

University Advancement



Channel Islands
CALIFORNIA STATE UNIVERSITY

Advancement's Mission Statement

Through inspirational programs designed to engage constituents, University Advancement secures philanthropic support, engages alumni, and fosters public/private partnerships to serve students, advance the University's mission and encourage its strategic priorities.

What is Advancement Responsible for?

- Generating philanthropic and community support.
- Alumni Programs and Engagement
- Planning Commencement

Advancement's Contribution to the CI Mission

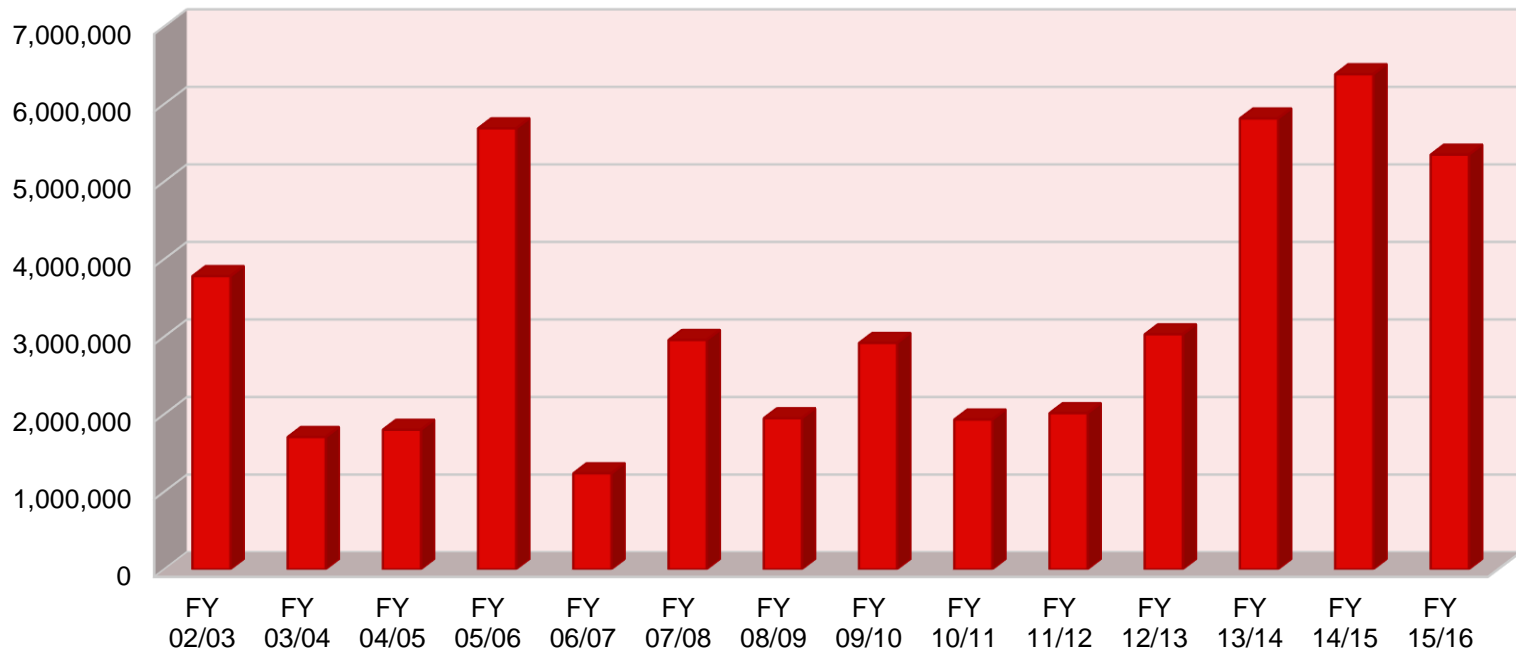
Since 2002, Advancement has raised **\$46,585,415** for the Campus (and counting).

Some of the largest contributions brought to the campus by UA include:

- \$5 million to support the construction of the JSB Library
- \$8 million to support the naming of the School of Business and Economics and the construction of the Smith Decision Making Center.
- \$6 million to support the CI Nursing Program at Cottage Health Systems

Over \$46.5 million in Gift Commitments Since FY 2002

CI Foundation Philanthropic Commitments



Within its peer group, CI out performed all but five of its 11 sister campuses in its three year average.

PHILANTHROPIC PRODUCTIVITY

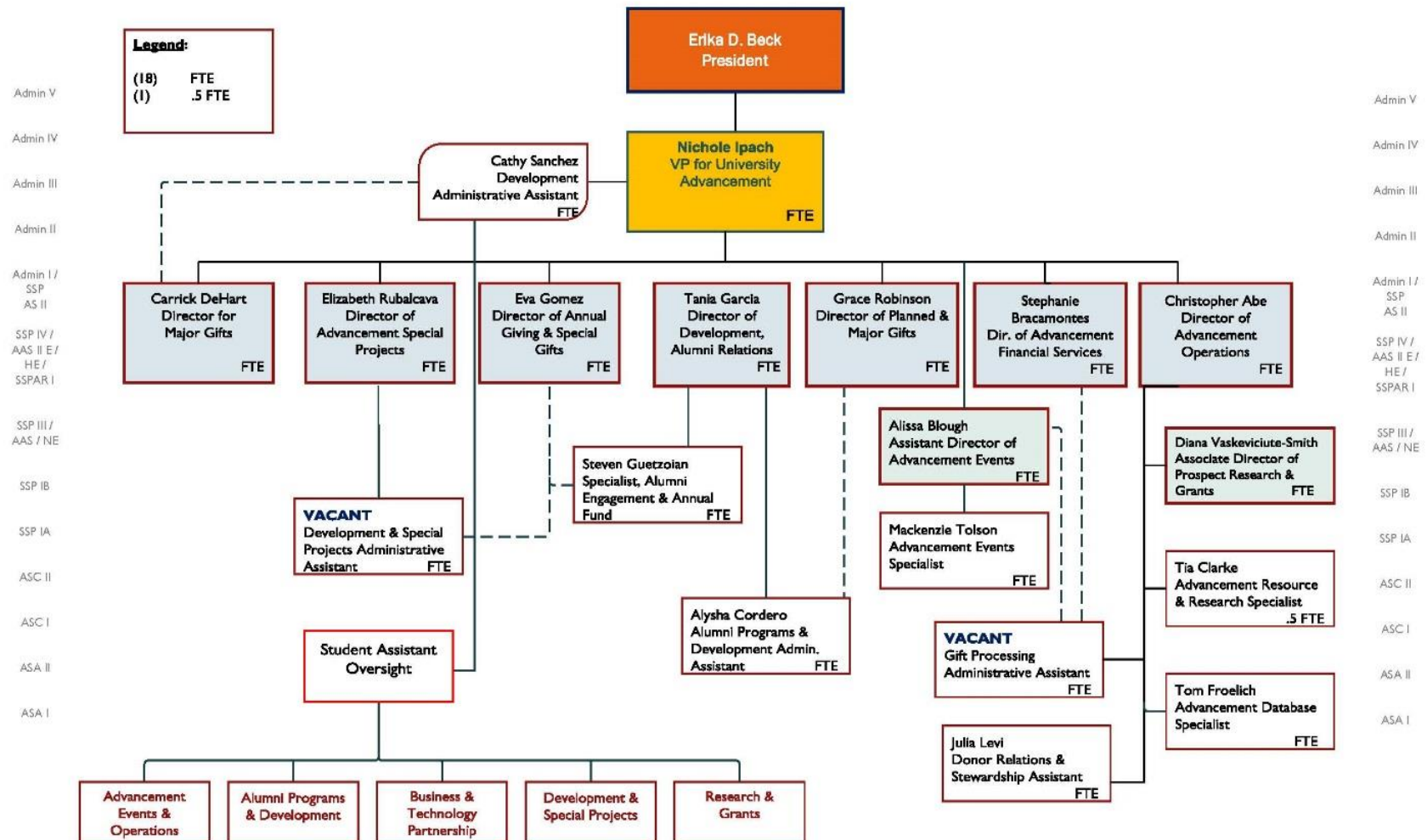
GROUP I	2012/2013 Total Gift Commitments	2013/2014 Total Gift Commitments	2014/2015 Total Gift Commitments	Three Year Average
Bakersfield	\$5,267,573	\$7,336,831	\$8,299,255	\$6,967,886
Channel Islands	\$3,032,596	\$5,816,162	\$6,387,261	\$5,078,673
Dominguez Hills	\$3,889,594	\$1,709,956	\$5,784,070	\$3,794,540
East Bay	\$4,577,250	\$2,541,365	\$4,328,334	\$3,815,650
Humboldt	\$7,095,256	\$8,613,633	\$7,745,384	\$7,818,091
Los Angeles	\$5,306,456	\$5,325,416	\$9,358,448	\$6,663,440
Maritime Academy	\$2,588,723	\$2,755,384	\$1,834,599	\$2,392,902
Monterey Bay	\$4,207,401	\$4,052,582	\$5,127,213	\$4,462,399
San Bernardino	\$4,225,518	\$5,914,228	\$14,464,157	\$8,201,301
San Marcos	\$5,114,764	\$5,679,175	\$10,369,013	\$7,054,317
Stanislaus	\$2,166,357	\$1,010,541	\$2,088,417	\$1,755,105
	\$47,471,488	\$50,755,273	\$75,786,151	\$58,004,304



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UA Org Chart

18.5 FTE



Staffing Breakdown...

- **18 .5 FTE (ALL STAFF)**
 - 1 VICE PRESIDENT
 - 4 FUNDRAISERS
 - 4.5 ADVANCEMENT SERVICES PROFESSIONALS
 - 1 BUDGET SERVICES PROFESSIONAL
 - 4 ADMINISTRATIVE ASSISTANTS
 - 2 EVENT STAFF
 - 1 ALUMNI ENGAGEMENT STAFF
 - 1 ADVANCEMENT SPECIAL PROJECTS STAFF



University Advancement's Stateside Allocation

Perm Staffing - \$1,407,183 (salaries only)

Perm Supplies / Operations - \$153,632

Total Permanent Stateside Allocation: \$1,560,816

Temporary Funds - \$93,000

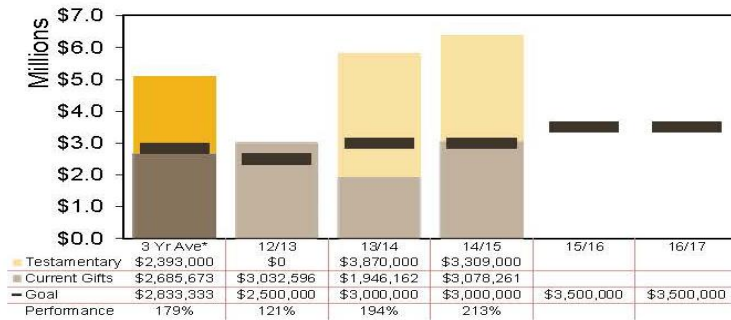
Total Stateside Allocation - \$1,653,815

UA's stateside allocation is 2.1% (excludes benefits) of the campus' budget – the smallest divisional allocation for the campus.

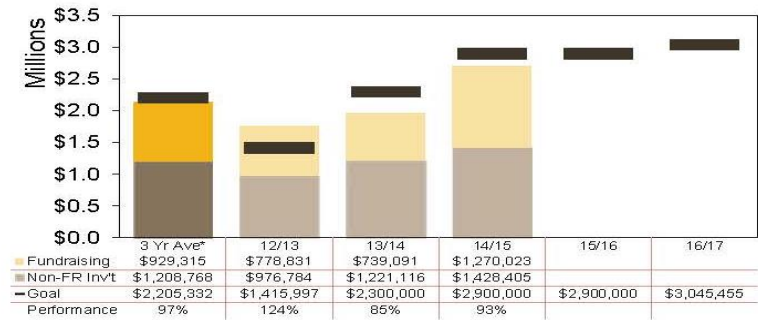
GOAL MATRIX DASHBOARD

Actual Goal

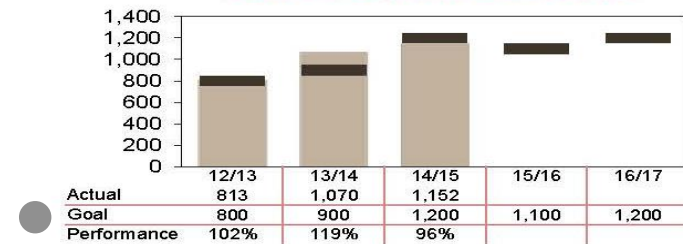
Gift Commitments



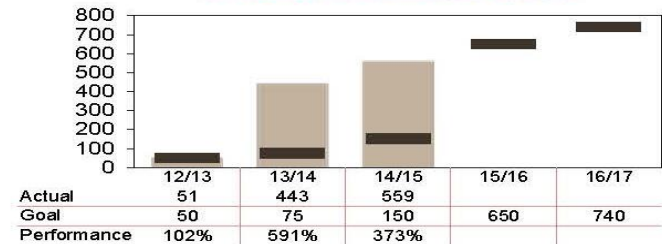
Total Advancement Investment



Number of Individual Donors



Number of Alumni Donors



MEASURING ADVANCEMENT (Three Year Average*)

Cost Benefit Analysis

Cost to Raise a Dollar

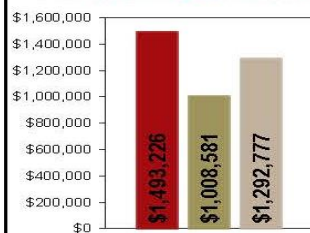
CSU Average
Peer Group Average
Channel Islands Average



Investment as a Percentage of State General Fund

Total Advancement Expenditures

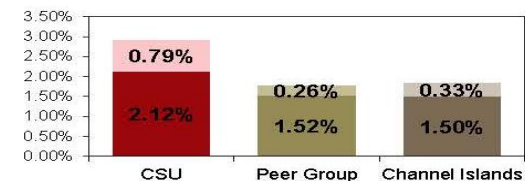
Gift Commitments per FTE Fundraising Professional



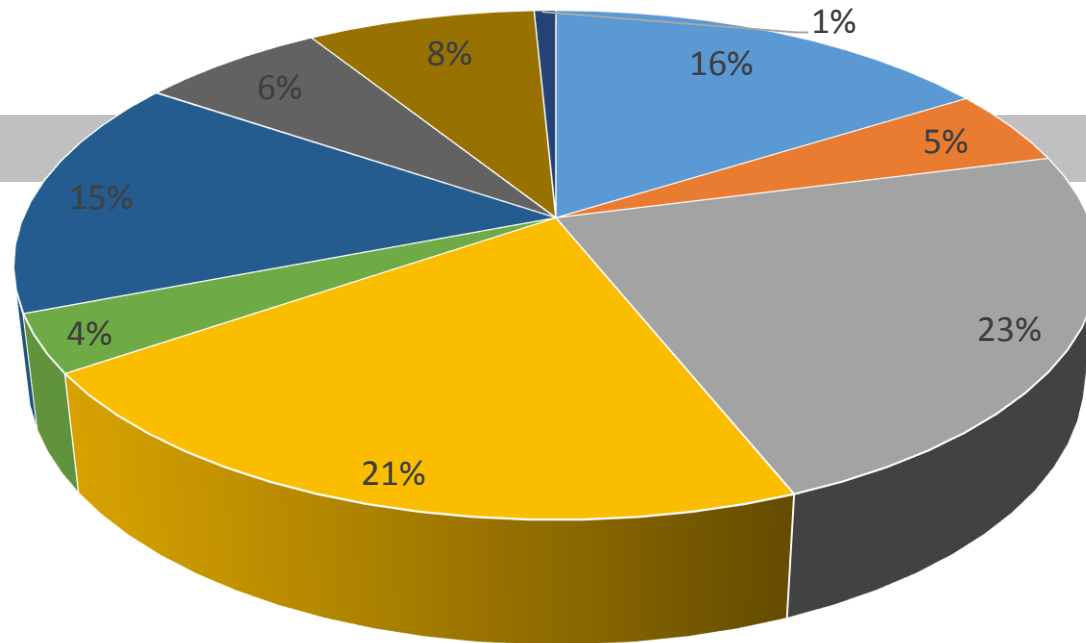
Return on Investment



Fundraising Expenditures



Support Trends FY 12/13 through FY 15/16



- Unrestricted 16%
- Unrestricted-Bequests 23%
- Academic Affairs-Planned -Bequests 4%
- Student Scholarship-Bequests 15%
- Endowments 6%
- Research 1%
- CI Capital Campaign 5%
- Academic Affairs 21%
- Student Scholarship 4%
- Capital Projects 6%
- Other Restricted 1%



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Fundraising Priorities

Fundraising Priorities are Determined by the University President.

The President seeks recommendations and input from the Provost and Vice Presidents and then makes the assignment to Advancement.

Challenges

1. Limited resources available to meet Campus need.
2. Philanthropic environment
3. Young alumni base
4. Lack of Awareness
5. Need for planning and data to make a case for support

Questions?

**Happiness... consists in giving,
and in serving others.**

Henry Drummond

