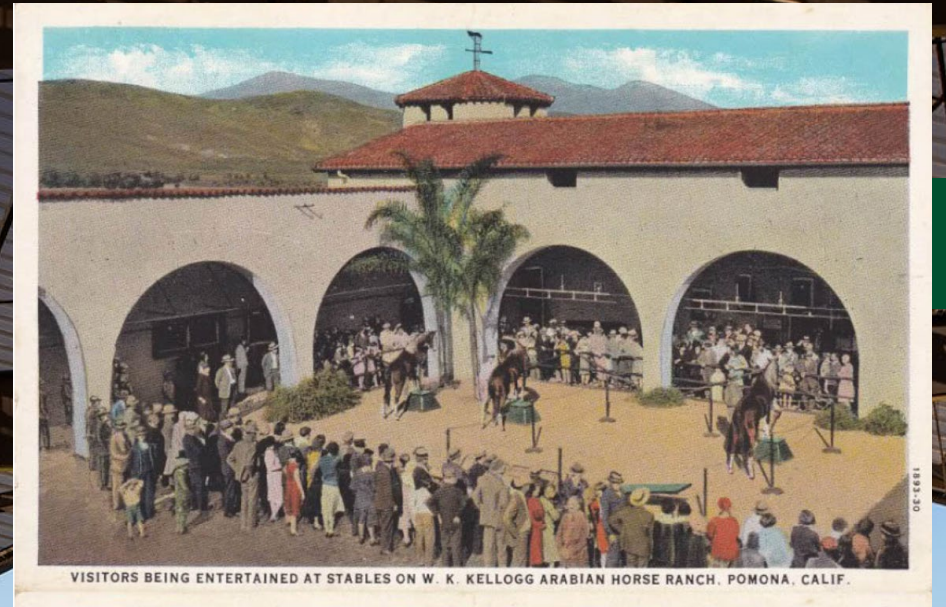




University Advancement Overview

Academic Senate Budget Committee

Wednesday, March 25, 2026





AGENDA

- Organizational Overview
- Budget Breakdown
- Investments in Our University
 - Philanthropic Activity
 - Government and External
 - Endowment
 - Alumni Engagement
- Advocating for the CSU
- Institutional Philanthropic Priorities
- Steward of Place
- Ways to Partner with University Advancement
- Questions and Discussion



Polytechnic Advantage and Driver of Economic Mobility

Only CSU in the San Gabriel Valley, located at the nexus of Los Angeles, Orange and San Bernardino Counties.

Cal Poly Pomona had a direct spend of \$1.0 Billion:

- \$31.3 Million in Capital Expenditures (4-year average)
- \$437 Million in Operational Expenditures
- \$117.7 Million in Auxiliary Expenditures
- \$444.6 Million in Student Spending

This spending generated substantial statewide impacts, supporting a total of:

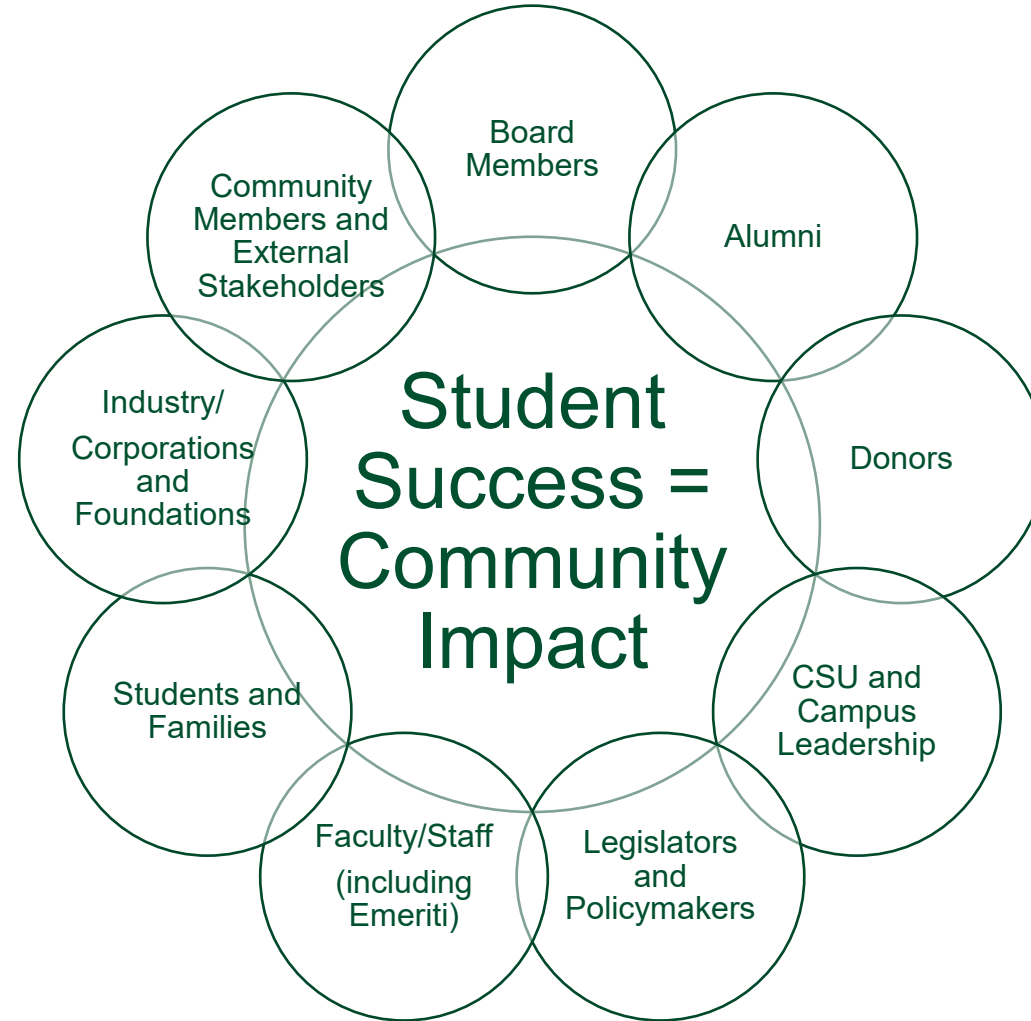
- 11,200 jobs
- \$651.4 Million in labor income
- \$1.6 Billion in industry activity
- \$121.4 Million in tax revenue

CPP Alumni spending supported statewide impacts of:

- 9,700 jobs
- \$689.0 million in wages earned
- \$2.0 billion in industry activity
- \$160.1 million in state & local tax revenue



For every \$1 of state investment in Cal Poly Pomona, \$6.39 in statewide industry activity is generated.
When the impact of enhanced alumni earnings is included, this increases to \$14.57 in statewide industry activity per \$1 invested



University Advancement serves a bridge to the broadest, most diverse community of stakeholders in service to our mission of student success.



University Advancement

A holistic, total resource development approach

Alumni and External Affairs

- Alumni and Student Engagement
- Alumni Association and Chapters
- Alumni Outreach
- Commencement
- University Events

Development

- Campus-Wide, College and Unit Based Fundraising
- Stewardship and Donor Relations
- Annual Giving
- Foundation Relations
- Corporate Relations
- Planned Giving
- Partnership Development

Government and Community Relations

- Elected Officials
- Government Agencies
- Civic Engagement
- Community Relations

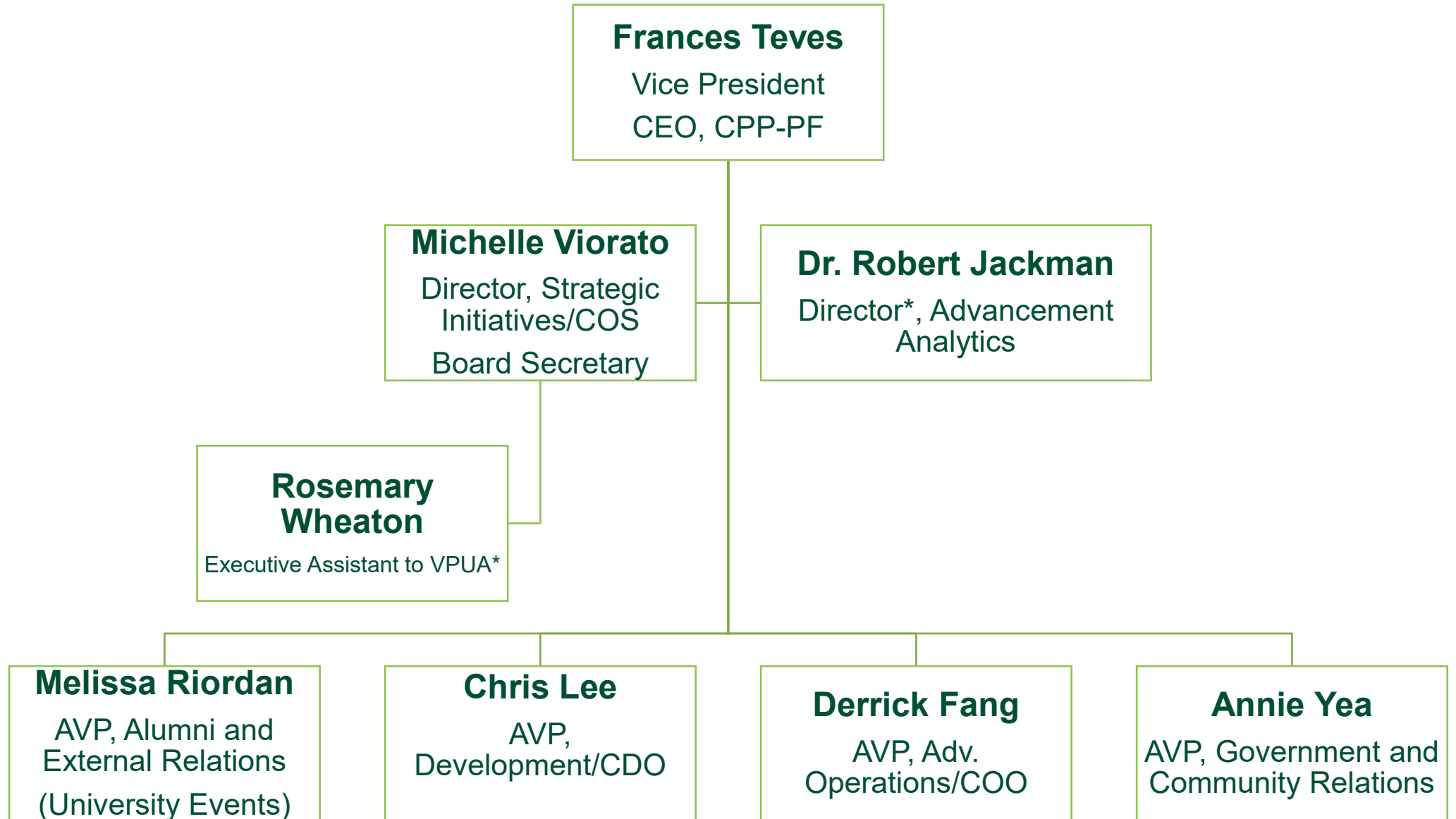
Advancement Operations

- Division Budget and Procurement
- Gift Processing and Reporting
- Data Management
- Prospect Research

Cal Poly Pomona Philanthropic Foundation (CPP-PF) Board of Directors



Executive Organizational Chart





Personnel Overview

Personnel	FY 23-24	FY 24-25	FY 25-26
MPP	24 [8 vacant]	23 [7 vacant]	29 [1 vacant]
Confidential	2	2	3
Staff	18 [4 vacant]	14 [3 vacant]	16 [3 vacant]
Subtotal	44	39	48
Student Assistants	18	18	15
Total	62	57	63

VISP Impact

10 positions
5 MPPs

Four (4) Development Officers
Five (5) Advancement Services staff
(1) AVP for Government Relations

**CPP-PF provides salary reimbursement to fund key positions.



Divisional Budget Breakdown

Funding Source	FY 23-24	FY 24-25	FY 25-26
State Base Budget Allocation	\$4,398,733	\$4,761,660	\$4,814,137
Recurring One-Time	0	\$52,477	\$25,308
O/E	0	0	0
Subtotal State Base Budget Allocation	\$4,398,733	\$4,814,137	\$4,839,445
CPP-PF UA Operations Support:	\$1,700,000*		
Payroll Reimbursement		\$956,929	\$947,647
Development and Campaign Planning		\$726,293	\$726,293
Subtotal CPP-PF Support	\$1,700,000	\$1,683,222	\$1,673,940
Total Budget	\$6,098,733	\$6,497,359	\$6,513,385
% CPP-PF Support	28%	26%	26%

Key Points:

- Base budget directed to Personnel
- Additional positions funded by CPP-PF

*In FY23-24, CPP-PF UA Operations Support was not delineated between Payroll Reimbursement or Campaign Planning. CPP-PF salary reimbursement effective FY 20-21.



Commencement Budget

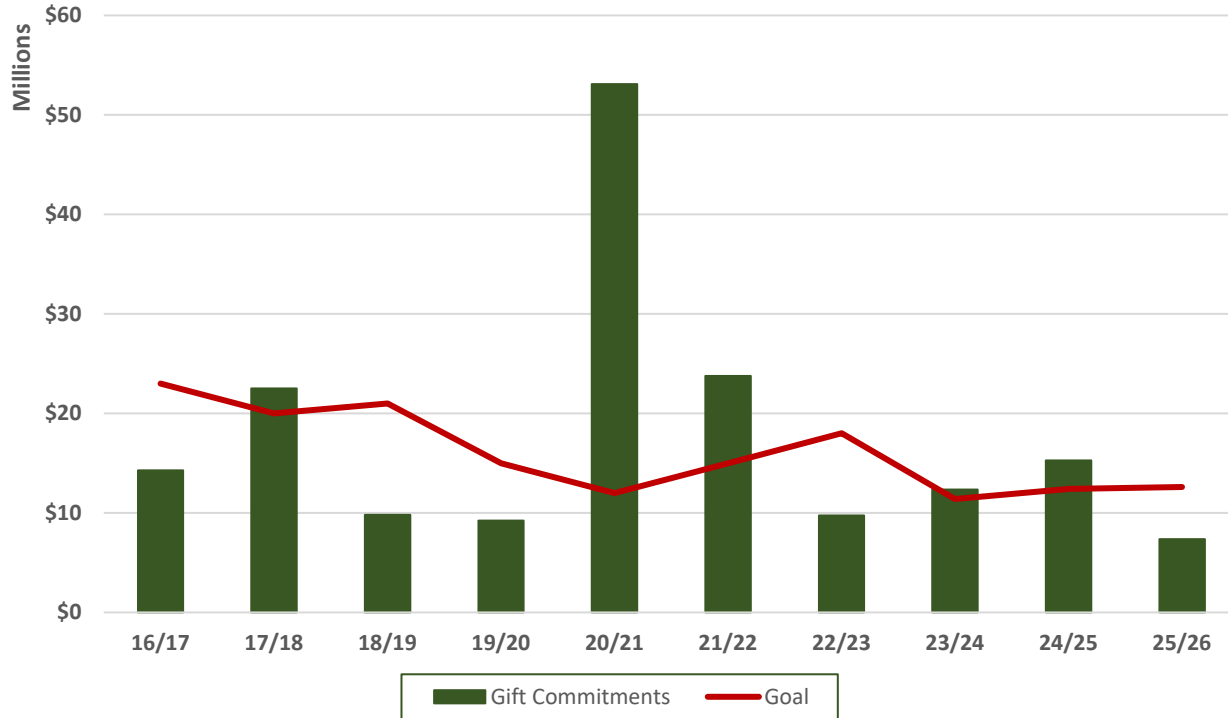
Budget Sources	2026 Total Projected Amount
State Funds <i>(from Grad Fee)</i>	\$722,192
Philanthropic Account <i>(from UA)</i>	\$35,519
Enterprise Foundation Contribution	\$100,000
Total	\$857,711

Commencement Vendors	State Expenses	On/ Off campus Vendor	2024 Amount	% of Total 2024 State Expenses	2025 Amount	% of Total 2025 State Expenses
CPP FP&M cost recovery	Facilities Management	on-campus	\$ 50,000	7%	\$ 55,000	7%
CPP Kellogg West (Campus Catering) State Acct	Volunteers Dining	on-campus	\$ 59,795	8%	\$ 65,775	8%
CPP Police, CPP Parking, Pomona PD	Police, Parking	on-campus	\$ 77,000	11%	\$ 84,700	10%
Fire Marshall services	Fire Permit/Marshall	on-campus	\$ 2,750	0%	\$ 3,025	0%
Interpreters	Interpreters	on-campus	\$ 6,800	1%	\$ 7,480	1%
Student crews, leads, intern	Salaries: Students	on-campus	\$ 21,474	3%	\$ 23,621	3%
Staff Salaries/ Stipends	Salaries: Coordinator/ Pit Coord	on-campus	\$ 14,400	2%	\$ 15,840	2%
CPP Bookstore	Uniforms: Polos/T-Shirts	on-campus	\$ 2,664	0%	\$ 2,930	0%
CPP Graphics / Copy & Mail	printing (certificates)	on-campus	\$ 571	0%	\$ 628	0%
CPP Bookstore	500 ADA seat covers	on-campus	\$ 2,081	0%	\$ 2,289	0%
CPP IT -New in 2025		on-campus	\$ -		\$ 11,544	NEW in 2025
TOTAL for On-campus Vendors			\$ 237,533	33%	\$ 272,831	33%
Alliant	Insurance	off-campus	\$ 3,616	1%	\$ 3,978	0%
Andy Gump Rentals	Portable toilets	off-campus	\$ 16,517	2%	\$ 18,169	2%
BEARCom	Radios	off-campus	\$ 3,655	1%	\$ 4,020	0%
CPP Facilities vehicle maintenance	CPP Facilities vehicle maintenance	off-campus	\$ 600	0%	\$ 660	0%
Event Security Services	Security (Additional in 2025)	off-campus	\$ 88,413	12%	\$ 122,254	15%
FALCK Mobile Health	EMT/ambulance service	off-campus	\$ 14,700	2%	\$ 16,170	2%
Flag Systems, Inc.	Sound amplification	off-campus	\$ 22,250	3%	\$ 24,475	3%
Jostens Inc	Honorary Doctorate Hoods	off-campus	\$ 398	0%	\$ 437	0%
Jostens Inc	Grad honor cords	off-campus	\$ 10,424	1%	\$ 11,467	1%
Jostens Inc	Diploma covers	off-campus	\$ 27,054	4%	\$ 29,760	4%
Kevin Rummel Production	Big Screen, Lighting System & Generators	off-campus	\$ 71,160	10%	\$ 78,276	9%
Marching Order (Dev Cube)	Grad Pass - Digital Check-in & Scanning	off-campus	\$ 46,603	6%	\$ 51,263	6%
Marching Order (Dev Cube) - Fello	Mini iPads Rentals	off-campus	\$ 4,763	1%	\$ 5,239	1%
Miscellaneous (Supplies) on State Pro-card	Stakes to chain off high risk areas in the Quad	off-campus	\$ 639	0%	\$ 703	0%
Right of Way	A-Frames & Electronic Signage	off-campus	\$ 5,175	1%	\$ 5,693	1%
Town & Country	Tents, tables, chairs, etc.	off-campus	\$ 82,607	11%	\$ 90,868	11%
Voice Talent	Professional readers (Additional in 2025)	off-campus	\$ 3,250	0%	\$ 6,000	1%
Balloon Haven	Balloons	off-campus	\$ 23,871	3%	\$ 26,258	3%
Creative Plant Rentals	Plants, arrangements	off-campus	\$ 21,471	3%	\$ 23,618	3%
Kim Sawyer Egir	Graphic Design	off-campus	\$ 3,500	0%	\$ 3,850	0%
The Cart Guy (Banning, CA)	Golf Carts	off-campus	\$ 6,271	1%	\$ 6,898	1%
AAA Flag and Banner	Banners (new for Colleges)	off-campus	\$ 312	0%	\$ 343	0%
Gold Metropolitan Media	Banners (on light posts) Install	off-campus	\$ 3,753	1%	\$ 4,128	0%
Reinberger Printworks	Programs	off-campus	\$ 23,274	3%	\$ 25,602	3%
Trophy Center US	New Medallions /Engraving	off-campus	\$ 192	0%	\$ 211	0%
TOTAL for Off-campus Vendors			\$ 484,467	67%	\$ 560,338	67%
State Total Expenses			\$ 722,000	100%	\$ 833,169	100%



Investments in Our University

Philanthropic Giving - New Gift Commitments



16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26
\$14.3M	\$22.5M	\$9.8M	\$9.2M	\$53.1M	\$23.8M	\$9.7M	\$12.4M	\$15.3M	\$7.4M*
\$23M	\$20M	\$21M	\$15M	\$12M	\$15M	\$18M	\$11.4M	\$12.4M	\$12.6M
62%	113%	47%	62%	442%	159%	54%	108%	123%	59%

Additional investments since FY20:

- \$25M in Congressional funding in partnership with AFRL
- \$18.75M for University Farms
- \$1M for the Downtown Community Innovation Hub
- \$26M for the Foothill Transit Bronco Mobility Hub

Strong pipeline/promising future opportunities:

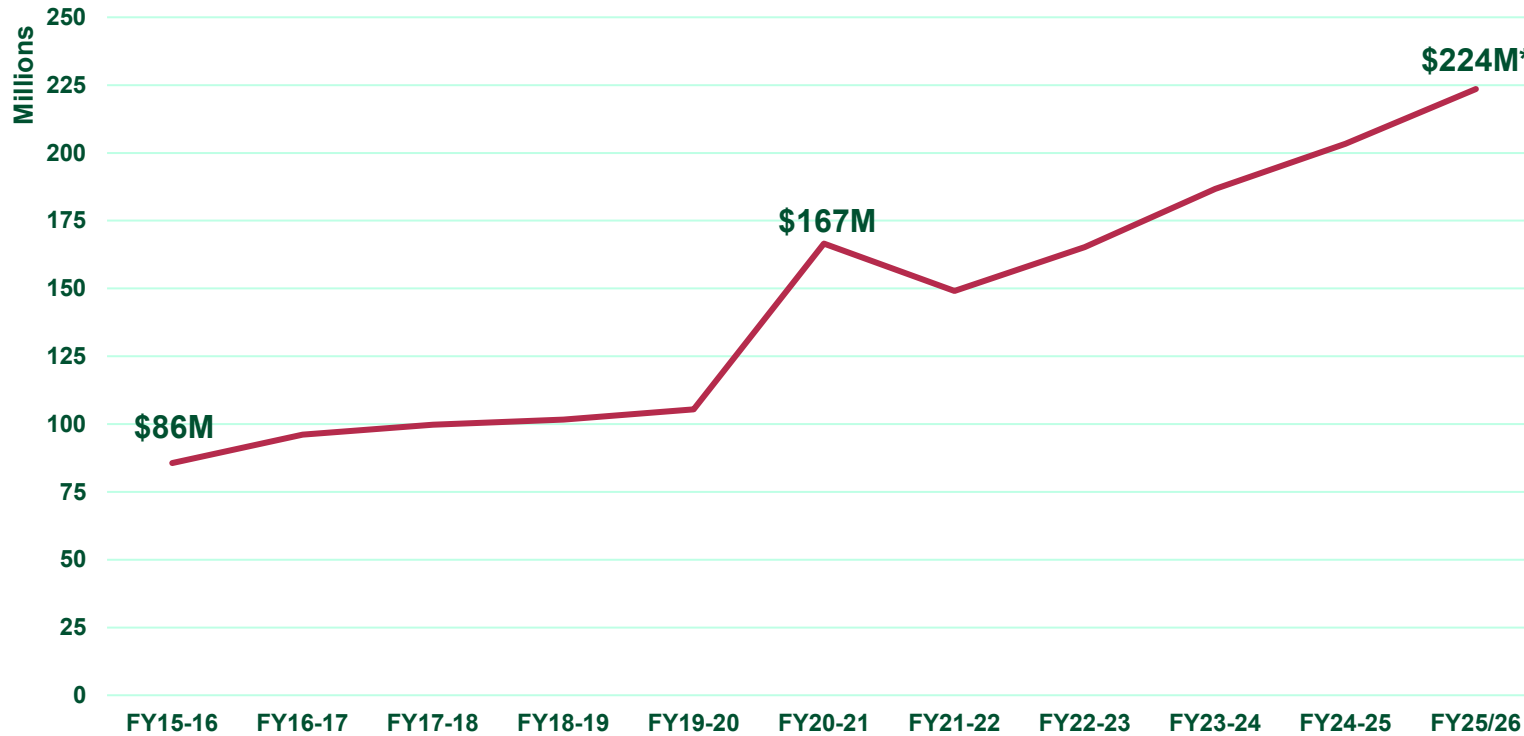
- Approximately 194,000 Alumni donor records in Raiser's Edge database
- Reorganization project underway identifying and assigning most promising projects for more active engagement and transformational solicitation

*As of 2/28/2026



Serving our Students in Perpetuity

CPP-PF Endowment Market Value



Since FY 15-16, the market value of the endowment has grown by \$138M (~161%)

CPPPF Investment Policy Statement (IPS) includes an annual **4% endowment distribution** rate approved in each Fall by the CPPPF Board of Directors.

CPP-PF Endowment Distribution	Dollars
FY 20-21	\$4.83 Million
FY 21-22	\$5.55 Million
FY 22-23	\$6.10 Million
FY 23-24	\$6.55 Million
FY 24-25	\$6.72 Million

*As of 1/30/2026



Lifelong Alumni Engagement *Measurements of Success**

Experiential

Nearly 25,000 alumni participated in experiential engagement opportunities in FY 24-25

Meaningful experiences that inspire alumni, are valued by the institution, promote its mission, celebrate its achievements and strengthen its reputation

Volunteer

More than 1,000 alumni volunteered in FY 24-25

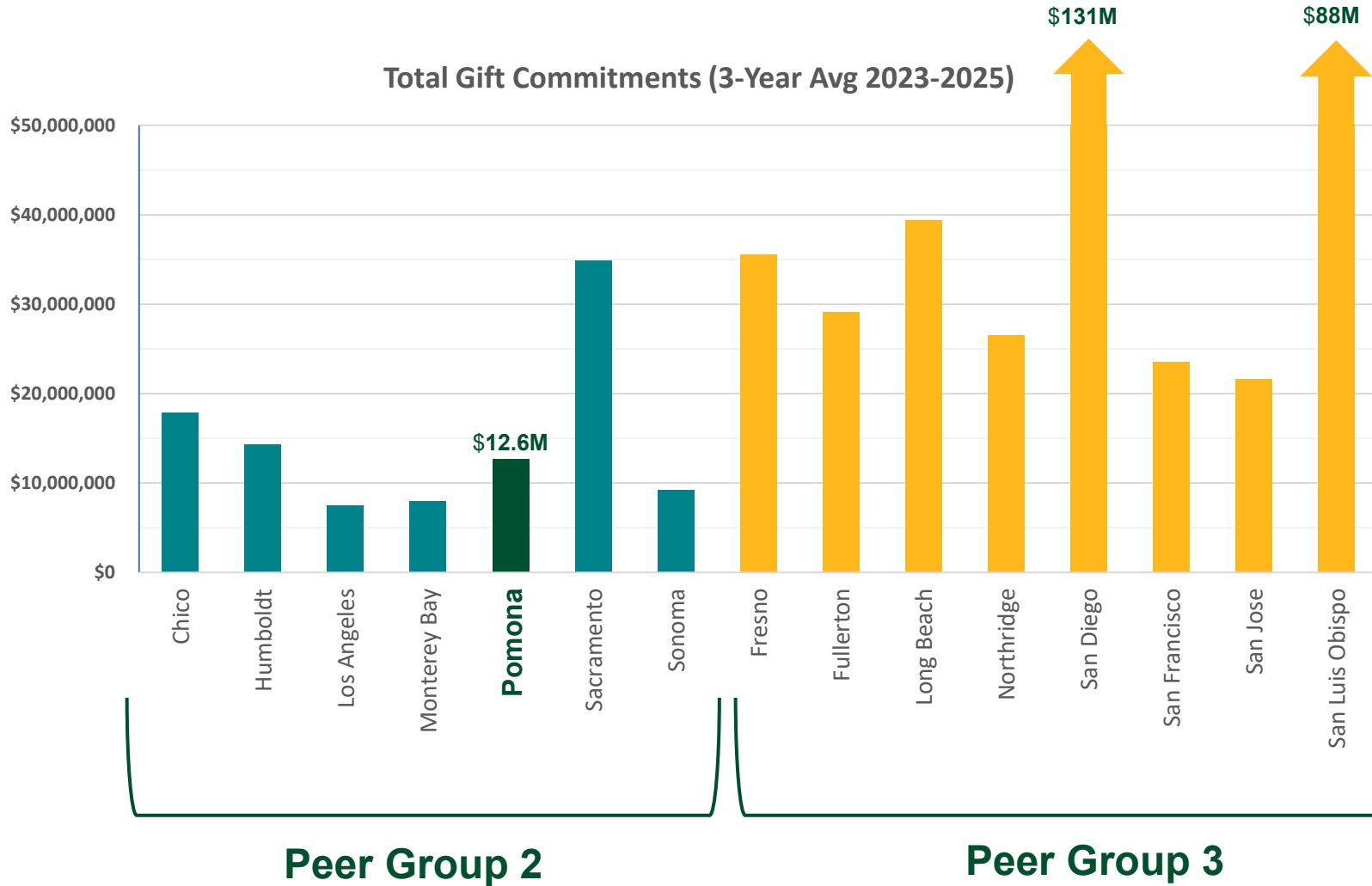
Formally defined and rewarding volunteer roles that are endorsed and valued by the institution and support its mission and strategic goals.

•Measurements established by Council for the Advancement and Support of Secondary Education and reflected in the CASE Global Engagement Metric (AEM) Survey. FY 24-25 data.





CPP in the Context of CSU Peers



Peer Group 2 Metrics

- ✓ Between 10-12 FTE Fundraising Staff
- ✓ Between \$50-100 Million Endowment Market Value
- ✓ Between 5,000-10,000 Individual Donors
- ✓ Fundraising Investment of between 2- 2.5% of General Fund allocation

Peer Group 3 Metrics




- ✓ Over 20 FTE Fundraising Staff
- ✓ Over \$100 Million Endowment Market Value
- ✗ Over 10,000 Individual Donors
- ✓ Fundraising Investment of more than 2.5% of General Fund allocation



Advocating for the CSU



CSU 2026-27 Budget: Support the Governor's Budget

 <p>CSU NEEDS</p> <ul style="list-style-type: none"> • Mandatory cost increases in health benefits, insurance, agreed-to compensation increases • \$8.6 billion in deferred maintenance; \$30.9 billion capital outlay plan • Gap between campus needs and available funding has grown to \$2.3 billion 	 <p>GOVERNOR'S BUDGET</p> <ul style="list-style-type: none"> • Restores 2025-26 year base reduction (\$143.8 million) • Provides partial Year 4 compact funding (\$100.9 million) • Provides Year 5 compact funding (\$265.3 million) • Aligns with the 2025 Budget Act agreement 	 <p>CSU IMPACT</p> <ul style="list-style-type: none"> • Largest public higher education system in the country with more than 470,000 students • National leader in social mobility • Largest producer of health care, engineering, teacher graduates in state • CSU campuses create \$31 billion in economic activity for the state
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Housing Bond

- Cal Poly Pomona has an unmet student housing demand of 1,761 beds.
- There are currently measures in the Assembly (AB 736) and Senate (SB 417) which proposes a \$10 billion general obligation bond to fund affordable housing across California which will help address the housing crisis affecting our communities.
- **ASK:** Cal Poly Pomona and the CSU are asking that the legislature includes up to \$1 billion from the proposed bond to be allocated for public higher education.

Facilities

- Cal Poly Pomona has 203 buildings totaling 6.3 million gross square feet --- 62% of buildings are at least 30 years old and 30% of buildings are 60 years old.
- As of a 2023 facilities assessment, the deferred maintenance backlog at Cal Poly Pomona exceeds \$890 million.



Federal Priorities

- Pell Grants
- Emerging Research Institutes (ERIs) & MSIs
- Invest in Supplemental Educational Opportunity Grant and Federal Work Study Programs
- Funding for GEAR UP and TRIO
- Advocate for more equitable Facilities and Administrative (F&A) costs

Basic Assistance for Students in College (BASIC) Act

Addressing Basic Needs Barriers

The Act targets food insecurity, housing instability, childcare access, and healthcare gaps to improve student success.

Grant Structure and Funding

The BASIC Act provides a competitive grant framework allocating \$500 million to \$1 billion to support colleges' basic needs services.

Equity in Funding Distribution

At least 25% of grants prioritize community colleges and minority-serving institutions to support vulnerable student populations.

Interagency Collaboration

Federal agencies collaborate to enable data sharing and assist students in accessing essential federal aid programs.





Institutional Philanthropic Priorities:

Preserving and Propelling our Polytechnic Excellence

- 1. Future Paths** – an initiative designed to support the success of our students beyond commencement. Future Paths aims to intentionally embed career and professional readiness competencies in curricular and co-curricular experiences of our students.
- 2. Emerging Technologies** – a cross-disciplinary endeavor that will help equip the University with innovative and integrative programming curriculum development and applied research in fields involving emerging innovations, including spatial excellence (GIS), artificial intelligence and cybersecurity.
- 3. Campus Modernization** – a revitalization opportunity to ensure our faculty, staff and students have access to the most vibrant, modern, and upgraded campus facilities.

Our multi-year, inter-related priorities are in service to our mission of student success – *preparing our students for the future of work, human and civic engagement.*



Steward of Place

- Engagement with the surrounding communities and cornerstone organizations (Pomona Chamber, SGVEP, LAEDC, LA Chamber)
- Foster civic and voter engagement
- Established a Community Innovation Hub in Downtown Pomona
- Support the Lanterman Development Project to serve as an economic, workforce and social driver
- Commitment to **Learn by Doing Good** --- support community service, service-learning, and applied research





Ways to Partner with University Advancement



Take Action

INFLUENCE MAPPING



CSU VOICES





Ways to Partner with UA: **Bronco Launchpad**



What is it?

Bronco Launchpad is our online fall crowdfunding campaign that provides guided fundraising to campus causes.

Think GoFundMe — just for Cal Poly Pomona!

Next Event: Nov. 1 - Dec. 1

crowdfund.cpp.edu

2025 Impact

\$145,199 Raised
(66% increase over 2024)

1,476 Gifts Received
(40% increase over 2024)

91 Projects Supported
(65% increase over 2024)





Ways to Partner with UA: **Broncos Give**



What is it?

CPP's 36-hour annual fundraising event bringing 365 days of impact!

It's easy and fun for supporters, with exciting challenges and opportunities to double or even triple donations.

Next Event: Mar. 2027 (Date TBD)

givingday.cpp.edu

2026 Impact

Date: Mar. 18-19

Record-Breaking Year with...

\$686,914 Raised in 36 Hours

1,687 Broncos Donated from 42 States

138 Programs Supported



Myriad Ways to Partner

- Serve as an ambassador
- Engage with University Advancement through your respective development officer
- Join the Monthly Coffee with Development
- Tell the CPP story, including the story of your work
- Be willing to participate in a tour with University Advancement to highlight

Sign Up for Professor for a Day



Faculty & Staff Philanthropy

At Cal Poly Pomona, you do more than educate — you empower. Your dedication shapes futures, transforms lives and drives our mission forward. Whether you're teaching, mentoring, supporting operations or enriching campus life, your work is essential to what makes CPP exceptional.

When faculty and staff personally give, lead fundraisers or raise awareness, it sends a powerful message: we believe in our mission and in each other.

Payroll Deduction

If you are a faculty or staff member at Cal Poly Pomona, making a financial gift offers another opportunity to demonstrate your commitment to our students — in addition to the numerous ways you already do. A monthly payroll deduction is a convenient way to show your support. [Complete our form to start, stop or adjust a payroll deduction.](#) Please note, it may take up to 3 months for payroll deductions changes to go into effect. For more information, contact Grace Johnson at gracej@cpp.edu or 909-869-4963.



To find out more about Pace Setters, please contact:

Pace Setters (email: pacesetters@cpp.edu) c/o Office of Alumni and External Relations Cal Poly Pomona 3801 W. Temple Ave, Pomona CA 91768

[EMAIL US](#)

HUGE RANCH HERE BOUGHT BY KELLOGG

Multi-Millionaire Cereal King Gets 377 Acres of Cecil George Land

TO INVEST \$250,000

Manufacturer Will Build Magnificent Home on Covina Highway

W. K. Kellogg, multi-millionaire head of the famous Battle Creek, MoMich, cereal company which has made his name famous thruout the land, following a tour thru California yesterday completed the first step of a \$250,000 transaction which will make him a permanent resident of Pomona.

Mr. Kellogg has purchased 377 acres from Cecil George, Spadra rancher, located west and south of the new Covina road thru the hills north of Holt avenue. The property, considered a choice section of the valley kingdom, is just west of the Packard track and not far from Mt. Meadows country club.

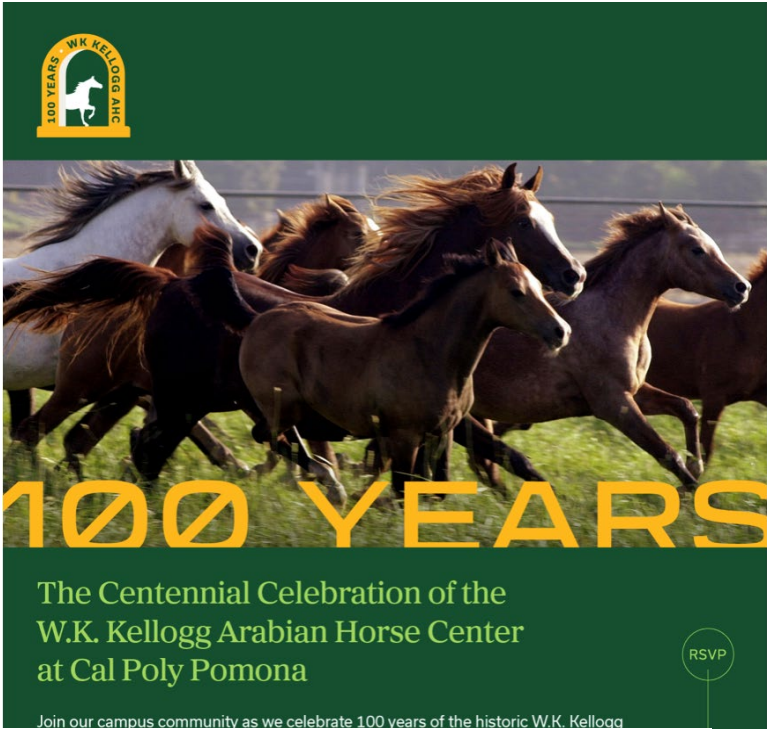
Details of the purchase were announced today by Mr. George, his representative in the building, Paul T. Boyle, 917 Union, Los Angeles. It is announced that Mr. Kellogg has purchased the Pomona ranch, and other cities in this section of the state thru which he is touring in his famous land the "Ark".

Plans \$100,000 Home

Mr. Kellogg and his son, Kellogg, completed final deed and transfer yesterday, and the check in escrow which was negotiated, and then left for Battle Creek where Mr. Kellogg will remain until his new home is ready for him.

Dr. Kellogg will return after

“Education is the only thing that improves one generation over another.” WK Kellogg



100 YEARS

The Centennial Celebration of the W.K. Kellogg Arabian Horse Center at Cal Poly Pomona

Join our campus community as we celebrate 100 years of the historic W.K. Kellogg

RSVP



16 Anglo-Arab Horses, Valued at \$256,000, Arrive

Man Held Here For Orange City
A man was held here for Orange City...
PENSION BOOST APPEALS ASKED
Spanish War Vets Urged to Write Congress for Support Expected
PATRIOTIC BOYS AWARDED PRIZES
Grammar School Contest for City-Wide Honors
Engineer Takes Marital Pledge
The city engineer...
SHIPMENT COMES GOLD OF OPHIR TO W. K. KELLOGG ROSE IN BLOOM
Valuable herd of 16 Anglo-Arab horses...
Junior College Scores Musical Success
Musical Society of Junior College...
TO TEST RADIOS IN PARK SUNDAY
Long Distance Concert to be held in park...
LEGION CALLED NATIONAL FORCE
Vet's Organization Has Found Definite Place in U.S. Adjutant States
Shoe Repairing
Check up on your footwear...
W.C. Spurgeon's Bootery
Mr. Spurgeon the Bootery Opposite California Theater
We'd Like to Have You
Send your names...
Bell-Howell Cine Motion

JOHN P. EVANS



Questions?