



HARPER COLLEGE EDUCATIONAL FOUNDATION STRATEGIC PLAN 2020/2021 – 2023/2024

The Harper College Educational Foundation was established in 1973 as a non-profit 501 (c) (3) corporation dedicated to the enhancement and support of student learning and success at the Harper College. The Foundation receives and administers gifts in many forms including monetary donations, bequests and real estate which financially supports and benefits the College in accordance with the Foundation's policy and donor specifications.

Through the years, the Foundation has matured into a not-for-profit organization that has instituted best practices for foundations affiliated with public community colleges. Its Board of Directors continues to monitor those practices and procedures to continually improve the operations of the Foundation. By forging strong relationships with community and corporate leaders, the Foundation has helped create a nationally recognized community college and a strong foundation for the future.

VISION STATEMENT

The Harper College Educational Foundation strives to provide all Harper College students with opportunities to transform their lives and enrich the community through education without financial barriers.

MISSION STATEMENT

The Harper College Educational Foundation connects the college to the greater community, alumni, businesses and leaders by inspiring and aligning donor passion and generosity through philanthropic support for students and program enrichments.

OVERARCHING THEME - FUNDRAISING TO MEET STUDENTS WHERE THEIR NEEDS ARE

Goal 1 - Increase contributed income from individual donors to ensure the sustainability and growth of funds available to scholarships, college initiatives and programs to address student needs in achieving their academic goals.

Objectives:

- Grow the endowment to protect the longevity of the available fiscal resources.
- Provide community awareness of the philanthropic opportunities through the benefits of a community college education.
- Build enduring relationships by creating donor-centered stewardship plans that engage existing and potential donors with their areas of interest.
- Increase scholarship support for all students by inspiring donors to connect their philanthropic desires and goals.
- Enhance the outreach and focus of multi-generational engagement, stewardship and giving.

OVERARCHING THEME - BUSINESS PARTNERSHIPS

Goal 2 - Leverage and strengthen collaboration, partnerships and responsiveness to businesses to advocate for real world opportunities for Harper College students through scholarships, fundraising event sponsorships, and volunteer and board engagement.

Objectives:

- Grow the funding from corporate and business partners to the Educational Foundation.
- Grow the Foundation Board of Directors business support that leverages in-kind donations, sponsorship and/or naming opportunities.
- Continue and expand the development of Harper College Educational Foundation Board of Directors.
- Facilitate the identification, introduction and engagement of businesses to help them realize the opportunities available through Harper College to support their business, employees, community members and Harper College students.

OVERARCHING THEME – ALUMNI AND AFFINITY GROUPS

Goal 3 - Identify and develop future alumni and affinity group leaders, establishing a diverse and inclusive volunteer and donor pipeline that will cultivate and support increased alumni and affinity group giving to the Foundation.

Objectives:

- Foster authentic and beneficial relationships with current alumni and affinity groups through engagement, mentoring and connections.
- Provide personal and professional opportunities for alumni to engage and connect with the college.
- Increase programming specifically for recent alumni (less than a decade since graduation) to demonstrate the value of alumni engagement early on.
- Increase digital offerings for all alumni to reach a wider and more diverse constituency.
- Develop a multi-stage process that ensures we identify and recruit diverse alumni and affinity group leaders.
- Create donor-centered stewardship plans that engage alumni and affinity groups with their areas of interest.

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