As the Foundation's executive director, Frank Mumford leads the organization's efforts in supporting future Cal Poly programs and projects, such as the university's Sports Complex.

On Solid Ground
Cal Poly Foundation Continues to Support University's Mission

By Darlene Slack • Photos by Ken Chen

On March 8, 2001, Cal Poly turned 100 years old. For 62 of those years, the Cal Poly Foundation has been a partner with the university, ensuring, through programmatic and financial support, that Cal Poly remains true to the vision of its founders as a place that "teaches the hand as well as the mind."

This partnership began in 1940 when a nonprofit organization was created so the school could accept a gift of breeding swine. That original charge -- to accept and invest donations -- remains strong today.

As Cal Poly enters its second century, a $225 million fund-raising campaign has been launched. The university's success in the future will be linked to the further development of its endowment fund, an important source of ongoing support for the university's educational programs.

The Foundation is the steward of the university's endowment, which has grown to more than $87 million since 1985. (The endowment -- a collection of assets invested by the university to support its educational mission in perpetuity -- includes endowed gifts, often earmarked for specific purposes, which sustain academic excellence by ensuring a continuing source of funding for hands-on learning, new laboratories, merit scholarships, and faculty research.)

The following articles tell the story of the Foundation's investment services area through the eyes of those who manage, donate to, and benefit from, Cal Poly's endowment.
Foundation Investment Services
The People Behind the Program

At the Helm
Frank Mumford took over as executive director of the Foundation in October 2000, succeeding Al Amaral, who retired after serving for 28 years as head of the organization.

Mumford credits Cal Poly President Warren J. Baker’s "forward-thinking leadership" as being the key to the university’s success and growth over the past 23 years. And he believes the Foundation has played a role in that success – a role that continues to grow.

With Cal Poly’s Centennial Campaign focusing on endowments, Mumford believes the Foundation’s major responsibilities in that area are "administering and investing gifts, nurturing donors, and ensuring that their money is being distributed according to their wishes."

Investing the Resources
Lisa Rockwell and Ron Weaver work with millions of dollars every day, but don’t get to spend any of it on themselves.

The two employees, along with the Foundation’s board of directors, are responsible for overseeing the investment of the university’s endowment – more than $87 million.

As trust administrator, Rockwell works closely with the university’s fund-raising staff to determine how a gift can be structured so that a donor’s wishes are fulfilled. Once a fund is established, she becomes the liaison with donors.

“I enjoy working with donors because they have a special affection for Cal Poly, and I can assure them that the Foundation takes its fiduciary responsibilities very seriously," she says.

Once an endowment is created, Weaver enters the picture. He is responsible for overseeing investing and spending policies, and works with the two professional investment management firms that the Foundation has hired. Each firm has a different investment strategy.

“It’s important to have a mix of investments because we have to look to the future," Weaver says. "We’re not thinking about just next year – we’re also thinking about the next 30, 40, and 100 years.”

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About the Foundation

The Cal Poly Foundation’s managers and employees are involved with many aspects of campus life, forming partnerships to meet the needs of the university and its students, faculty, and staff.

The Foundation operates:
- **Campus Dining** – providing more than two dozen food outlets, ranging from a full-service restaurant to custom-sandwich venues to an all-you-can-eat buffet to a gourmet coffee bar.
- **El Corral Bookstore** – offering a full-service store for books, computers, supplies, and gifts.
- **Finance and Administration** – managing funds for the university and providing business services for the Foundation’s operations and several other campus programs.
- **Sponsored Programs** – administering applied-research grants and contracts for faculty and students.

The Foundation also partners with Cal Poly by financially assisting various campus programs, including:
- **University Graphic Systems** – a full-service, student-run printing company (work includes The Foundation Annual Report and the student paper, Mustang Daily).
- **Agricultural Enterprise Projects** – approximately 60 small agricultural businesses a year operated by about 500 students.
- **University Advancement** – the fund-raising division for Cal Poly programs, projects, and scholarships.

Foundation

Securing Endowed Gifts

As planned giving and endowments director, Mike McCall believes that managing assets is as important as raising resources.

"At Cal Poly, we are fortunate that the university, its programs, and students are extraordinarily worthy of private support," he says. "In addition, the Foundation has been an excellent financial steward of these gifts.

"When I re.visit a donor who has established an endowment, my second solicitation is made so much easier because I can show them that the Foundation not only has been able to carry our their charitable wishes, but also has been able to increase the value of their gifts."

The value of endowments has increased steadily in the past decade.

Graphic by Jason Mockford

Scholarship Student Shines

Rather than working part time to make ends meet, Marie Finley (BUS ‘01) participated in Poly Reps and the Orfalea College of Business Student Ambassadors program, thanks to scholarships from Southwestern Bell Company and the Herbert E. Collins Endowment. "The scholarship monies invested by the Foundation expanded my education outside the classroom," she says. She graduated magna cum laude.

Marie Finley
Real Estate Gifts Leverage Additional Private Support for Cal Poly

Recent increases in most real estate markets, including San Luis Obispo County, have created exciting giving opportunities to the university from alumni and friends.

Gifts of appreciated real estate can generate attractive tax and financial benefits. In addition to providing a charitable income deduction, a real estate gift allows you to avoid all of the capital gains taxes that would be due on the sale of the property.

The Cal Poly Foundation also has available gift plans that allow you to create lifetime income for yourself in conjunction with your gift of real estate.

Daisy J. Hudson of Porterville recently donated her farms and home in Tulare County to the Cal Poly Foundation to provide much-needed financial support for students studying irrigation, water science, and water engineering in the BioResource and Agricultural Engineering Department.

For more information about how you can support the university through a creative real estate gift, call 800/549-2666 or e-mail taxwisegifts@calpoly.edu. You can also learn about real estate gifts at our Web site, www.giving.calpoly.edu.

Phil and Tina Bailey see the endowment they established as "an opportunity to leave a legacy in appreciation of our experiences at Cal Poly."

Supporting Students in Every Way Possible

It's all about our students."

That's what Phil and Tina Bailey believe and live every day of their lives.

Phil Bailey is Cal Poly's dean of the College of Science and Mathematics, and his wife, Tina, is a professor of chemistry and biochemistry. They have been at the university for 33 years and, during that time, have immersed themselves deeply in the campus and in their students' lives.

A couple of years ago, the Baileys increased their monthly payroll contributions to the university and established the Philip and Christina Bailey Endowment.

"Cal Poly has been an important part of our lives - we love the campus and we love the students," Phil Bailey says. "This endowment is an opportunity to leave a legacy in appreciation of our experiences at Cal Poly."

One of the areas earmarked for the endowed funds is undergraduate student research - an educational experience they both believe is invaluable. "Research requires independence, creativity, and imagination. Industry and graduate schools expect undergraduates to have research experience," Phil Bailey says.

"We hope that students who are helped by the funds will be inspired that we thought of them and their futures," Tina Bailey says. "In this way, we continue to contribute and be involved in Cal Poly long after we are gone."