**PHILANTHROPY COMMITTEE MINUTES**

SSU Foundation Philanthropy

Tuesday, February 18, 2025

3:00 – 4:30 p.m.

Hybrid format

*Members Present:* Mario Perez, Tom Isaak, Ian Hannah, Ernesto Olivares, Robert U’Ren

*Members Absent:* Frank Chong, Libby Payan

*Committee Staff Present:* Alicia Hodenfield

*Guest Present:* Adam Jarman

1. Opening Comments

Mario Perez opened the meeting at 3:00pm.

Perez introduced Adam Jarman, AVP Development, who he has invited to join the Philanthropy Committee meetings. Jarman provided a brief introduction and mentioned he is excited about the work the University is doing and the three academic Deans have really leaned in to finding out about donors and communicating their priorities.

Perez also reminded the committee the CSU strategic plan virtual town halls have been scheduled thru March 6 and encouraged attendance/participation.

Perez mentioned there will be a discussion on program/budget impacts as part of agenda item 4.

1. Approval of Minutes

Perez asked for approve of the September 4, 2024 Philanthropy Committee meeting minutes. The Minutes were approved unanimuosly.

1. Philanthropic Productivity Update

Ian Hannah reported the [2023-2024 CSU Donor Support Report](https://www.calstate.edu/impact-of-the-csu/student-success/philanthropic-support) has been issued and highlighted a few pages of interest:

* Pg 30: Wang Family Excellence Award: SSU recipient Professor Daniel Crocker
* Pg 37: SSU story highlighted: Tribe’s gift expands environmental learning center
* Appendix:
  + Pg: 40: SSU philanthropic productivity three year average of $9.2M in annual gift commitments. (pg 40)
  + SSU in CSU peer group 2
* pgs 42, 43: Total number of SSU of individual donors was 2,302; 685 of which are alumni
* SSU endowment market value totaled $70.5M for FY 23/24 w/ $2M distribution; primary reason SSU is in peer group 2 (pg 48)

Hannah also updated the committee on the giving received thru Quarter 2 (12/31/2024). There has been $5.6M received and we are 56% of annual goal, half way through the year. As of 1/31/25 the total is $5.8M.

1. Campus and University Advancement Updates

Perez shared that the University Advancment division has given up three positions as part of solving the budget deficit. We do anticipate there may be a pause in fundraising, as everyone is waiting to find out who will be our next President.

Perez provided information regarding the impacts of the budget cuts and impacted programs on donated funds as well as the future of fundraising at SSU. At the next board meeting, we will have a discussion with the President and Board. The programs were eliminated to meet the budget deficit and a plan is being developed to address endowments and other gifts that support those departments.

Perez explained, at the fall town hall, Dr. Cutrer advised the attendees that everything was on the table to meet the deficit. Unions were notified. The Chancellor’s Office notified SSU that by the end of the fiscal year, the budget would need to be balanced. There have been mandated, unfunded costs including pay increases, benefits costs (now factored at 62% of wages), as well as the cost of doing business has increased. SSU was able to stop the drop in enrollment, but are still underenrolled and are being hit with a 5% reallocation penalty as well as anticipating an 8% CSU systemwide cut in funding from the State.

Perez posed the question to the committee if Philanthropy committee should add advocacy to its work/charter? The committee responded that ongoing advocacy requires constant engagement, providing information and the inside scoop to be able to tell the story on a regular basis. And the value of engaging local folks and communicating the work that SSU does in the community, and the impact it contributes economically, socially and culturally are necessary. An AGB article titled AGB article titled [The Role of Advocacy and Community Relations for Foundation Boards](https://www.csusb.edu/sites/default/files/upload/file/2024/FOC_Advocacy-and-Community_Nava-Robert-and-Monville-Lou-AGB-2024_0.pdf) was shared with committee members for consideration and to continue the conversation at the next meeting.

Committee members also asked for additional communication and/or talking points following the Legislative hearing(s).

Work has started to determine the population of and analyze the list of impacted funds to develop recommendations for next steps working with donors, impacted departments, President, and SSUF Board as appropriate

Some funds will continue to be used for their intended purpose as long as there are eligible expenses such as eligible student recipients for scholarships as there will be teach out plans for the programs that are going away.

Sample endowment reports were in cluded in the agenda packet, which were sent to roughly 125 donors in December, reflecting endowment funds with a corpus value of $25K or more and a contactable “sponsoring donor”.

Perez also shared that Giving day will be paused for 2025 due to bandwith challenges and general tone of giving day after everything that has hapended. It is expected to return next year. Next year, the hope is this Committee to develop a recommendation around Giving Day and potentially a challenge match and/or an area of support the board as a whole can collectively support (and mobilize their networks).

Perez provided an update on the Health Sciences initiative. Dean Wade prepared a draft white paper/business paper. The legislature has provided $2.5M legislative one time funding proposal/spend plan for this. Perez also noted that the SSU has received one time funding of $2.5M from the CSU for Marketing efforts.

1. Engagement

Due to a robust conversation, there was insufficient time for this item and will be moved to the next Philanthropy meeting.

1. Open Items

The meeting was adjourned at 4:31pm.

Alicia Hodenfield signed

Signature redacted

Ian Hannah signed

Signature redacted

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*Minutes Approved by: Minutes Prepared by:*

Ian Hannah Alicia Hodenfield

*Chief Operating Officer & Secretary, Administrative Manager for*

*SSUF Advancement and Foundation*

*Operations, SSU*