University Advancement
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.

### PHILANTHROPIUC PRODUCTIVITY

<table>
<thead>
<tr>
<th>GROUP</th>
<th>2012/2013 Total Gift Commitments</th>
<th>2013/2014 Total Gift Commitments</th>
<th>2014/2015 Total Gift Commitments</th>
<th>Three Year Average</th>
</tr>
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<tbody>
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<td></td>
<td>$47,471,488</td>
<td>$50,755,273</td>
<td>$75,786,151</td>
<td>$58,004,304</td>
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<td>Bakersfield</td>
<td>$5,267,573</td>
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<td>$8,299,255</td>
<td>$6,967,886</td>
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<td>Channel Islands</td>
<td>$3,032,596</td>
<td>$5,816,162</td>
<td>$6,367,281</td>
<td>$5,078,673</td>
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<td>Dominguez Hills</td>
<td>$3,889,594</td>
<td>$1,709,956</td>
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<td>$3,794,540</td>
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<td>East Bay</td>
<td>$4,577,250</td>
<td>$2,541,365</td>
<td>$4,328,334</td>
<td>$3,815,650</td>
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<td>Humboldt</td>
<td>$7,095,256</td>
<td>$8,613,633</td>
<td>$7,745,384</td>
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<td>Los Angeles</td>
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<td>Maritime Academy</td>
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<td>Monterey Bay</td>
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<td>San Bernardino</td>
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<td>Stanislaus</td>
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<td>$1,010,541</td>
<td>$2,068,412</td>
<td>$1,755,105</td>
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</tbody>
</table>
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.
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.
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*