

Student Services Fee

DEPARTMENTAL REPORT

Department Name: Vice Chancellor Student Affairs

Unit Name: Development Office

Contact Name: Elizabeth Bishay

Total 2018-19 Projected Allocation: \$362,176

This allocation is approximately 1.03% of the total 2018-19 Student Services Fee revenue.

Student Services Fees Allocations

Expense	2017-18 Actuals	2018-19 Allocation
Salaries/Benefits	\$283,999	\$362,176
Operational/Other Costs	\$0	\$0
TOTAL	\$283,999	\$362,176

1. Please provide a *general* description of your department's function:

The mission of Student Affairs Development is to provide professional services and leadership in identifying, cultivating, soliciting and stewarding philanthropic support from individuals, corporations, and foundations to advance the priorities of the Division of Student Affairs as identified and approved by the Vice Chancellor for Student Affairs.

2. Please list the departmental program(s) or service(s) *specifically funded by the Student Services Fee*:

The director of development position, 1.0 FTE support staff, and all operations expenses are funded by the Student Services Fee. This office is charged with soliciting, closing and stewarding gifts in excess of \$50,000, as well as serving as liaison to the Annual Fund on behalf of Student Affairs.

3. Please provide information regarding the benefit to UC Davis students from the departmental program(s) or service(s) specifically funded by the Student Services Fee.

Be as specific and concise as possible. Include the specific type (e.g., undergraduate, graduate, professional, transfer, etc.) and an estimated number of students served.

The majority of general (non college-specific) undergraduate student scholarship aid derived from philanthropic support comes from Student Affairs fundraising efforts. In addition to scholarship aid, the Internship and Career Center and all retention services programs housed in Student Affairs (e.g., all Student Community Center programs, SASC, STEP, and academic student success centers) receive development support. Sport Clubs receive guidance to ensure compliance with institutional fundraising policies and are included in the Annual Fund calendar of appeals to alumni, parents and friends.

The Director works closely with the Annual Fund team in DEVAR to develop a series of email and direct mail appeals that target different segments of our constituency at different points throughout the year.

The Annual Fund gift total has more than doubled since 2015-16, with our current YTD total being \$105,002 as of 5/7/2018. The annual fund includes all Give Day activity, which accounts for approximately \$27,000 of the YTD total. The annual fund total has increased by 34% since last year's YTD total recorded May 7, 2017. The average gift has increased from \$123 in 2016-17 to \$166 in 2017-18, an increase of 35%. In FY2016, Student Affairs retained 55 donors who had given the previous year. In 2017 we retained 116 donors; in this most recent fiscal year we have retained 188 donors, showing a 62% increase over last year's retention rate. The funds raised through Annual Giving benefit the Student Affairs funds that appear on line (<https://giving.ucdavis.edu/ways-to-give>)