

# Launching Tech to New Heights Campaign

New Mexico Tech embarked on the *Launching Tech to New Heights* campaign in July of 2019 with a goal to raise over \$112M in support for students, professors, and research. With current staffing, Advancement has reached 77% of the goal, representing \$86M in cash and cash-equivalent donations, pledges, and planned giving (Fig. 1).

Advancement’s continuing work will focus on securing new donations and pledges, converting existing pledges and planned giving components of the campaign into actual cash and cash-equivalent receipts, and reaching the remaining 23% of the campaign’s goal.

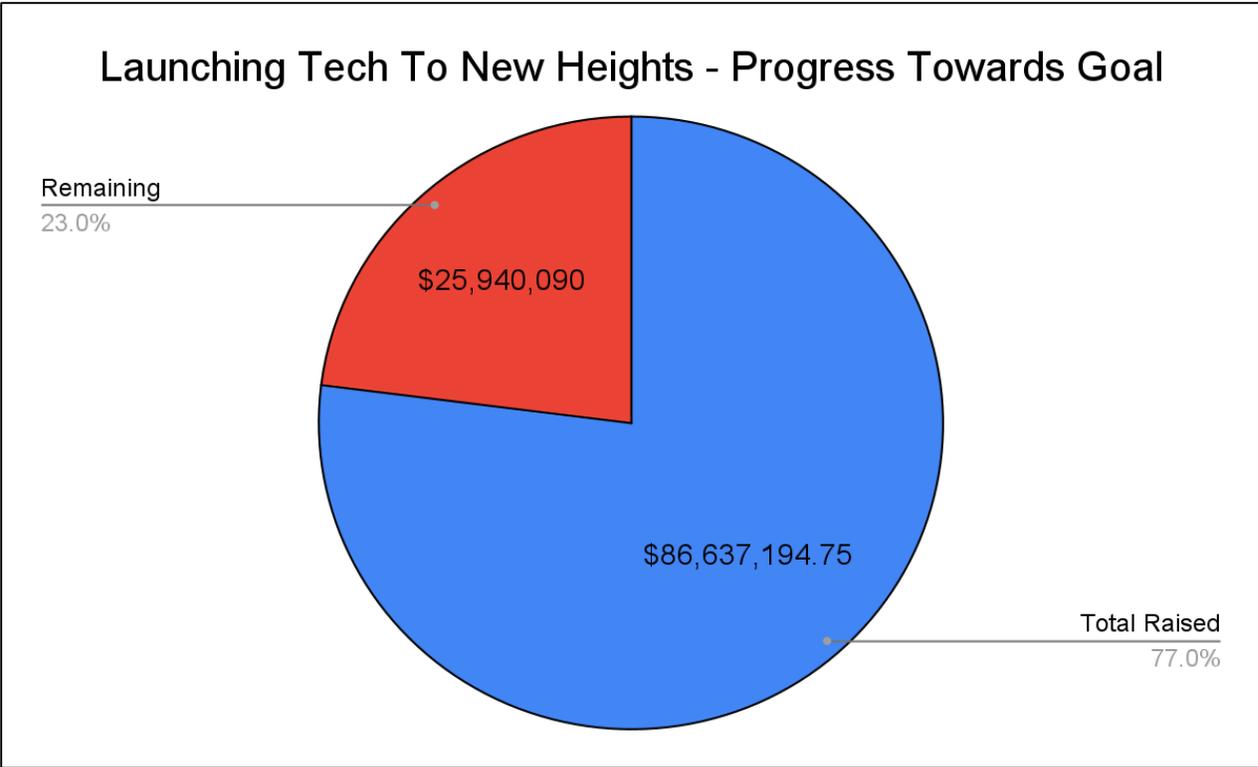


Figure 1. Launching Tech to New Heights campaign – Progress as of FY23

# Campaign Donation Breakdown

The \$86M raised towards the campaign consists of approximately \$28.6M in cash and cash-equivalent gifts, approximately \$8M in pledges, and approximately \$49.9M in planned giving gifts (Fig. 2).

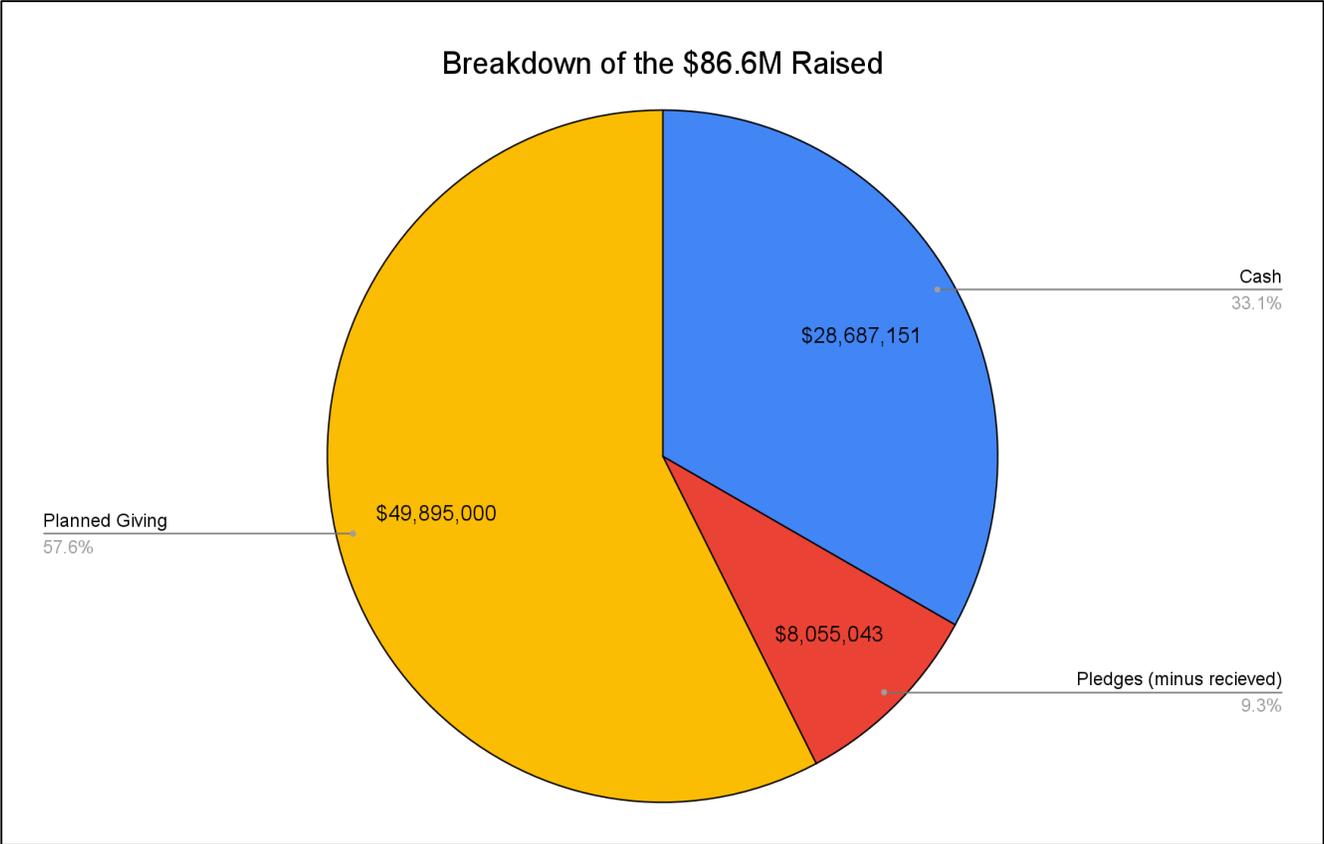


Figure 2. Components of the \$86.6M raised to-date

# Planned Giving Donation Breakdown

Of the approximately \$49.9M in planned giving, approximately 93% consists of planned gifts from donors over the age of 70. Only approximately \$3.6M (7%) is made up of planned gifts from donors under the age of 70 (Fig. 3).

Planned gifts are considered secured, and thus counted, only when a donor provides Advancement staff with sufficient documentation, (a copy of their will, beneficiary status on insurance policy, etc.)

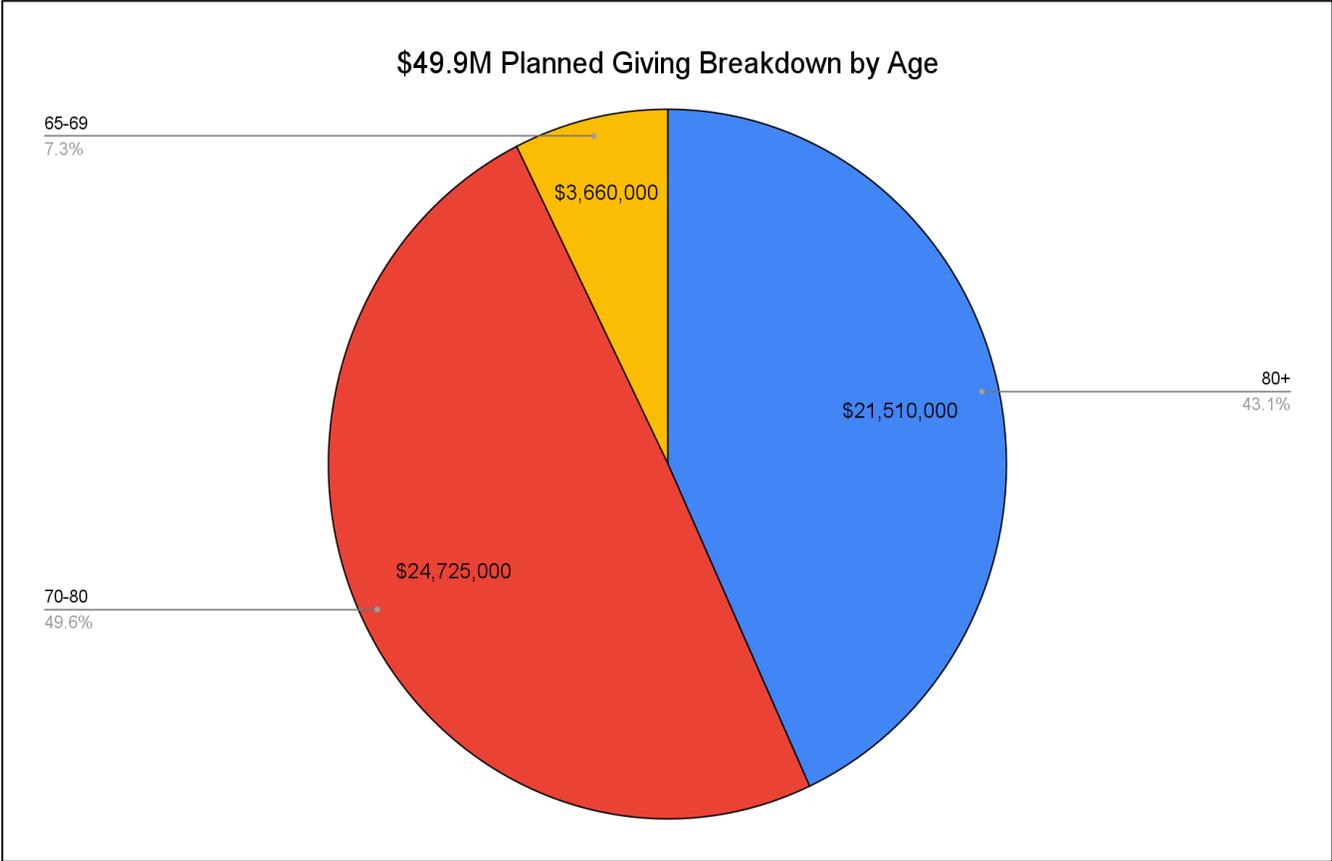


Figure 3. Planned Giving by age group