

# University Advancement

New Funds Request 15/16



**\$62,988 IN PERMANENT FUNDING**

**\$62,988 IN TEMPORARY FUNDING**

**PURPOSE:**

TO SUPPORT THE DIRECTOR OF ADVANCEMENT  
SPECIAL PROJECTS POSITION.

# Special Notes



University Advancement (UA) is asking for a total of \$62,988 from either permanent funds, temporary funds, or some combination of both.

UA does not expect \$62,988 in permanent funds AND \$62,988 in temporary funds. Our goal is simply to reach \$62,988 to allow the position to continue in FY 15/16.

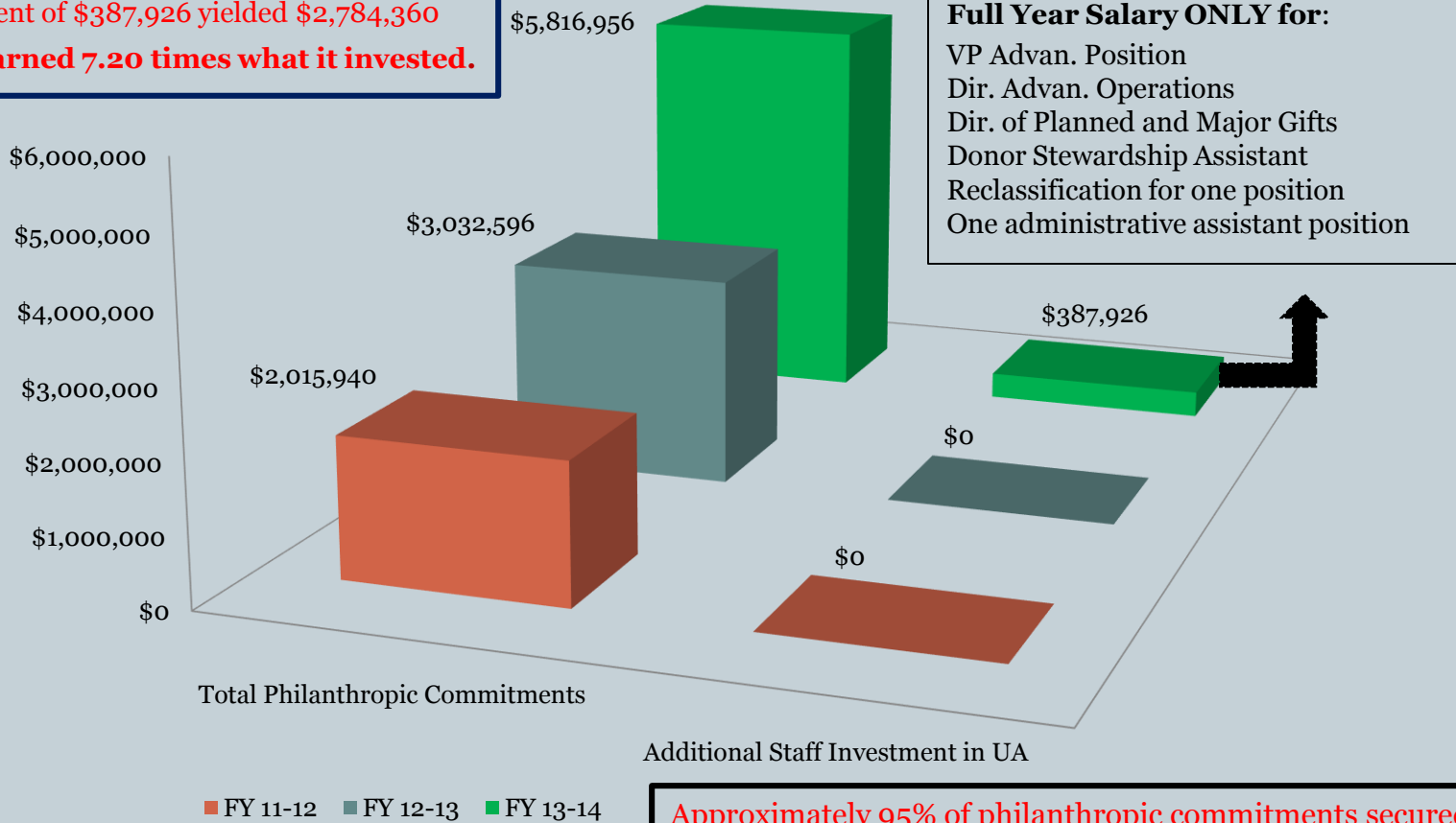
The ultimate goal is to make this critical position permanent.

\*\*\*Advancement is not seeking additional funding to support campaign efforts. Instead, we are reallocating existing resources to support it.

# Investing in University Advancement

## University ROI 13/14

An Investment of \$387,926 yielded \$2,784,360  
In 13-14 CI earned 7.20 times what it invested.



### Full Year Salary ONLY for:

- VP Advan. Position
- Dir. Advan. Operations
- Dir. of Planned and Major Gifts
- Donor Stewardship Assistant
- Reclassification for one position
- One administrative assistant position

Approximately 95% of philanthropic commitments secured are directed toward student scholarships or academic programs.

# System-Wide Performance Comparison



**Within its peer group, CI out performed all but 4 of the 11 campuses in FY 13/14.**

Peer Group	Campus	2011/2012 Total Gift Commitments	2012/2013 Total Gift Commitments	2013/2014 Total Gift Commitments	Three Year Average
1	Bakersfield	\$2,645,739	\$5,267,573	\$7,336,831	\$5,083,381
	Channel Islands	\$2,014,940	\$3,032,596	\$5,816,162	\$3,621,233
	Dominguez Hills	\$4,122,003	\$3,889,594	\$1,709,956	\$3,240,518
	East Bay	\$5,192,515	\$4,577,250	\$2,541,365	\$4,103,710
	Humboldt	\$7,535,171	\$7,095,256	\$11,240,033	\$8,623,487
	Los Angeles	\$5,985,996	\$5,306,456	\$5,325,416	\$5,539,289
	Maritime Academy	\$1,596,985	\$2,588,723	\$2,755,384	\$2,313,697
	Monterey Bay	\$5,768,245	\$4,207,401	\$4,052,582	\$4,676,076
	San Bernardino	\$4,031,363	\$4,225,518	\$5,914,228	\$4,723,703
	San Marcos	\$4,213,983	\$5,114,764	\$5,679,175	\$5,002,641
	Stanislaus	\$2,358,933	\$2,166,357	\$1,010,541	\$1,845,277
		\$45,465,873	\$47,471,488	\$53,381,673	\$48,773,011
2	Chico	\$7,564,497	\$8,871,183	\$9,548,488	\$8,661,389
	Fullerton	\$7,294,986	\$8,576,136	\$16,027,456	\$10,632,859
	Northridge	\$11,399,521	\$14,793,755	\$21,511,163	\$15,901,480
	Pomona	\$10,744,565	\$10,164,473	\$34,828,837	\$18,579,292
	Sacramento	\$11,162,488	\$10,212,592	\$14,236,085	\$11,870,388
	San Francisco	\$17,016,911	\$15,378,536	\$14,338,699	\$15,578,049
	Sonoma	\$12,384,760	\$5,537,811	\$11,037,607	\$9,653,393
		\$77,567,728	\$73,534,486	\$121,528,335	\$90,876,850
3	Fresno	\$24,672,230	\$24,969,668	\$66,663,487	\$38,768,462
	Long Beach	\$27,736,945	\$27,013,759	\$28,543,157	\$27,764,620
	San Diego	\$67,052,356	\$83,909,499	\$96,752,543	\$82,571,466
	San Jose	\$24,873,168	\$35,852,274	\$31,373,175	\$30,699,539
	San Luis Obispo	\$27,172,680	\$42,553,738	\$49,168,594	\$39,631,671
			\$171,507,379	\$214,298,938	\$272,500,956
	Chancellor's Office	\$2,469,707	\$3,023,124	\$12,487,069	\$5,993,300
<b>Grand Total</b>		<b>\$297,010,687</b>	<b>\$338,328,036</b>	<b>\$459,898,033</b>	<b>\$365,078,919</b>

# Investing in University Advancement



**Q. What role does the Director of Advancement Special Projects play in this?**

**A. A very critical one.**

The position is critical with regard to meeting the goals of the division, particularly with regard to CI Foundation Board operations and governance as well as fundraising activities at the principal (\$1 million or more) and major gift levels (\$25,000 or more).

The position also is responsible for the oversight and execution of commencement and plays a critical role in ensuring the success of the Campaign for CI.

If the position is not supported, providing the required governance of the CI Foundation Board as determined by state and federal regulations as well as system policies and requirements will not be attainable.

In addition, proper execution of commencement and oversight that ensures the University is at minimal risk with regard to the event will not be made available.

Lastly, University Advancement will not be capable of pursuing the Campaign for CI.

# FY 14/15 Fundraising to Date



**Booked Philanthropic Commitments - \$3,782,402**

(commitments made in writing or already received)

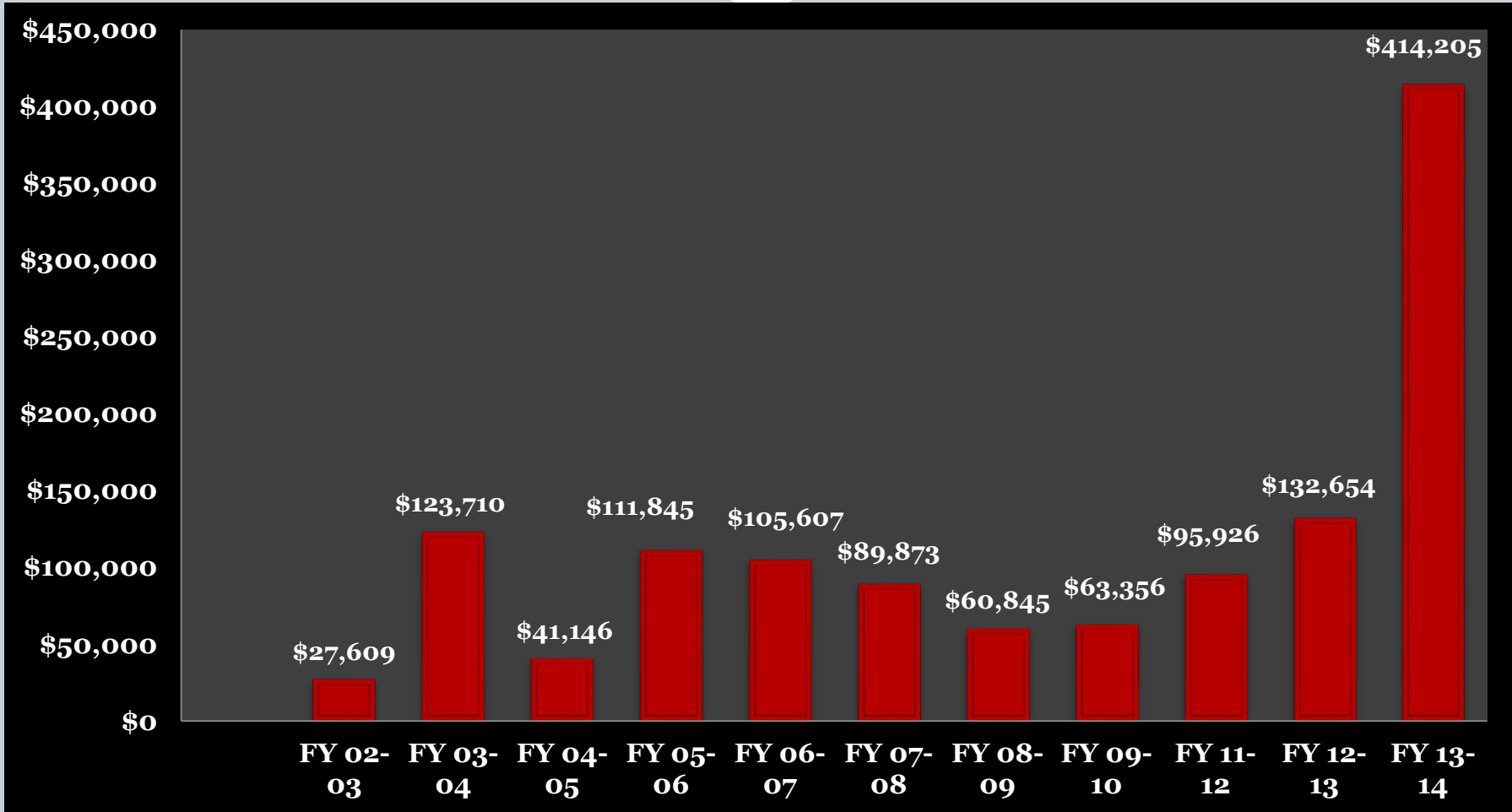
**Pending Commitments - \$2,105,227**

(commitments needing to be booked in writing or collected on)

**Total Commitments Expected by June 30<sup>th</sup> - 5,887,629**

(If no other commitments were made between now and then)

# CI Foundation Board History of Giving



# **FY 14/15 CI Foundation Board Gift Commitments to Date**



**\$816,000**

LFY - \$414,205

**(97% increase)**



# CI Foundation Board Governance



Due to inadequate staffing, the CI Foundation experienced many audit findings as a result of a Chancellor's Office voluntary audit that reviewed performance up to May of 2014.

The Director of Advancement Special Projects position was adopted by Advancement in late February 2013. Since that time, all audit findings have been cleared and UA has been able to take measures to ensure future compliance.

This position is needed to ensure proper governance and minimize risk to the campus.

# Commencement



Simply put, without this position, commencement at CI would have no leadership or official oversight.

Ensuring there is minimal risk to the campus with regard to the event would be lost.