

**CALIFORNIA STATE UNIVERSITY, FRESNO  
GENERAL FUND**

**UNIVERSITY ADVANCEMENT**

**2023-24 BUDGET SUMMARY**

DEPARTMENT	2022-23				2023-24
	Initial Budget	Final Budget*	Actual Expenditures**	Carry Forward	Initial Budget
Vice President for University Advancement	\$ 163,556	\$ 655,159	\$ 566,753	\$ 88,406	\$ 684,028
Advancement Services	632,815	1,007,253	1,019,850	(12,597)	744,238
Alumni Engagement/Annual Giving	917,162	1,295,938	1,117,586	178,352	763,912
Univ Brand Strategy Mktg	1,038,974	2,283,960	1,997,846	286,114	-
Development	1,179,530	2,290,669	2,015,686	274,983	1,095,695
University Communications	520,645	1,241,766	1,114,860	126,906	-
Advancement Reserves	141,300	218,231	220,749	(2,518)	30,074
<b>TOTAL UNIVERSITY ADVANCEMENT</b>	<b>\$ 4,593,982</b>	<b>\$ 8,992,977</b>	<b>\$ 8,053,331</b>	<b>\$ 939,646</b>	<b>\$ 3,317,947</b>

**2023-24 BUDGETS BY CATEGORY**

DEPARTMENT	MPP	Staff, SA & Temp Help	Reserve	OEE	Total
Vice President for University Advancement	\$ 352,826	\$ 196,798		\$ 134,404	\$ 684,028
Advancement Services	283,092	272,292		188,854	744,238
Alumni Engagement/Annual Giving	319,476	294,536		149,900	763,912
Development	1,336,534	55,000		(295,839)	1,095,695
Advancement Reserves	27,834			2,240	30,074
<b>TOTAL UNIVERSITY ADVANCEMENT</b>	<b>\$ 2,319,762</b>	<b>\$ 818,626</b>	<b>\$ -</b>	<b>\$ 177,319</b>	<b>\$ 3,317,947</b>

\* Final Budget includes Prior Year Carry Forward and Benefits.

\*\*Actual Expenditures include Benefits.