

2018 ANNUAL GIVING
IMPACT REPORT

THANK YOU
*FOR GIVING BACK.
IT'S WHAT
BADGERS DO.*



A group of young people are dancing at a party. The image is in grayscale with a red overlay. The text is overlaid on the image. The background shows a crowd of people with their arms raised, suggesting a lively social event. The text is in a mix of italics and bold, sans-serif fonts.

YOU CAN'T SEE US, BUT
WE'RE DOING
THE HAPPY DANCE
RIGHT NOW.



GIVING BACK:
IT'S WHAT BADGERS DO.

Your annual gift has made learning possible both inside and outside the classroom. From supporting scholarships to internships to professional groups — your contributions create ripple effects as students go on to make life-saving discoveries, benefit the public good, and pursue innovations that change lives.

Thank you for furthering the education of amazing Wisconsin students and helping them to change the world.



Number of
patents received by
UW-Madison
researchers for inventions
and discoveries in 2017:

162

*Your gift
helps the UW
keep world-
class faculty.*

YOU ARE CHANGING *MINDS.*



Can goats make children healthy? Can heat make people happy? **UW professor Charles Raison** uses the tools of modern, empirical medicine to examine nontraditional ideas, and his findings are changing the ways we think about the interactions between mind and body. Raison, who holds faculty appointments in psychiatry in the School of Medicine and Public Health and in human development and family studies in the School of Human Ecology, is a leading figure in the study of emotional well-being — he’s cited by major news media. His research group at UW–Madison looks at mental

health not as a matter of brain disorder, but as something that “arises from complex interactions, stretching from the bacterial world through the social realm to the larger ecosphere.” Raison’s team has studied the use of hyperthermia — raising body temperature — as a treatment for depression; the group’s study at Heartland Farm Sanctuary has children interact with animals to discover whether putting city kids in a rural environment will lead to an increase in emotional well-being and a decrease in asthma and allergies. **Annual giving helps the UW attract and retain faculty, such as Raison, who change the way we see the world.**

YOU LAUNCHED *A LEADER.*

As a freshman, **Jake Roble '18** knew what it was like to feel the distraction of hunger pangs on a regular basis. When he interned at the **Morgridge Center for Public Service**, he learned that he had plenty of company: 30 percent of Pell Grant recipients within the UW System are food insecure. This prompted him to initiate a food and financial guide for students on campus. Jake also started a UW–Madison chapter of the global organization Partners In Health, which raised money for maternal and child health, and he initiated ethics guidelines

for students involved in global-health service learning. He did all this while studying neurobiology in the Letters & Science Honors Program, publishing research in plant genetics, and taking upper-level sociology classes — garnering a scholarship in honor of his remarkable leadership. Now that he has graduated, Jake ultimately hopes to work on making health care accessible and affordable to everyone. **Annual funds support students like Jake who make the campus community better and, in the process, learn how to make the wider world a better place.**

A man with a beard and curly hair is shown in profile, looking upwards and to the left. He is wearing a brown fur-lined jacket. The background is a collage of fresh produce, including several red tomatoes and a yellow lemon. A large, stylized red hand graphic with white and blue accents is overlaid on the left side of the image. Two circular callouts are positioned in the lower right quadrant.

*Your gift
provides students
with valuable
volunteer
experience.*

Number of
UW-Madison students
who participated in the
Morgridge Center Badger
Volunteers program
last year:

1,505



Your gift supports learning inside and outside the classroom.

Number of UW-Madison undergraduates who majored in political science this past academic year:

941



YOU BRIDGED *PARTISAN DIVIDES.*

The Political Science Student Association (PSSA) aims to bring in diverse speakers and promote civil discourse. This approach can help develop a new model for citizenship, according to John Zumbrunnen, the department's chair. During the PSSA's first year, he's observed how its officers have developed the mindset that they don't always have to be partisan and ideological — and how this helps to uphold the principles of free speech. "In our contentious political times," he says, "this approach promises to help encourage the free

expression and exchange of ideas on campus." The political science department started the group, which also focuses on networking and leadership, with the help of two students from its peer mentors program. Both the peer mentor program and the PSSA are possible because of annual fund contributions. Based on a suggestion from a student, a debate society is also in the works. **Annual fund giving allows departments to start up relatively low-cost activities that build on themselves — and that just might help to preserve our constitutional rights.**



YOU HELPED *UNDERSERVED COMMUNITIES.*

Yee Lee Vue '10, MA'12's family arrived in Wisconsin's Fox Valley as refugees from Thailand when she was three years old. Thanks in part to a scholarship from the Wisconsin Alumni Association: **Fox Valley Chapter**, Yee was able to attend UW-Madison, and she immediately formed a goal of giving back to her community. Two degrees later, Yee Lee was named the Appleton Public Library's first Hmong outreach specialist. Now an adult services and engagement librarian, she also owns two restaurants in Appleton with her

husband. Yee cofounded a multicultural publishing company, Skill Stacker, that offers school-readiness resources for children, and she is the author of a Hmong children's board book, *Kaum Tus Me Nyaum Ntses*. In 2017, Yee was honored with a 2017 Forward under 40 award for exemplifying the Wisconsin Idea. "My UW education has helped me to be a voice for those who don't or can't speak their minds," she says. **Annual funds help to ensure that all students have a chance to excel.**



*Your gift
gives all students
a chance to excel,
no matter their
background.*

Number of
UW-Madison students
who identified as Hmong
this past year:

316

BADGERS *GIVE BACK.*

Every gift matters, no matter the size.

*Data from FY18:
July 1, 2017 to
June 30, 2018.*

3,580

OF THOSE TOTAL DONORS
GAVE FOR THE FIRST TIME!

**34% OF DONORS
GAVE 2+ GIFTS
DURING THE YEAR**

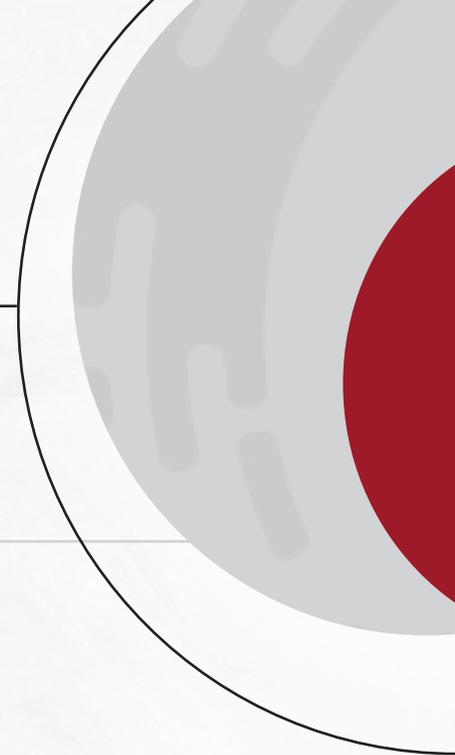
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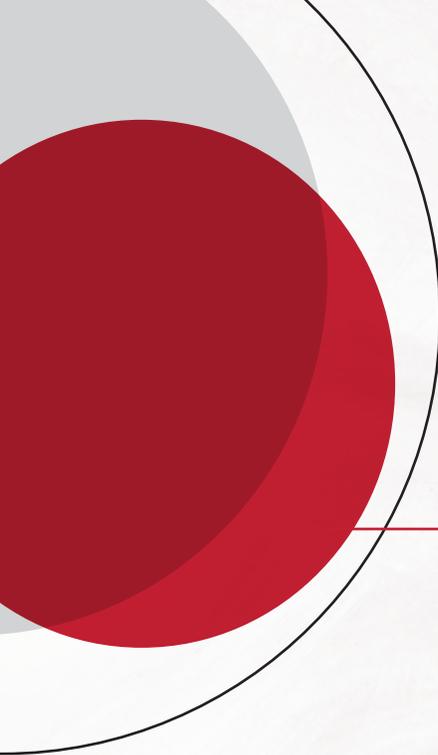
TOTAL DONORS

82%

OF THOSE DONORS GAVE
LESS THAN \$1,000,
TOTALING

\$9,705,689





39,210

NUMBER OF DONORS
WHO GAVE
\$100 OR LESS,
TOTALING

\$1,735,737

THE HIGHEST PARTICIPATION AWARD

GOES TO ALUMNI WHO GRADUATED
IN THE 1960s. OF THE 42,456 LIVING
ALUMNI FROM THAT DECADE,

16.9%

DONATED LAST YEAR,
WHICH IS

7,186

ALUMNI

An aerial, slightly faded photograph of a city, likely Madison, Wisconsin, featuring a large river in the foreground and a prominent white dome building (the Wisconsin State Capitol) in the middle ground. The text is overlaid on the top left portion of the image.

*WHEN IT COMES TO
MAKING AN IMPACT,*
YOU RULE.



THANK YOU.

Your annual gifts can do something that specific contributions cannot: they're available for immediate use, and so leaders at the university and in its schools, colleges, and departments — the people who know the UW the best — can apply funds where the need is greatest ... or they can take advantage of spontaneous opportunities that inevitably arise in a creative campus setting. Thank you for making this flexibility possible. Your annual gift of any size, large or small, makes a difference. **Making the UW better and better every year: it's what Badgers do!**



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