

PERALTA COLLEGES FOUNDATION – YESTERDAY, TODAY, TOMORROW

80+ percent of all charitable gifts come through individuals
Giving USA Foundation



2012 – 15

- In Fall 2012, re-launch annual fall dinner as a PCCD showcase and introduction of new Chancellor
- Present events that advance the vision, mission and purpose of Foundation and PCCD
- Use data search services to update and purge alumni records, segment by geography and income
- Upgrade donor database to accommodate increased number of data files
- Prioritize findings from data search to launch an annual campaign utilizing email marketing, social media, telemarketing and direct mail to customize appeals to alumni
- Continue to build individual major gifts and planned giving program
- Achieve self-sufficiency to cover basic operations, and expand staff to three full-time FTEs

Net Assets - \$2 million (estimate)

\$280,000 scholarships and awards in 2012-13 (goal)



2010 – 2012

- Spun off from PCCD as independent operation and tasked with implementing best practices to build a professional, high-functioning and self-sufficient foundation that serves all of PCCD
- Build a central donor and alumni database
- Establish accounting system and policies
- Direct mail to existing donors to build an annual giving program
- Stewardship: communicate with new and existing donors to thank, inform and build a major gifts and planned giving pipeline
- Retool special events strategy to broaden universe prospective donors (smaller events, recruit new partners for golf tournament)
- Extensive board development to reinvigorate directors, recruit new directors, groom future leadership and clarify vision, mission and purpose of Foundation
- Engage college presidents, key PCCD administrators and trustees in development
- Implement a competitive scholarship and faculty grants program
- Identify seed money (estimated at \$150,000) to implement technology-based program that will develop alumni and community support

Net Assets - \$1.6 million (estimate)

\$141,000 scholarships and awards (2010.11)



2003-2010

- Clear directive from Chancellor to support Foundation activities
- Special events sponsored by vendors and focusing on PCCD employee recognition
- Some investment in administrative staff but no devoted leadership
- Intermittent alumni outreach targeting graduating students
- Attempt to build internal giving program
- Internal grants program funds some faculty and staff projects, some scholarships
- College program funds (E accounts) transferred to Foundation (\$291,000)
- Increased major gifts and memorial funds garnering multiple small gifts

Net Assets of \$1.3 million

\$652,000 scholarships and awards (estimate)

1971 – 2002

- A file in the Chancellor's desk drawer
- Unclear focus and mission for Foundation
- Sporadic staffing
 - PT executive or admin asst
- Occasional major gifts for scholarships or programs
 - Ormond, Tunis, Hewlett, Packard

Assets of \$350,000 (estimate)

Number and Amt of scholarships unknown