
UNIVERSITY ADVANCEMENT

MISSION

University Advancement, which includes the Offices of Alumni and Development, is the primary fund-raising arm of the University of California, Santa Cruz. In partnership with the campus community, they are dedicated to acquiring private gift support and engaging alumni and friends in activities that support the campus.

GOALS

1. Increase private gift support for UCSC.
2. Expand the involvement of alumni, parents, friends, and others in programs that serve UCSC and its students.
3. Educate alumni, friends and the general public about UCSC's contributions to teaching, research, and public service

Seven Year Development Fund Raising History		
<u>Year</u>	<u>Private Gifts</u>	<u>Cost per Dollar Raised</u>
1992	\$8,182,966	\$0.14
1993	\$6,575,866	\$0.18
1994	\$5,846,131	\$0.23
1995	\$9,237,673	\$0.12
1996	\$6,096,108	\$0.27
1997	\$13,500,000	\$0.13
1998	\$17,900,000	\$0.14
7 Year Averag	\$9,619,821	\$0.17

Five Year Growth in Alumni Membership	
<u>Year</u>	<u>Membership</u>
July 1, 1994	5,714
July 1, 1995	6,175
July 1, 1996	6,076
July 1, 1997	7,072
July 1, 1998	8,874
<p>* On July 1, 1998 a new database system went "live". This new database effectively counts membership for up to five months after separation. This, in addition to a successful free membership campaign to graduating seniors in June, accounts for the significant spike in 1998 membership.</p>	

UNIVERSITY ADVANCEMENT DEPARTMENTAL SUMMARY

	1996-97		1997-98		1998-99	
	FTE	Budget	FTE	Budget	FTE	Budget
Development	20.17	\$1,440,706	26.92	\$2,006,536	25.59	\$2,100,000
Alumni	5.85	\$193,639	5.85	\$202,945	5.85	\$260,478
ADVANCEMENT TOTAL	26.02	\$1,634,345	32.77	\$2,209,481	31.44	\$2,360,478

UNIVERSITY ADVANCEMENT TOTAL

	1996-97		1997-98		1998-99	
	FTE	Budget	FTE	Budget	FTE	Budget
<i><u>Category of Expense:</u></i>						
Staff Salaries	24.02	959,998	30.77	1,267,126	29.44	1,224,789
General Assistance	2.00	12,920	2.00	22,496	2.00	16,470
Nonsalary/Other		661,427		919,859		1,119,219
TOTAL by Category	26.02	\$1,634,345	32.77	\$2,209,481	31.44	\$2,360,478
<i><u>Source of Funds:</u></i>						
General Funds	20.73	543,937	26.48	560,055	26.15	579,519
UOF/OTT	2.28	258,958	3.28	233,382	2.28	226,691
Self-Supporting	3.01	323,671	3.01	327,616	3.01	347,896
Other		507,779		1,088,428		1,206,372
TOTAL by Fund	26.02	\$1,634,345	32.77	\$2,209,481	31.44	\$2,360,478

DESCRIPTION

Alumni
 Development
 UCSC Alumni Association
 UCSC Foundation
 General Administration

GOALS

- Increase private gift support for UCSC.
- Expand the involvement of alumni, parents, friends, and others in programs that serve UCSC and its students.
- Educate alumni, friends and the general public about UCSC's contributions to teaching, research, and public service.

MISSION

University Advancement, which includes the Offices of Alumni and Development, is the primary fund-raising arm of the University of California, Santa Cruz. In partnership with the campus community, we are dedicated to acquiring private gift support and engaging alumni and friends in activities that support the campus.