

University Advancement

# BUILDING SUPPORT FOR CSUCI

Presented By:

**Annual Giving** 

As the foundation of any fundraising effort, an-

nual 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

include a 10% increase in President's Circle

members from 2005 to 2006. These are do-

CSUCI program. Highlights over the last year

nors 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 com-

munity 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,

Marti DeLaO, Director of Advancement and Foundation Operations Marty de los Cobos, Vice President for University Advancement Tania Garcia, Associate Director of Alumni Relations Eva Gomez, University Advancement Coordinator

Nichole Ipach, Directorof University Development Diana Smith, Associate Director of Prospect Research and Grants Mitchel Sloan, Director of University Affairs Dianne Wei, Development and Special Events Coordinator

# **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

students of CSUCI.



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.

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 servicebased 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 year, the B&TP Leadership Dinner has increased the amount of \$2,500 scholarships that are awarded 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.

# **BUSINESS & TECHNOLOGY PARTNERSHIP**

the Annual Leadership Dinner. Now in its third to CSUCI transfer and junior-status students

# **Philanthropic Productivity**

**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

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

## TOTAL NUMBER OF DONORS

782 1035 498 900

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.

**GRANTS** 

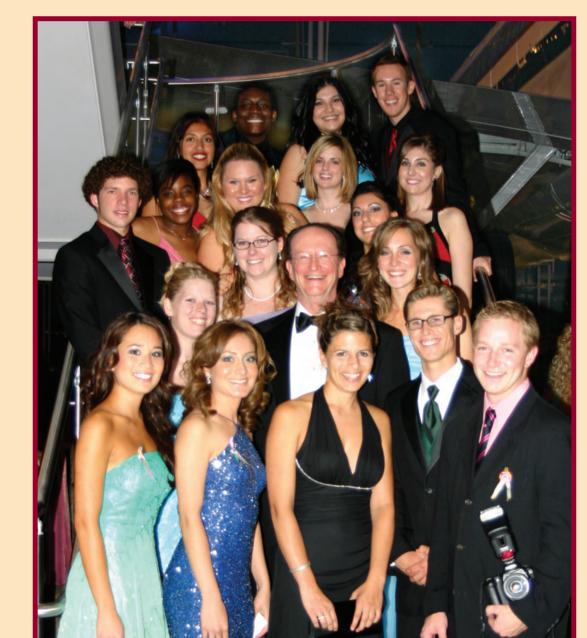
The advancement office regularly works with faculty and staff members to seek out appropriate grant sources and successfully win grant funds for programs across the campus.

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.



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%.