

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

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

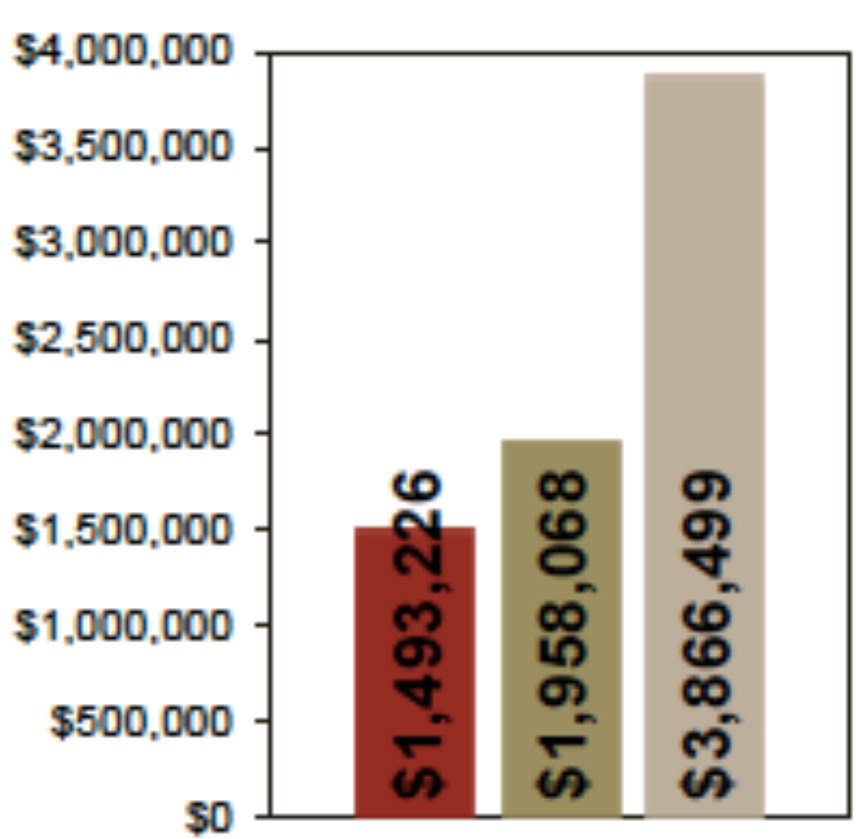
University Development

RETURN ON INVESTMENT

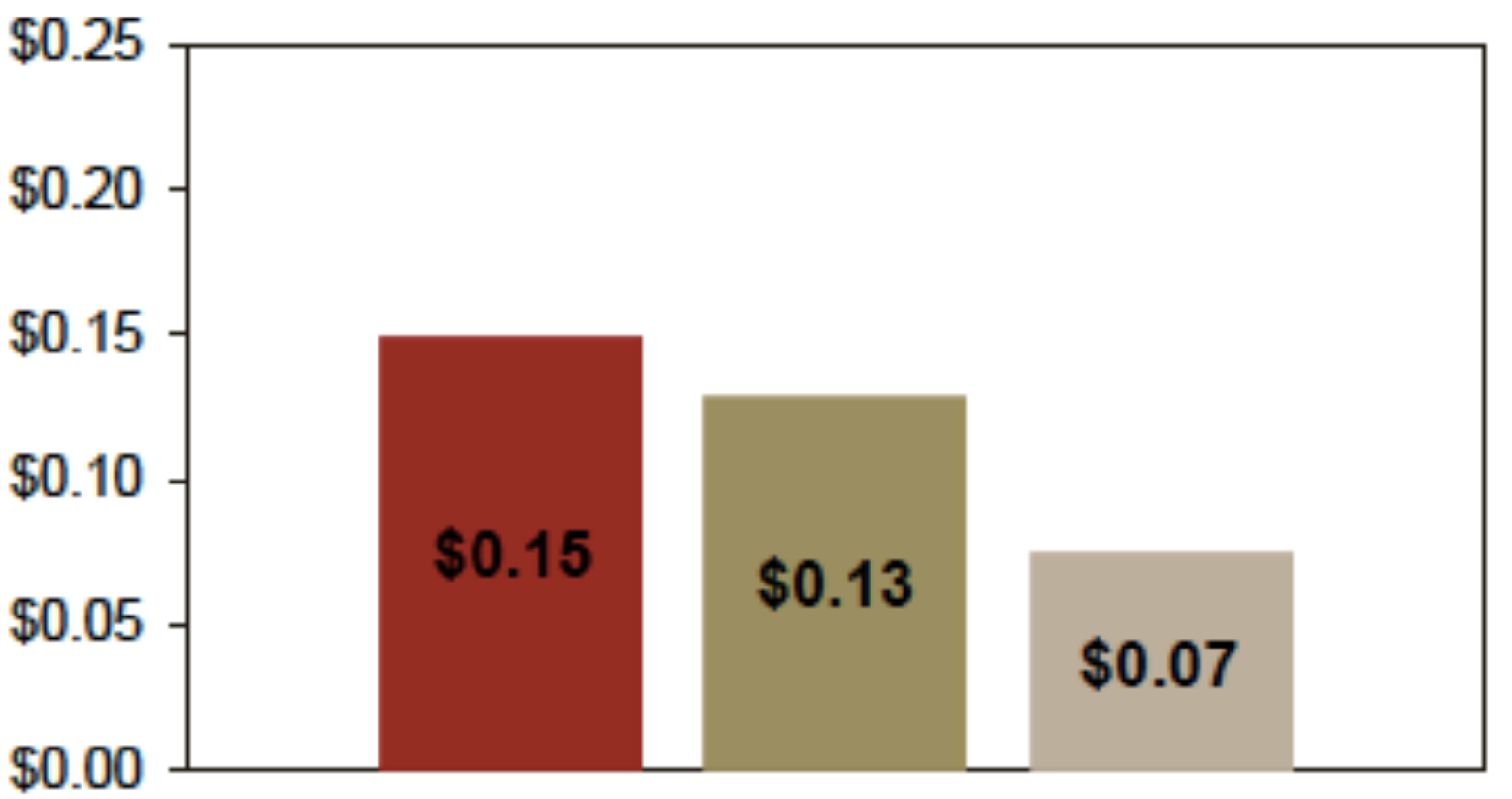
Cost Benefit Analysis

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

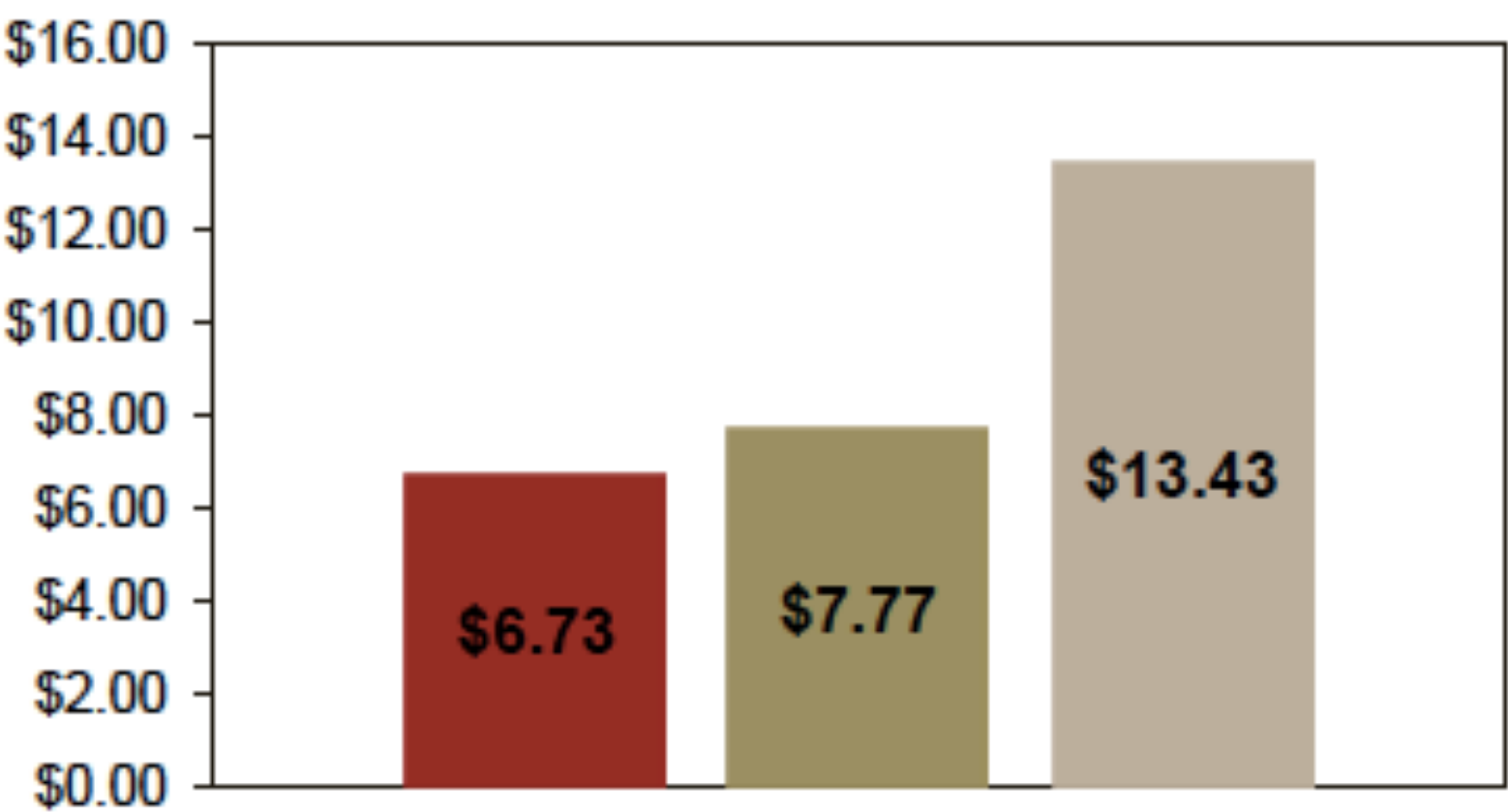
Gift Commitments per FTE Fundraising Professional

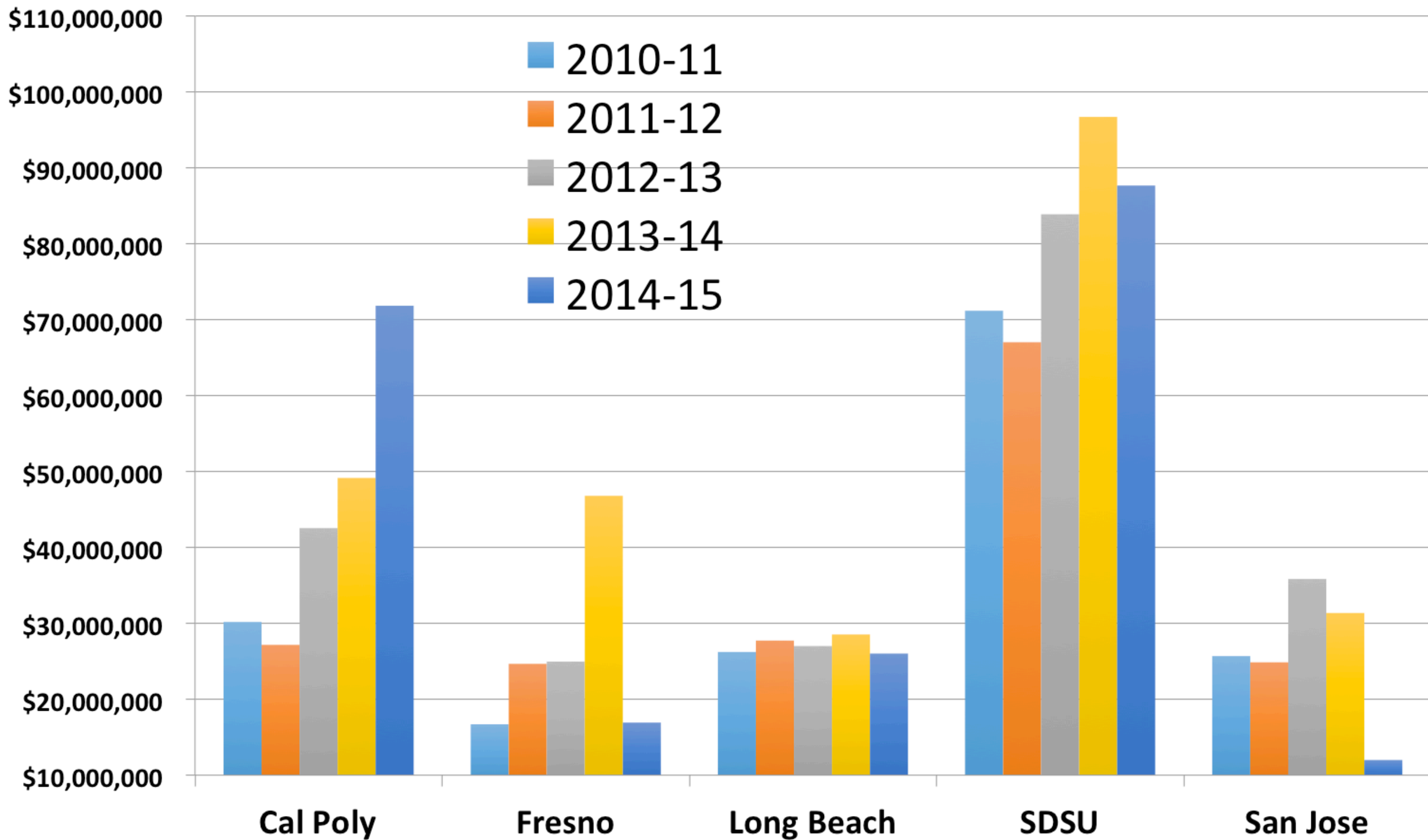


Cost to Raise a Dollar



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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