UNIVERSITY OF CALIFORNIA

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DRAFT-FUNDRAISING PLAN FOR WASC

September 17, 2009

I have enclosed the Draft Fundraising Plan for University Relations for 2009-2011. In assessing our goals and objectives it is important to evaluate them in the context of our current status.

- Campus has just completed the first Strategic Academic Vision (SAV)
- Academic leadership working on the development of Strategic Academic Plan
- We have young alumni base that with proper cultivation, will be ready to consider major gifts in 20+ years
- We are located in the poorest region of California and the United States
- Our region is not only poor but does not have a philanthropic culture
- Campus received national visibility with attendance of First Lady as Commencement speaker
- The state and federal governments are suffering from a profound recession and are not adequately funding education on any level

Goals and Objectives 2009-2011

The mission of University Relations is to increase support for and enhance knowledge of the University of California, Merced through fundraising, government relations and public outreach.

Objective- Fundraising

- UC Merced will continue to build the best and most efficient development operation in the University of California. Our goal is to develop a development model that engages and leverages the entire campus community in acquiring external resources

UC Merced Fundraising Goals:

Type	FY 2009-2010	FY 2010-2011	% Change
New Donors	350	425	21.4%
Gifts in Cash	$8,300,000	$9,300,000	12.0%
Number of Gifts	1668	1850	10.9%

These totals assume that the California economy will remain flat for the remainder of 2009-2010 and have a modest improvement in 2010-2011. Fundraising is a "lagging indicator" of the economy of at least 18 months. We expect that pledges will increase in 2010-201 but that the cash payments will be paid over a number of years. Past analysis of pledge payments confirm this trend.

Campaign Planning:

- Assist the Provost's office in developing funding priorities from the SAV
- Work with UCM Foundation to prepare for a campaign
- Prepare campus for a campaign "quiet phase"
- Assist campus units in establishing and meeting their fundraising goals
- Implement new development model that engages and leverages campus community especially faculty

Alumni

- Continue to develop a strong path and incentive for students in the Collegiate Alumni Association to become a member of the UC Merced Alumni Association
- Develop communication vehicles that build a unique online community of alumni
- Continue to build model programs of participation and giving
- Celebrate the 10 year anniversary of the San Joaquin Valley UC Alumni Network, comprised of alumni in the Valley representing all ten UC campuses. The Network strongly supports the success of UC Merced, their respective campuses, and the system