

CAL POLY

SAN LUIS OBISPO

University Development
ORGANIZATION

Previous Model: University Advancement

Alumni Relations

Annual Giving

Marketing

Communications

Development / Fundraising

Development Support Services

University Development **ORGANIZATION**

New Model: University Development

Alumni Relations *part of Student Affairs*

Annual Giving *part of Marketing and Enrollment Development*

Marketing *part of Marketing and Enrollment Development*

Communications *part of Office of the President*

Development / Fundraising *new University Development*

Development Support Services *new University Development*

ORGANIZATION

Our Purpose

Provide resources and support to advance Cal Poly excellence

Our Business

Engage philanthropic relationships

Our Values

Collaboration, Donor Centricity, Integrity

University Development

PRODUCTIVITY

A standard measure of organizational ***productivity***, that is,
how productive we were at securing philanthropic commitments

New Gifts + New Pledges + New Estate Commitments

FY 09	FY 10	FY 11	FY 12	FY 13	FY 14	FY 15
\$25.3M	\$19.1M	\$25.7M	\$28.6M	\$42.4M	\$49M	\$71.9M

University Development

PRODUCTIVITY

	FY 16 to Date
New Gifts	\$ 11.2 M
New Pledges	\$ 7.6 M
New Estate Commitments	\$ 15.0 M
	TOTAL \$ 33.8 M

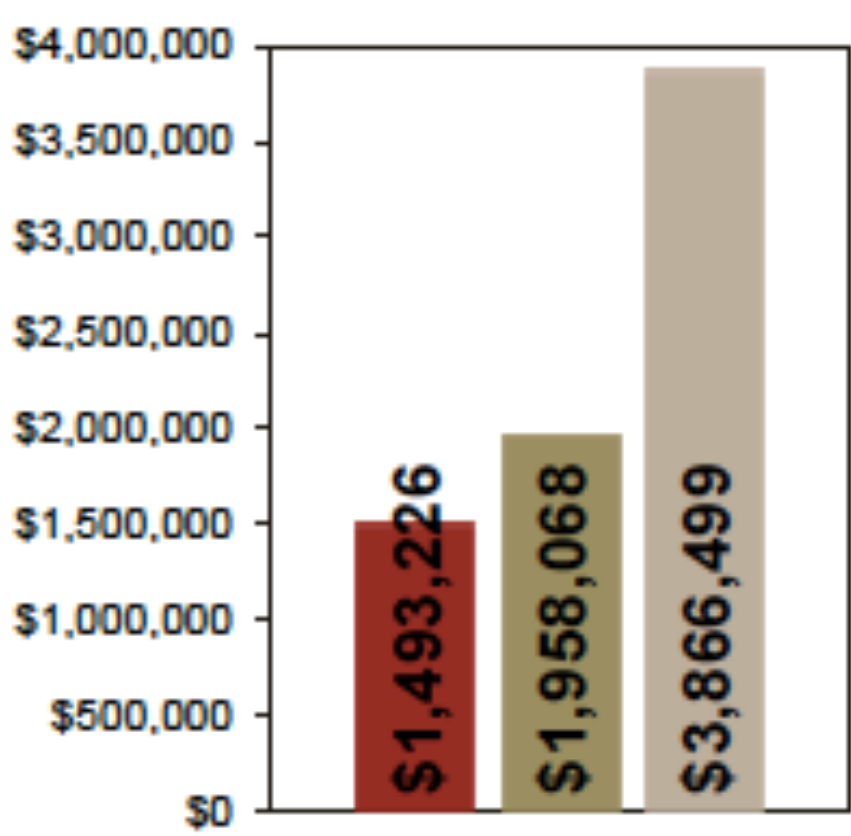
University Development

RETURN ON INVESTMENT

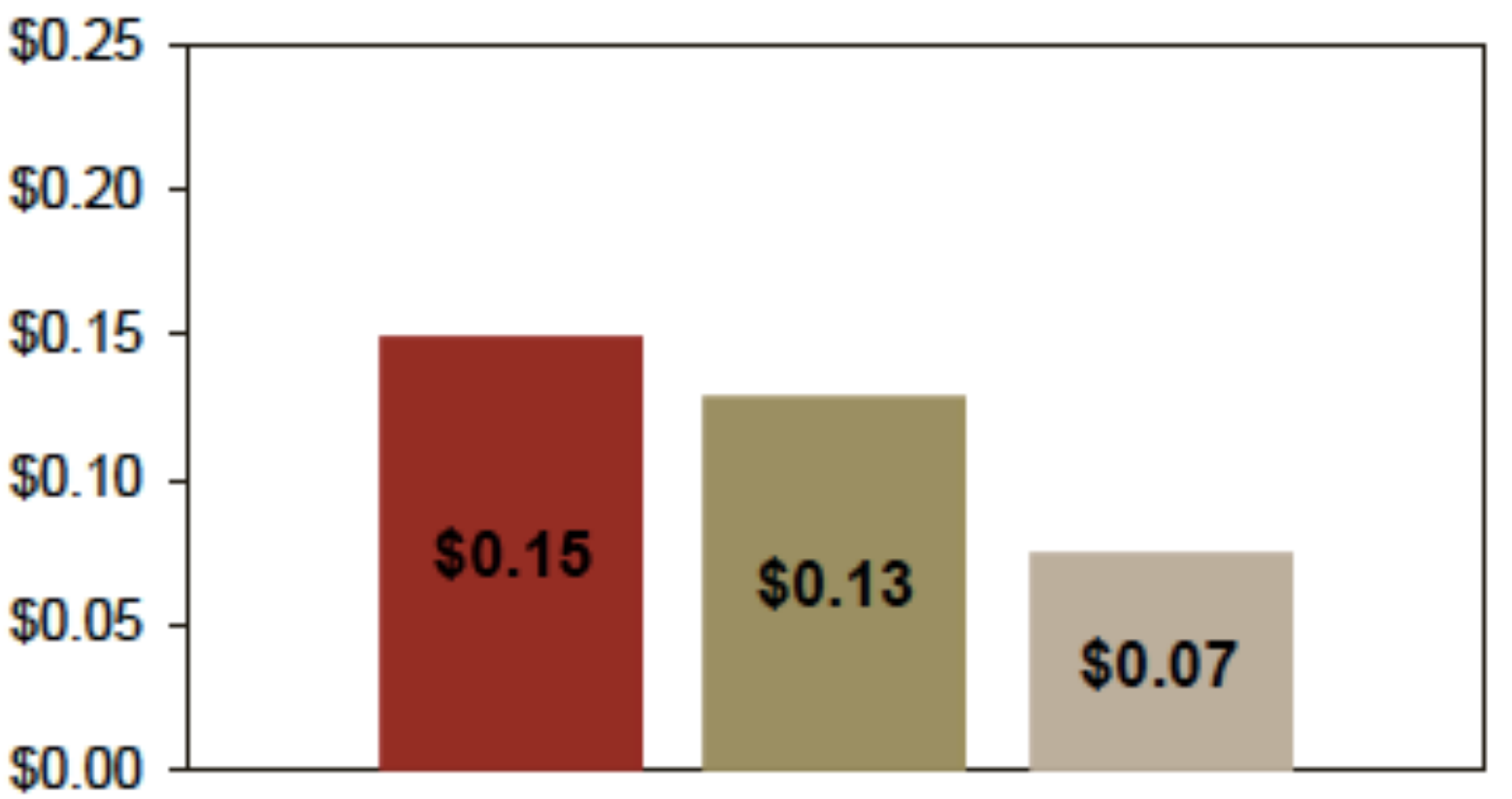
Cost Benefit Analysis

- CSU Average
- Peer Group Average
- San Luis Obispo Average

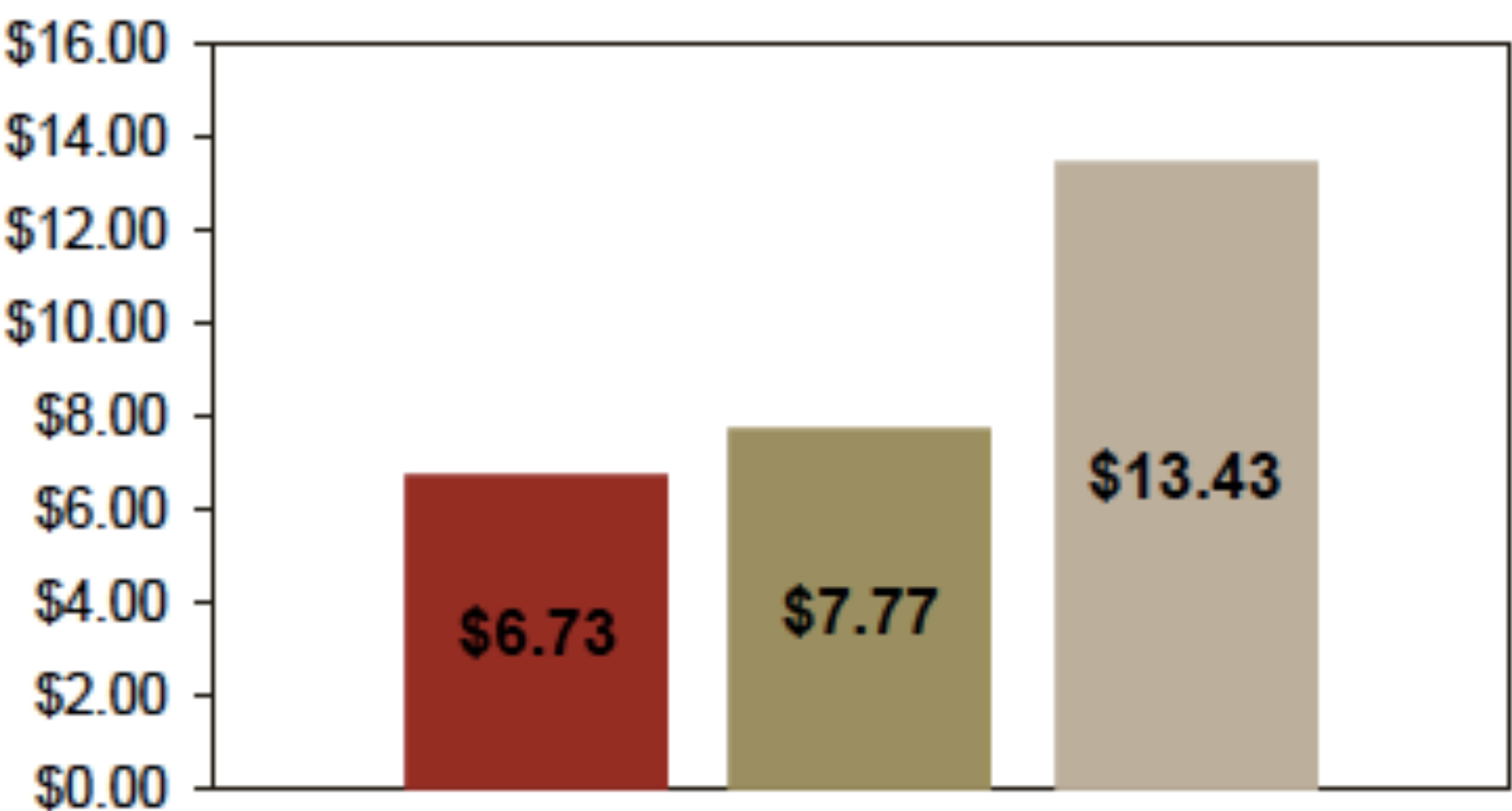
Gift Commitments per FTE Fundraising Professional

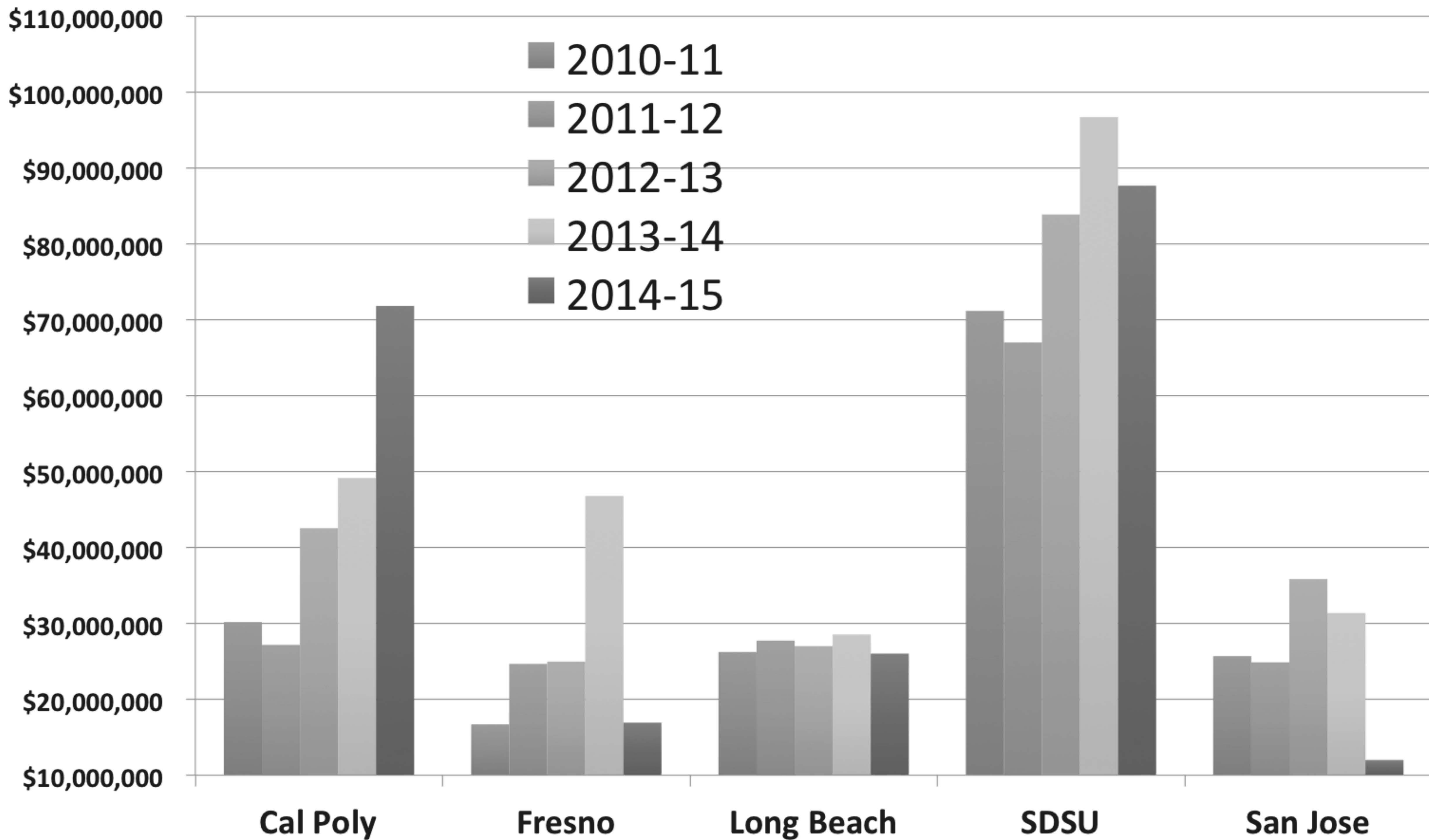


Cost to Raise a Dollar



Return on Investment





Meeting University Needs and Aspirations

Bonderson Projects Center, Baker Center, New Facility Needs

Cal Poly Foundation Fund for Students: \$1M

Endowment Payout: \$8.1M; \$1.9M for Student Scholarships

Faculty Endowments

Annual college and department discretionary: \$3M

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