

Advancement Office & Educational Foundation

June 2012

Focus

- Raise Money
- Organizational Audit and Assessment
- Find a New CAO/Executive Director
- Not Drop Any Balls – keep things moving forward

General Observations

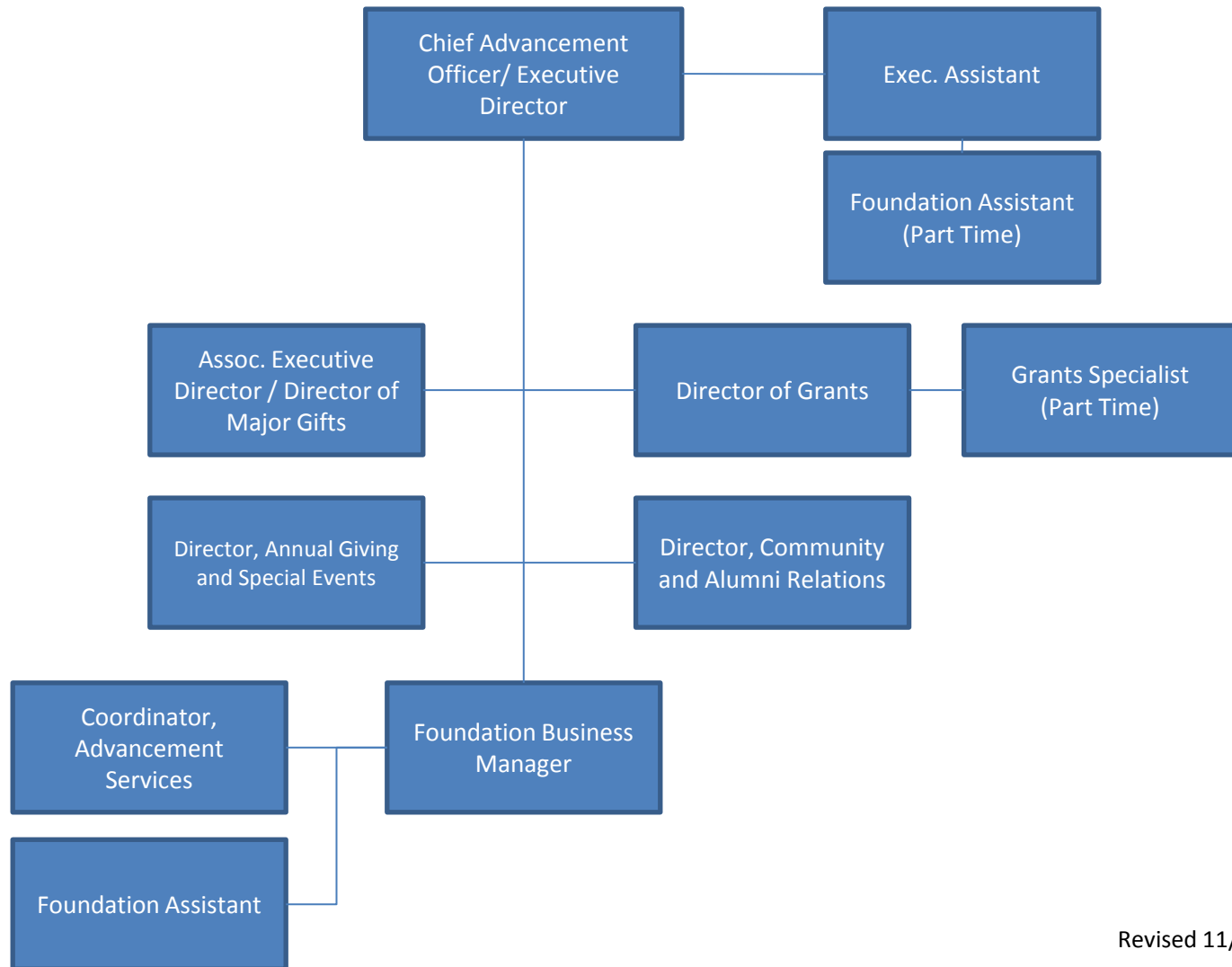
- Focus on fundraising
- Collaboration is key
- Institutionalize the Moves Management Process and utilization of Raiser's Edge
- Implementation of strategic plan for alumni engagement
- Revision of fundraising data presentation

Dashboard Measurements

7/1/2011 – 4/30/2012

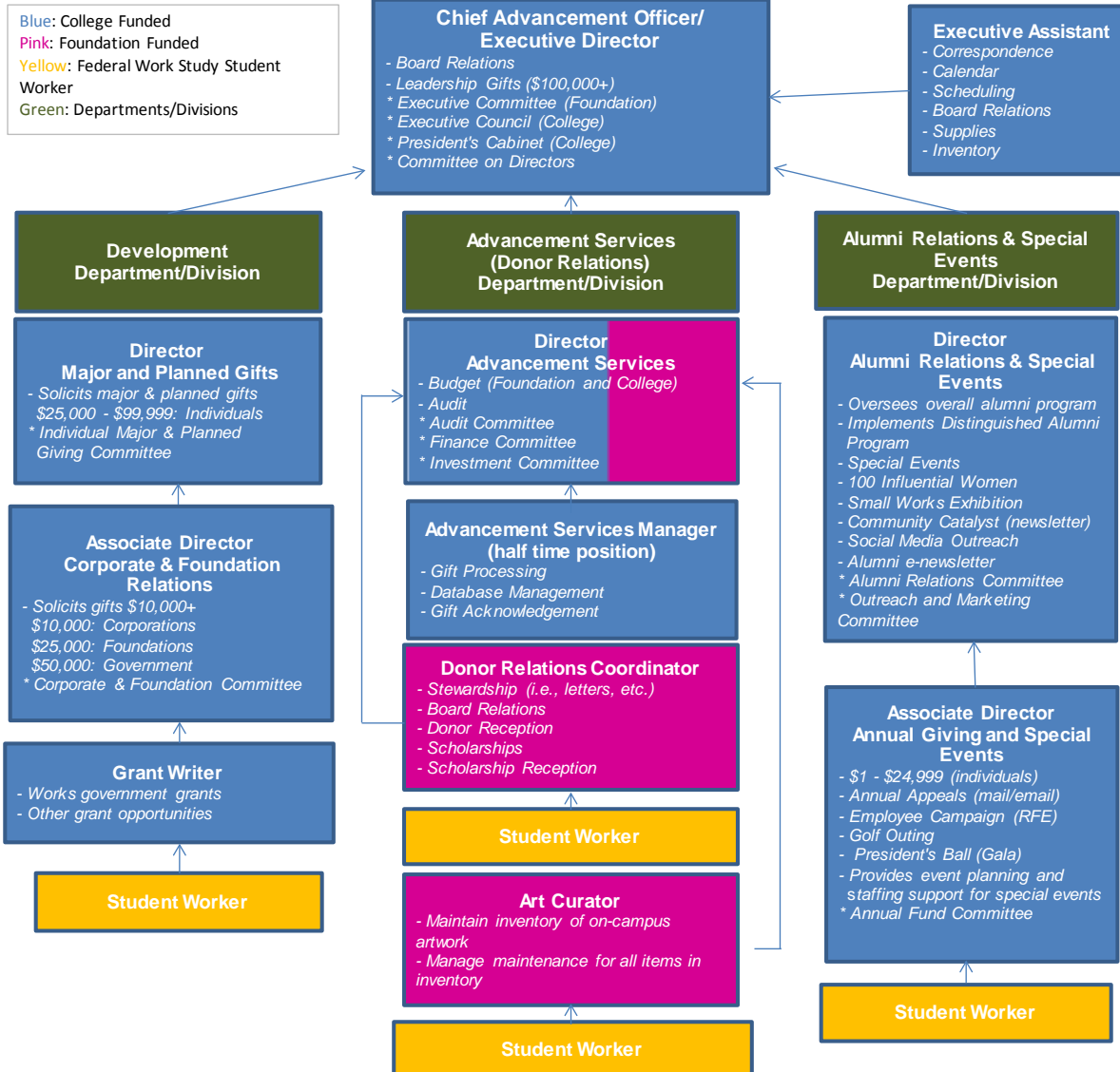
	FY11 Benchmark	FY 12 Goal	FY12 Actual	% to Goal
Total Net Assets*	\$6,135,810	6,500,000	\$6,423,957	98.83%
Program Expenses*†	\$470,000	\$500,000	\$328,342	65.67%
Dollars Raised or Earned				
Annual Gifts	\$354,835	\$418,000	\$250,758	60%
Major Individual	\$111,212	\$250,000	\$83,150	33%
Corporate and Foundation Gifts	\$182,687	\$332,000	\$264,250	80%
Planned Gifts	\$50,000	\$275,000	\$50,000	18%
Investment Earnings*	\$605,081	\$225,000	\$138,318	61%
Total Dollars Raised or Earned	\$1,303,815	\$1,500,000	\$786,476	52%
Donor Activity				
Total Number of Gifts	1114		755	
Total Amount of Gifts	\$698,734	\$1,275,000	\$648,158	51%
New Donors	240	262	175	67%
Renewed Donors	380	400	348	87%
Upgraded Donors	266	280	202	72%
New Endowed Funds	\$130,900 (8)	\$250,000(8)	\$155225(6)	56%
Online Activity				
Total Number of Online Gifts	230	300	309	103%
Total Amount of Online Gifts	\$31,106	\$40,000	\$38,995	97%
Board of Directors				
Board Members	31		31	
New Board Members	6	4	3	75%
Gift Acknowledgment Intervals				
YTD Average (Business Days)	2.9	Under 2	5.8	
*FY12 Actual as of 4/30/12				
†Benchmark based on average programatic expenses for past three years				
May Gifts in process	\$ 134,569			

Organizational Chart (July 1, 2011)





Organizational Chart (July 1, 2012)



CAO Search Update

- 48 applicants; 41 viable
- 8 applicants – phone interviewed
- 3 advanced forward
- 4 more to be phone interviewed
- Outreach to 22 Community College CAOs or Executive Directors advising them of the position
- Week of June 25th – in person interviews

50th Anniversary Opportunity

- Secure Naming Rights on Buildings
- Increase endowed scholarships and funds
- Expand donor base
- Engage new volunteers and donors
- Energize the Harper College philanthropic community
- Enhance sustainability in giving programs

Final Thoughts

- Numerous opportunities for success
- Important to focus on raising money
- 50th Anniversary is an opportunity to expand fundraising reach especially to alumni