

CALIFORNIA COMMUNITY COLLEGE FOUNDATIONS

SURVEY SUMMARY

PRESENTED BY
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July 2012



FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES



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

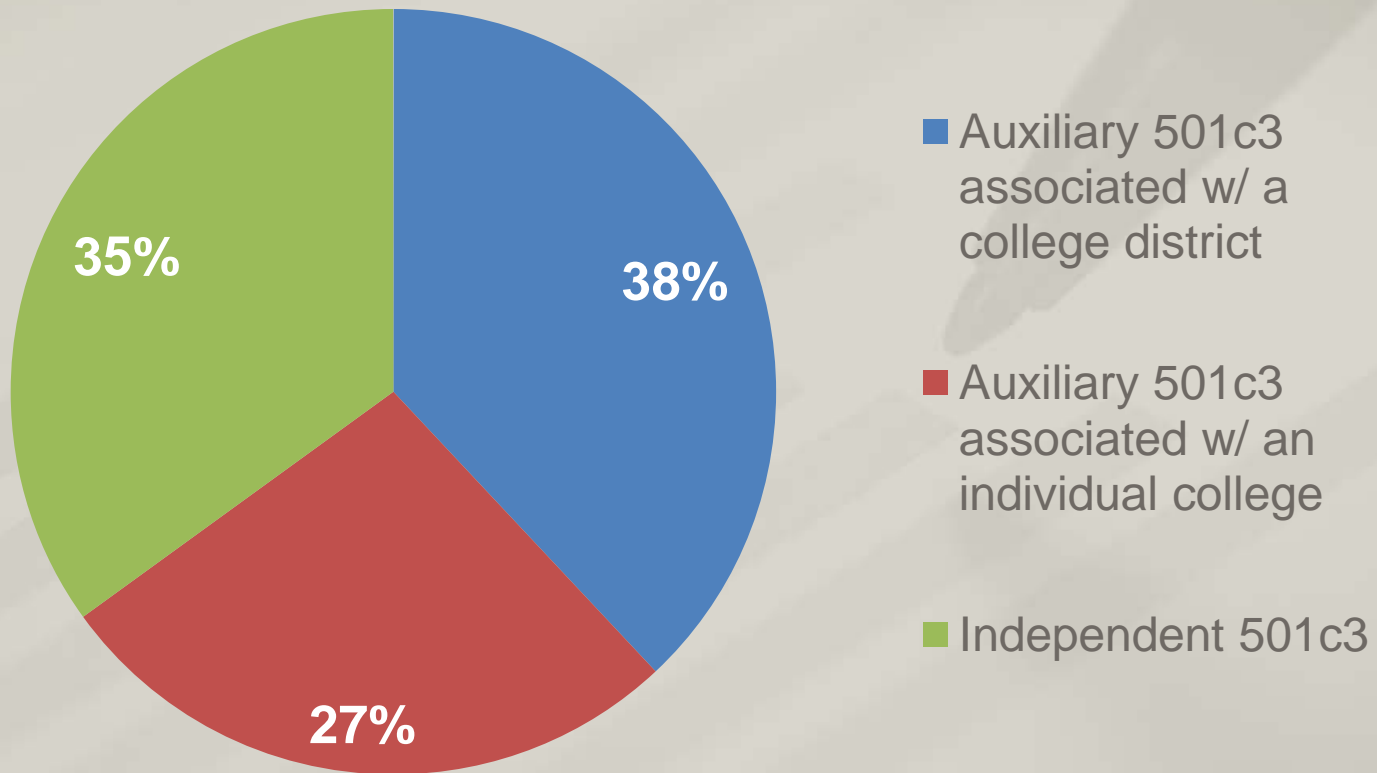


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Organization Background Information

Organization classification



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

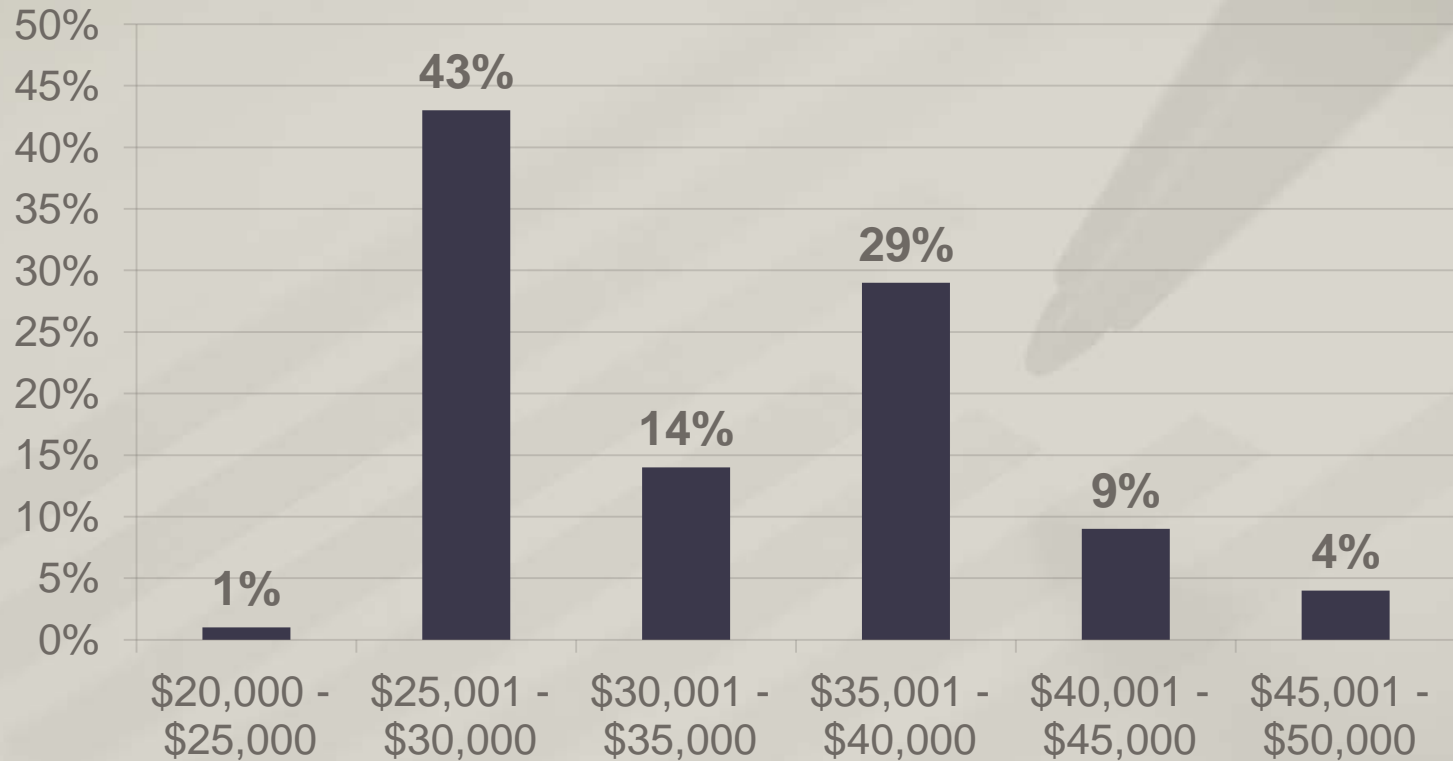
Number of college foundation staff members

- 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



Data source: 2010 State Income Tax Returns; State of California, Franchise Tax Board; www.ftb.ca.gov



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Financial Summary

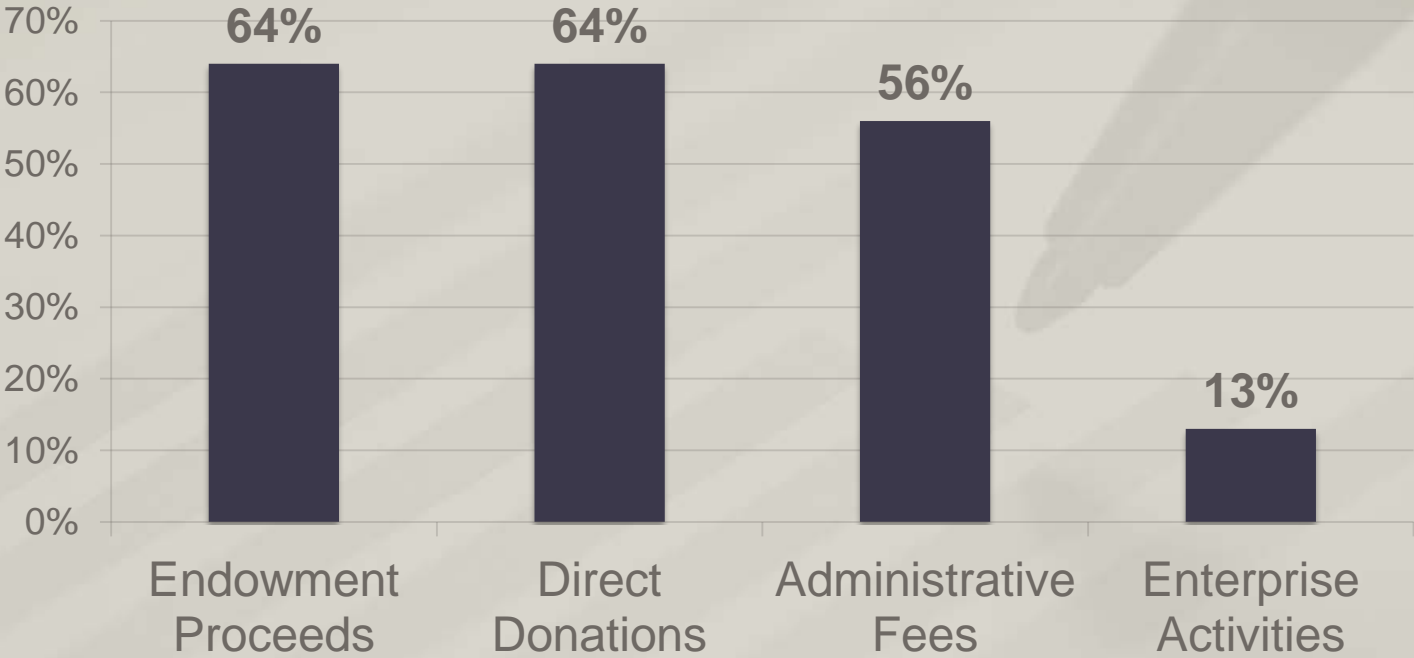
Source of operational funding

- 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



(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

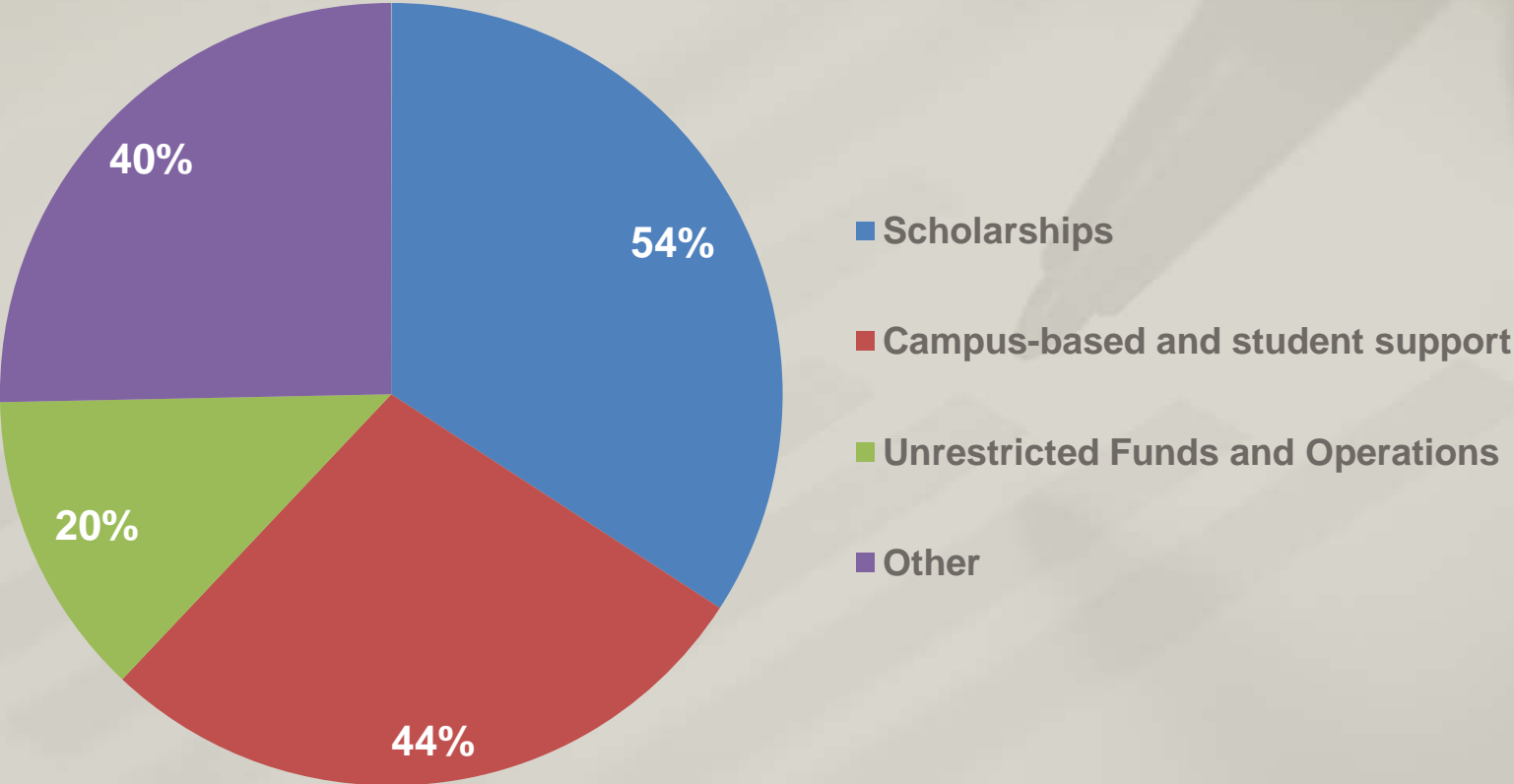
Of the 60% of respondents who indicated that their organization currently has a fundraising plan:

- 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



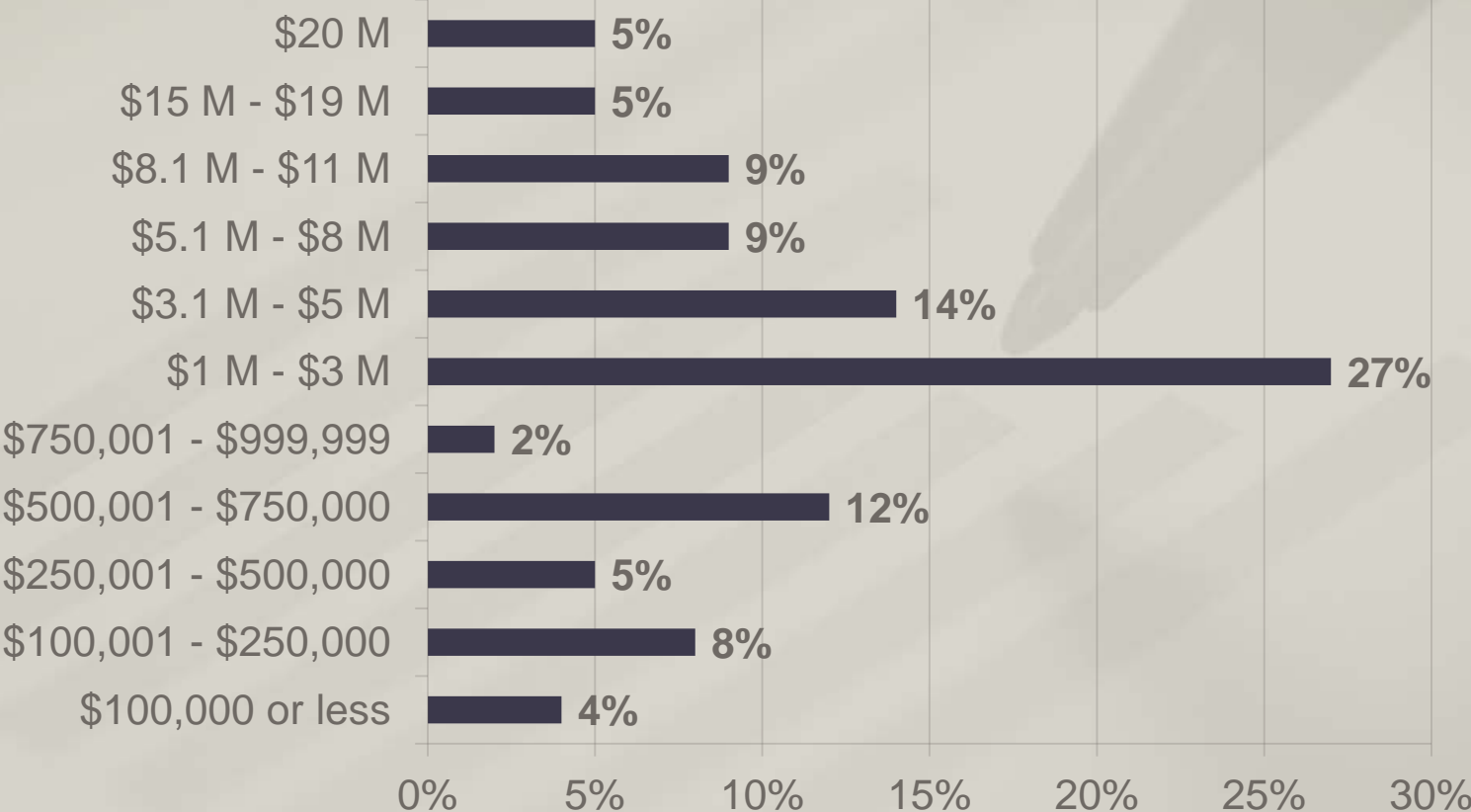
Fundraising Efforts & Priorities

Fundraising priorities



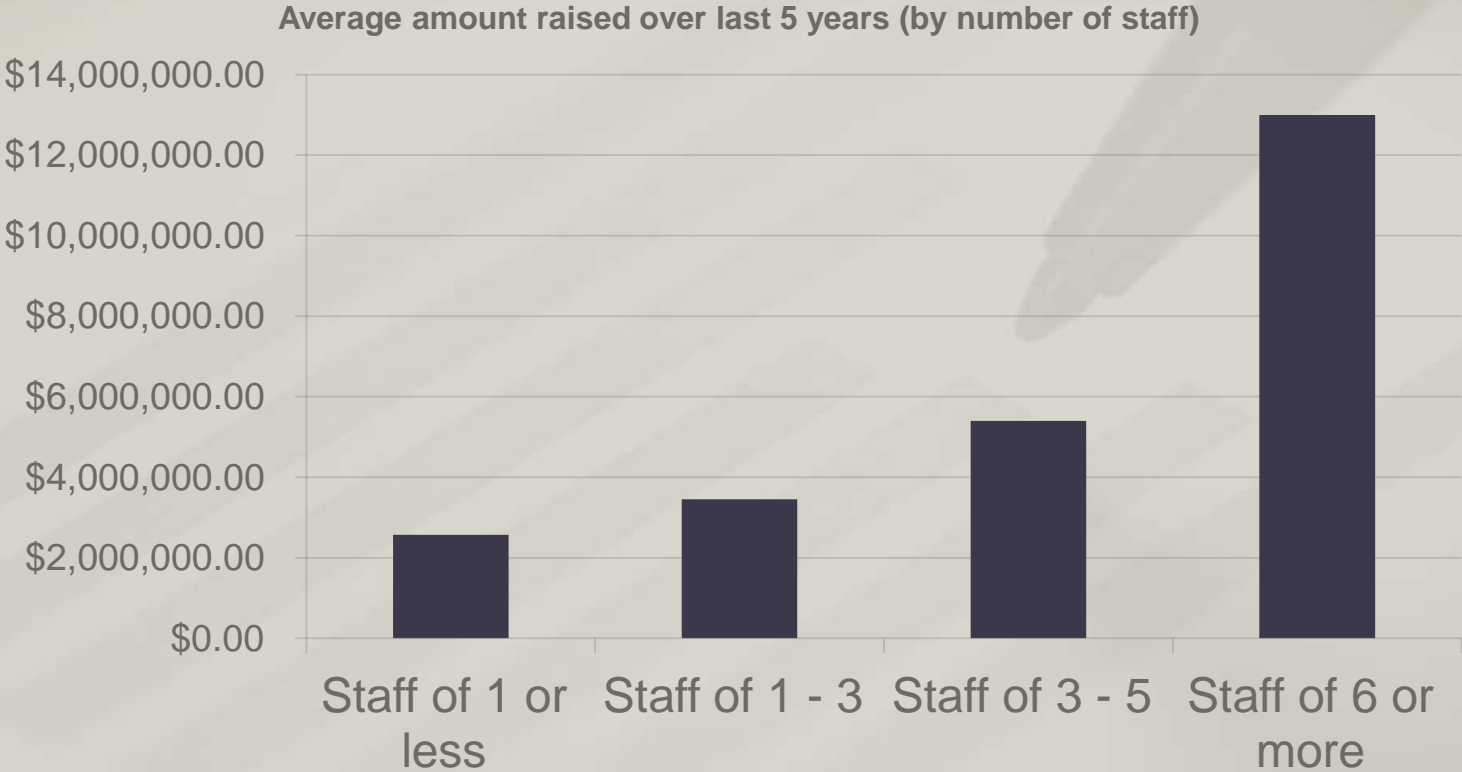
Fundraising Efforts & Priorities

Five year fundraising history



Fundraising Efforts & Priorities

Comparison: Number of Staff & Fundraising History



Fundraising Efforts & Priorities

Current fundraising campaigns

- 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



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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

*For more information, contact Kerry Wood at
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