

STUDENT SERVICES FEE

2020-21

DEPARTMENTAL REPORT TO THE COUNCIL ON STUDENT AFFAIRS AND FEES (COSAF)

Student Services Fee Recipient: **Development Office**

Contact: **Cory Vu**

Finance Manager **Luci Schmidl**

Total 2020-21 Projected Allocation: **\$259,313**

Approximate Percent of the Total 2020-21 Campus Student Services Fee Revenue: **0.73%**

Expense	2019-20 Actuals	2020-21 Projected Allocation
Salaries/Benefits	\$275,921	\$257,993
Operational Costs	\$3,140	\$1,320
Other	\$0	\$0
TOTAL	\$279,061	\$259,313

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, ASUCD and all retention services programs housed in Student Affairs (e.g., all Student Community Center programs, EOP, 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 is responsible for raising a cumulative \$2,861,073 for FY20 through 2,295 gifts made by 1,731 donors. Compared to FY19, with a total raised of \$2,265,951, that is an increase of 21% total giving over a fiscal year. From FY17 through FY20, the Director has raised a cumulative \$12,697,618 for Student Affairs. 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 continued its success with more growth than previous years, with our FY20 total being \$338,616.37 compared to FY19 total raised of \$305,851. The number of gifts has increased from 1,404 in 2018-19 to 2,239 in 2019-20, an increase of 37%. The annual fund includes all Give Day activity, which accounts for an approximate \$96,201.10 of the FY20 total. In FY2017, Student Affairs retained 152 donors who had given the previous year. In 2018, we retained 228 donors; in FY19 we retained 235. For FY20, we retained 849 showing a 72% increase over the previous year's retention rate.