
CAL STATE EAST BAY INSTITUTIONAL EXHIBIT #5 FOR WSCUC INSTITUTIONAL REPORT

EXTERNAL FUNDING EFFORTS

EXECUTIVE SUMMARY

Over the last three years, Cal State East Bay's University Advancement and the Office of Research and Sponsored Programs (ORSP) have notably increased their revenue to support campus operations, innovation, and equity-oriented services. Cal State East Bay's commitment to diversity, equity, inclusion, and student success offers donors a unique opportunity to make a meaningful impact today while investing in a better future. By fostering an internal culture of philanthropy, the university aims to ensure that everyone understands their role in supporting philanthropy, engages donors and alumni about future possibilities, and establishes mutually beneficial partnerships with local institutions. Most importantly, this culture will provide current and future students with the resources, access, and opportunities they need to enrich our community and tackle significant challenges.

EXTERNAL FUNDING EFFORTS AT CAL STATE EAST BAY



The Braddock Center for Science and Innovation, named in recognition of a \$5 million contribution from Braddock Philanthropies and long-term East Bay residents. Robert Braddock and Cherie Keemar, will be a place of discovery where students become 21st-century scientists, working alongside professors in interdisciplinary, open-concept laboratories.

Cal State East Bay's Hayward Promise Neighborhoods (HPNs) will expand to Downtown Hayward with a new five-year, \$6 million annual grant from the U.S. Department of Education, totaling \$30 million by 2027. As one of four national grantees, HPNs will build on over a decade of community experience and relationships.



HIGHLIGHTS/PROGRAMS/STRATEGIC INITIATIVES

University Advancement

Creating a philanthropic culture at Cal State East Bay is a comprehensive effort focused on organizational culture, communicating impact, and envisioning ambitious goals. Recognizing that a strong philanthropic culture involves every individual, department, and volunteer, CSUEB is building on past successes to shape a promising future. Key steps taken include hiring crucial positions such as the AVP for Development and Campaign Director, investing in alumni engagement through storytelling and marketing, and highlighting investment opportunities with corporations and foundations.

Additionally, CSUEB is innovating with new strategies like integrating Fundraising Performance Management (FPM) software to track goals, launching the Gravyty giving day platform in 2024, and reimagining our alumni and donor magazine for a new generation.

Over the past 10 years, University Advancement has raised an average of almost \$7 million per year, a \$3 million increase from the previous decade's average. With an ambitious goal to increase this by another \$3 million annually over the next five to seven years, the university is poised for continued growth.

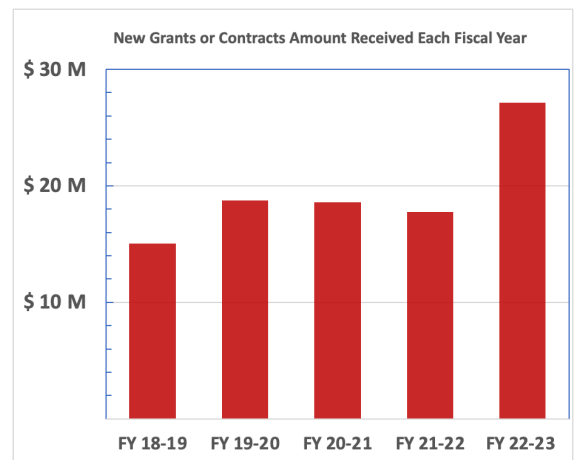
Historical Comparison for Total Raised (FY2014 - FY2024)



Office of Research and Sponsored Programs (ORSP)

ORSP fosters a campus culture that enhances the research enterprise by helping the community secure external funds for research, scholarship, and creative activities. ORSP focuses on developing innovative educational programs, maintaining the university's prestigious R2 classification, ensuring equity in support opportunities, and establishing collaborative and interdisciplinary RSCA programs. Additionally, ORSP aims to enhance infrastructure for faculty and student RSCA, and support both new and existing Principal Investigators (PIs).

Over the last five years, funding secured by ORSP at Cal State East Bay has increased dramatically, rising from \$15 million in FY 18-19 to \$27.1 million in FY 22-23. This growth includes significant increases across all funding sources: federal funding consistently remained strong, state and local funding surged from \$684,000 to \$9.5 million, and private funding, though variable, contributed notably with peaks like \$4.8 million in FY 19-20.



FUTURE GROWTH

Cal State East Bay is continuing to utilize resources and leverage fundraising opportunities to do the following:

- Build and welcome a \$40M Applied Sciences Center on the Hayward campus.
- Introduce the College of Health through campus reorganization at Cal State East Bay.
- Preparation for the largest, comprehensive fundraising campaign in the university's history.
- Offer comprehensive grant proposal development and writing accountability groups for faculty.