

**Foundation Function and Structure**

Identify HCC “raise the bar” funding opportunities and prioritize College needs that appeal to donors.

- Prioritized college needs for Preliminary Case Statement
- Initiated 40<sup>th</sup> Anniversary Endowed Scholarship Fund (to raise \$1.6M plus match)

Focus solicitations and utilize state match funds to increase Foundation endowment (permanent gifts whose earnings may be utilized for scholarships and other college priorities).

- Endowment principal grew from \$2,269,663 June 30, 2007 to \$2,482,341 April 30, 2008

Increase solicitations for planned gifts and major donations from individuals, corporations and foundations.

- Offered program for employees on “Wills and Estate Planning” at All College Day

Identify more successful ways to motivate and recognize donors, i.e. develop donation packages, identify levels for giving recognitions, etc.

- Held two donor recognition events annually
- Recognized Internal Donors at all College Day 2007 and will continue in the future
- HCC Lapel Pin for all donors to the 40<sup>th</sup> Anniversary Fund and 2008 Internal Campaign
- Targeted community corporations to package annual sponsorship donations

Maximize “friend raising” and minimize staff resources for improved return on investment in planning events.

- Assisted to organize Alumni Association and first event for Outstanding Alumni Dec 2007
- Since March 1, 2008, responsible for Alumni and Alumni Association programs
- Organized HCC Retirees event in Dec 2007 and planning another in May 2008
- Co-hosted with TCTC “Coffee and Conversation with the HCC President” for corporate leaders May 2008
- Organized “Coffee and Conversation with HCC President” with Trustees and former Trustees

Involve Foundation Board in development and review of Unit Plans and longer-term planning.

- Conducted an in-depth Orientation for all Board Directors in August 2007 to review plans

Engage Foundation Directors and other key constituents in identifying and cultivating prospects; and soliciting sponsorships and major gifts.

- Requested all Directors and Cabinet identify prospective donors for External mail appeal
- Asked all Directors and Cabinet to submit contact information for potential sponsors and attendees for Golf Classic and Presidential Showcase
- Involved volunteers serving on planning committees for Golf Classic and Presidential Showcase to assist with recruitment of sponsors and attendees
- Invited Cabinet to identify and cultivate prospective donors for future campaign

Increase staffing in order to have sufficient and appropriate support for carrying out enhanced fundraising efforts and a capital campaign.

- Created full-time Financial Manager position (from part-time financial associate position)
- Received approval to add Major and Planned Gifts Officer (converted from Advancement/Alumni position)

## **Support Offered to Foundation**

Improve communication and offer educational sessions to internal staff to increase their understanding of: how the Foundation can benefit them (mini-grants, charitable gift deductions, estate gifts, etc.); the Foundation's mission, policies, procedures and operations; and ways they can support the Foundation (identify suitable projects; identify and cultivate prospective donors interested in supporting their projects, etc.).

- Presented information about the Foundation's activities and achievements to IAC and CACs.
- Formed the Foundation Campus Committee to serve as a communication conduit, maintaining a dialogue between the HCC Foundation, campuses and district office.

Increase marketing and promotion to the Tampa Bay community in order to raise the positive image of the College, celebrate successes and identify needs and future direction.

- Working with Interim Marketing Director to plan 40<sup>th</sup> anniversary celebrations
- Submit Foundation info for Inside HCC
- Send Weekly Update email to Foundation Directors

Re-invigorate the HCC Alumni Association, initiate an HCC Retired Faculty and Staff organization and utilize community volunteers to assist in understanding how the Foundation can benefit them as individuals, the Foundation's role and function of supporting the College and its students and how they can assist the Foundation.

- Working with the Alumni Association Board to construct an organization and membership benefits to encourage HCC Alumni to join and become engaged in activities and events.
- Working with Don Gilbert (retired faculty) to study interest in creating an HCC Retirees' organization; have held two gatherings and one survey.

## **Capital Campaign**

Increase marketing and awareness campaign in community prior to announcing Capital Campaign.

Work with senior management to prioritize HCC long-term priorities and "raise the bar" projects that may appeal to private donors.

- Identified \$90M of projects, prioritized to \$37M including facilities, technology, scholarships and work force program development projects)
- Prepared a Preliminary Case Statement

Educate HCC administrators, staff and faculty; HCC Directors and Trustees, and community leaders regarding the identification and cultivation of prospective donors; and how to solicit gifts.

Engage outside counsel to assist with planning for and conducting Capital Campaign.

- Engaged the Clements Group to conduct Feasibility Study (March - July 2008).