

Measuring Advancement

Board of Trustees
March 2011

Challenging Fundraising Environment

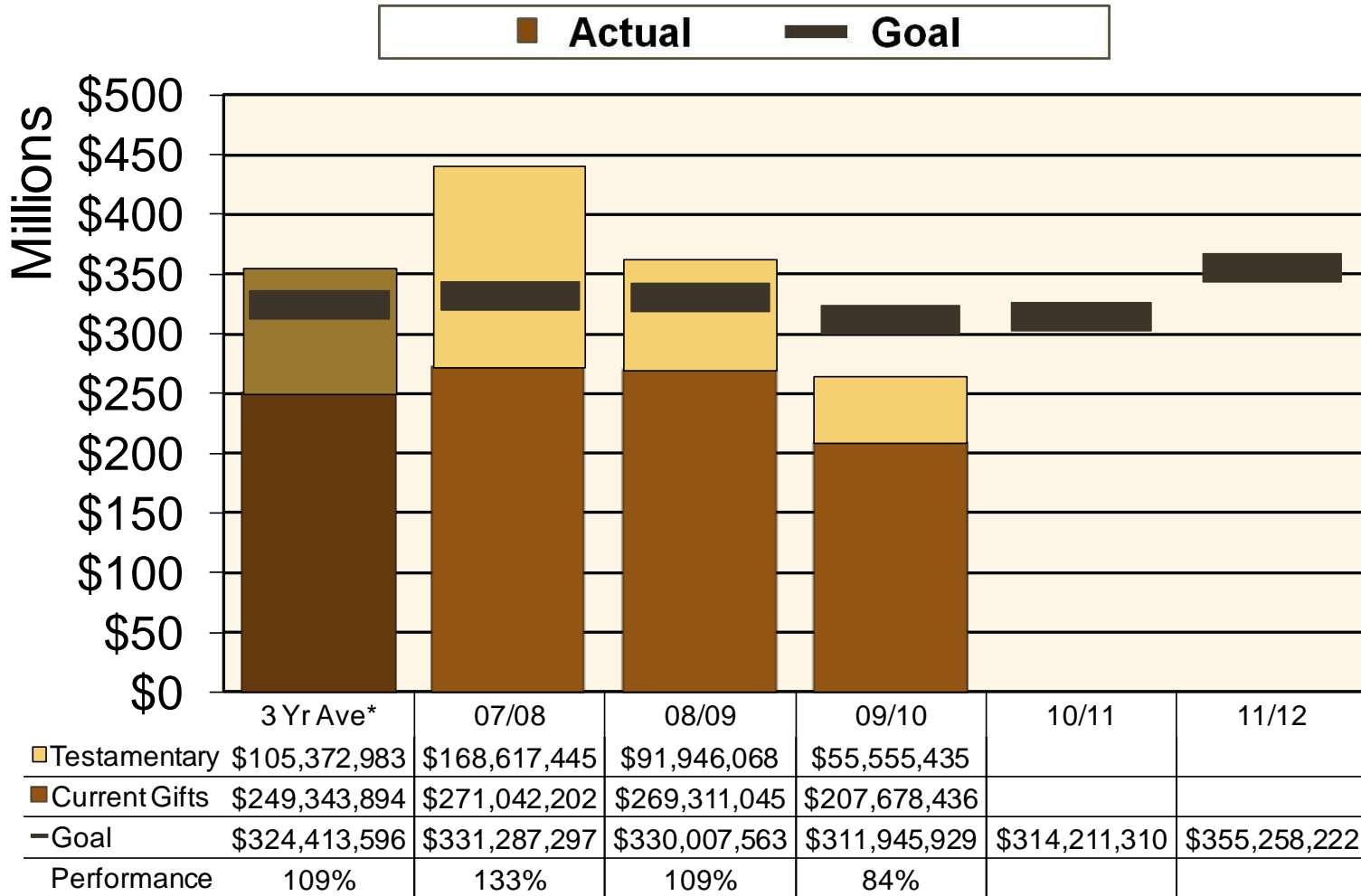
2009-10

- California first in and last out of recession
- Nationally, university giving at 2006 levels
 - Source: Voluntary Support of Education Survey, Council for Aid to Education
 - CSU giving declined 12.5%
- Nationally endowment market values recovering
 - Source: NACUBO/Commonfund Endowment Study
 - CSU market values increased 17.5%
- CSU budget cuts and furloughs

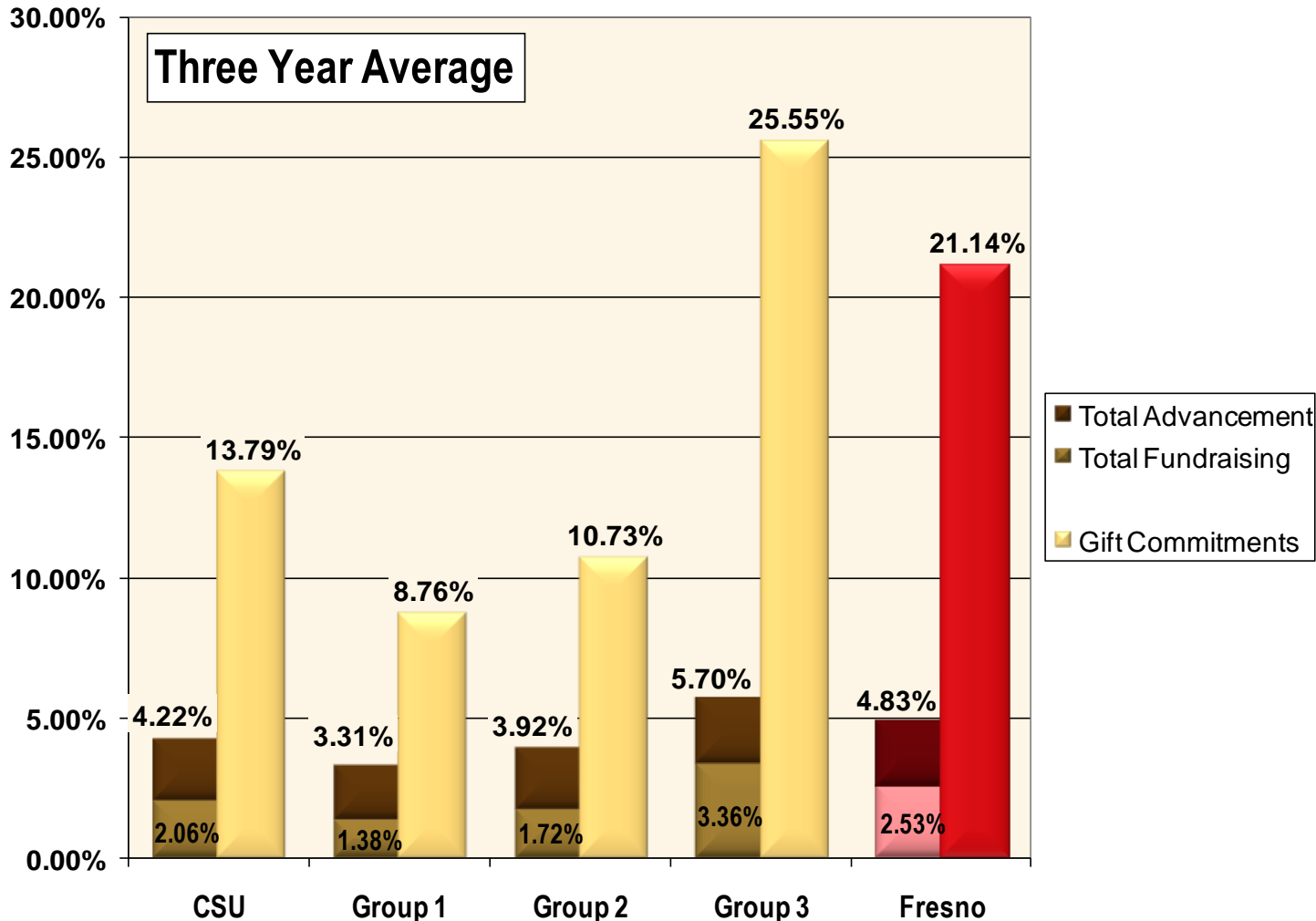
CSU Success Despite Economic Conditions

- Celebrating CSU's 50 year anniversary and its vital social and economic impact.
- 11 campuses exceeded prior year giving
- Philanthropy supporting STEM initiatives, energy and sustainability efforts, and student achievement

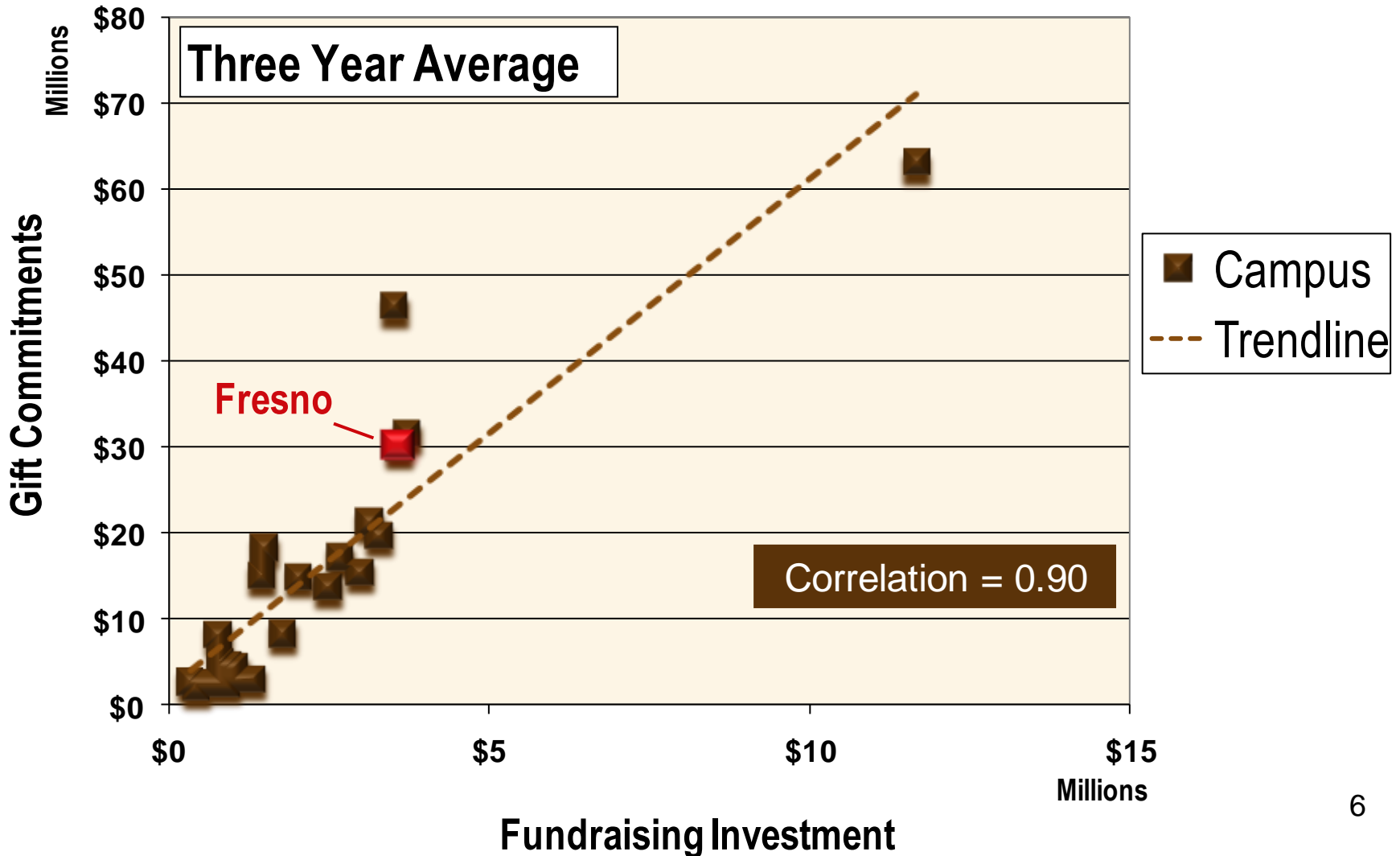
Gift Commitments Including Goals & Performance



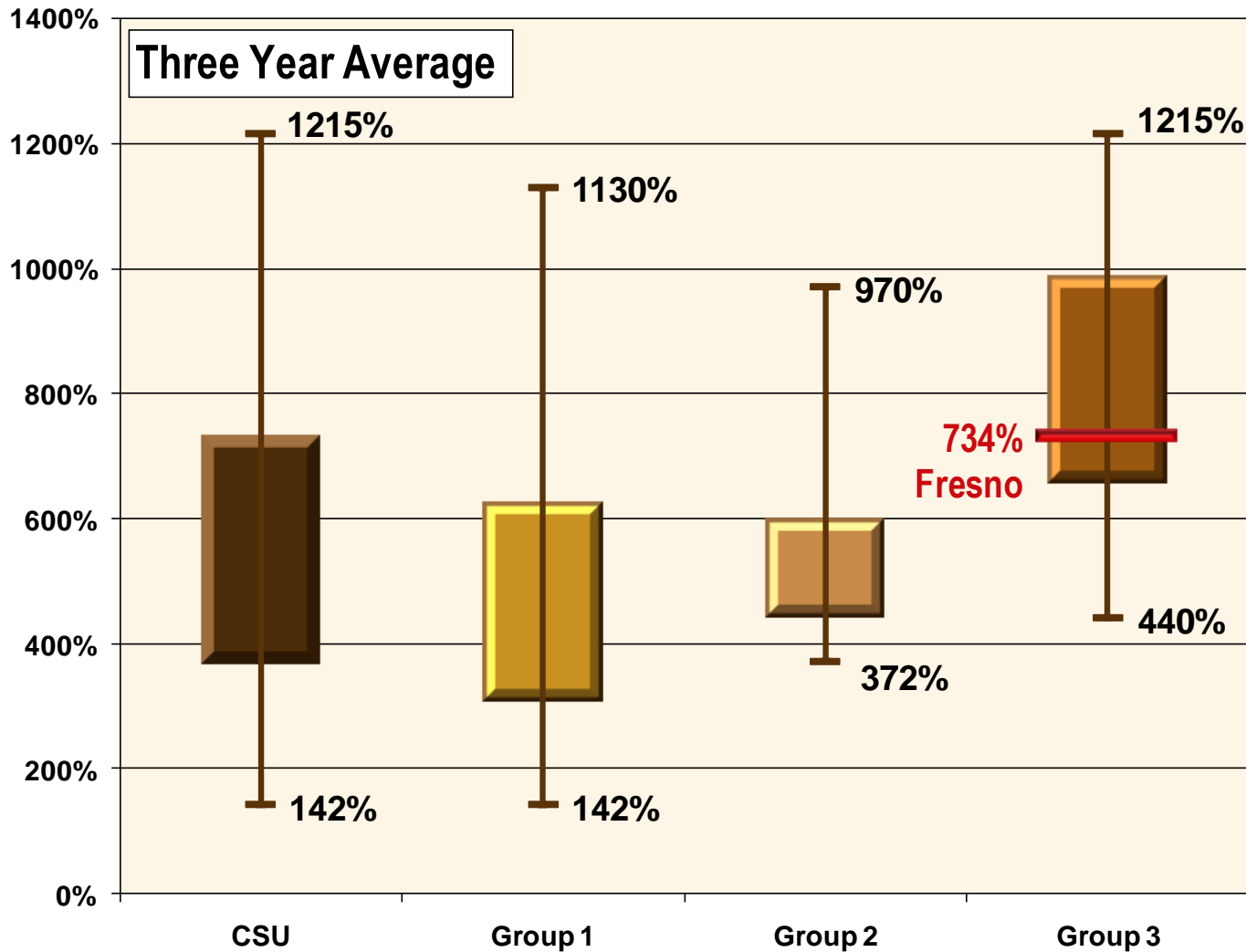
Expenditures and Gift Commitments Compared to State General Fund



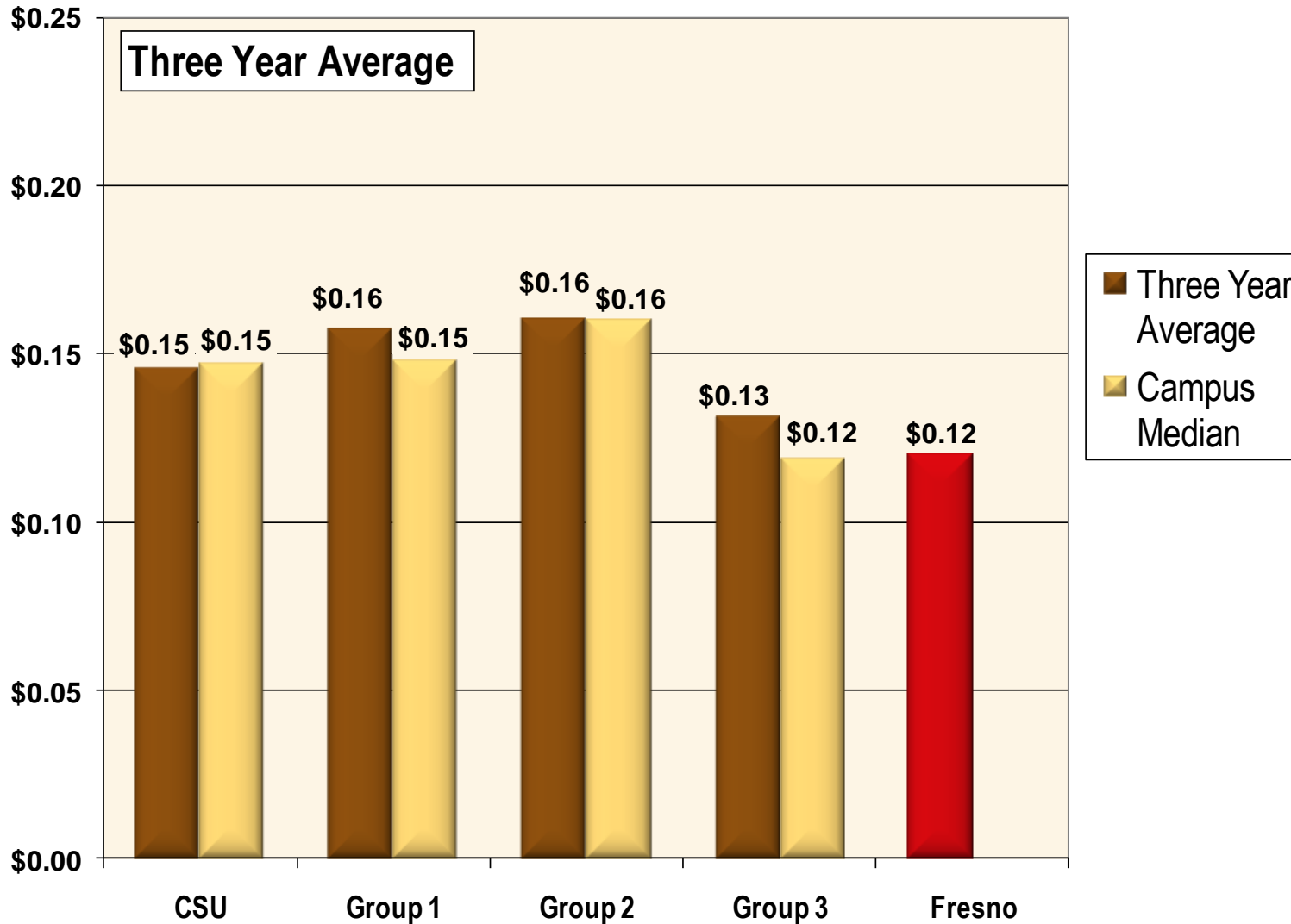
Dollars Raised to Fundraising Dollars Invested



Net Return on Investment



Cost to Raise a Dollar



Endowment Performance

- Most underwater endowments recovered in 2009-10
- Distribution at CSU 2.7% compared to 4.1% for public institutions across the nation
- Most campuses distribute based on endowment market value 3 year average

2009/2010 Endowment Performance

Dollar Weighted Average Investment Return

Endowment Assets	CSU #	CSU	NACUBO
> \$100 M to ≤ \$500 M	3	14.59%	11.9%
> \$50 M to ≤ \$100 M	2	13.75%	11.8%
> \$25 M to ≤ \$50 M	6	11.18%	12.0%
Less than or = \$25 M	13	13.22%	11.6%

- **CSU Fresno Return = 12.04%**
- 2009/10 Industry Benchmark: Russell 3000 65% and Barclay's Aggregate Bond Index 35% = 13.39%
- National data based on the 2010 National Association of College Business Officers and Commonfund Endowment Survey

2009/2010 Endowment Asset Allocation

Asset Pool		Domestic Equities	Fixed Income	International Equities	Alternative Strategies	Cash/ Other
\$100 M to ≤ \$500 M	NACUBO	25.00%	17.00%	17.00%	35.00%	6.00%
	CSU	37.50%	31.99%	19.09%	7.58%	3.84%
	Fresno	31.28%	39.51%	14.45%	7.32%	7.44%
\$50 M to ≤ \$100 M	NACUBO	31.00%	21.00%	18.00%	24.00%	6.00%
	CSU	37.95%	29.85%	21.65%	9.85%	0.70%
\$25 M to ≤ \$50 M	NACUBO	35.00%	24.00%	16.00%	17.00%	8.00%
	CSU	32.12%	34.89%	14.72%	11.81%	6.46%
≤ \$25 M	NACUBO	40.00%	27.00%	13.00%	12.00%	8.00%
	CSU	40.12%	28.07%	12.60%	8.54%	10.66%

The Look Ahead

- Broadening donor base and stewarding current donors extremely important
- Executing strategic advocacy and communication efforts a top priority
- Breaking through the gloom of the state budget to express the university's ability to transform lives, inspire innovation, and create a better California.