

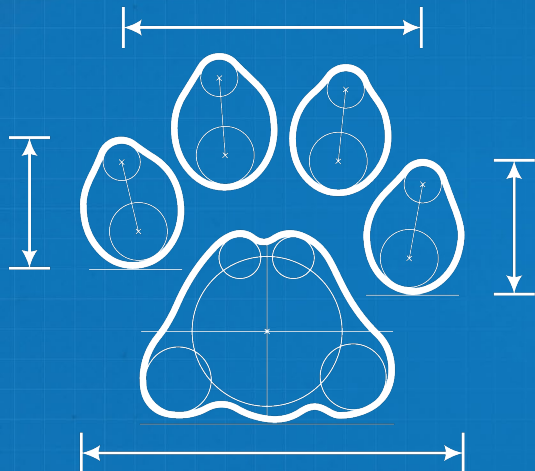


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**THE NEXT ERA OF AUXILIARIES**  
**SHAPING TOMORROW**



# Blended for Impact: Integrating Research and Philanthropy at CSUSM

Deanne Ellison | Jocelyn Wyndham | Melissa Teetzel

# CSUSM's \$200M Blended Campaign



- Historical context
  - Campaign planning process
  - Research successes
- Collaborations
  - Turning point: turning a \$100M into a \$200M campaign
- Communication strategies
  - Reporting
  - Future outlook



# Brief History



CSUSM's Forward Together campaign:  
\$50M goal/completed in Dec 2018

.....

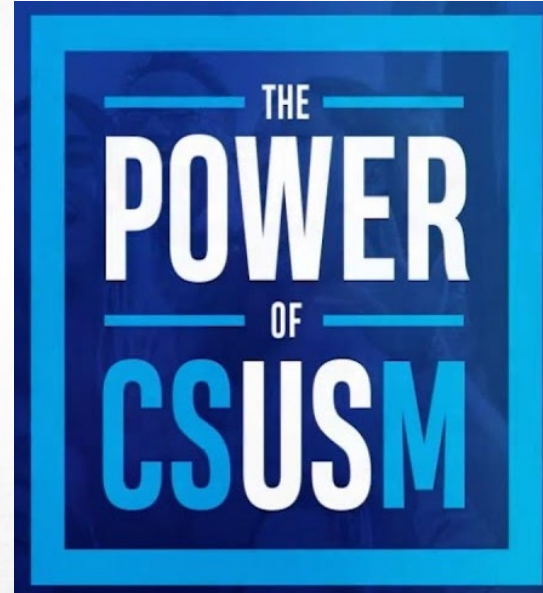
Campus leadership changes 2019

.....

New Strategic Plan

.....

Planning for next campaign begins 2021





# Campaign Planning Begins



## Campaign Feasibility Study with Campbell & Company

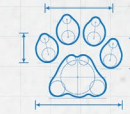
- Connected with over 500 constituents
  - \$100M philanthropic goal
  - Two-year reach back, goal to end in 2027
- .....

## Silent Phase Momentum

- University's two largest gifts received
- Shared priorities with Office of Graduate Studies & Sponsored Research
- Hearing about a blended campaign at an AOA Conference!

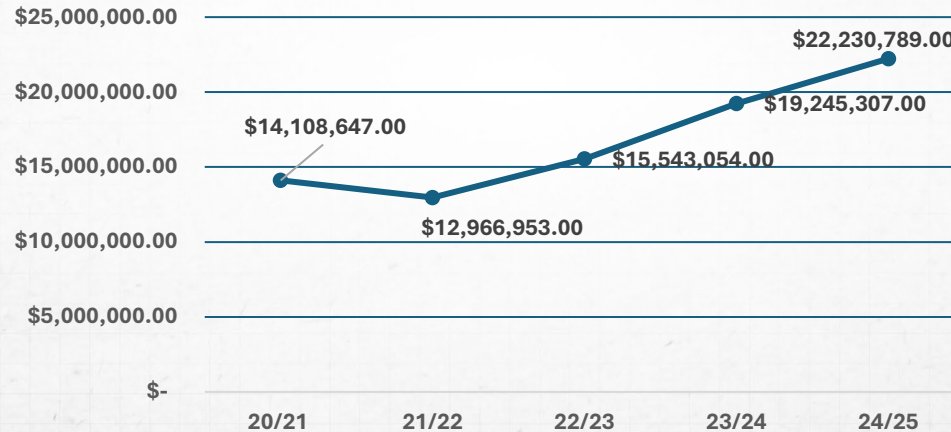


# Sponsored Projects Funding Trajectory

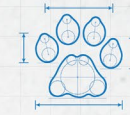


**BLUEPRINT**  
FOR THE FUTURE

**CSUSM RSP Expenditures**

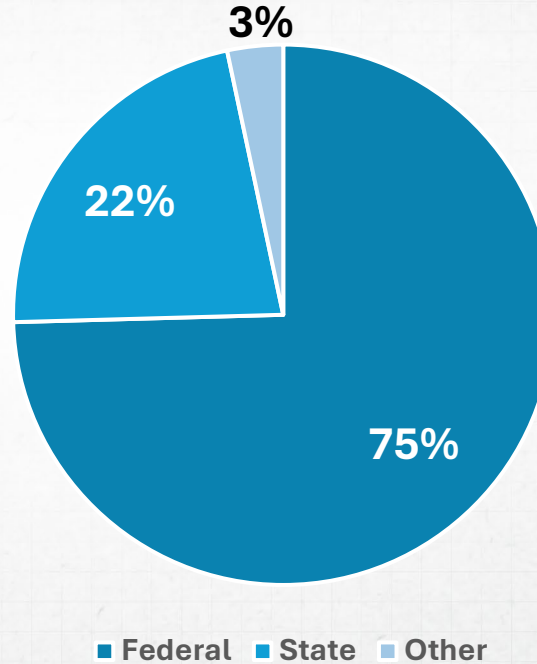


# Sponsored Projects



**BLUEPRINT**  
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## Portfolio Composition Source of Funds 24/25





# Collaborations of Note



## Leveraging philanthropy and sponsored projects

Launch of engineering at CSUSM

- Dept of Education HSI STEM 2016
- Viasat





# Collaborations of Note

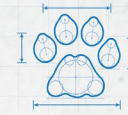
## Leveraging philanthropy and sponsored projects



ARPA Funding  
County of Riverside  
to enhance offerings  
at Temecula 2024



# Cross-Functional Coordination



**BLUEPRINT**  
FOR THE FUTURE

Corporation  
Foundation Relations

Grants and Contracts  
Development

Sponsored Projects

**Proposal Coordination**

**Check-Ins**

**Special Scenarios**

# Cross-Functional Coordination



**BLUEPRINT**  
FOR THE FUTURE

Government Relations

Grants and Contracts  
Development

Sponsored Projects

**Information Sharing**

**Federal Office Hours**

**Check-ins**

**Data Requests**



# Going BIG!

## CSUSM's \$200M Campaign



### Communication Strategy

- Hired new Campaign Communications Director
- Inclusive messaging
- Shared priorities
- Campus-wide buy-in
- Foundation Board leadership
- UA and OGSR in lockstep
- Internal vs. external messaging

### Reporting

- KEEP IT SIMPLE

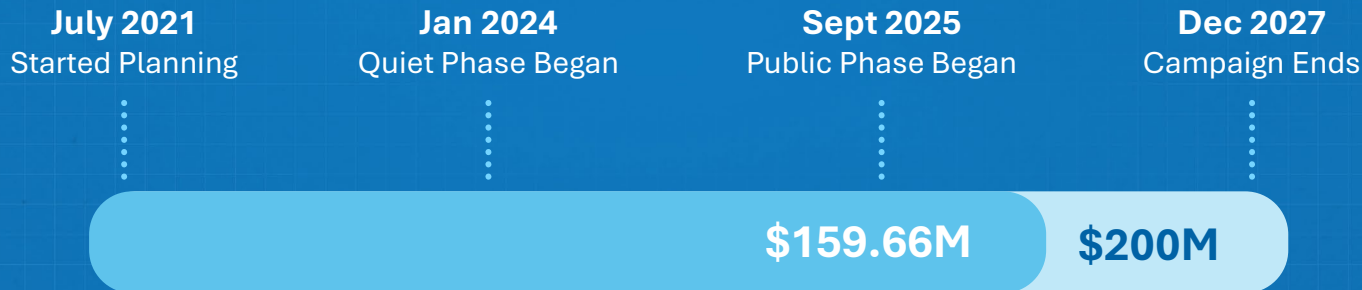




**BLUEPRINT**  
FOR THE FUTURE

# Campaign Progress

Philanthropy and Research Funding\* as of 12.15.25



\*pending federal response

# Campaign Progress

Philanthropy and Research Funding\* as of 12.15.25

## CSUSM's Blended Campaign Progress

Philanthropy and Research Funding\* as of 12.15.25

**\$159.66** million raised to date



Totals	\$19.42M	\$37.85M	\$46.86M	\$30.67M	\$24.86M
Cumulative	\$19.42M	\$57.27M	\$104.13M	\$134.80M	\$159.66M

\*pending federal response





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# THANK YOU!

