

**CALIFORNIA STATE UNIVERSITY, FRESNO
GENERAL FUND**

UNIVERSITY ADVANCEMENT

2022-23 BUDGET SUMMARY

DEPARTMENT	2021-22				2022-23
	Initial Budget	Final Budget*	Actual Expenditures**	Carry Forward	Initial Budget
Vice President for University Advancement	\$ 350,712	\$ 477,832	\$ 450,648	\$ 27,184	\$ 163,556
Advancement Services	619,402	920,351	865,732	54,619	632,815
Alumni Engagement/Annual Giving	903,177	1,291,803	1,207,914	83,889	917,162
Univ Brand Strategy Mktg	942,372	1,669,518	1,465,985	203,533	1,038,974
Development	1,086,875	2,081,928	1,992,154	89,774	1,179,530
University Communications	537,498	1,153,662	1,064,905	88,756	520,645
Director of Advancement Operations	153,946	219,944	215,735	4,209	141,300
TOTAL UNIVERSITY ADVANCEMENT	\$ 4,593,982	\$ 7,815,037	\$ 7,263,072	\$ 551,965	\$ 4,593,982

2022-23 BUDGETS BY CATEGORY

DEPARTMENT	MPP	Staff, SA & Temp Help	Reserve	OEE	Total
Vice President for University Advancement	\$ 237,588	\$ 100,008		\$ (174,040)	\$ 163,556
Advancement Services	264,564	268,704		99,547	632,815
Alumni Engagement/Annual Giving	298,572	253,350	10,000	355,240	917,162
Univ Brand Strategy Mktg	190,484	737,857		110,633	1,038,974
Development	1,416,731	50,400	10,000	(297,601)	1,179,530
University Communications	135,000	349,995		35,650	520,645
Director of Advancement Operations	100,790			40,510	141,300
TOTAL UNIVERSITY ADVANCEMENT	\$ 2,643,729	\$ 1,760,314	\$ 20,000	\$ 129,429	\$ 4,593,982

* Final Budget includes Prior Year Carry Forward and Benefits.

**Actual Expenditures include Benefits.