Campaign Overview

- Campaign Concept – 2004, $150 million tentative goal
- University Funding Commitment - 2005
- Philanthropic Foundation & Community Board – 2005
- Silent Phase & First Major Gift – December 2005
- Establishing Campaign Priorities – 2006
- Early “big” investments and namings – 2006 & 2007
- 150th Celebration – helped build awareness - 2007
- Creating the Advancement & Campaign Infrastructure
- Continuing in the midst of, leadership changes and economic challenges – 2008 & 2009
- The public launch – 2010, formalized $200 million goal
- Accelerating Acceleration: July 1, 2006-June 30, 2012
Campaign Goals

- **Support for Existing Programs**: $34,000,000
  - Raised to date: $23,851,508 (76%)

- **Gateway to Silicon Valley and Beyond**: $24,000,000
  - Raised to date: $9,246,107 (39%)

- **An Investment in Students**: $67,000,000
  - Raised to date: $65,465,667 (98%)

- **Excellence in Teaching Learning and Scholarship**: $75,000,000
  - Raised to date: $64,401,721 (86%)

**Total Campaign Goal**: $200,000,000
2011-12 Campaign Goals

- Annual Fundraising Goal ($28 million)
  - $19 million from individuals
  - $9 million from Corporate/Foundation giving

- Pipeline Development
  - 1400 prospect visits
  - 10% increase in new donors
  - 8% increase in alumni association members

- Operations & Infrastructure
  - 10% increase in employment data in database
  - 10% increase in matching gift funds
About the Advancement Database

- **Alumni, 79.3%**: 212,496
- **Friends, 15%**: 40,345
- **Corporations & Foundations, 3%**: 6,635
- **Parents, 3.2%**: 8,552

**Total**: 212,496 (Alumni) + 40,345 (Friends) + 6,635 (Corporations & Foundations) + 8,552 (Parents) = 268,028
The Alumni Database by College

- All are solicited annually
- Variety of mail rules apply
- Over 4,600 updates are made monthly
- About 96,000 email addresses
- This year's focus is on building employment data
Acceleration: The Campaign for San José State University has received almost $163 million in donations and commitments through the month of October. That's 81% of the campaign goal of $200 million.
Who Gives to Acceleration?

Gifts from foundations and corporations are an increasing share of our campaign, but most of the campaign's donations come from individual donors.

The National Picture

The next 18 months will see increased efforts to grow Foundation & Corporation giving.
<table>
<thead>
<tr>
<th>College</th>
<th>Campaign Goal</th>
<th>Campaign Actual</th>
<th>% of Goal Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASA</td>
<td>$20,000,000</td>
<td>$22,071,554</td>
<td>110.4%</td>
</tr>
<tr>
<td>Business</td>
<td>$50,000,000</td>
<td>$27,476,218</td>
<td>55.0%</td>
</tr>
<tr>
<td>Education</td>
<td>$19,000,000</td>
<td>$15,804,626</td>
<td>83.2%</td>
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<tr>
<td>Engineering</td>
<td>$50,000,000</td>
<td>$30,299,622</td>
<td>60.6%</td>
</tr>
<tr>
<td>Hum &amp; Arts</td>
<td>$15,000,000</td>
<td>$9,623,064</td>
<td>64.2%</td>
</tr>
<tr>
<td>Science</td>
<td>$17,000,000</td>
<td>$10,981,834</td>
<td>64.6%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>$10,000,000</td>
<td>$4,521,825</td>
<td>45.2%</td>
</tr>
<tr>
<td>MLK Library</td>
<td>$2,000,000</td>
<td>$1,348,900</td>
<td>67.4%</td>
</tr>
<tr>
<td>Athletics</td>
<td>$35,000,000</td>
<td>$25,362,345</td>
<td>72.5%</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>$3,500,000</td>
<td>$2,616,974</td>
<td>74.8%</td>
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<tr>
<td>Campus Wide</td>
<td></td>
<td>$12,778,841</td>
<td></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$221,500,000</strong></td>
<td><strong>$162,885,803</strong></td>
<td><strong>73.5%</strong></td>
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</table>
Percentage of Goal Achieved (10.31.11)
## Campaign Cash (10.31.2011)

<table>
<thead>
<tr>
<th>Category</th>
<th>Cash Available for Expenditure</th>
<th>Cash Invested in Endowment</th>
<th>Campaign Cash</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASA</td>
<td>$7,878,200</td>
<td>$4,287,211</td>
<td>$12,165,411</td>
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<tr>
<td>Business</td>
<td>$6,462,828</td>
<td>$3,928,767</td>
<td>$10,391,595</td>
</tr>
<tr>
<td>Education</td>
<td>$1,854,711</td>
<td>$6,718,526</td>
<td>$8,573,237</td>
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<tr>
<td>Engineering</td>
<td>$4,488,869</td>
<td>$18,137,906</td>
<td>$22,626,775</td>
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<tr>
<td>Hum &amp; Arts</td>
<td>$2,594,215</td>
<td>$2,900,061</td>
<td>$5,494,276</td>
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<tr>
<td>Science</td>
<td>$6,901,912</td>
<td>$1,822,826</td>
<td>$8,724,738</td>
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<tr>
<td>Social Sciences</td>
<td>$1,383,855</td>
<td>$1,423,867</td>
<td>$2,807,721</td>
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<tr>
<td>Athletics</td>
<td>$9,960,587</td>
<td>$599,511</td>
<td>$10,560,098</td>
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<tr>
<td>MLK Library</td>
<td>$258,129</td>
<td>$645,295</td>
<td>$903,424</td>
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<tr>
<td>Student Affairs</td>
<td>$993,988</td>
<td>$468,921</td>
<td>$1,462,909</td>
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<tr>
<td>Univ-wide</td>
<td>$1,106,895</td>
<td>$5,637,674</td>
<td>$6,744,569</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$43,884,189</strong></td>
<td><strong>$46,570,565</strong></td>
<td><strong>$90,454,753</strong></td>
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SJSU Endowment: How we Compare (MV 6.30.11)

Harvard: $26 Billion
Stanford: $12.6 Billion
UC System: $5.4 Billion

$73.1 million
2010-11 Gifts: How We Compare

$25,691,237
SJSU Ten Year Giving History
Preparing for Campaign Two: 
Building the Pipeline

18,407
The total number of donors who have made contributions to the campaign. About 8.5% of possible donors.

9,710
The total number of donors giving to SJSU for the very first time. Most of these new donors are alumni who say they received a great education at SJSU and now want to give back.

$24,497,390
The total amount of gifts first-time donors have contributed to the campaign. Represents about 15% of total giving to the campaign.

10
The number of donors who made multi-million dollar contributions to the campaign representing 40% of campaign total.
How We All Can Make a Difference

• Find: Let us know when you find alumni we don’t know about.

• Connect: Host alumni and friends on campus for events, classes, activities, games.

• Share: Tell us about your successes so we can work harder to get the word out.

• Help: Make the current experience for our students and faculty wonderful!