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University News & Information

California Polytechnic State University, San Luis Obispo, California

Centennial Campaign 1998-2004 Fact Sheet

Campaign Background

- The Centennial Campaign was the largest campaign ever for a public master's university in the U.S. Our success demonstrates that alumni and friends support our mission: to be one of the finest public universities in the country.
- In fact, Cal Poly leads the CSU in alumni and parent giving. During the Campaign, 30,440 alumni contributed \$68.2 million in gifts and pledges; 28,302 parents contributed \$6.8 million.
- Cal Poly invested only a dime to raise a dollar during the Campaign. The national average is 16 cents per dollar raised, making Cal Poly's return on investment better than most universities.

Gifts and Donors

- The Centennial Campaign raised \$264,441,008, surpassing the \$225-million goal by 18%, or about \$40 million.
- In all, 81,252 donors made 188,960 separate gifts. The greatest number of gifts came in FY 2004, with 30,021 gifts.

Donors came from the following categories:

Group	Total Gifts & Pledges	% of Campaign
Alumni & Other Individuals	\$131 M	49.5 %
Corporations	\$100.2 M	37.9 %
Foundations	\$29 M	11.0 %
Other	\$4.2 M	1.6 %
TOTAL	\$264.4	M 100 %

- Of the total, gifts account for \$213.4 million, or 81%. Pledges and bequests total \$51 million, or 19%.
- During the Campaign, 45 gifts or pledges for \$1 million or more were received.
- More than 98% of all Campaign gifts were made with a donor-specified purpose. The remaining will be used to help the University respond to its greatest needs.
- During the seven-year Campaign, 2,658 individuals and 256 corporations/ organizations made gifts to Cal Poly each and every year.
- The university values gifts of every size. The average gift was \$1,400.

Gift Purposes

The Campaign identified five priorities. Following are the totals raised for each purpose:

Priority	Total Gifts & Pledges
Student Success	\$44.2 M
Faculty of Distinction	\$51.2 M
Enhanced Learning	\$59.3 M
State-of-the-Art Facilities	\$79.6 M
Enhanced Technology	\$30.1 M
TOTAL	\$264.4 M

- The Campaign generated \$24.4 million in gifts and pledges for student scholarships and other financial support to help the brightest students participate in the learn-by-doing educational experience.
- \$169 million, or 64% of the Campaign, was donated to improve student learning environments, instructional resources, and academic departments, so current and future students can benefit from state-of-the art facilities, technology and curriculum.
- The Campaign generated funding for 20 privately supported chairs and professorships. These will allow the university to attract highly qualified educators and researchers.

Planned Giving and Endowment Information

- Cal Poly’s endowment more than tripled during the Campaign from \$43.1 million to \$140.1 million. It is now the largest in the CSU, representing one-fifth of all endowed funds in the 23-campus system. Growth is attributed to gifts and prudent stewardship.

Date	Market Value
1/1/1998	\$43.1 M
12/31/1998	\$48 M
12/31/1999	\$56.5 M
12/31/2000	\$64.4 M
12/31/2001	\$78.8 M
12/31/2002	\$93.5 M
12/31/2003	\$119.9 M
12/31/2004	\$140.1 M

- Cal Poly’s endowment is in the top 10% of higher education endowments nationwide based on market value.

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