2012 COST OF FUNDRAISING SUMMARY

USM AVERAGES	FY12	FY11*	FY10	FY09	FY08	FY07	FY06	FY05	FY04	FY03	FY02
Costs Based on Alumni & Development Costs											
Cost to Raise $1	$0.16	$0.16	$0.17	$0.15	$0.16	$0.18	$0.15	$0.14	$0.15	$0.16	$0.16
$'s Raised for each $ Spent	$6.26	$6.20	$5.75	$6.59	$6.17	$5.58	$6.50	$7.38	$6.72	$6.38	$6.11
Costs Based on Development Costs Only											
Cost to Raise $1	$0.13	$0.10	$0.14	$0.12	$0.13	$0.15	$0.12	$0.11	$0.12	$0.13	$0.13
$'s Raised for each $ Spent	$7.58	$10.16	$7.07	$8.11	$7.48	$6.88	$8.06	$9.20	$8.45	$7.59	$7.59

*The method for calculating Cost of Fundraising has changed slightly since the USM adopted the standards developed by the Council for Advancement of Education's Voluntary Support of Education survey for FY11. Since the VSE survey excludes non-exempt salaries, COF will appear lower than in previous years.