Another Record-Breaking Year Brings Campaign Total to $167.7 Million

The Cal Poly Centennial Campaign has attained 75 percent of its goal. As of June 30 the campaign had raised $167.7 million. That puts it firmly within reach of its goal of raising $225 million by the end of 2004 to provide vital support in five areas: supporting students, supporting faculty and staff, enhancing learning, enhancing and developing campus facilities, and developing state-of-the-art instructional technology and strengthening the library.

During the past year, corporations, foundations, alumni, and other friends donated $44.3 million in cash, property, securities, and in-kind gifts to add to the campaign total, exceeding the goal set the previous year and making 2001-2002 another record-setting year for Cal Poly fund raising. The year’s total was equal to more than a quarter of the amount Cal Poly received from the state’s general fund. The total number of gifts received – 26,734 – was a 4.1 percent increase from 2000-2001.

The university’s continuing fundraising success brought it another Circle of Excellence Award from the Council for Advancement and Support of Education. Cal Poly is the only university in the nation to receive the award for the last four consecutive years.

During 2001-2002, Unocal’s anticipated donation of its Avila Beach pier to Cal Poly for use as a Marine Science Education and Research Center was finalized, making Unocal the largest donor in university history. The corporation’s gifts to Cal Poly, including the $18 million pier and its accompanying $4.5 million endowment, now total $27 million.

However, individuals remain Cal Poly’s strongest contributors. More than 70 percent of the campaign total has come from individual donors.

The largest of those individual commitments during 2001-2002 came from two alumni living in the San Luis Obispo area, Clifford Chapman and Gene Shidler, who established three endowments totaling $4 million benefiting the College of Liberal Arts, Cal Poly Arts, and The Baker Forum.

IN MEMORIAM

Robert J. Cardoza

Centennial Campaign Co-Chair Robert J. Cardoza (AGB ’65), a Modesto businessman and chair of the American Automobile Association, died Sept. 27. He was appointed campaign co-chair in 1999, serving with co-chair R. James Considine Jr. (BUS ’68).

“Cal Poly will always be grateful for Bob Cardoza’s leadership and support,” said President Warren J. Baker. “Bob was certainly one of our most distinguished alumni, and his service as a co-chair was invaluable. I will miss his sage counsel and friendship.”

Cardoza served as president and CEO of the Modesto Production Credit Association and the Pacific Valley National Bank and PV Financial in Modesto, which he helped found in 1982. In 1995 he sold that company and formed The Cardoza Company, a consulting and investment firm, where he served as president.

In 1998 he became president of The Cardoza Foundation, a nonprofit public benefit corporation that makes contributions to charities, especially in the Modesto area. His volunteer work also included a seat on the board of the California State Automobile Association before he was elected AAA national chairman in 2001. He received numerous awards for his volunteer service with community organizations in Stanislaus County.

Cardoza’s two daughters are Cal Poly graduates, and his son is at Cal Poly majoring in fruit science.