Access and Opportunity
Colorado State University’s purpose is to ensure students can realize their dreams and impact the world through access to innovative and exceptional academic programs, extraordinary faculty and staff, and discovery of new knowledge to solve global challenges.

To help accomplish these aspirations, the University must engage in raising private philanthropic support. Colorado State University does this work through the Division of University Advancement. University Advancement is responsible for advancing the mission and goals of CSU by connecting alumni and donors to their passions through meaningful engagement.

Ten years ago, CSU raised approximately $50 million over the course of a fiscal year. In 2016, UA raised more than $197 million to support CSU’s philanthropic goals. The Division is highly efficient, raising $1 for every 9 cents spent on fundraising. UA is critical to the future financial stability of the University.

The Challenge
Federal and state funding for public higher education continues to decline. The ability of students and families to absorb annual increases in tuition has been stretched to near capacity. Colleges and universities have become more reliant on charitable dollars to maintain affordability and sustain success.

Private fundraising stands out as a solution to this growing challenge. It is the public/private partnership that will help CSU reach its potential in serving students and preparing them to impact our community and our world.

Stable and Sustainable
UA’s goal is to significantly increase the number of donors and amount of private charitable dollars coming into CSU, and to improve the health of the University’s endowment. To do that, UA must continuously upgrade information and processing systems, support the growth and efficiency of fundraising operations, and increase the number of focused fundraising staff across campus.

To sustain fundraising operations and better align CSU with practices across the country, the University implemented a 5 percent Advancement Investment Fee, effective July 1, 2016, on cash and cash-equivalent gifts. Gift assessments at peer institutions range from 3 percent to more than 7 percent.

Over time, the new funds will allow UA to eliminate a reliance on the University contribution (currently less than 25 percent of UA’s operational budget) to support fundraising operations and stabilize budgets currently contingent on invested assets tied to a volatile stock market.