



January 27, 2011

MEMORANDUM

TO: Board of Trustees, Peralta Community College District
FROM: Stephanie Casenza, Executive Director
RE: Quarterly Update (October - December 2010)

The Foundation is making progress on the areas identified in the operations and resource development plans that we shared with you in June and September of 2010. We had a productive fall and are pleased to share highlights from our activities with you.

- Created a donor database by entering information from existing files (approximately 400 names)
- Coordinated the 7th annual fundraising dinner, *Reaching for the Stars*, which featured awarding winner performer Rita Moreno and a cast of student super stars. This event was well-received and a modest success, raising approximately \$25,000. Sponsors were surveyed and provided positive feedback as well as suggestions for future events.
- Produced a bi-annual newsletter to introduce the Foundation and its work to 25,000 individuals residing in the cities that comprise the Peralta Community College District. Residents were randomly selected based on home ownership, education, and a minimum annual income. The newsletter resulted in some small donations and inquiries about the Foundation. (please see attached)
- Established new guidelines for student scholarship grants and faculty grants, which will be awarded from the Foundation's unrestricted funds this spring.
- Held get-acquainted meetings with various campus and community leaders and groups, which will continue throughout the winter and spring. Also met with each Peralta college president to discuss the best ways the Foundation can assist with fundraising efforts.
- Developed additional finance and accounting policies and procedures with a subcommittee of the finance committee.
- Began coordinating the 9th annual golf tournament, including contact with the top 20 sponsors from 2010 tournament.
- The previously mentioned newsletter mailing, special event and outreach activities resulted in numerous small donations totaling \$686 through December 2010.