



## University Advancement

# BUILDING SUPPORT FOR CSUCI

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## Mission Statement

Placing students at the center of the educational experience, the Division of University Advancement supports opportunities for enhanced student learning, faculty development, campus infrastructure and scholarly programs through institutional funding, University Affairs, Alumni Relations, and Community & Government Relations.

## Major Gifts

Over the past 5 years, two landmark gifts were received that have positively impacted CSUCI. The John Spoor Broome Library was so named because of a \$5 million gift from Mr. Broome and his family. The Martin V. Smith School of



Business and Economics was named for Mr. Smith after a \$5 million bequest from Mr. Smith and his wife was augmented by an additional \$3 million gift from the Martin V. and Martha K Smith Family Foundation. These gifts are among the largest received by any non-profit in Ventura County.

## Alumni & Friends Association

In just 3.5 years, the CSUCI Alumni & Friends Association has grown out of nothing and into success. Major accomplishments in membership, communication, programs and relationship-building have been innovative and interdisciplinary while creating an environment of value to alumni and ultimately breeding a culture of philanthropy and mentoring to benefit the students of CSUCI.

## Philanthropic Productivity

Actual 04/05	Actual 05/06	Goal 06/07	Goal 07/08
\$1,801,902	\$5,688,588	5,000,000	5,750,000

### TOTAL NUMBER OF DONORS

498      782      900      1035

*This data represents performance in developing philanthropic support for CSUCI. Gift commitments include new gifts, new pledges, and testamentary commitments representing a pipeline of support to the institution.*

*Data Sources: 2005-06 Annual Report on External Support to the California State University; CSUCI Goal Matrix.*

## Annual Giving

As the foundation of any fundraising effort, annual giving is given special attention at CSUCI. Elements of an annual giving program include direct mail solicitations, membership programs, special events, and web-based giving, among others. All of these elements are part of the CSUCI program. Highlights over the last year include a 10% increase in President's Circle members from 2005 to 2006. These are donors of \$1,000 or more annually. Additionally, a new payroll deduction program was launched in September 2006 to offer all University staff members the ability to donate directly from their paychecks. A 15% rate of participation was achieved, with many staff members using this option to purchase tickets to the President's Dinner (over 200 CSUCI employees attended). The objectives of the President's Dinner are to involve the campus community, introduce community members to the University, and raise funds in support of the University's areas of highest priority. Over 500 guests attended the 7th Annual President's Dinner held October 7,



The Annual President's Dinner

2006 in the Air Force One Pavilion at the Ronald Reagan Presidential Library in Simi Valley making the annual gala the largest to date. From 2003-2006, the President's Dinner has raised over \$500,000 net and attendance has increased by 30%.

## BUSINESS & TECHNOLOGY PARTNERSHIP

An exciting collaboration has been formed with members from many of this region's leading business and technology companies, economic development agencies/organizations, and CSUCI. The ongoing goal of the Business & Technology Partnership (B&TP) is to foster the collaboration of technology and related service-based companies with CSUCI and to promote technological excellence among its students, faculty, and staff for the benefit of the region's economy. As members of the B&TP, community

members have access to special University events and B&TP events such as the Holiday Mixer and the Annual Leadership Dinner. Now in its third year, the B&TP Leadership Dinner has increased the amount of \$2,500 scholarships that are awarded to CSUCI transfer and junior-status students from three to five. Other highlights include the presentation of the following special recognition awards: B&TP Technologist of the Year, B&TP Business & Community Leader of the Year, and B&TP Faculty Member of the Year.

## GRANTS

The advancement office regularly works with faculty and staff members to seek out appropriate grant sources and successfully win grant funds for programs across the campus.

One major highlight is a grant of \$950,000 received in 2005 from the Amgen Foundation in support of the science programs at CSUCI.

## STUDENT SCHOLARSHIPS

The first \$35,000 in student scholarships was awarded in 2003 and has grown annually to over \$75,000 in 2006-2007. A major highlight is the President's Scholars program that was begun through a generous endowment from Pierre

Claeyssens before he passed away. This program is for outstanding incoming freshmen. These students receive full payment of fees, a generous book award and a laptop computer to use while at CSUCI.