

# **SAN FRANCISCO STATE UNIVERSITY FOUNDATION**

Board of Directors Business Meeting  
Oceano Resort & Spa, Half Moon Bay  
Saturday, March 22, 2025

## **Board Meeting Minutes**

### **DIRECTORS IN ATTENDANCE**

C. Bengier	Director
A. Chan	Director
D. Corvin	Director
G. Cosko	Director
B. Foley	Student Director
S. Gen	Director
J. Gumas	Director
T. Herrera	Director
M. Huss	Chair
J. Jackanicz	Foundation President, VP/Univ. Advancement, SF State
T. L. Jackson	Director
L. Mahoney	Director/President, SF State
D. Nasser	Director
D. Neumann	Director
N. Nobari	Immediate Past Chair
D. Plousha Moore	Director
O. Ramsey	Director
M. Rosenbaum	Director
K. Salgado	Director
P. Siguenza	Director

R. Stanley	Director
A. Sueyoshi	Provost, SF State
V. Thompson-Ramsay	Corporate Secretary & Treasurer
L. White	Director

### **DIRECTORS ABSENT AND EXCUSED**

V. Anicetti	Director
K. Brandon	Director
L. Bridges	Director
D. Endo	Vice Chair
I. Esera	Student Director
G. Kumar	Director
F. Levin	Director
D. Lindo	Director
J. Marcus	Director
Co. Smith	Director
C. Wachira	Director
J. Wilson	Director/CFO & VP, Admin & Fin, SF State

### **SFSU STAFF PRESENT**

A. Billa	Associate Vice President, Development, SF State University
M. Campbell	Executive Assistant to the Vice President of Advancement, SF State University
C. Johansson	Senior Director, Advancement Services, SF State University and Director of Programs and Technology, SF State Foundation
N. Lange	Associate Vice President, Alumni Relations & University Engagement, SF State University
V. Lee	Senior Director, Finance and Operations, SF State University and Director of Finance, SF State University Foundation
M. Sullivant	Director of Annual Giving, SF State University

### **MEETING CALLED TO ORDER**

Chair Huss called the March 22, 2025 business meeting of the Board of Directors to order at 2:52 PM.

## **PUBLIC COMMENTS**

There were no public comments.

## **MEETING AGENDA**

Huss asked for a motion to approve the agenda for the business meeting of March 25, 2025, which was included in the board packet and distributed in advance of the meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board adopts the agenda for the March 22, 2025 business meeting.  
Motioned by: Okorie Ramsey      Seconded by: Brandon Foley      Motion: Passed

## **MEETING MINUTES**

The Board reviewed the minutes from the December 12, 2024 board meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the board approves the minutes from the December 12, 2024 board meeting, as prepared.  
Motioned by: Debra Plousha-Moore      Seconded by: Brandon Foley      Motion: Passed

## **CAMPAIGN FUNDING MECHANISM PREVIEW**

Jackanicz provided a short preview of his proposal for changes to the Foundation's endowment fees. He said the changes were primarily to generate sustainable revenue to fund a multi-year comprehensive fundraising campaign, support campaign-related staffing and offset ongoing budget reductions across campus that specifically impacted University Advancement. He said the proposed changes included a three-pronged approach to generating revenue to meet these needs:

1. Draw From Existing Reserves: Jackanicz said he would like to strategically use accumulated reserves that stood at about \$3.4 million (\$275,000 of which was already allocated for the campaign feasibility and planning study) to offset budget cuts, fund campaign-related staffing and investments and supplement operational gaps, as needed.
2. Increase Annual Administrative Fee: Jackanicz said he planned to ask the board in June to increase the annual endowment administrative fee from its current 1.25% to 1.5%, effective July 1, 2025. He said this change would generate predictable recurring revenue, keep the Foundation in alignment with CSU norms and maintain reasonable parity with peer institutions.
3. Institute One-Time 5% Gift Fee: Jackanicz said currently the Foundation did not assess a fee on new gifts to the endowment, which was a common practice across many institutions. He said his plan was to propose a 5% one-time fee on all new endowed gifts, which would be scaled by gift size (a graduated structure was under development). Jackanicz said this fee would not only help fund the campaign infrastructure, but would also build reserves for long-term stewardship, compliance, and reporting.

Jackanicz said the timing for these proposed changes was critical as the Foundation had no independent revenue generation beyond endowment fees. He said entering into a major fundraising campaign without investing in infrastructure was not viable and that prudent early investment would protect core programs and accelerate campaign success. Finally, Jackanicz said he would ask for a formal approval of the proposed fee change at the June 11 board meeting.

## **GATOR GIVE DAY**

Sullivant provided an overview of San Francisco State University's *Gators Give Day 2025*. He said Gators Give Day, taking place on April 2, 2025, was SFSU's inaugural 24-hour, campus-wide giving event — a celebration of community, philanthropy, and school pride. He said it was modeled on a well-established trend in higher education, where institutions hold dedicated giving days to rally alumni, students, faculty, and staff around supporting key campus priorities. Sullivant said Gators Give Day was more than just fundraising but about highlighting community pride across all areas of campus; bringing together over 70 departments, colleges, and student organizations for a common purpose; and launching a culture of giving and engagement at SFSU that would support long-term fundraising and campaign development. Sullivant said that although many universities had traditionally participated in *Giving Tuesday*, SFSU was creating its own unique day to stand out and connect directly with its own community. He said for this first-ever event, the goal was to raise \$100,000 in 24 hours and would serve as a test case to build momentum for future years, strengthen donor pipelines, and better understand engagement trends across generations and platforms.

Sullivant said nearly every corner of campus was represented and included everything from crisis support funds to student-led organizations, like Model Rocketry and 3D Printing, academic departments, student groups, and gator groceries. Additionally, Sullivant said the effort was backed by every department in University Advancement and was truly a team-wide initiative. Sullivant reiterated that Gators Give Day was more than just donations but about acquiring new and first-time donors, building a pipeline for future fundraising campaigns, encouraging students to understand and participate in philanthropy early, gathering meaningful data on campus engagement to better tailor future efforts. He said younger generations (Millennials and Gen Z) were increasingly values-driven and so Giving Days help us speak directly to them by showing clear impact and offering flexible, meaningful options for support.

Sullivant shared incentives for giving, including 1:1 match for first-time donors (up to \$50 per gift from a \$20,000 matching pool), student matches and top fund bonus pools for the most supported groups, matching funds provided by the SF State Discussion Learning Fund (SSDLF) and a seamless giving experience with Apple Pay, PayPal, Venmo, and more. He also shared engagement and social media challenges, including the use of the hashtag #GatorsGiveDay across LinkedIn, Facebook and Instagram; hourly challenges to award bonus funds to programs based on engagement (e.g., photos in SF State gear, alumni shout-outs); and non-monetary ways for everyone to participate. Sullivant encouraged board members to participate in a variety of way that include sharing the donation QR code, following SFSU on social media and engaging with posts throughout the day, becoming an advocate by sharing their personalized link to track gifts that have influenced and spreading the word to alumni, classmates, family, and friends. Sullivant closed by saying the university plans to expand Gators Give Day in 2026 and beyond by offering customized matching opportunities, including board member-led matches for specific causes.

## **ADJOURNMENT**

Huss reminded directors that the next Board and Annual meetings would be held on June 11, 2025 on campus. Brandon Foley made the motion to adjourn the meeting; Tina Herrera seconded the motion. There being no further business, the meeting was adjourned at 3:40 PM.

Dated: March 22, 2025

DocuSigned by:  
  
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 Venesia Thompson-Ramsay, Corporate Secretary