

University Advancement

New Funds Request 16/17



\$406,001 IN PERMANENT FUNDING

\$32,500 IN TEMPORARY FUNDING

TOTAL REQUEST: \$438,501

PURPOSE:

TO FUND NEW STAFF POSITIONS AND PROVIDE OPERATIONAL SUPPORT THAT WILL ALLOW UA TO MEET DIVISIONAL GOALS DESIGNED TO SUPPORT THE CI STRATEGIC PLAN.

Perm Allocation Request



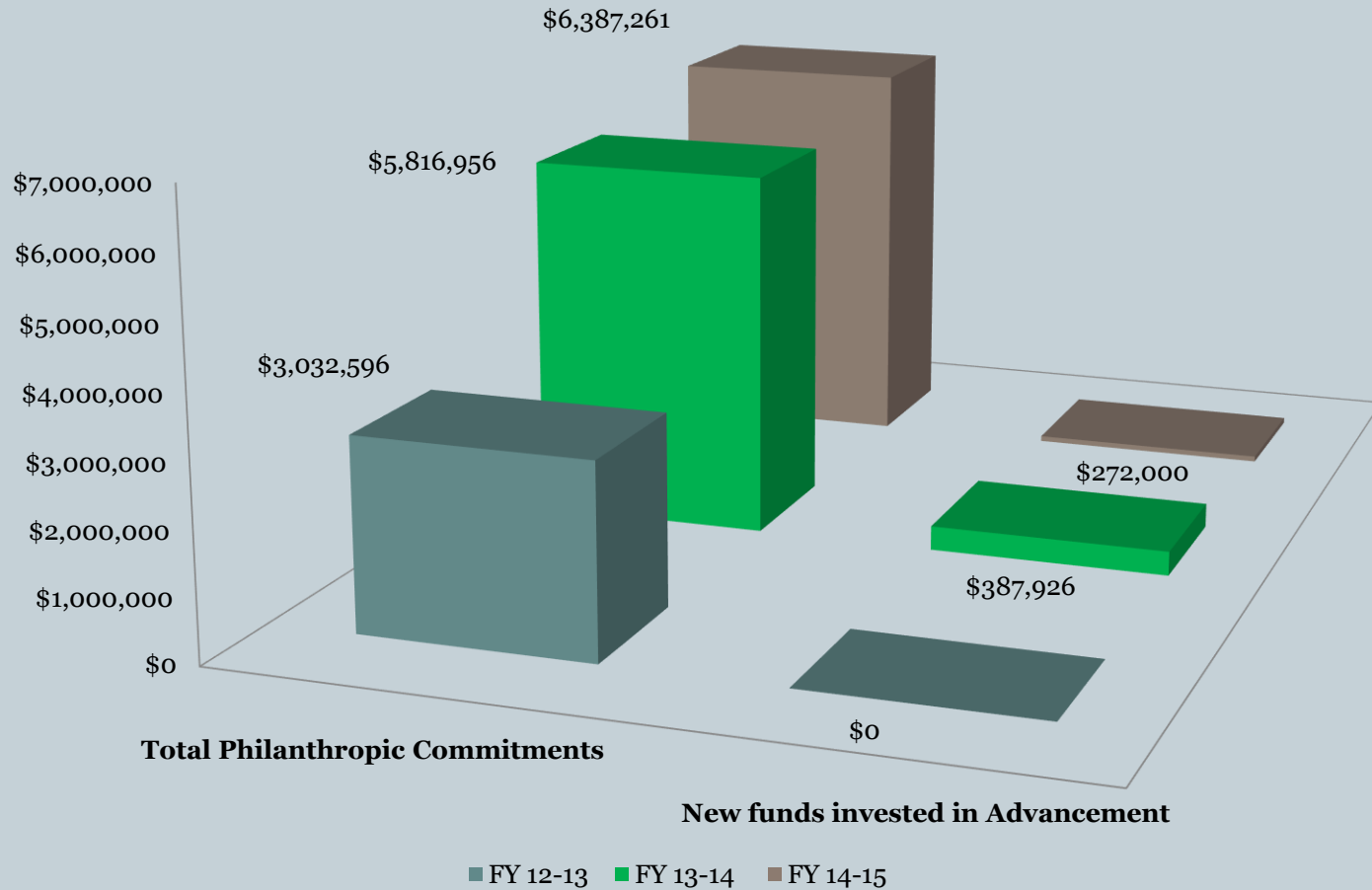
AVP for University Development	120,000
Director of Advancement Events and Communications	85,000
Executive Administrative Assistant	73,000
Gift Processing and Donor Relations Coordinator	53,000
Contractual Writing Services	35,000
Printing (Brochures, Annual Fund Mailings)	15,000
New Subscription, Mileage and Cell Phone Reimbursement Costs	5,000
Annual Data Services	15,000
Grand Total - General Fund (GD901)	\$406,001

Temp Allocation Request



Equipment, Furniture, Supplies for New Hires in Priority One	20,000
Position Recruitment and Advertising for New Hires in Priority One	7,500
Division Office Moves	5,000
Grand Total - General Fund (GD901)	\$32,500

Investment in University Advancement



CI's Return on Investment



Fiscal Year	New Funds Allocated	Philanthropic Commitments Received	Variance +(-) Philanthropic Commitments from the Prior Fiscal Year	Return on Investment for the Campus
13/14	\$387,926	\$5,816,956	\$2,784,360	CI earned \$7.20 for every dollar invested.
14/15	\$272,000	\$6,387,261	\$570,307	CI earned \$2.09 for every dollar invested.
Total	\$659,926	\$12,203,423	\$3,354,667	\$5.08

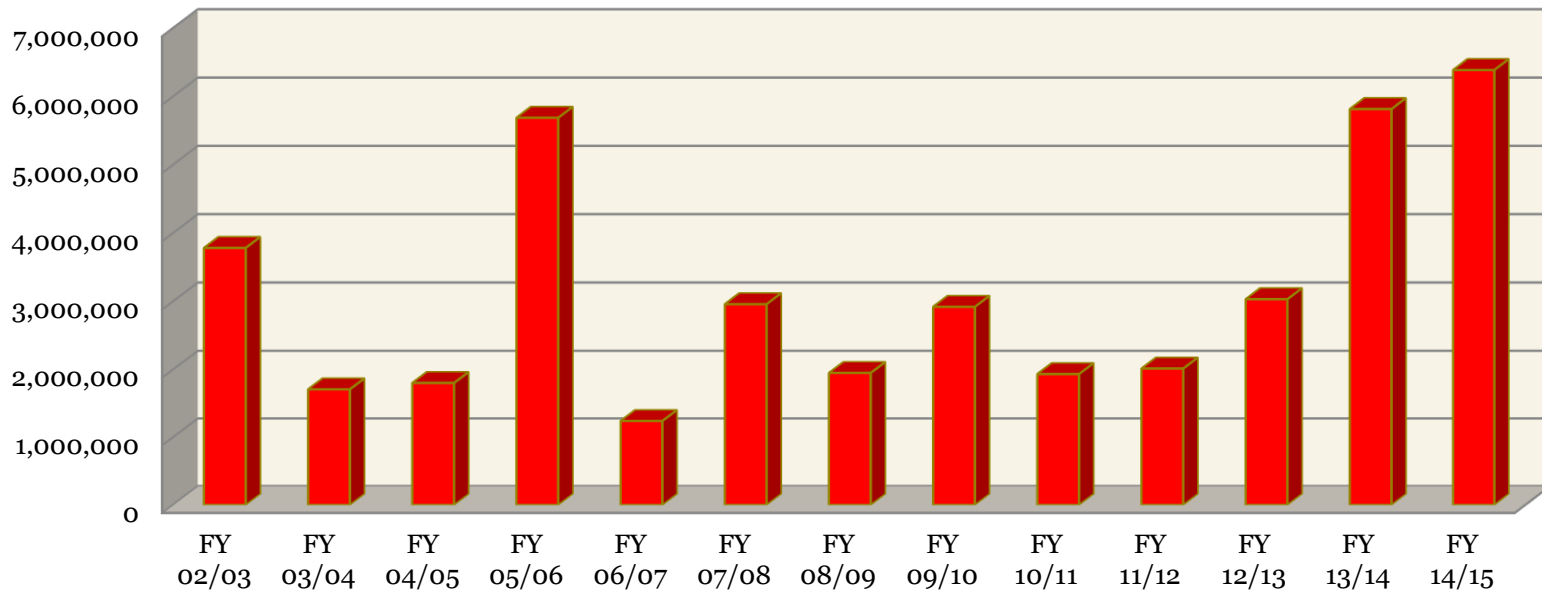
In FY 13/14, University Advancement implemented a plan to focus on Major Gift Solicitation by streamlining events and increasing administrative support to the Division.

**The campus supported this strategy.
It paid off. Literally.**

The Investment is Paying Off!



CI Foundation Philanthropic Commitments

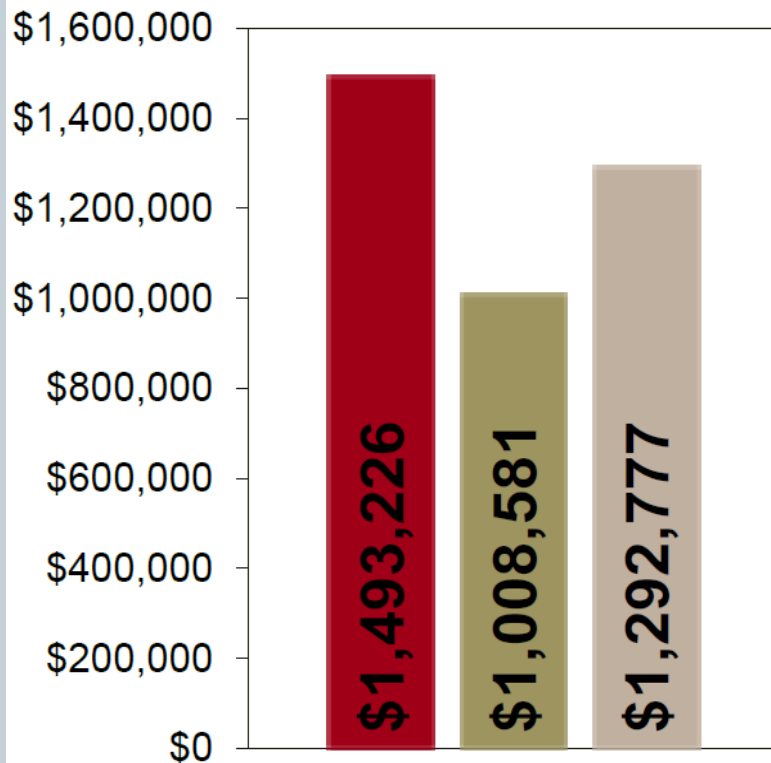


The last two fiscal years increased CI's cumulative historic number by 42% , accounting for 30% or \$12,203,423 of the over \$41 million raised since 2002.

The \$6.38 million reported in FY 14/15 was the highest annual number in CI's history.

CI is Out Performing its Peers in the CSU

Gift Commitments per FTE Fundraising Professional



- CSU Average
- Peer Group Average
- Channel Islands Average

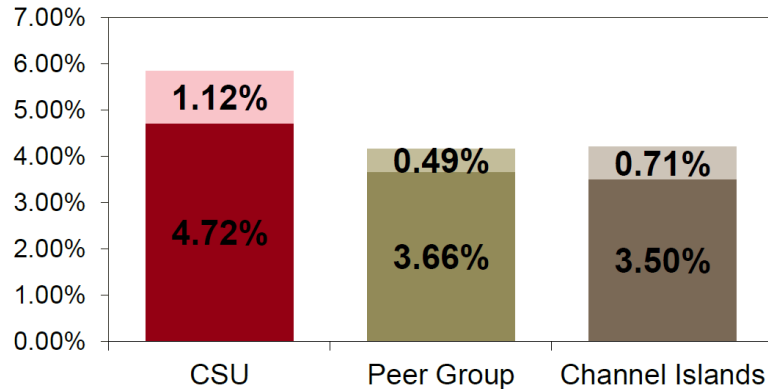
Measuring the ROI – A Three Year Average



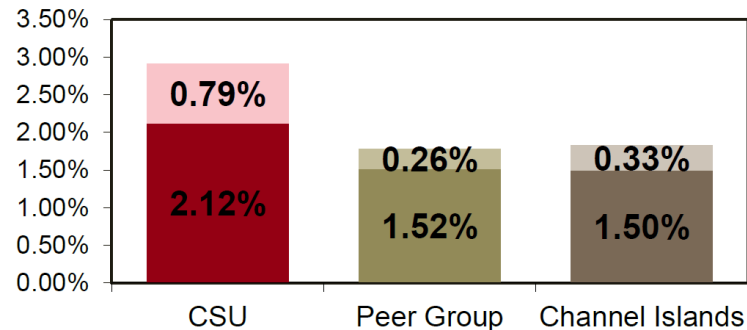
Investment as a Percentage of State General Fund

■ State ■ Other

Total Advancement Expenditures



Fundraising Expenditures



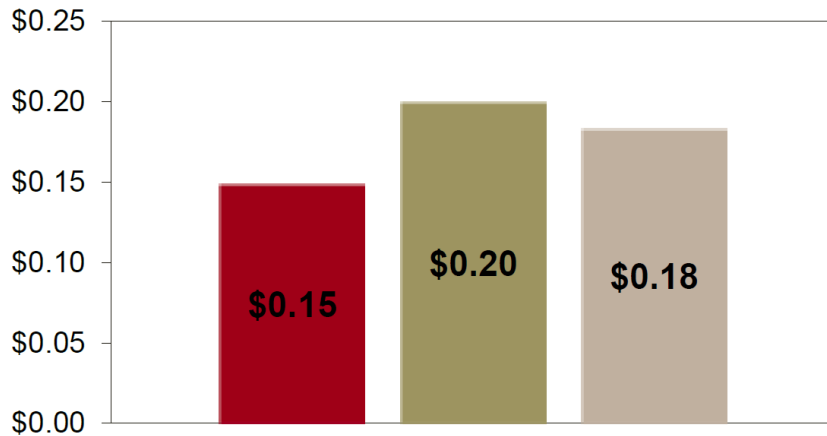
■ CSU Average

■ Peer Group Average

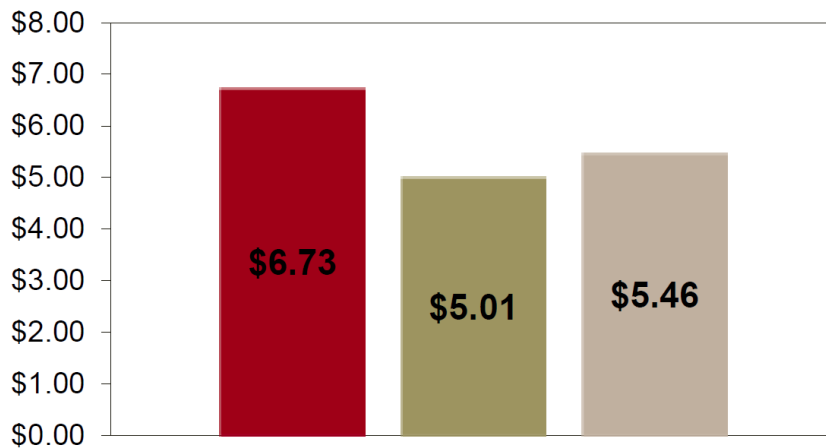
■ Channel Islands Average

Measuring the ROI – A Three Year Average

Cost to Raise a Dollar



Return on Investment



- CSU Average
- Peer Group Average
- Channel Islands Average

Staff Positions Requested



1. AVP for University Development
2. Director of Advancement Events and Communications
3. Executive Administrative Assistant
4. Gift Processing and Donor Relations Coordinator

Operational Funding Requested



Perm. Funding

Contractual Writing Services	35,000
Printing (Brochures, Annual Fund Mailings)	15,000
New Subscription, Mileage and Cell Phone Reimbursement Costs	5,000
Annual Data Services	15,000

Temp. Funding

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Division Office Moves	5,000

Addressing Risk



- Adding Capacity to Ensure Compliance
- Continue Track Record of Success / Take Advantage of Funding Opportunities
- Ensuring Accurate Constituent Contact Information
- Allowing for Additional Program Evaluation
- Serving the CI Foundation Board

Alignment with UA Strategic Plan



- 1. Develop a culture of philanthropy to increase overall giving annually**
- 2. Foster engagement with a diverse cross section of stakeholders.**
- 3. Create and steward strong partnerships.**
- 4. Create a sustainable infrastructure that supports the Division's needs, leverages opportunities, ensures excellent stewardship and maximizes efficiencies.**

Alignment with CI Strategic Plan



CI STRATEGIC PLAN GOAL :

REALIZE OUR FUTURE

1. Build infrastructure capacity
2. Seek, cultivate, and steward resources both public and private

UA MISSION STATEMENT

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.

UA VISION

We are a champion for the University's Vision as a source for achieving student success and educational excellence through innovative practices, being a trusted steward of resources, inspiring philanthropy, and building strong community relationships.

Questions?

