

Enhancing the power of private giving: Berkeley's revised philanthropic allocation

As of July 1, 2016, 5 percent of every private, non-research gift UC Berkeley receives is allocated to support fundraising operations — extending the impact of gifts to the campus and helping the university build upon its public mission and world-class excellence. Under the new policy, half of each gift's philanthropic allocation is distributed to the school, college, or program the gift supports, and half to the Budget Office for further investments in development campuswide. Previously the campus collected 2.5 percent of each gift.

The revised policy allows Berkeley to leverage its fundraising and engagement power at a time when state funding remains low.

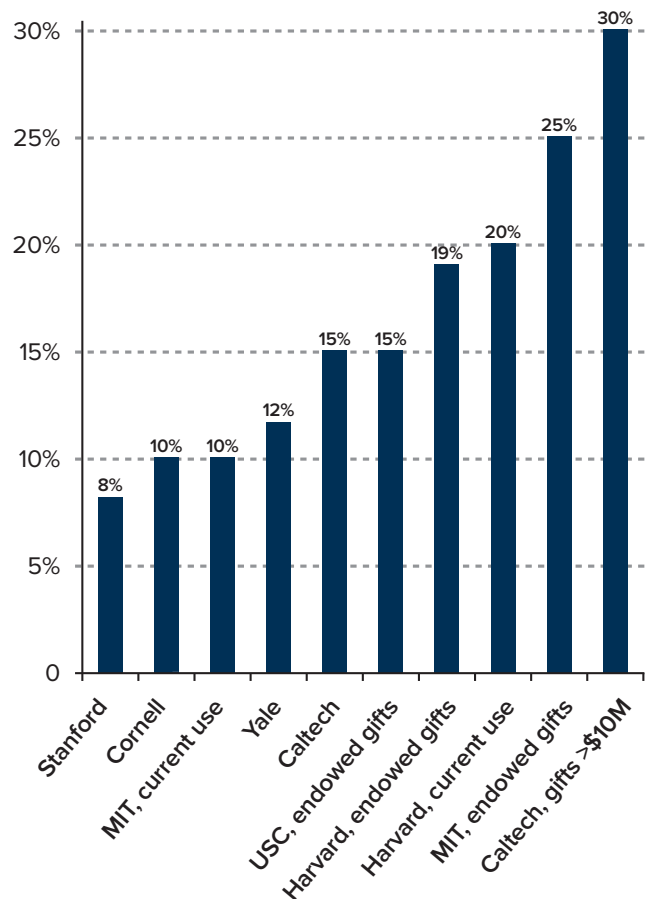
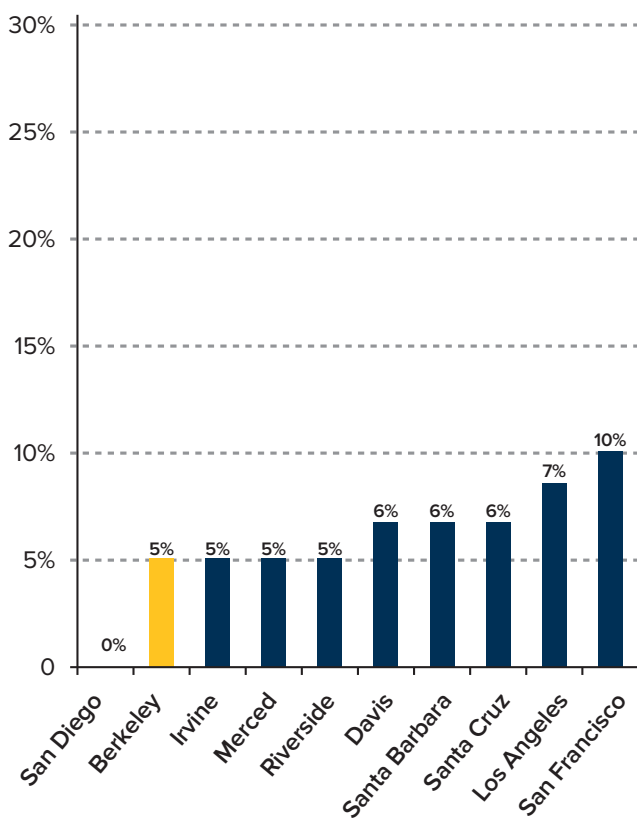
Return on investment

On average over the past five years, **every dollar spent by Berkeley's fundraising operation leads to approximately \$7 raised for the university**, using a reporting standard of the Council for Advancement and Support of Education that considers total dollars raised and total expenditures.

The philanthropic allocation has a significant impact on the university's ability to raise new revenues. This makes it possible to hire front-line fundraisers at all levels; expand the campus's regional presence; further engage a broad base of alumni; provide training to deans and fundraisers; secure legal resources for estate and bequest gifts; fund the technical infrastructure for fundraising; and process, receipt, document, and steward gifts.

5 percent: below the median

By comparison, Berkeley's 5 percent allocation compares favorably to those at other UC schools, and those at select institutions.



If you have questions about the new philanthropic allocation policy, please contact:

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