
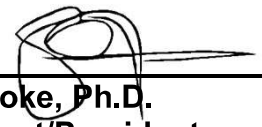


Subject: Foundation Overview and FY 2021 Accomplishments	Attachment: PowerPoint Presentation
Category: Presentations	Type of Board Consideration:  Information Consent Action
	Approved for Consideration:  _____ Sunita V. Cooke, Ph.D. Superintendent/President

BACKGROUND

The board of trustees is provided periodic updates of programs and projects.

STATUS

A recap of the MiraCosta College Foundation accomplishments over the past year will be provided, and the institutional advancement structure will be reviewed.

RECOMMENDATION

For information only.

OFFICE OF INSTITUTIONAL ADVANCEMENT ANNUAL UPDATE

December 16, 2021

Alec Babiarz,
President



Raye Clendening,
Vice President



MIRA COSTA COLLEGE FOUNDATION BOARD

Matthew Adams
Julie Ames
Bruce Bandemer
Dr. Bill Cardoso
Bessie Chin
Jimmy Figueroa
Dr. Barry Johnson
Dr. Janice Kurth
Stephen "Hap" L'Heureux

David McGuigan
Karen Pearson
Valencia "Val" Saadat
Sudershan Shaunak
Tim Snodgrass
Denise Stillinger
Kimberly Troutman
Dr. Sharon Wiback

Dr. David Broad, BOT Liaison

INSTITUTIONAL ADVANCEMENT

Public Information

- Public relations
- Government affairs
- Marketing
- Print & publications
- Photographic services
- Internal & external communication
- Graphic design
- Community & alumni affairs

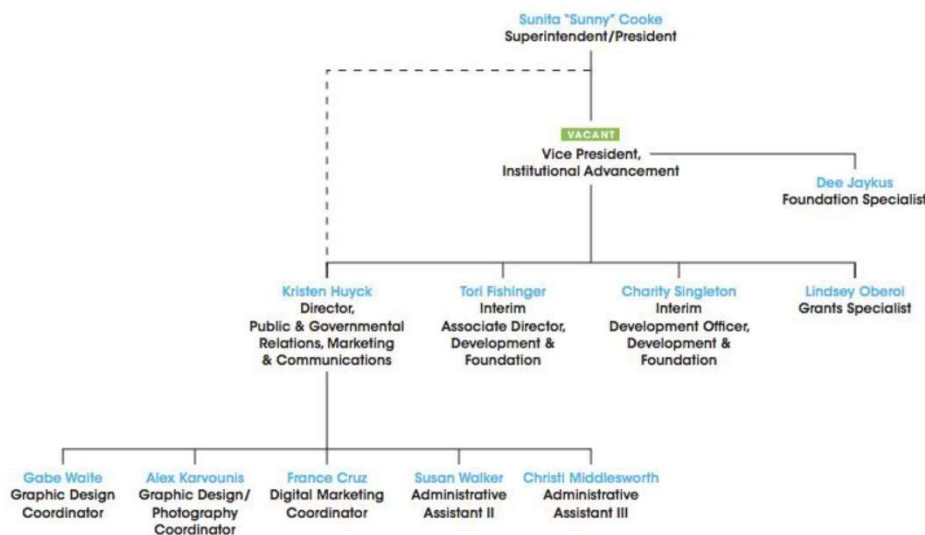
Development

- Secures donations from individuals, businesses, corporations, foundations, grant makers and alumni
- Creates planned giving agreements
- Writes grant proposals
- Administers CRM relationship management systems.

Foundation

- Champions MCC's priorities
- Carries out fiduciary responsibilities
- Provides fundraising campaign leadership
- Accepts gifts
- Steers the organization toward a sustainable future

ORGANIZATIONAL CHART



FOUNDATION UPDATE: THIS YEAR'S ACCOMPLISHMENTS



ACCOMPLISHMENTS OF 2020/21

Student Support:

- Awarded **\$442,077** in scholarships to **368** students
- **\$40,000** to campus programs through innovation grants
- Provided **\$145,476** in direct aid including emergency grants and technology support.



ACCOMPLISHMENTS OF 2020/21

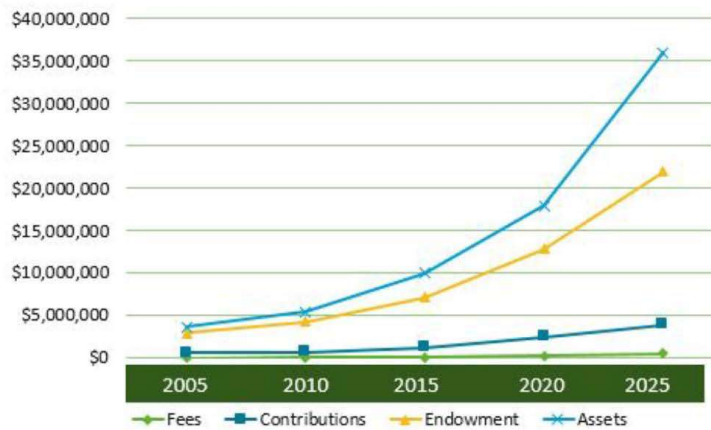
Growth:

- Total asset growth by 80% from **\$18 million** in FY 19/20 to **\$22.5 million** in FY 20/21.
- Revenue including contributions, gifts-in-kind and investment gains, increased from **\$3 million** in FY 19/20 to **\$5.6 million** in FY 20/21.
- Investment gains of **\$4,506,517** during FY 20/21 from \$590,549 in FY 19/20.



WE ARE ON TRACK!

Contribution/Revenue Projections to 2025 based on Past Performance*



*Assumes continued growth in staff and in growing the endowment

FISCAL YEAR 20/21

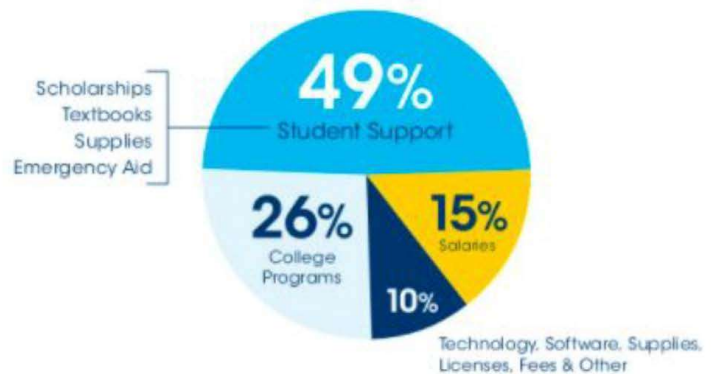
FOUNDATION REVENUES†

\$5,653,479



FOUNDATION ALLOCATIONS/EXPENSES†

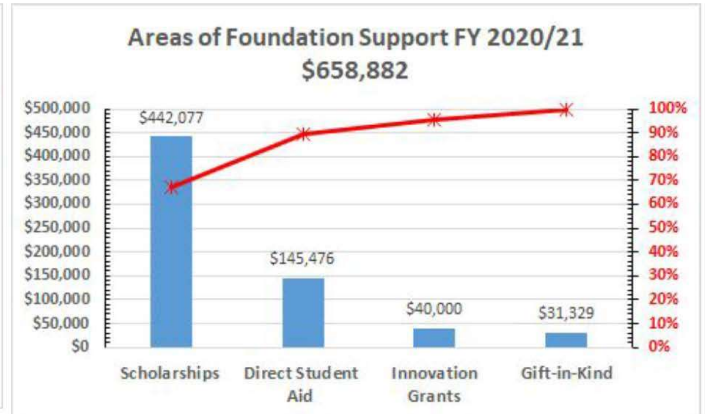
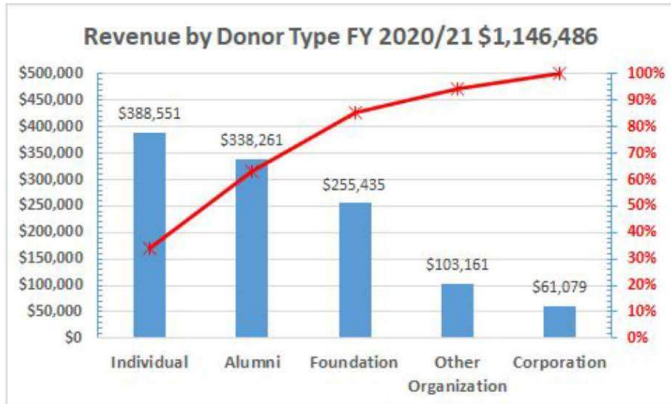
\$1,228,450



FOUNDATION'S FUNDS

Direct Student aid – textbooks, food assistance, emergency grants, technology support.

Other organizations – government entities, community college districts, local community clubs, crowdsource funding platforms, etc.



REVIEW OF THE COMPREHENSIVE CAMPAIGN



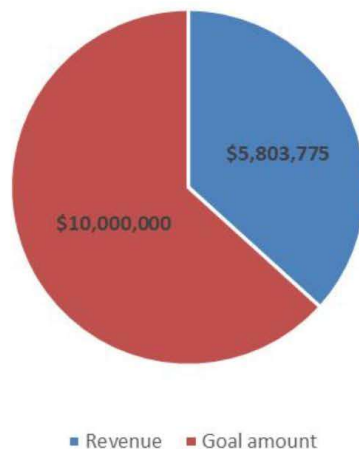
COMPREHENSIVE CAMPAIGN GOALS

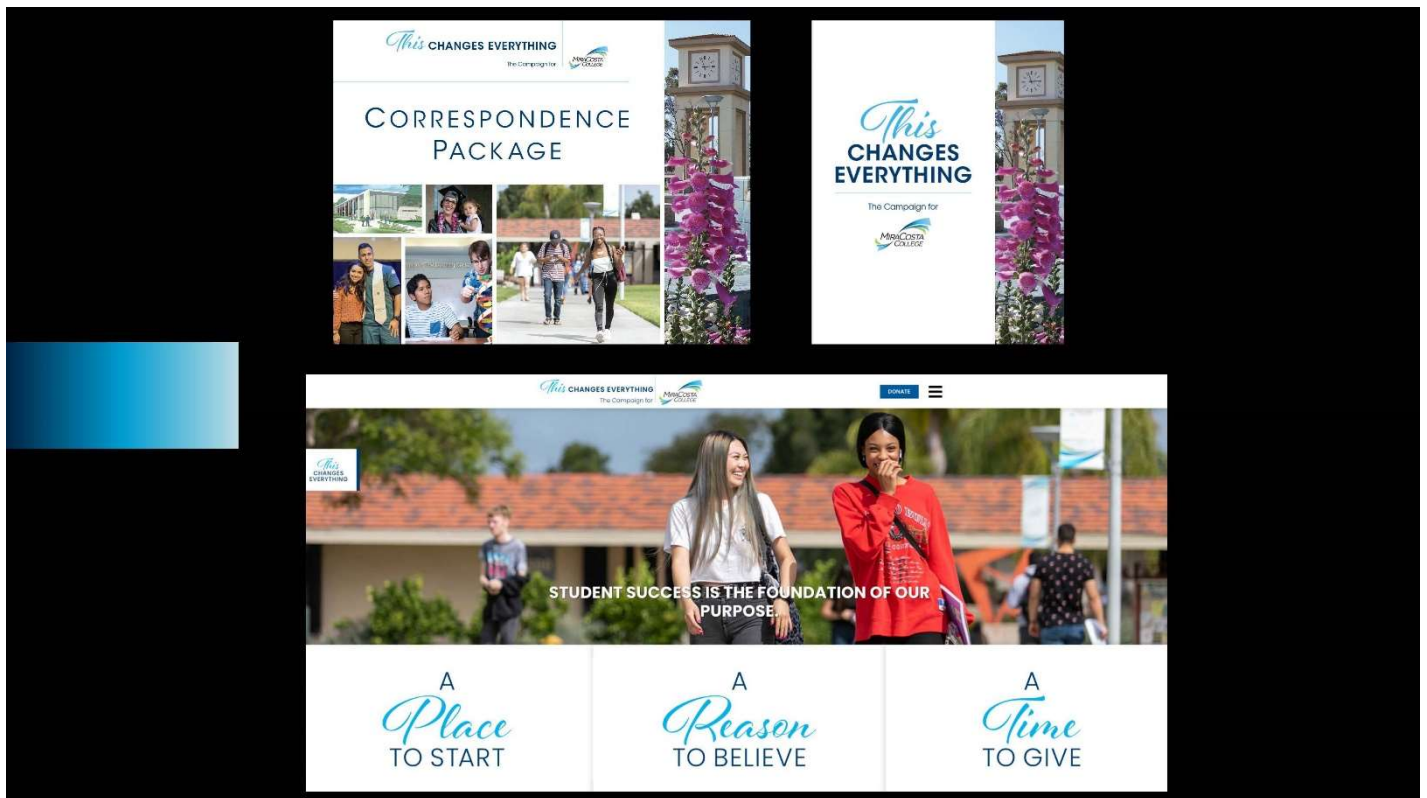
The Comprehensive Campaign for MiraCosta College is a multi-year campaign with five primary objectives:

1. Increase the overall awareness of the College and its strategic presence within the community.
2. Establish and/or strengthen measurable “value-based relationships” with the College’s primary community-based stakeholders.
3. Generate at least \$10,000,000 in flexible commitments (or equivalent) to strengthen student success and community outreach.
4. Increases participation in programmatic offerings by the College to the community at large.
5. Generate excitement within the College’s student, faculty, and administrative populations.

Where the campaign is today.

- Total raised to date in the campaign **\$5,803,775** including committed pledges, planned gifts, and gifts of cash.





#GIVING TUESDAY

- Emails, social media posts, electronic newsletters and a personalized Giving Tuesday landing page (miracosta.edu/giving) were part of the communication pieces.
- These efforts raised a total of \$17,930 - the most ever raised during this day of giving.



THIS CHANGES EVERYTHING



Thank You