

THANK YOU

2017

ANNUAL GIVING
IMPACT REPORT

66

Dear Fellow Badger,

Thank you for your support
of the School of Nursing!
My classmates and I are
about to enter practice,
& we hope to not only care
for our patients but to
"pay it forward" to help
the next classes.

I'm proud to be a Badger.

Thank you! -Hillary Kirkin

A BIG SHOUT-OUT TO YOU

FOR YOUR HELP IN EDUCATING THE NEXT
GENERATION OF LEADERS AND SUPPORTING
STUDENTS WHO ARE CHANGING THE WORLD

GIVING BACK: IT'S WHAT BADGERS DO

To all of the 88,122 Wisconsin alumni and friends who made a gift to UW-Madison this past year: thank you! Danke! Merci! Grazi! Gracias!

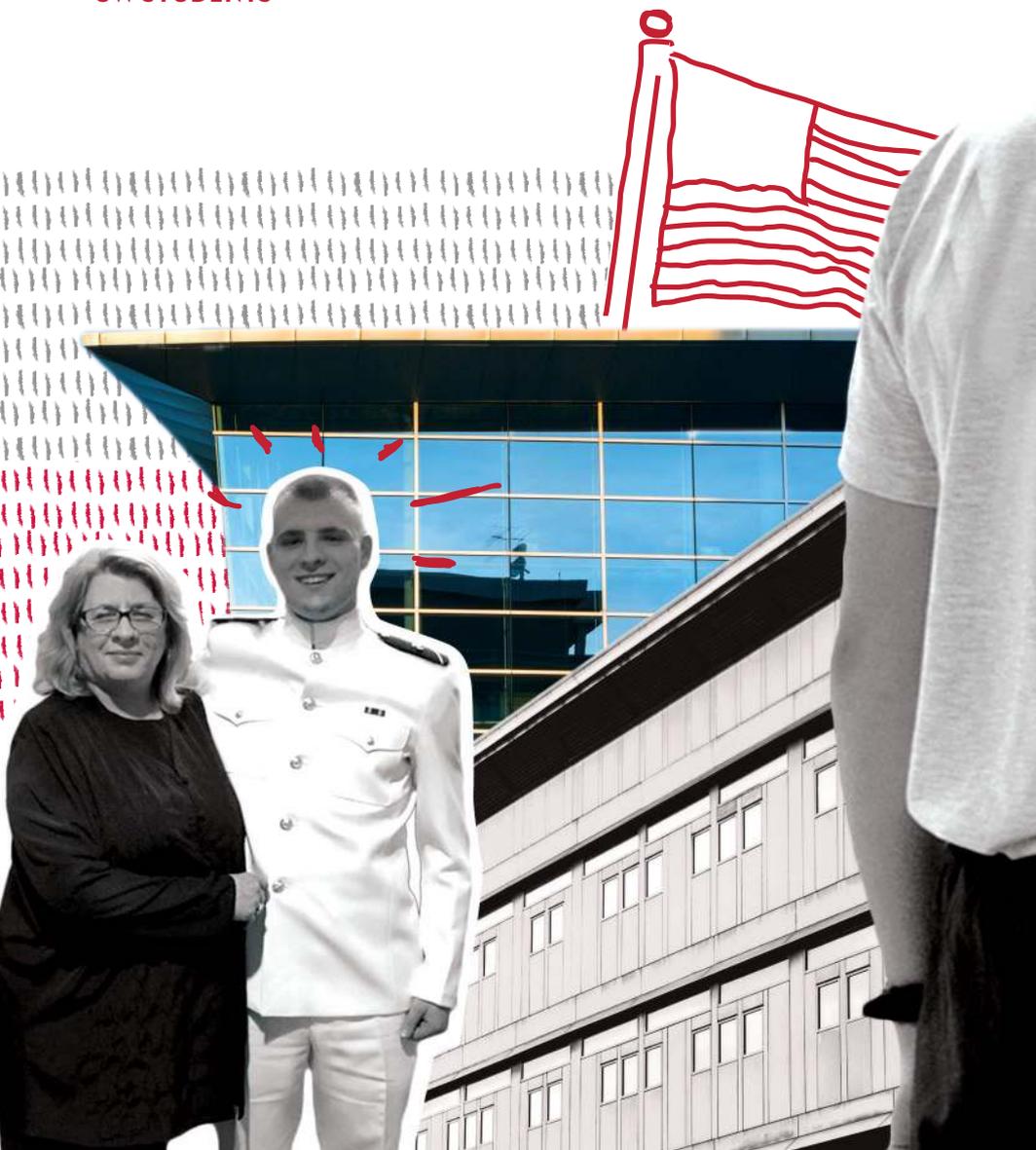
The future leaders of the world are learning today, right here in Madison. Trailblazing research, incredible innovations, and life-changing discoveries are happening all across campus. And our students, faculty, and staff live out the Wisconsin Idea every day, applying what they learn and discover in communities around the world — all because of your annual support!

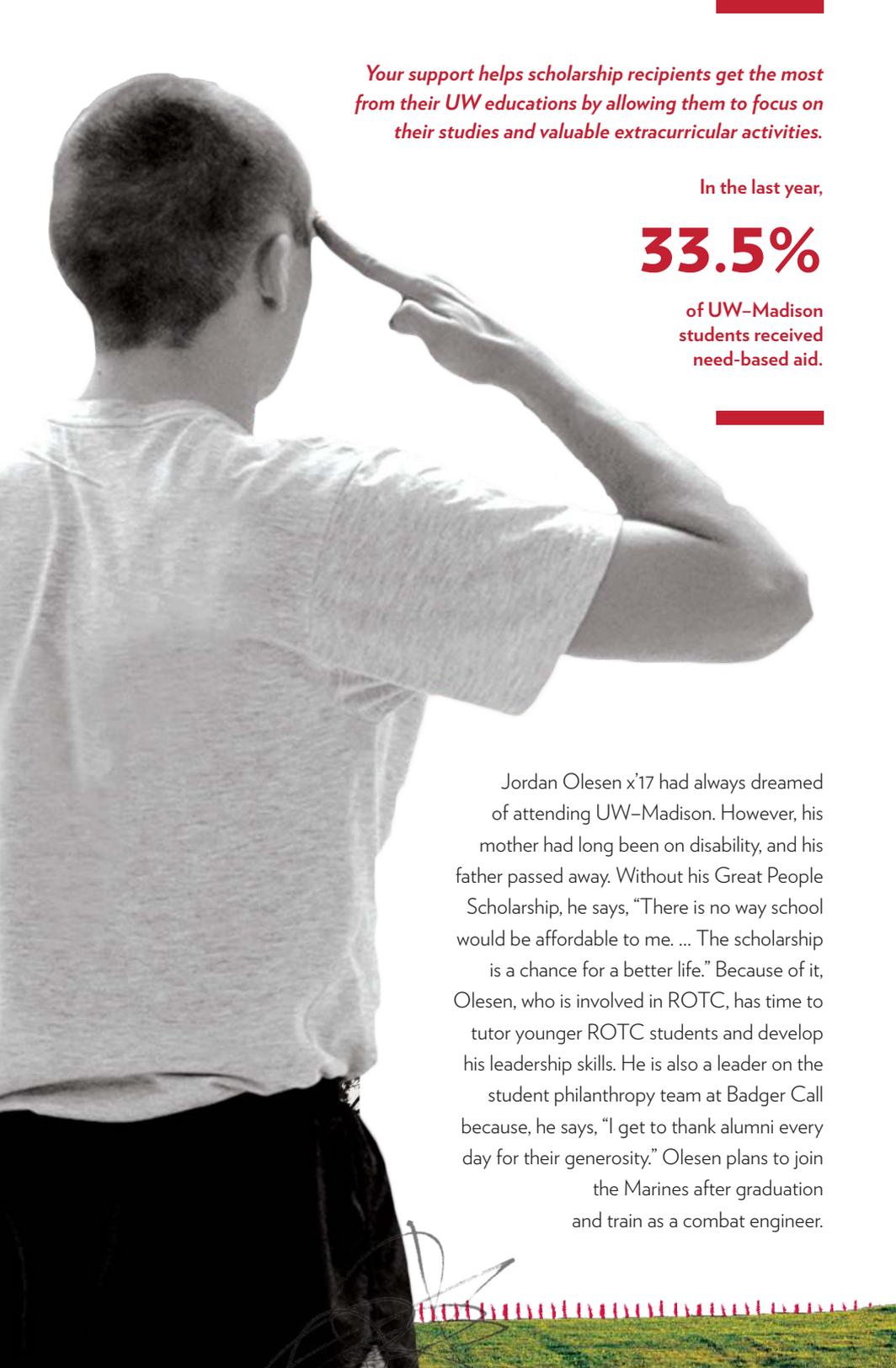
WHO MAKES UW-MADISON GREAT? YOU DO.



YOU HELPED *CREATE A LEADER...*

**NOT TO MENTION PROVIDING
AID TO A THIRD OF ALL
UW STUDENTS**





Your support helps scholarship recipients get the most from their UW educations by allowing them to focus on their studies and valuable extracurricular activities.

In the last year,

33.5%

of UW–Madison students received need-based aid.

Jordan Olesen x'17 had always dreamed of attending UW–Madison. However, his mother had long been on disability, and his father passed away. Without his Great People Scholarship, he says, “There is no way school would be affordable to me. ... The scholarship is a chance for a better life.” Because of it, Olesen, who is involved in ROTC, has time to tutor younger ROTC students and develop his leadership skills. He is also a leader on the student philanthropy team at Badger Call because, he says, “I get to thank alumni every day for their generosity.” Olesen plans to join the Marines after graduation and train as a combat engineer.

Thanks to you, UW students have hands-on learning opportunities to build, create, and do innovative research.

About **40%** of undergraduates are doing research on campus, and students can choose from dozens of competitions in tech, business, entrepreneurship, agriculture, and more.

Musk, CEO of innovation-based companies, Tesla and SpaceX, challenged student teams from across the globe to create levitating Hyperloop pods. The pods may someday move through a network of above-ground vacuum tubes, enabling super-fast travel between distant cities. After more than a year of intensive design work and construction, the UW-Madison “Badgerloop” team of undergraduates took its 15-foot-long, 2,100-pound pod to California for the SpaceX competition. The Badgerloop team won third prize in the initial round of the competition and won an innovation award for its design. Musk took the opportunity to sit in the Badgerloop pod while touring the various teams’ booths — the team purposely built its pod to fit Musk, who is six feet, two inches tall.



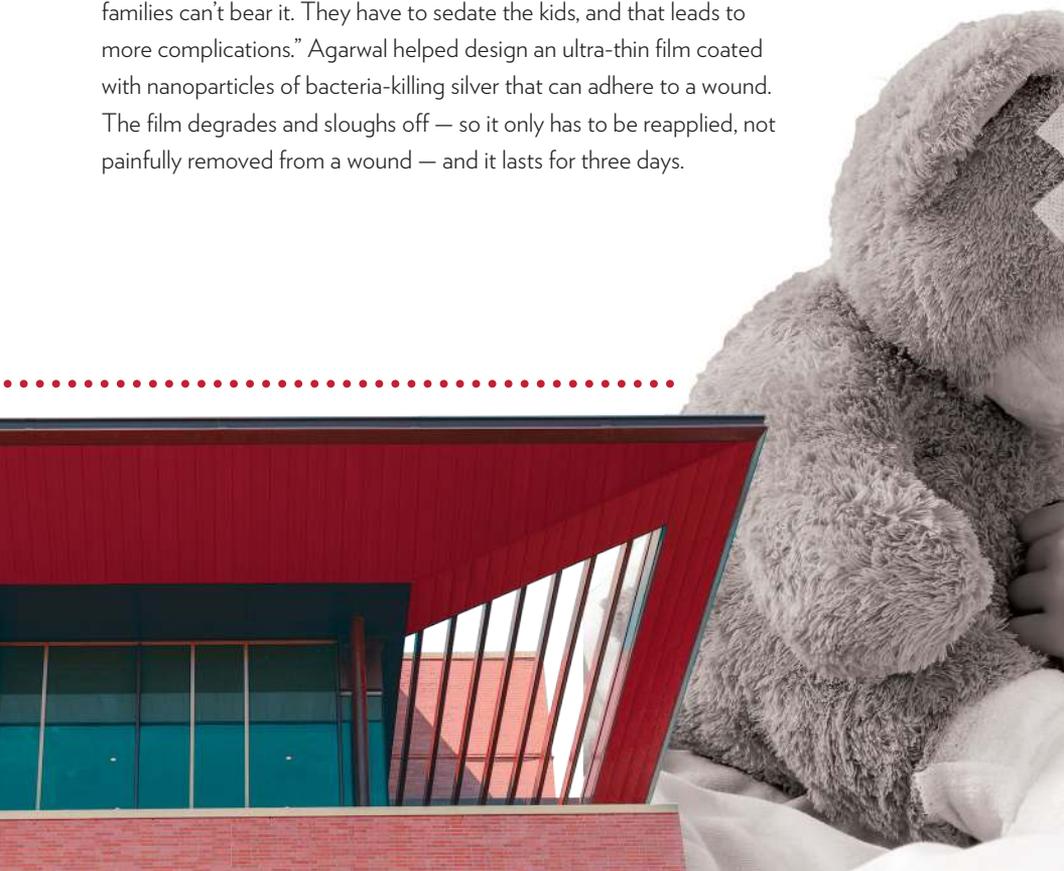
“Seeing alumni like you, who love this university so much to make such generous contributions even after your graduation, is a constant motivating reminder to make the most of my time here at UW. This place has been “home” to many, and I thank you for your efforts to support the education and goals of current Badgers and even those to come!
Thank you! - Mackenzie

YOU HEALED

A CHILD'S WOUNDS

AND MOVED A LOT OF OTHER BRIGHT
IDEAS CLOSER TO THE MARKETPLACE

After attending UW–Madison’s Wisconsin Entrepreneurial Bootcamp — an intensive training program for graduate students — Ankit Agarwal founded a company to market a new wound dressing that could revolutionize treatment for pediatric burn victims. Agarwal learned from a UW trauma surgeon that changing dressings on children with large burns “is so painful even he can’t bear it, the caregivers can’t bear it, the families can’t bear it. They have to sedate the kids, and that leads to more complications.” Agarwal helped design an ultra-thin film coated with nanoparticles of bacteria-killing silver that can adhere to a wound. The film degrades and sloughs off — so it only has to be reapplied, not painfully removed from a wound — and it lasts for three days.

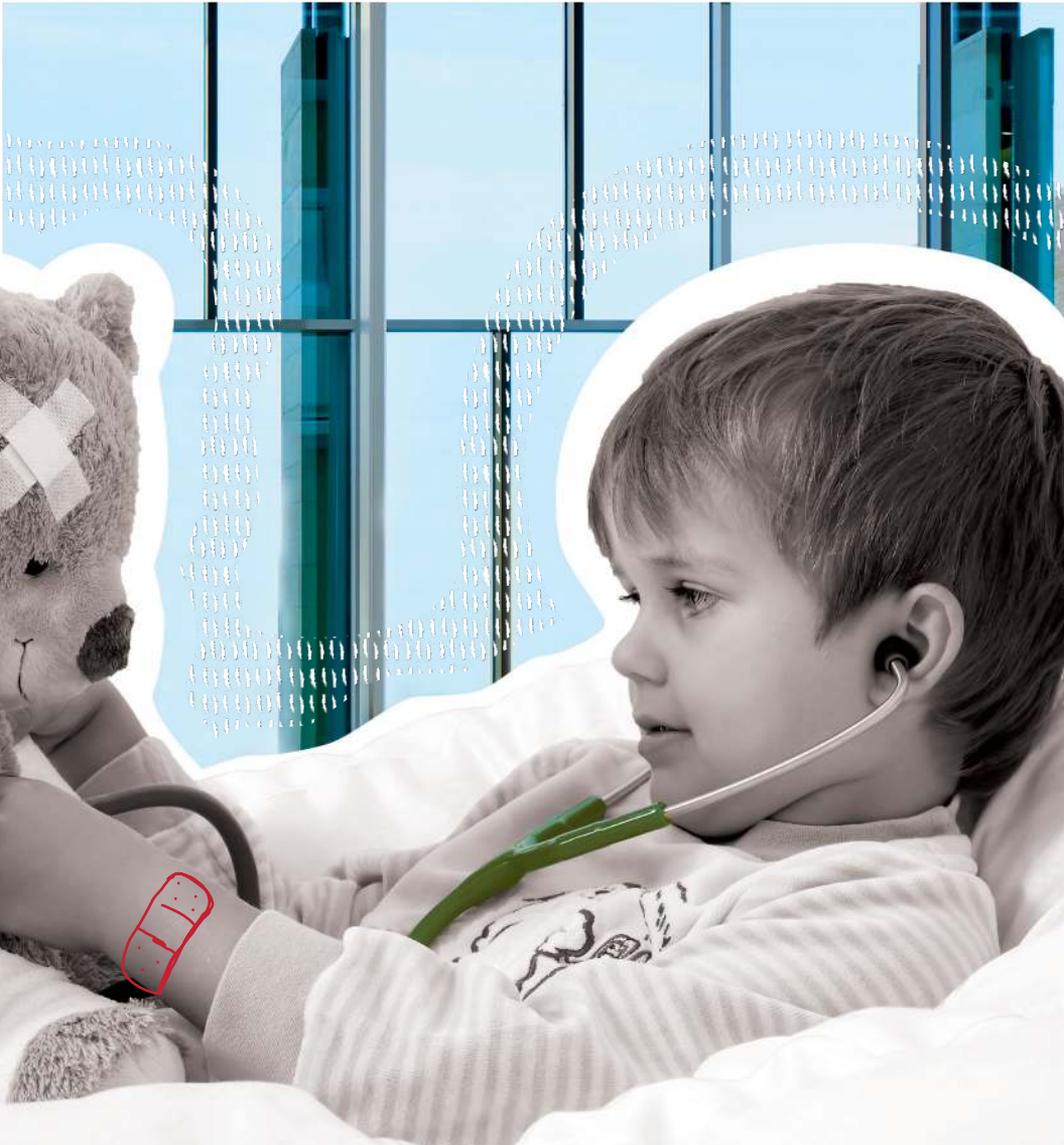


*You have
helped
students with
great ideas to
fuel their inner
entrepreneur.*

During the past three years, more than

3,000

students have participated in programs through the UW's Weinert Center for Entrepreneurship, networking with business leaders and other students who are interested in start-ups.





YOU

CROWNED

THE COWS

Your support has extended the University of Wisconsin student experience to the far reaches of the world.

The UW ranks among the nation's

TOP 10

public universities for total students studying abroad, with more than

2,000

students participating in international academic programs.

AND MADE THE UW A TOP-10 EXPERIENCE
— FOR HUMANS AS WELL AS BOVINES

When then-UW seniors Helena Record '17 and Jacquelyn Laitsch '17 spent a summer in Uganda doing fieldwork for their global health certificates, they learned that the community garden in the village of Lweza had poor soil and the residents were suffering from a lack of protein. The solution? Cows! The two applied for a Wisconsin Idea Fellowship sponsored by the Morgridge Center for Public Service to purchase four cows for Lweza, and now the animals' milk provides a much-needed source of protein. Record and Laitsch also helped the villagers build a cow crown

— not a headpiece adorned with jewels, but a cement structure with a slanted floor that provides shelter and allows manure to run off and supply fertilizer. "I think with a lot of these types of projects, you go in with the desire to help, but then you learn they help you just as much," says Record.



BADGERS EVERYWHERE ARE GIVING

YOU ARE PART OF A COMMUNITY OF DONORS HAILING FROM ALL 50 STATES, SEVERAL TERRITORIES, AND 57 OTHER COUNTRIES



EVERY GIFT MATTERS, NO MATTER THE SIZE



37,474

NUMBER OF DONORS GAVE
\$100 OR LESS



TOTALING

\$1,835,424

23,156 DONORS IN FY17 HAVE
GIVEN FOR **5+** CONSECUTIVE YEARS



86%

OF DONORS GIVING
LESS THAN \$1,000



29% OF DONORS WHO
GAVE IN FY17 GAVE **2+** GIFTS
DURING THE YEAR





I'd like to thank you for your support of the UW School of Medicine and Public Health. As a current medical student, I can honestly say we truly appreciate the support you have given us to help us pursue our dreams. We couldn't have the amazing resources and opportunities that we do without donors like yourself. Thank you so much and I hope one day I can give back and support this school like you have. Thank you.



4,233

NUMBER OF FIRST-TIME ALUMNI DONORS IN 2017

1,233 DONORS HAVE GIVEN FOR 30+ CONSECUTIVE YEARS



THE HIGHEST-PARTICIPATION AWARD

GOES TO ALUMNI WHO GRADUATED IN THE 1960S. OF THE 42,597 LIVING ALUMNI FROM THAT DECADE,

17.3%

HAVE DONATED LAST YEAR, WHICH IS

7,369

PROUD BADGERS

YOU KEEP THE UW STRONG.

71,466

GIFTS

TOTALING

\$43,167,433

WERE GIVEN TO CRITICAL DISCRETIONARY FUNDS ACROSS CAMPUS,
INCLUDING SCHOOL, COLLEGE, AND DEPARTMENTAL ANNUAL FUNDS

Because your annual gifts are available for immediate use, they give the university something that is absolutely critical: the flexibility it needs to function. Your annual gifts allow the UW to take advantage of those serendipitous new ideas and opportunities that tend to crop up in creative environments like campus.

Giving \$1,000 or more per year to a school or college annual fund qualifies you for the 1848 Society. These leadership-level gifts supercharge the university's ability to react to the changes and challenges it faces. Although 1848 refers to the year this great university was founded, you could also say it refers to the fact that **we are grateful 1,848 times over**. Please consider joining this generous group today, and once again (for the 1,849th time), THANK YOU!

For more information, see supportuw.org/1848.

YOU MADE
IT HAPPEN

Thank you! Your annual gift of any size, large or small, makes an impact. Making the UW better and better every year: it's what Badgers do!

attended undergrad at
what my life would be
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me. From research
teaching I have been
my goals for college
has made this possibl
a lot to you and the
availability of afford
and so I thank you f
done to promote a posi

