UPCOMING EVENT: KEYSTONE PICNIC
This year’s event will take place once again in the Davis Centre-Math Quad on Friday June 7th from 11:30 a.m.-1:30 p.m. All Waterloo retirees are invited to join us on campus for a fabulous lunch and to share in the fun. The picnic is a wonderful opportunity to show our gratitude to Keystone donors – Waterloo faculty, staff and retirees.

KEYSTONE OVERVIEW (Faculty, Staff and Retirees)

Total Keystone Donors 1,045
+100 Volunteers

Monthly Donors 494

Join the Keystone campaign and support Waterloo’s campus community.

Over $1.1 million raised last year

4,242 Treat-A-Grams sold during 2018 campaign

Consistent participation in the Keystone Campaign continued through FY18 and through Q3 of this fiscal year, demonstrating the generosity of our campus community and their belief in the University of Waterloo and its students. This coming year Keystone will be focusing on building a culture of philanthropy on campus and building a sense of pride in giving back to the university. All of the information presented below represents Keystone as of April 30 2018 and uses the audited statements from FY 17/18.

SNAPSHOT OF KEYSTONE FY17/18
May 1, 2017 to April 30, 2018: $1,094,712.92
Keystone Participation Rate (May 1, 2017 to April 30, 2018): 11.6%

Breakdown of Retiree Giving

<table>
<thead>
<tr>
<th>Number of Constituents</th>
<th>2,116</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Donors</td>
<td>266</td>
</tr>
<tr>
<td>Number of Gifts Received</td>
<td>1,396</td>
</tr>
<tr>
<td>Total Dollars Received</td>
<td>$437,968.10</td>
</tr>
<tr>
<td>------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Average Gift</td>
<td>$1,646.50</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

For FY 18 there are 60 Laurel Society members (planned gift on record) who are retired faculty or staff. A planned gift to Waterloo can offer a special opportunity for donors to demonstrate leadership, achieve their philanthropic and financial goals, and lower their personal income and estate taxes.

**Value of Endowment Funds** - Please note full endowment reports are sent out in September each year.

**Retiree Bursary Fund**
Closing Balance as at April 30, 2018 - $366,035.00

**Waterloo Retirees' Scholarship Fund**
Closing Balance as at April 30, 2018 - $265,433.00

**WHAT'S AHEAD IN 2019-2020**

This year will be a year of planning for change. It is apparent it is time for Keystone to build better recognition and awareness on campus to inspire greater participation and pride in giving to the university. As we look to accomplish this, it will be important to take note of our current Keystone donors for insight into why they give and what they hope the impact of their giving will accomplish so we can create a program catered to our current and future Keystone donors.

For more information about the Keystone Campaign and other giving opportunities at the University of Waterloo, please contact Cristen Brown, Senior Development Officer, Annual Giving at 519-888-4567 ext. 37195 or email c62brown@uwaterloo.ca.