

THANK

YOU

YOU MAKE  
**EXCELLENCE**  
**POSSIBLE.**

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2019 Annual Giving  
Impact Report

## HAVE YOU HEARD?

### HERE'S HOW YOU GAVE BACK IN 2019:

86,383

Total donors

3,971

Number of first-time donors

71,117

Number of donors who gave  
less than \$1,000 totaling **\$9,480,383**  
(see how it all adds up?!)

37%

Percentage of donors who gave  
two or more gifts during the year  
(you really love supporting this place!)

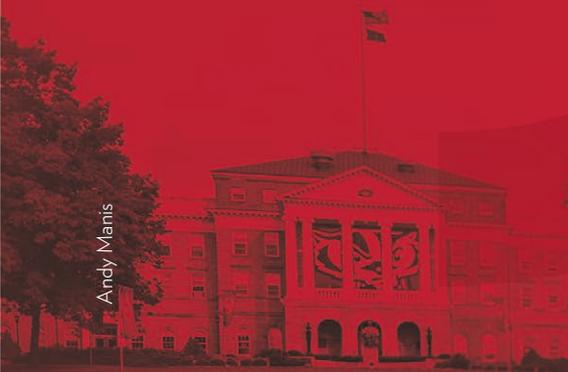
Data from FY19:  
July 1, 2018 to June 30, 2019

# UW STUDENTS ARE CHANGING THE WORLD!

And your annual gift has made that possible. From supporting scholarships that generate industry leaders to real-world opportunities that lead to life-saving discoveries — your contributions benefit our great university as well as the greater good. Thank you for furthering the education of gifted UW–Madison students and sustaining a university that Badgers deserve.

Andy Mannis

Visit [supportuw.org/impact-report](https://supportuw.org/impact-report)





**YOU HELP US  
SEEK CURES**

**8000**



Meghan Lepisto

# — FOR CANINE — AND CHILDHOOD — CANCER.



Number of dogs currently enrolled  
in the Vaccination Against Canine  
Cancer Study (VACCS)

Could studying a 100-pound dog help treat childhood cancer? Rex, the adventurous five-year-old cane corso on the far left, was diagnosed with osteosarcoma in the summer of 2018 and soon after had his leg amputated. But it didn't slow him down. "Me and Rex had probably the best summer of our lives. We did so many fun things together," says owner Trevor Smithson. Despite Rex's courageous battle, he succumbed to the illness in March of this year. And still, his life *and* his death have ongoing significance because of his participation in several clinical trials for novel cancer therapies.

Osteosarcoma occurs in children as well. Because dogs' lifespans are shorter, their cellular clocks are faster, so their cancers develop and spread more rapidly.

Oncologists are therefore able to determine whether a treatment will be successful in a shorter time frame.

At the UW School of Veterinary Medicine, Dr. David Vail specializes in comparative oncology — the study of naturally occurring cancers in pets as models for human disease. His research shows promising biological similarities between dogs and people. The goal? Raise the standard of care by discovering diagnostic and treatment options that will benefit both species. Comparative oncology programs are gaining momentum, and annual funds support research that could lead to a paradigm shift in both veterinary and human medicine. "Man's best friend" may soon have an entirely new meaning.

**YOU EMPOWER  
FACULTY**

**1,600**

# TO EDUCATE THE NEXT GENERATION.



Number of students on campus  
majoring in computer sciences

For computer sciences professor Andrea Arpaci-Dusseau, students come first. “I really enjoy helping students develop, refine, and present their ideas.” Andrea encourages students to focus their time and energy on the parts of their work that they find the most rewarding. And she, in turn, does the same.

The winner of the 2017 UW–Madison Van Hise Outreach Teaching Award, Arpaci-Dusseau is passionate about disseminating the benefits of education (*near left*). In her Introducing Computer Science to K–12 Students service-learning course, she prepares her students to teach kids about computer programming and computational thinking — a form of problem solving that prepares individuals to write solutions so specific that even computers can follow the directions.

This coursework is designed to cultivate after-school computer science clubs, enabling hundreds of UW undergraduate and graduate students to connect with thousands of young learners in the Madison community.

There are now more students in computer sciences than any other major on campus, and enrollment grows significantly each year. Annual giving ensures that professors like Andrea Arpaci-Dusseau can impact the next generation of engineers, artists, scientists, and teachers — expanding their technological capacity for years to come.

**YOU ENRICH  
EXPERIENCES**

**30,40**



UW Recreational Sports

# FOR ALL WHO ATTEND THE UW.



Number of fitness square footage  
at the Nick — more than  
four times the SERF

*Play hard. Get fit. Live well.* The more mindful students are of the University Recreation & Wellbeing division motto, the more successful they're likely to be. The university aspires to motivate students with opportunities to get active and stay healthy. And so in 2017, the Southeast Recreational Facility (the SERF) was torn down to make way for the Nicholas Recreational Center (the "Nick"). This new center promises to provide an experience sure to inspire students and members alike.

Before he became a successful investor, Ab Nicholas '52, MBA'55 was a star Badger basketball player. As a student-athlete, he understood the value that exercise lends to academic success, as well as its connection to overall physical and mental well-being. It was his hope, and the hope of his family,

that the Nick would not only touch the lives of elite players, but of every student on campus.

The UW is ever focused on elevating the student experience, and thanks to the continuous support of annual funds, that goal is becoming a reality. Construction is scheduled to be complete in 2020, and with more than 170,000 square feet of useable space, the Nick will serve our students and the campus community for years to come.

**YOU HELP  
STUDENTS**

**58%**

Benjamin Love-Jackson



## FOLLOW THEIR DREAMS.



Percentage of high-achieving Wisconsin residents who reported that lack of financial aid deterred them from enrolling

“It’s one of the best schools in the country — the research being done here is groundbreaking.” Benjamin Love-Jackson x’22, smiling on the far left, knew from a young age that UW–Madison was the school for him. He diligently worked to complete all of his science classes early, and through the Youth Options Program, he attended college chemistry courses as a junior in high school.

Phillip Love, Benjamin’s grandfather, is his inspiration as well as a father figure. So, when radiologists discovered that Phillip had cancer, Benjamin’s interest in radiology evolved into a budding career focus. “I would love to make an impact on families the way his radiologists helped mine,” he said.

Benjamin will be the first in his family to study medicine, and he has his eye on the UW’s School of Medicine and Public Health. “It’s a tough school to get into, but I’m working my hardest to make that happen,” he said. Without the help of scholarships funds like the Wisconsin Idea Scholarship, Benjamin may not have been able to follow his passion.

Annual gifts made to the Office of Student Financial Aid make everything possible. “I appreciate beyond words what donors have done for me,” he says, “and I will always do my best to pay it forward.”

# YOU UPHOLD

HERE'S HOW  
YOU GAVE DURING  
DAY OF THE BADGER:



*Data from FY19:  
July 1, 2018 to June 30, 2019*

5,028+

Total gifts

\$1.8M

Dollars raised

50

Badgers from every state  
and **4 continents**

25

Hours trending on Twitter  
**#dayofthebadger**

# A WORLD-CLASS UNIVERSITY

On April 9, 2019, you made one thing clear — you have the heart of a Badger. You showed up for the inaugural Day of the Badger campaign, and your passion for the UW ignited an international wave of support that lasted for 1,848 minutes (that's more than 30 hours of giving!).

We cheered and celebrated as you came together in support of the UW in its entirety, and we were humbled by your advocacy.

The contributions you made during Day of the Badger have made and will continue to make a tremendous impact, ensuring that UW–Madison will persevere as a renowned institution of research and education. As an ally of this great university, you understand that part of making a difference is being connected to something larger than yourself — being supportive of change. Without you, progress is simply not possible.



**YOU HELP BADGERS**



# CHANGE THE WORLD.

Thank you! Your annual gifts provide something that specific contributions cannot: they are immediately accessible for discretionary use. This ensures that those funds can be directly used in areas where the need is greatest.

So when spontaneous opportunities arise — as they often do in innovative campus settings — UW school, college, and department leadership can move quickly, turning a prospective concept into something truly transformational.

Every gift matters, and your support paves the way for immense success in all areas of this great university. Thank you — you make excellence possible!

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