

**CALIFORNIA STATE UNIVERSITY, FRESNO
GENERAL FUND**

UNIVERSITY ADVANCEMENT

2021-22 BUDGET SUMMARY

DEPARTMENT	2020-21				2021-22
	Initial Budget	Final Budget*	Actual Expenditures**	Carry Forward	Initial Budget
Vice President for University Advancement	\$ 361,863	\$ 546,613	\$ 545,623	\$ 991	\$ 350,712
Advancement Services	581,165	948,387	893,782	54,605	619,402
Alumni Engagement/Annual Giving	645,724	1,290,238	1,299,678	(9,441)	903,177
Univ Brand Strategy Mktg	869,435	1,455,524	1,434,920	20,603	942,372
Development	1,143,120	2,219,190	2,153,083	66,107	1,086,875
University Communications	465,121	948,315	910,940	37,375	537,498
Director of Advancement Operations	200,176	284,817	285,398	(580)	153,946
TOTAL UNIVERSITY ADVANCEMENT	\$ 4,266,604	\$ 7,693,083	\$ 7,523,424	\$ 169,660	\$ 4,593,982

2021-22 BUDGETS BY CATEGORY

DEPARTMENT	MPP	Staff, SA & Temp Help	Reserve	OEE	Total
Vice President for University Advancement	\$ 237,582	\$ 106,020		\$ 7,110	\$ 350,712
Advancement Services	244,182	274,246		100,974	619,402
Alumni Engagement/Annual Giving	304,971	248,126		350,080	903,177
Univ Brand Strategy Mktg	171,756	667,627		102,989	942,372
Development	1,244,253	48,000		(205,378)	1,086,875
University Communications	152,502	336,241		48,755	537,498
Director of Advancement Operations	100,790			53,156	153,946
TOTAL UNIVERSITY ADVANCEMENT	\$ 2,456,036	\$ 1,680,260	\$ -	\$ 404,530	\$ 4,593,982

* Final Budget includes Prior Year Carry Forward and Benefits.

**Actual Expenditures include Benefits.