MiraCosta College
Foundation and Development Office
Long Range Plan, 2010-2019

Presented by Linda Fogerson
Executive Director
MiraCosta College
Vision and Long Term Goals

- Improve significantly the success rates of MiraCosta College students – ensuring that more students accomplish their goals and persist to certification or graduation.

- Identify and secure external financial resources to help pay for the college’s academic and facilities improvement and expansion plans.
Foundation Mission and Vision

- **Mission**
  To promote the interests and the welfare of the college and secure resources that will transform student lives

- **Vision**
  To be one of the top community college fundraising/development programs in the country
Long Term Goals

To support students and the college by providing financial support to help increase student success

By 2013:
  Raise $1.2 to $1.6 million per year*

By 2019:
  Raise $4 to $5 million per year*

*Anticipating uneven years
What does it mean to raise $5 million annually?

- Charitable funds currently generated, about $750,000
  - $150,000 in endowment distributions (in a good year)
  - $75,000 in annual giving
  - $525,000 in major gifts, bequests and departmental fundraising

- To distribute $5 million in charitable funds annually we need to have (for instance):
  - $50 million endowment and raise $3 million annually
  - $12.5 million endowment and raise $4.5 million annually
Is this possible? Yes!

- From 2006/7 survey of California Community College Foundations:
  - 2 foundations are raising more than $5 million/year
  - 8 are raising $2 million/year
  - 11 foundations have $10 million in endowments (none greater than $20 million)

- Nationally there are a handful community college foundations which raise up to $25 million annually and some which have up to $45 million endowments
From the 30,000-foot perspective: What will it take?

- College has good public image and reputation
  - President who is enthusiastic and involved in the community
  - Board members are active and giving
  - Board of Trustees and President’s leadership
  - The College buys-into the Development/ Foundation staffing plan
Stage 1: FY05-09

- Increased contributions to $750,000, and total income to more than $1.3 million
- Established basic database, accounting and communications infrastructures
- Initially hired 2 staff members (Exec. Dir. and Assistant)
- In FY08-09, hired development officer
Stage 2: FY2010-2015

Increase contributions from $750,000 to $1.2 to $1.6 million

Strategic initiatives FY10-11:

- Implement Prospect Management System to increase staff productivity (Focus on major gifts)
- Activate the Development Committee
- Add Development Assistant (assisting with prospect management, grant writing and planned giving)
- Tie Foundation goals to College goals
Potential Barriers to Success

- Nobody knows why community colleges are a destination for philanthropic dollars
- The First Gift syndrome:
  - 7 requests before a gift ($25 - $1,000 level)
  - 1-3 years for major gift
- The economic recession is having an impact
- Our absolute numbers of current donors is SMALL
## Five-year Staffing Plan, FY10-11 to FY14-15

<table>
<thead>
<tr>
<th>Year</th>
<th>Staffing</th>
<th># of Staff</th>
<th>Added Staff/Existing Staff</th>
<th>Funds Raised/Total Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY09-10*</td>
<td>+ Part-time Grants Asst. (20 hrs.)</td>
<td>3.5</td>
<td>$375,000</td>
<td>$750,000/$1.3 million*</td>
</tr>
<tr>
<td>*Actual</td>
<td></td>
<td></td>
<td></td>
<td>*Reflects stock mkt recovery</td>
</tr>
<tr>
<td>FY10-11, and</td>
<td>+ Part-time Grants and Research Asst.</td>
<td>3.8</td>
<td>$30,000/$325,000</td>
<td>$825,000/$1,000,000 and $900,000/$1,200,000</td>
</tr>
<tr>
<td>FY11-12</td>
<td>(32 hrs.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY12-13</td>
<td>+ Full-time Grants and Research Asst.</td>
<td>4</td>
<td>$65,000/$410,000</td>
<td>$1 million/$1,300,000</td>
</tr>
<tr>
<td></td>
<td>(32 hrs.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 13-14</td>
<td>Static Staffing</td>
<td>4</td>
<td>$425,000</td>
<td>$1.2 million/$1.6 million</td>
</tr>
<tr>
<td>FY 14-15</td>
<td>+ Major Gifts/Planned Giving Fndr</td>
<td>5</td>
<td>$120,000/$570,000 (capital campaign)</td>
<td>$1.5 million/$1.8 million</td>
</tr>
</tbody>
</table>
Stage 3 2014-2019

- Add two additional staff members, one fundraiser and one development assistant.
- Anticipate that the additional fundraiser will bring $750,000 to the college
- Conduct a major capital / endowment campaign
Strategically increase our donor base

- Through the implementation of the Prospect Management System, we will carefully target and solicit targeted donor populations
  - Annual Giving
    - $25 - $500 donors
    - $1,000 + donors
  - Foundations
  - Corporations
  - Major Gift prospects
  - Planned Giving donors
Enhancing the College’s reputation

- The College is currently in the process of:
  - Revising/refreshing the college logo
  - Examining/refreshing the college’s colors and mascot
  - Developing a brief marketing statement for the college
  - Updating/revising the college Web site
Steps Taken FY09-10

- Check plan aligns with College’s needs
- Obtain input from Foundation Board on strategy
- Implement Business Plan as it is linked to college goals
- Obtain approval for these plans by July 2010