Carondelet Community Betterment Federation (Considering)	\$150,000	Endowment	January 2015	TBD
Citizens for Modern Transit	\$300,000	Endowment	December 2010	TBD
CityArchRiver 2015 Foundation	\$250,000,000	Capital Campaign	April 2014	June 2016
EarthDance Organic Farm School (Considering)	\$2,500,000	Combination	September 2017	September 2019
Engineering Center of St. Louis	\$3,500,000	Capital Campaign	January 2013	December 2018
Forest Park Forever	\$130,000,000	Combination	January 2012	TBD
Illinois Center for Autism (Considering)	\$20,000	Combination	November 2015	TBD
Marianist Province of the US	\$20,000,000	Endowment	January 2015	December 2017
Mathews-Dickey Boys' & Girls' Club	\$1,394,994	Capital Campaign	August 2015	April 2018
St. Martin's Child Center (Considering)	\$2,750,000	Capital Campaign	September 2015	TBD

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ORGANIZATION	CAMPAIGN GOAL	CAMPAIGN PURPOSE	START DATE	TARGET END DATE
OTHER				
Silent Phase	\$15,000,000	Combination	October 2014	TBD
Silent Phase	\$150,000,000	Combination	May 2011	TBD
Silent Phase	\$4,000,000	Combination	January 2015	TBD
Silent Phase	\$150,000	Capital Campaign	September 2015	TBD
OTHER TOTALS				
	\$594,264,994			

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Appendix

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Appendix A

Campaigns Last Updated in November 2014

Organizations contacted who previously reported campaign activity but did not reply for the 2015 report.

ORGANIZATION	CAMPAIGN GOAL	CAMPAIGN PURPOSE	START DATE	TARGET END DATE
Animal Protective Association	\$1,200,000	Combination	December 2013	TBD
The Blessing Basket Project (Considering)	\$2,000,000	Combination	November 2014	TBD
Grace Hill Settlement House (Considering)	\$5,000,000	Combination	January 2014	TBD
Jewish Family & Children's Service	\$2,000,000	Endowment	January 2014	TBD
The Nehemiah Program (Considering)	\$750,000	Combination	January 2015	TBD
Ticket 2 Success	\$1,200,000	Combination	July 2014	December 2015
Silent Phase	\$10,000,000	Endowment	July 2015	TBD
Silent Phase	\$2,700,000	Combination	October 2014	TBD
Silent Phase	\$250,000	Capital Campaign	January 2015	TBD
Silent Phase	\$150,000	Capital Campaign	October 2014	TBD

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Dollars & Sense: A Report on Major Funding Campaigns in the St. Louis Region Submission Benefits & FAQs

The Gateway Center for Giving publishes a report annually called *Dollars & Sense: A Report on Major Funding Campaigns in the St. Louis Region*. The report features major funding campaigns in the St. Louis metropolitan region including capital and restricted endowment campaigns.

Benefits of Participation

- Provides additional marketing of your campaign to the public and potential donors.
- Serves as a tool for organizations conducting feasibility studies for major funding campaigns.
- Provides a scan of campaigns currently underway, being considered or recently closed in the region.
- A complimentary non-member version of this report with general information is made available for participants.

FAQs

The Capital Campaign Report information form asks for sensitive information that my organization is not ready to make public. Should we not participate?

All organizations currently undergoing, considering or who have recently closed a major campaign are encouraged to participate. The campaign information will be compiled and analyzed in a report that is shared only with Gateway Center for Giving's grantmaker members. A separate version of this report is available to the public, and it does not contain sensitive information such as contact information, campaign amount raised-to-date and the identification of organizations that are in a silent phase. The Gateway Center respects the confidentiality of information provided.

Who will receive the member version of the report?

The report is available to Gateway Center for Giving's members, who include corporations, family foundations, private and independent foundations, donor advised funds and professional advisors who provide services to grantmakers. Information from this report assists grantmakers in their planning and allocation process, as well as providing a better understanding of major funding requests in the region.

How do I submit my information for inclusion?

The next report will be released in the fall of 2016 and we will begin accepting submissions late-summer. All submissions are made on-line through our website, and an email will be sent out once we begin accepting information. If you do not currently receive emails from the Gateway Center and wish to be added to our list, please email Beth Grady at beth@centerforgiving.org.

What is Gateway Center for Giving?

The Gateway Center for Giving is the regional association of grantmakers serving the St. Louis region. With over 75 foundation and corporate members, the Gateway Center provides services that expand and strengthen philanthropy (the giving of time, wisdom and wealth by groups or individuals for the common good) to improve the St. Louis region. For more information, please visit www.centerforgiving.org.