

Building a Legacy of Success

Cal Poly Pomona was founded by philanthropy.

We first opened our doors in 1938 in San Dimas at a site donated by educator and legislator Jerry Voorhis. Eleven years later, cereal magnate W.K. Kellogg deeded 813 acres in nearby Pomona to be the university's new home. From these acts of generosity, the nation's most diverse polytechnic university has grown. And whether it be our original location in San Dimas or our current home in Pomona, Cal Poly Pomona's history is a living example of how philanthropy can change lives.

The legacy that began with Voorhis and Kellogg continues today. Year after year, the generosity of donors like you helps countless students succeed at Cal Poly Pomona. Our most impactful programs are possible only because our alumni and friends believe in this university and its mission. In our classrooms, our laboratories, our Rose Float entries, and our Pumpkin Festival, the fingerprints of philanthropy are visible in everything we do.

The demand for a Cal Poly Pomona education has never been higher, and your giving is rising to meet the need. In the past year, philanthropic giving

increased by 45 percent compared to the previous year, and for the first time in our history the total value of our endowment exceeded \$100 million. Riding the wave of this support, we are laying the groundwork for our next fundraising campaign, which promises to be the most successful in our history.

The names Voorhis and Kellogg appear on plaques and programs across campus – from our ecological reserve to our famed Arabian Horse Center. But where their most lasting legacy lies is in the hundreds of thousands of students since 1938 that have studied here.

You, too, are part of that legacy. On behalf of the entire Cal Poly Pomona community, I thank you for your support and look forward to joining you in continuing the tradition of philanthropy that founded our university and sustains it today.

Sincerely,



Soraya M. Coley
President



Man with a Vision



BY MELANIE JOHNSON

More than six decades ago, an auspicious meeting with the brothers who founded McDonald's led **Jim Collins** from constructing churches to building a restaurant empire.

A whirlwind of good fortune combined with the foresight to envision where the restaurant industry was headed helped the Navy veteran thrive. A deeply held belief in the importance of giving back prompted Collins and his wife, **Carol**, to create a foundation and pledge their support to a variety of causes, including The Collins College of Hospitality Management.

The businessman, humanitarian and philanthropist remains a force in the food industry, and graduates of The Collins College are heirs to his legacy.

This is his story.

Jim Collins'



Innovation and Philanthropy has Inspired a Generation of Students

A request from his father-in-law and an introduction by a friend to the founders of McDonald's changed the course of Jim Collins' life.

Two years after graduating from UCLA, Collins (the namesake of Cal Poly Pomona's The Collins College of Hospitality Management) was a civil engineer building churches. He knew nothing about opening a restaurant when his father-in-law tasked him with turning an oddly-shaped building in Los Angeles that shared a 10-acre lot with a tire store and an appliance shop into an eatery.

"In this empty building, I am putting in a restaurant," Collins says. "I don't know what a restaurant looks like, but I am working at it."



The Collins College of Hospitality Management at Cal Poly Pomona

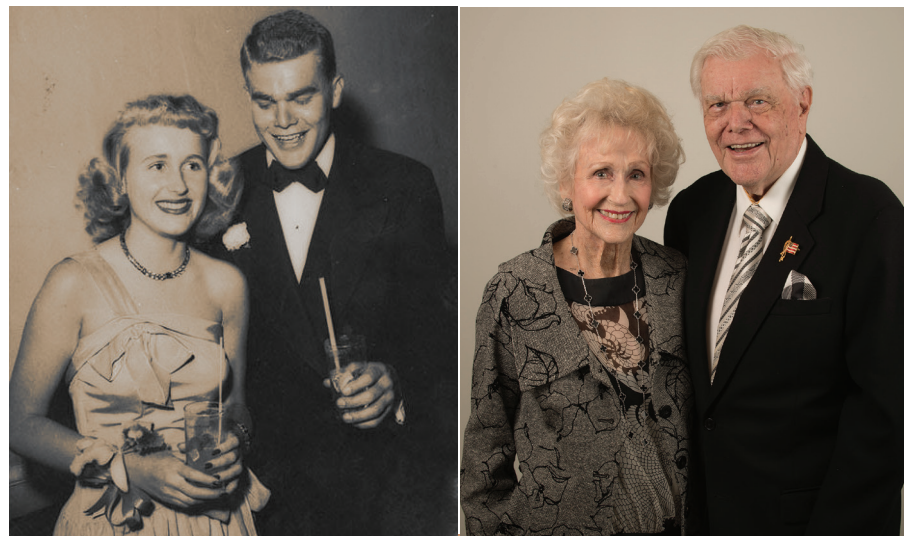
While Collins was deep in sawdust and paint, a friend who worked at the Edison company stopped by and beckoned Collins to take a ride with him the next day. That drive to San Bernardino was to meet Dick and Maurice McDonald, who had opened their first hamburger stand.

"At noon time, this 15-cent hamburger stand was just packed," he says. "I came back and said to my father-in-law, 'You've got to take a ride with me tomorrow.'"

"So, we drove back out to San Bernardino. We looked at each other and realized that we didn't want a restaurant. We didn't want a coffee shop. We wanted a hamburger stand."

Hamburger Handout opened in 1952 on the corner of Sepulveda Boulevard and Centinela Avenue in Los Angeles – offering 19-cent burgers, 10-cent fries and nickel ice cream cones.

Collins either worked the grill or wrapped the hamburgers, depending on the day, earning around \$84,000 his first year in the restaurant business – more than nine times his engineering salary.



The couple met at an exchange event for their respective sorority and fraternity. "I looked across the room and here's this gorgeous blonde. I said, 'Wow,'" Jim Collins says. They attended a wedding on their first date.

Collins Food International Expands

His early success led him to assist a franchisee with opening four Hamburger Handouts in Northern California. That franchisee took Collins to Louisville, Kentucky, to meet Colonel Sanders, the founder of Kentucky Fried Chicken. A handshake deal with the Colonel enabled Collins to sell chicken at the hamburger stands. He subsequently sold the stands he owned and became a franchise representative for Kentucky Fried Chicken from San Luis Obispo down to Southern California. He also helped start franchises in Northern California, Seattle and Portland.

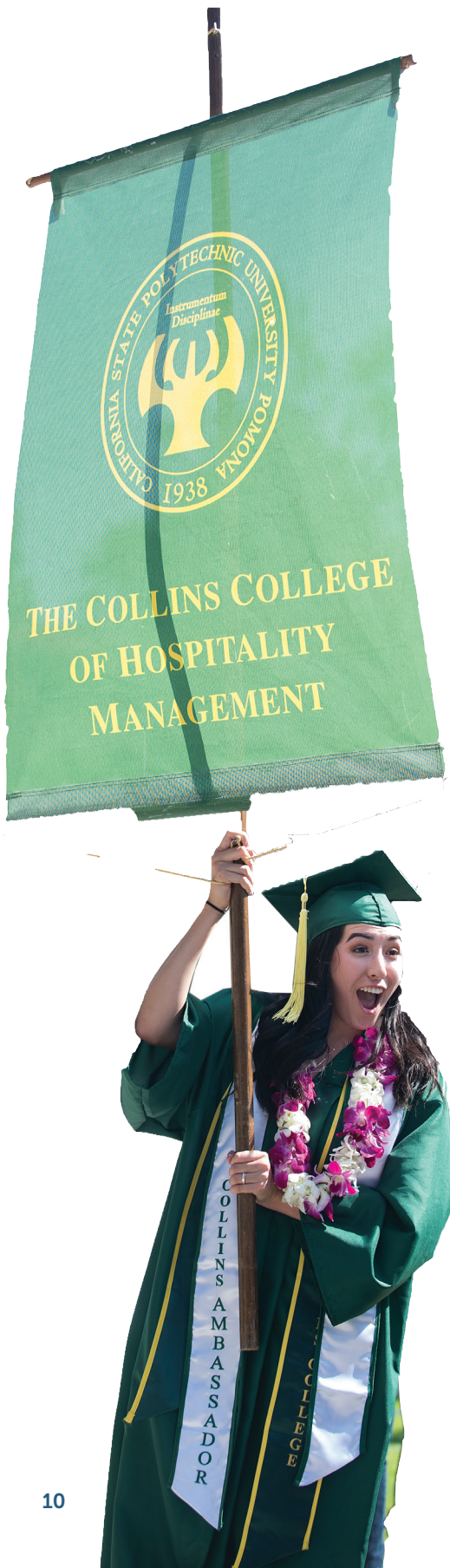
Between 1962 and 1968, Collins Foods International opened 240 KFCs, as they are called now, personally owning and operating 33 stores. In 1969, he opened the first KFC in Queensland, Australia, and by the 1990s, had 100 stores in Australia and 170 in the United States.

Collins also owned 157 Sizzler steak restaurants at one point in California, Ohio, Florida, Atlanta, Washington and Australia. He started with four after a visit from Sizzler founder and friend Del Johnson in 1967.

"He walks into my office and says to me, 'I want to retire and live in Palm Springs and play golf every day. You've got to buy my Sizzlers,'" Collins says. "We were either doing Sizzlers or chicken stores from there on."

When Colonel Sanders came to California to visit the couple, he slept on their couch. "He was very good to me," Jim Collins says.





The Collins Legacy

The Collins family believes in giving back.

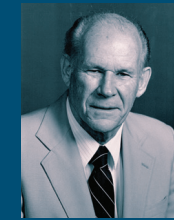
Cathy Hession, the eldest of the couple's four children, runs The Carol and James Collins Foundation, which supports educational causes, particularly in underserved communities. Besides gifts to Cal Poly Pomona, the couple has generously donated to their alma mater UCLA, receiving the UCLA Medal in 2016, the university's highest honor. In 2017, a new 65,000-square-foot Collins & Katz Family YMCA opened on the campus of University High School in Los Angeles.

"The lesson you've given, and I think probably I take the most seriously, is that when you get involved, you go all in," Hession says to her father. "You take on leadership roles. You stay with it."

Both Jim and Carol Collins say they love the feeling they get when they see Cal Poly Pomona students cross the stage to receive their diplomas or run into alumni who are thriving in their careers.

Jim Collins says giving back brings the greatest satisfaction.

"It's fun to make money," he says. "It's fun to have money, but the most fun of all is giving it away."



1973

Cal Poly Pomona becomes the first university on the West Coast to offer a four-year degree in hospitality management. The program begins with 34 students under founding director **Donald Lundberg**.

1986

The program separates from the College of Business Administration to become the **Center for Hospitality Management**.

1990

The James & Carol Collins Center for Hospitality Management opens its first building at Cal Poly Pomona, which includes classrooms, offices, kitchen laboratories and **The Restaurant at Kellogg Ranch**.



1988

1991

The center becomes the Collins School of Hospitality Management. Chef **Julia Child** gives a master class.



1999

Jim and Carol Collins' **\$10 million gift**, as well as donations from industry partners, enable the construction of two more buildings.

2008

The school is designated as a **college**.

2015

The college opens a **\$10 million academic building** funded entirely by donor support, including a \$5 million match from the Collins family. Additional supporters include Panda Restaurant Group founders Andrew and Peggy Cherng, J. Willard and Alice S. Marriott Foundation, and businessman Eugene Park.

2018

The Collins foundation make a \$10 million leadership gift to establish the **Carol and James A. Collins Excellence Endowment**.

