

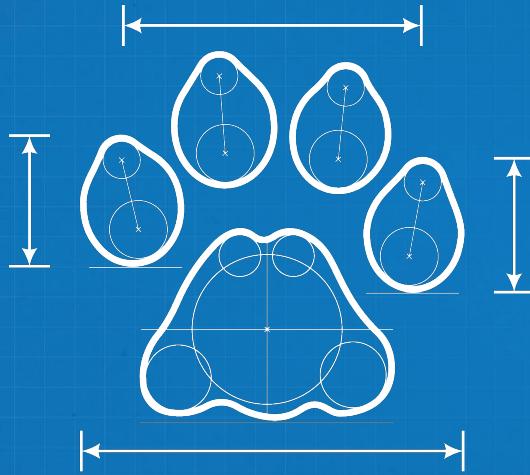


2026 ANNUAL CONFERENCE OAKLAND, JANUARY 11 - 13

AUXILIARY ORGANIZATIONS ASSOCIATION

---

THE NEXT ERA OF AUXILIARIES  
SHAPING TOMORROW



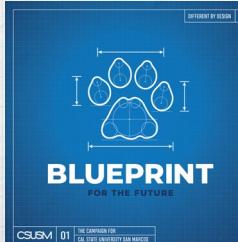
# Blended for Impact: Integrating Research and Philanthropy at CSUSM

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

.....

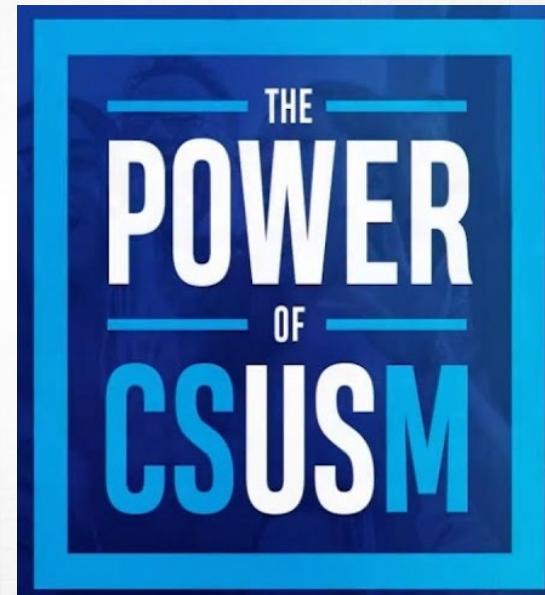
Campus leadership changes 2019

.....

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

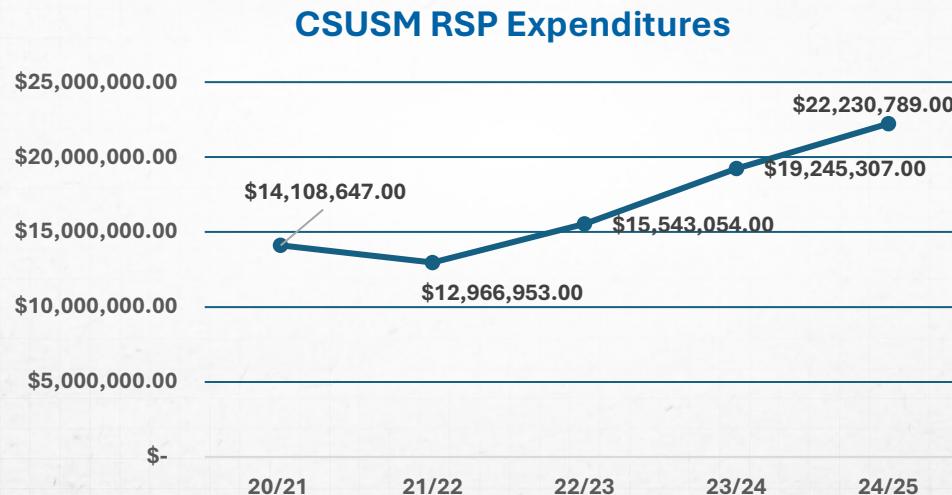
- University's two largest gifts received
- Shared priorities with Office of Graduate Studies & Sponsored Research
- Hearing about a blended campaign at an AOA Conference!



# Sponsored Projects Funding Trajectory



**BLUEPRINT**  
FOR THE FUTURE

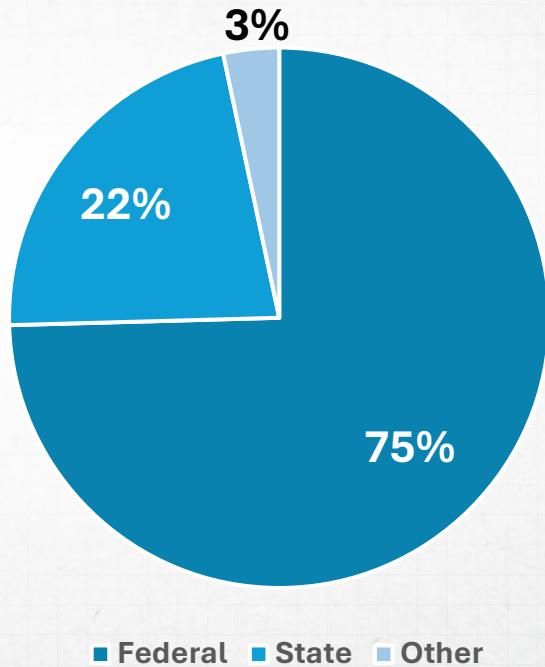


# Sponsored Projects



## Portfolio Composition

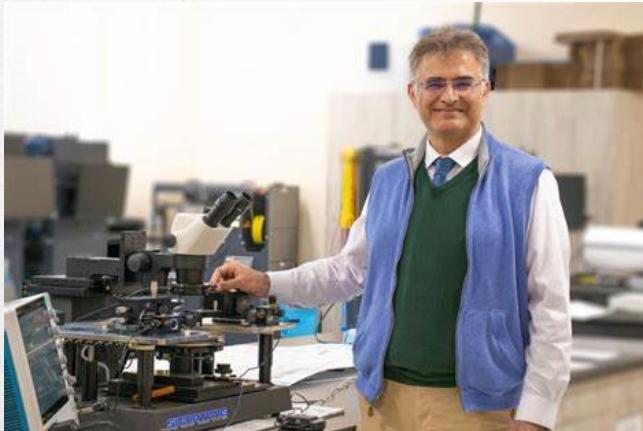
Source of Funds 24/25



# 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

Corporation  
Foundation Relations

Grants and Contracts  
Development

Sponsored Projects



**BLUEPRINT**  
FOR THE FUTURE

**Proposal Coordination**

**Check-Ins**

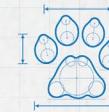
**Special Scenarios**

# Cross-Functional Coordination

Government Relations

Grants and Contracts  
Development

Sponsored Projects



**BLUEPRINT**  
FOR THE FUTURE

**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





# Campaign Progress

Philanthropy and Research Funding\* as of 12.15.25

**July 2021**  
Started Planning

**Jan 2024**  
Quiet Phase Began

**Sept 2025**  
Public Phase Began

**Dec 2027**  
Campaign Ends

**\$159.66M**

**\$200M**

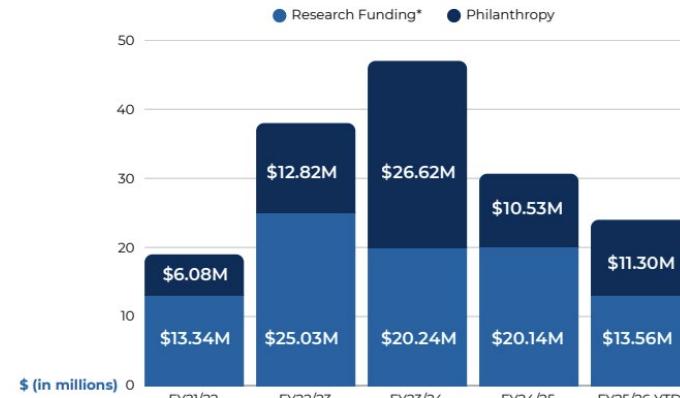
# Campaign Progress

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



2026 ANNUAL CONFERENCE OAKLAND, JANUARY 11 - 13

AUXILIARY ORGANIZATIONS ASSOCIATION  
THE NEXT ERA OF AUXILIARIES  
SHAPING TOMORROW

THANK  
YOU!

