

About Advancement at CU

ADVANCEMENT is a term that encompasses several roles and offices that collectively promote the long-term sustainability and success of the university.

At CU¹, roles that fall into the Advancement category include **fundraising, donor and alumni relations, and endowment management.**



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

OFFICE OF ADVANCEMENT

Advancement at CU is represented by the following units:

CAMPUS OFFICES (4)

Campus offices are the primary catalysts for most fundraising activities and most front-line donor, faculty and alumni interactions.

Approximately 160 total staff work on CU's Boulder, Denver, Colorado Springs and Anschutz campuses.

Locations

CU Anschutz: Building 500, ground floor

CU-Boulder: Main administration in 914 Broadway, 3rd floor; development officers embedded within units throughout campus

UCCS: Main Hall, 3rd floor

CU Denver: 1380 Lawrence St., 13th floor

CU SYSTEM

Executes select centralized support functions that benefit from consistency and economies of scale, with about 40 staff in:

- research and prospect management
- gift-agreement administration
- gift planning and leadership giving
- annual giving
- marketing/communications
- database management/reporting
- operations, budget and IT
- events and stewardship

Locations

10901 W. 120th Ave., Broomfield
(most staff)

1800 Grant St., 8th floor, Denver
(a few staff)

CU FOUNDATION

The CU Foundation, a separate 501c3 organization, serves as the financial portal for philanthropic giving to CU.

The CU Foundation is governed by a volunteer board of directors and operates with 25 staff who:

- receive, accept and process gifts on CU's behalf
- establish and account for current and endowed gift funds
- administer and distribute gift funds to CU programs, ensuring that donor intent is honored
- steward CU gift assets by prudently managing and investing funds

Locations

1800 Grant St., 7th floor, Denver
(main admin, accounting)

10901 W. 120th Ave., Broomfield
(gift processing)

CU's six Advancement-oriented units exist under six different leadership structures, for two distinct organizations (the University and the Foundation). But **they work together** — with one another and with university partners — **to advance CU's mission** by engaging and inspiring constituents, and by stewarding donors and their gifts to support CU.

¹ NOTE: Some universities incorporate communications offices under the Advancement umbrella, but CU's communications (university-relations) offices operate independently of (though in partnership with) Advancement.

CAMPUS OFFICES

Steward donors to inspire further CU engagement

Align fundraising efforts with campus priorities

Work with faculty to best reflect their work to donors

Host events to engage supporters throughout and beyond CU

Visit with donors and constituents to inspire CU support

Inspires donors to make bequests and pursue tax- and estate-wise gift mechanisms

Prepare proposals for major-gift solicitations

Execute programs to generate alumni affinity for CU

Processes incoming gifts (all gifts supporting CU are made via CUF)

Generates and analyzes reports and lists from Advance database

Ensures data integrity and standardization for 1 million CU constituent records



Ensures gift fund uses match donors' intent

Manages donor financial records to ensure accuracy

Researches potential donors and serves as hub of data for campus partners

Operates telephone, direct mail and digital giving programs

Manages cufund.org giving website and marketing materials to support donor outreach

Oversees the prudent investment of CU gift assets in its care

Convenes Board of Trustees, a national council of CU donors and advocates

Collaborates with CU on gift agreements, fund accounting and fund distributions

CU SYSTEM

CU FOUNDATION