Overview & Purpose

- In early April 2012, the Foundation launched an online survey targeting California Community College foundations.
- The purpose? To obtain current, baseline data regarding the California Community College system’s foundations and fundraising efforts.
Participation Levels

- To date, 95% of active community college foundations have responded to and completed the California Community College Foundations Survey.

- Three college foundations do not currently have a designated contact at this time, and one college foundation dissolved as of June 2011.
Survey Results
Organization Background Information

Organization classification

- Auxiliary 501c3 associated with a college district: 38%
- Auxiliary 501c3 associated with an individual college: 27%
- Independent 501c3: 35%
Organization Background Information

Foundation leader reporting structure

- 34% of foundation leaders report to a combination of the College President and their foundation’s Board of Directors
- 28% of foundation leaders report solely to the College President
- 15% of foundation leaders report solely to their Board of Directors
Organization Background Information
Number of college foundation staff members

- 38% of foundations currently exist with one or fewer full-time staff members
- 45% of foundations have between 1 and 5 full-time staff members
- 17% of foundations have 6 or more full-time staff members supporting the functions of the foundation office
Organization Background Information

Average median income of counties served

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>$20,000 - $25,000</td>
<td>1%</td>
</tr>
<tr>
<td>$25,001 - $30,000</td>
<td>43%</td>
</tr>
<tr>
<td>$30,001 - $35,000</td>
<td>14%</td>
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<tr>
<td>$35,001 - $40,000</td>
<td>29%</td>
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<tr>
<td>$40,001 - $45,000</td>
<td>9%</td>
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<tr>
<td>$45,001 - $50,000</td>
<td>4%</td>
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</tbody>
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Data source: 2010 State Income Tax Returns; State of California, Franchise Tax Board; www.ftb.ca.gov
While a strong majority (60%) of college foundations exist from a combination of funds from the college/district and their own fundraising efforts, 30% are self-supporting and are responsible for raising their own operational funding.

10% of foundations are funded entirely by their college/district, however half of these respondents indicated that funding is slowly shrinking and/or plans for self-sufficiency loom ahead.
Financial Summary
Types of self-supporting revenues

Endowment Proceeds: 64%
Direct Donations: 64%
Administrative Fees: 56%
Enterprise Activities: 13%

(e.g. fundraisers; publishing & vending contracts; swap meets; event sponsorship)

* Multiple answers allowed; percentages based on frequency
Financial Summary
Current operating budget

- The current operating budgets of college foundations span from $23,000 up to $3.7 million
- 26% of foundations are currently operating with a budget of less than $100,000
- The majority (64%) of current operating budgets are less than $400,000
Fundraising Efforts & Priorities
Fundraising plan alignment

Of the 60% of respondents who indicated that their organization currently has a fundraising plan:

- 51% reported that their organization’s fundraising plan is in alignment with the college’s strategic plan
- 8% reported that their fundraising plan is in partial alignment
- 8% reported that they are currently in the process of aligning their fundraising plan with the college’s strategic plan
Fundraising Efforts & Priorities

Fundraising priorities

- Scholarships: 54%
- Campus-based and student support: 44%
- Unrestricted Funds and Operations: 20%
- Other: 40%
Fundraising Efforts & Priorities

Five year fundraising history

- $20 M: 5%
- $15 M - $19 M: 5%
- $8.1 M - $11 M: 9%
- $5.1 M - $8 M: 9%
- $3.1 M - $5 M: 14%
- $1 M - $3 M: 27%
- $750,001 - $999,999: 2%
- $500,001 - $750,000: 12%
- $250,001 - $500,000: 5%
- $100,001 - $250,000: 8%
- $100,000 or less: 4%
Fundraising Efforts & Priorities
Comparison: Number of Staff & Fundraising History

Average amount raised over last 5 years (by number of staff)
37% of respondents indicated that their organization is currently engaged in a fundraising campaign.

Examples of current campaigns range from $20,000 over the course of 6 weeks to $20 million over the course of 10 years.

The purpose of current campaigns includes capital projects, President’s Circle memberships, campus and student support, scholarships, and endowments.
Key Points & Next Steps
Key take-away messages

- Nearly 40% of our college foundations operate with less than one full time staff person
- 45% of foundations have between 1 and 5 full-time staff members
- The majority (58%) of community college foundations serve counties with an average median income of less than $35,000
Key take-away messages

- The majority (64%) of current operating budgets are less than $400,000
- 51% of respondents reported that their organization’s fundraising plan is in alignment with the college’s strategic plan
- Foundations with a staff of 6 or more members raised an average of $12,996,416, while foundations with 1 or fewer staff members raised an average of $2,568,916 over the last 5 years
Supporting Fundraising Efforts Systemwide

- What can be done by the system to encourage and support the development of advancement activities?
- How can the Board of Governors use this data to support the development of advancement activities where there are none taking place and enhance where they are taking place?
Recommendations

- Work with college leadership conference planners to ensure that fundraising training is included in their offerings – encourage college leaders to educate themselves – and attend
- Encourage college leaders to invest in their advancement divisions and foundations, based on the demonstrated data correlation between fundraising staff and funds raised
- Send a strong message that all college presidents must be engaged in fundraising
Recommendations

- Promote the need for college presidents to align their college strategic plan with their foundations/advancement divisions
- Design a mechanism for fundraising “thought leaders” to work with lower performing colleges to share best practices and model innovative methods
- Endorse the Network for California Community Colleges in its fundraising advocacy efforts across the state
Thank You

Discussion and Questions

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