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California Polytechnic State University

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FOR IMMEDIATE RELEASE

CSU Chancellor's Office Report Names Cal Poly as System's No. 2 Fundraiser

SAN LUIS OBISPO -- The California State University's monthly newsletter, CSU Leader, names Cal Poly as the CSU system's number two fund-raiser for 2002.

According to CSU Leader:

"The California State University's income from external sources rose to a record \$995.9 million in fiscal year 2001/02, according to a report to be presented at the CSU Board of Trustees meeting next week. Yet while a handful of campuses managed to set new voluntary support records, the current economic downturn proved to be a tough fundraising environment for most CSU campuses.

Out of the total external support funding, \$257.2 million came in the form of voluntary support from alumni, parents, corporations, foundations, friends, and other organizations. That amount reflected a 3.8 percent increase over the previous year's total. Special revenue, which includes sponsorships, bequest expectancies, multi-year pledges, contracts, grants, property transfers, and income from endowments, increased by 7 percent to \$738.6 million.

According to the report, 56 percent of the total voluntary support came from four campuses: San Diego State (\$52.7 million), Cal Poly San Luis Obispo (\$44.3 million), Cal State Long Beach (\$24.2 million) and Fresno State (\$23 million). Otherwise, less than half of the CSU's 23 campuses exceeded their fundraising income from the previous year.

Additionally, 22 percent of all charitable contributions were in the form of in-kind donations (such as equipment, books, and software), and another substantial portion was designated for endowments. These items, while extremely important to campus academic programs, cannot be viewed as spendable cash - a significant factor at a time when the university system faces major state budget cuts.

Corporate giving rose by 31 percent to \$102 million, substantially surpassing donations from individuals. Total contributions from individuals, which historically has been the highest giving category, declined 15 percent to \$92.9 million. And alumni giving declined 21 percent, with the average gift decreasing from \$357 to \$325.

The CSU has raised nearly \$2 billion in voluntary support and \$4.6 billion in special revenue since the creation of a formal systemwide advancement program in 1992. A report delivered to trustees in March 2002 showed that CSU advancement programs, which are budgeted at less than half of the national average, have

delivered a solid return on investment in terms of dollars raised per advancement professional."

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