



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
House Committee on Finance
February 25, 2010 at 11:00 a.m.

by
MRC Greenwood
President, University of Hawaii System

HB 2670 HD 1 – Relating to the University of Hawai'i

Chair Oshiro, Vice Chair Lee, and Members of the House Committee on Finance:

The University of Hawai'i System supports the intent of HB 2670 HD1. This measure increases the cap on the amount of expenditures to \$5M that the UH Board of Regents can authorize from the University of Hawai'i Tuition and Fees Special Fund for deposit into the University of Hawai'i Foundation for the purposes of promoting alumni relations and generating private donations.

The collaboration between the University of Hawaii System and the University of Hawaii Foundation has a direct impact on the university's service to the state. It strengthens and improves student access to higher education; supports research projects whose findings which may result in critical healthcare, environmental and other key breakthroughs; and enhances programs throughout our 10 campuses for our community.

The University of Hawai'i Centennial Campaign, led by the University of Hawai'i Foundation, was launched to celebrate 100 years of public higher education, raised a grand total to \$336 million. This campaign officially ended on June 30, 2009 and concluded the most ambitious fundraising campaign to date in the state of Hawai'i, providing valuable support for UH students, faculty, and programs.

During these difficult economic times, fundraising is more important than ever for UH. Our ability to mount a new campaign and to increase our efforts in generating private support is vital to the future health of the university.

Thank you for the opportunity to testify.



University of Hawai'i Foundation Legislative Testimony

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House Finance Committee
February 25, 2010 at 11:00 a.m.

by
Donna Vuchinich
President & CEO, University of Hawai'i Foundation

HB 2670 HD 1 – Relating to the University of Hawai'i

Chair Oshiro, Vice Chair Lee, and Members of the House Committee on Finance:

The University of Hawai'i Foundation supports the passage of HB 2670 HD 1. Raising the cap to \$5 million on the amount of expenditures that the UH Board of Regents can authorize from the UH Tuition and Fees Special fund will enable the University to invest more in private fundraising and alumni relations.

Now more than ever, raising private funds for the University is needed. With more investment in fundraising, UH Foundation can expand operations and raise additional funds. The UH Foundation has a proven track record. Every \$1 expended on fundraising through the University of Hawai'i Foundation has returned \$8 in private support. In turn, private support has leveraged additional monies from other sources.

Through its Centennial Campaign completed June 30, 2009, the University of Hawai'i Foundation raised \$336 million from more than 93,000 donors – the largest private fundraising campaign in the history of our state. Of this total, donors gave \$75 million in endowed gifts – funds that are renewable and sustainable and provide a critical base of on-going support for students and academic programs.

The University of Hawai'i plays an integral role in shaping a sustainable future for our island residents. Students are our future, and our unique integrated university system educates our workforce for sectors as diverse as the trades, healthcare, education and hospitality and tourism. They are not only the workers but the innovators who create future industry and economy.

The need for private support for our public universities during these challenging economic times is great.

We urge you to support this bill.



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Testimony Presented Before the

House Finance Committee

February 25, 2010 at 11:00 a.m.

by

Mitchell Ka'aiali'i

President, University of Hawai'i Alumni Association

and

Douglas Inouye

1st Vice President, University of Hawai'i Alumni Association

and

Patrick Oki

2nd Vice President, University of Hawai'i Alumni Association

HB 2670 HD 1 – Relating to the University of Hawai'i

Chair Oshiro, Vice Chair Lee, and the Members of the House Committee of Finance

The University of Hawai'i Alumni Association supports the passage of HB 2670 HD 1. Raising the cap to \$5 million will allow more investment in alumni relations and the critical task of engaging alumni with their alma mater.

Our partnership with the University of Hawai'i Foundation has proven to be a most productive and successful model for the Association with increased membership and most importantly, a direct correlation between increased engagement to alumni giving.

During the University of Hawai'i Foundation's Centennial Campaign completed June 30, 2009, 1 out of every 6 Manoa alumni gave back to their alma mater, this is a significant increase in alumni giving from the previous campaign.

Alumni support through increased communication and programming is critical to the success of our alma mater. Alumni of the University of Hawaii are proud of our education and supporting an engaged and connected alumni population is critical for our University. An investment in alumni relations through the University of Hawai'i Foundation is an investment in the future success of our University.

We urge your support of this bill.

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MEMORANDUM

TO:	Representative Marcus R. Oshiro Chair, Committee on Finance <u>Via Facsimile: 586-6001</u>
FROM:	Gary M. Slovin
DATE:	February 24, 2010
RE:	H.B. 2670, HD1 – Relating to the University Hearing: Thursday, February 25, 2010 at 11:00 a.m.; Agenda #2

Dear Chair Oshiro and Member of the Committee:

I am Gary Slovin testifying in support of H.B. 2670, HD1. This bill would remove the cap on money that may be made available to the University of Hawaii Foundation for fundraising to benefit the University of Hawaii.

Increasingly, the University must be able to raise money from the private sector if the University is to be maintained. During the present economic downturn, many people are returning to school to improve their skills so as to better enable them to compete for work in the coming years. Therefore, while resources are limited, the demands on the University are greater. As a result, the University needs the flexibility to find ways to raise nongovernmental funds. The Foundation has been able to demonstrate over the years that, working closely with the University, it has been able to use the funds given to it to multiply those funds significantly to the benefit of the University.

The bill does not mandate that any particular level of funding be provided to the Foundation. Instead the bill simply authorizes the University to devote a level of funding that it believes, working with the Foundation, is in the University's best interests.

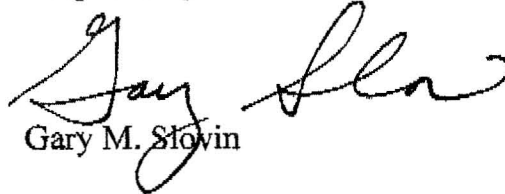
In order for the University to compete for the funds it needs for the future, it must be in a position to aggressively pursue private funds. As the CEO of a company

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doing business in Hawaii, I receive a tremendous amount of requests from not-for-profit organizations for funding because of the economic downturn. It is important for the University to be able to hold its own in this extremely competitive environment if it is to be able to maintain and even improve the quality of the University to prepare the younger generation for both the present times and times to come. For these reasons, and because this bill does not impose any additional financial requirements upon the State or the University, I would urge your support of this legislation.

Thank you for the opportunity to submit testimony on this measure.

Respectfully submitted,



Gary M. Stovin