



Survey of the State of Advancement Activities at California Community Colleges

*Presented to the California Community Colleges Board of Governors
May 2012*

Overview

In response to a request made at the March 2012 Board of Governors meeting, the Foundation for California Community Colleges (Foundation) has initiated a research project aimed at providing a clearer depiction of the fundraising and revenue generation landscape of the California Community College system.

In early April, the Foundation launched an online survey targeting California Community College foundations, with the intent of creating a summary of current data points regarding the California Community College system's foundations and fundraising efforts. The survey will augment the 2010 revenue generation and capacity building survey (funded by the Kresge Foundation), which provided valuable relevant information, but only represented a portion of the colleges. In addition to responding to the Board of Governor's inquiries, the data gathered will be a valuable reference tool for all California Community College foundations, and will be made available as a System resource once compiled. A full report of the survey, along with a discussion on the implications and use of this information, will be shared with the Board of Governors at the July 2012 meeting.

Summary Survey Questions

- **How is the organization classified?** (Independent 501c3, auxiliary 501c3 associated with an individual college, auxiliary 501c3 associated with a college district, etc.)
- **To whom does the foundation leader report?** (College President, Foundation board, etc.)
- **How many staff members does your foundation employ, and what are their classifications?**
- **How many members are on your foundation's board of directors?**
- **What is your foundation's source of operational funding?** (I.e., strictly from fundraising efforts, or some support provided by college.)
- **What is your foundation's current operating budget?**
- **What is your foundation's current fundraising goal?**
- **What are your top two fundraising priorities?**
- **Does your foundation have a fundraising plan, and if so, does it align with the college's strategic plan?**
- **Approximately how much has your foundation raised in the past five years?**
- **Is your foundation in the midst of a campaign? If yes, what is the dollar goal, timeline and purpose?**
- **Has the funding and/or staff for your foundation been cut in recent years due to economic challenges?**