The California State University Advancement Fund was established to help build and enhance advancement programs. The expected outcome of this funding is an increase in voluntary support, strengthening of alumni involvement, and/or improved public perception of the university. All aspects of advancement including advocacy, alumni relations, development, communications and public relations are eligible for support.

Funding is subject to the state budget process. Contractual commitments should not be made until the funds have been approved and allocated, which may not be until December/January.

**CAPACITY GRANTS:** These grants support organizational development. Grant requests should relate to university advancement plans and strategic objectives. They may be used to start new positions, retain campaign counsel, purchase information technology, conduct assessments/feasibility studies, engage consulting services, or support other one-time investments in organizational development. Requests that include some demonstration of an institutional investment are preferred. The grants will be approved by the Advancement Resource Committee and awarded on a sliding scale: $50,000 for Group I campuses, $40,000 for Group II campuses, and $30,000 for Group III campuses.

For 2008-09 funding, the deadline for submitting requests is May 30, 2008. The requests should be signed by the campus president via a cover letter and submitted to Richard P. West, Executive Vice Chancellor and Chief Financial Officer.

The requests should contain the following information:
- A statement of purpose and the amount requested.
- Statement of the request’s relationship to the campus annual advancement plan.
- Plans for evaluating impact or return on investment for capacity grant requests.
- An evaluation of capacity grants received in 2007-08.

**MINI GRANT PROGRAM:** The mini-grant program has been suspended for 2008-09 in consideration of budget constraints, in particular reductions in travel expenditures. Funds have been reallocated to support the capacity grant program so that each campus may receive a capacity grant award.
ENDOWMENT INCENTIVE PROGRAM: The endowment incentive program has been devised to encourage the growth of endowment funds and raise the level of aspiration for the size of endowment gifts.

1. To be eligible for the incentive program, the campus agrees to provide evidence of administrative policies for: (a) investment management addressing return objectives, relevant risks, asset allocation guidelines, asset allocation rationales, rebalancing provisions, and benchmarking; (b) spending rates that strive to reduce fluctuations in distribution and preserve intergenerational equity; and (c) disclosure of administrative fees.

2. The Office of the Chancellor agrees to match $5,000 for every endowment gift commitment of $100,000 or more documented in the 2008-09 fiscal year.

   o Outright endowment gifts of $100,000 or more will be eligible for the incentive award.

   o Deferred endowment gifts with a present value of $100,000 or more will be eligible for the incentive award provided that it is an irrevocable gift reported on the Voluntary Support of Education Survey.

   o Documented endowment pledges of $100,000 or more will be eligible for the incentive award if the payment schedule achieves the $100,000 threshold within five years.

3. An endowment gift agreement is only eligible for one incentive award even if the gift agreement receives multiple contributions of $100,000 or more. For example, if five people contribute $100,000 to the ABC Fund in support of business student scholarships, only one allocation of $5,000 will be awarded.

4. For fiscal year 2008-09, campuses whose auxiliaries invest more than $1 million with the Citigroup Smith Barney Endowment Management Services systemwide master enabling agreement will be eligible for up to $50,000 in endowment incentives. Remaining campuses will be eligible for up to $25,000.

   o Campuses agree to provide a spreadsheet of endowment gift commitments eligible for incentive awards.

   o The request for payment may be submitted at anytime during the fiscal year.
5. The incentive awards will be paid from the University Advancement grant fund. The campus may expend the funds at its discretion within the restricted use of state funds. The funds may not be diverted to campus auxiliaries or alumni associations.

**EXECUTIVE SEARCH SERVICES:** Master enabling agreements for recruitment searches for senior advancement officers and senior development professionals were established to help campuses recruit and retain high-quality advancement leadership. The selected firms have been briefed about the California State University and qualities that make CSU career opportunities attractive. The following pre-qualified firms have agreed to discounted flat fees and limitations on travel expenditures:

- Bryant Group, Palm Desert, CA
- Diversified Search/Ray & Berndtson, Philadelphia, PA
- Meng, Finseth & Associates, Torrance, CA
- Paschal Murray, Indio, CA
- Storbeck/Pimentel & Associates, Monterey Park, CA

Contract information is available on the systemwide Contracts and Procurement website: [http://redding.calstate.edu/es/csp/storetemplate.cfm?storeid=7](http://redding.calstate.edu/es/csp/storetemplate.cfm?storeid=7)

The Advancement Grant program will provide matching funds to campuses using these firms. Requests for matching funds should be signed by the campus president and submitted to Richard P. West, Executive Vice Chancellor and Chief Financial Officer.

1. Matching fees will be awarded as follows:

   - Group I campuses: 25% matching funds
   - Group II campuses: 20% matching funds
   - Group III campuses: 15% matching funds

2. The matching portion pertains to the executive search services fees. The campus is responsible for other search related costs such as advertising and travel.

3. Campuses may apply for two matches per year on a first come first serve basis.

4. Campuses agree to participate in an evaluation of the firms services at the conclusion of the engagement.