

# Harper College Educational Foundation



Richard Hohol, President - Board of Directors

Bill Kesler, Past President - Board of Directors

Heather Zoldak, Associate Executive Director

Laura Brown, Chief Advancement Officer

# BY THE NUMBERS . . . FY 2019/2020

**\$2.3 million** in scholarships, grants, and awards

\$1,233,876 Foundation only

\$1,066,123 Promise

**1,054 students** – Foundation 735 students; Promise 319 students.

**225 funds** – Foundation 224 funds; Promise 1 fund.

**675** students received emergency funding

**\$328,000** generated in emergency funding (\$128,000 donor, \$50,000

Foundation board, \$150,000 college)

28% Students eligible for PELL

**9,296 (34%)** students identifying **over a three-years** on average identifying as undocumented students.

# Our accomplishments



Completed the fundraising campaign for Promise



Developed and Approved New Mission Statement



Developed and Approved New Vision Statement



Developed and Approved New four-year strategic plan with three overarching goals

## **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.

# Strategic goals

## **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.

## **OVERARCHING THEME - BUSINESS PARTNERSHIPS**

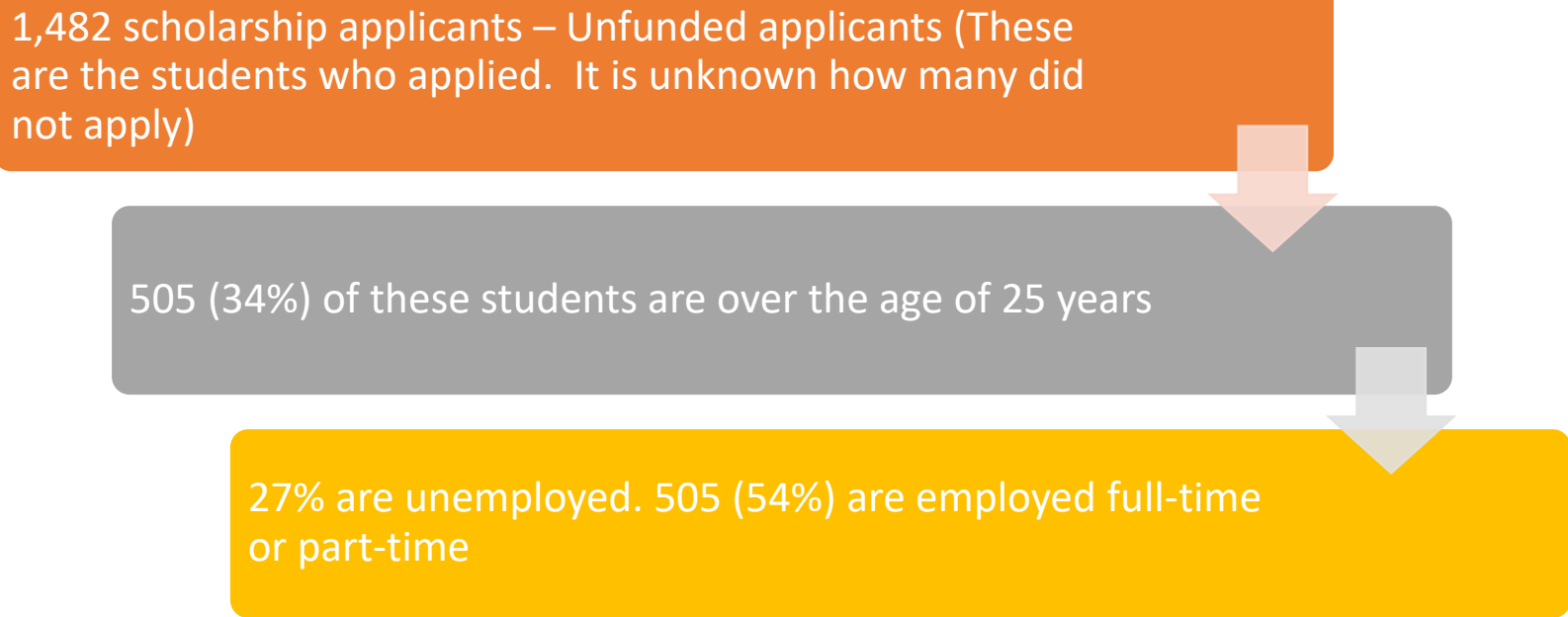
**Goal 2** - Leverage and strengthen collaboration, partnerships and responsiveness to businesses to advocate for real world opportunities for Harper College students through scholarships, fundraising event sponsorships, and volunteer and board engagement.

## **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.

# UNFUNDED APPLICANTS / UNMET NEEDS

1,482 scholarship applicants – Unfunded applicants (These are the students who applied. It is unknown how many did not apply)



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graph TD; A[1,482 scholarship applicants – Unfunded applicants (These are the students who applied. It is unknown how many did not apply)] --> B[505 (34%) of these students are over the age of 25 years]; B --> C[27% are unemployed. 505 (54%) are employed full-time or part-time];
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27% are unemployed. 505 (54%) are employed full-time or part-time

# Impacts of multiple Crisis' impacting students

COVID-19

Civil rights equality and civil unrest crisis

Financial uncertainty / unemployment

# Educational Foundation's opportunity to respond – integrated with Foundation's strategic plan

DEVELOP A 4-YEAR MAJOR GIVING CAMPAIGN  
FOCUSED ON SUPPORTING THE ACCESS FOR STUDENTS  
BY PROVIDING THE FINANCIAL SUPPORT IN ALL AREAS.



RAISING A BROAD RANGE OF STUDENT  
SCHOLARSHIPS



ACCESS TO TECHNOLOGY - EQUIP STUDENTS WITH  
THE LATEST TECHNOLOGIES





A woman with glasses is sitting at a desk, writing in a notebook. The scene is overlaid with a blue tint. The text 'CONNECT.' is written in a light blue, sans-serif font.

CONNECT.

INSPIRE.

DISCOVER.

INVEST.

The **INSPIRE** campaign will be a launching pad to implement our priorities to ensure student access by raising the funds to achieve our ambitious vision “for all Harper College students to transform their lives and enrich the community through education without financial barriers”.

# FUNDRAISING TO MEET STUDENTS WHERE THEIR NEEDS ARE

**With your help in this campaign, we will redefine the model for student experience and success by:**

- Ensuring that every hungry mind, in the Harper district, has access to a higher education
- Reaching new heights in preparing thoughtful global citizens for a diverse 21<sup>st</sup> century
- Improving student learning by equipping students with technologies
- Expand student access

# BUSINESS PARTNERSHIPS

**With your help in this campaign, we will strengthen connections to our communities by:**

- Making our college a welcoming community destination for meaningful, engaging experiences.
- Empowering students with opportunities to be engaged citizens and work in partnership with communities.
- Supporting opportunities for students who are enrolled in programs of high demand careers to address industry gap demands.

# ALUMNI AND AFFINITY GROUPS

Our strong alumni network will work together to support common goals, such as Harper's students and their success.

- Building Harper College affinity and pride
- Establishing legacy gifts to foster support for future students and programs

## Financial targets

- FY 20/21 new scholarships \$1,250,000
- FY 21/22 new scholarships \$1,000,000
- FY 22/23 new scholarships \$2,000,000
- FY 23/24 new scholarships \$1,500,000

**Total \$5,750,000**

# WHAT'S NEXT

## Timeline for implementation

### **September – December**

Pipeline research and development (web page, marketing and web collateral, implementation strategy, mini campaign plans by areas and committees, budget, overall committee members, etc.)

### **October**

Discuss with Foundation Board President  
Introduce to Foundation Staff

### **November – December**

Vet concept to select few donors for feasibility and feedback / determine appeal and pipeline feasibility  
Introduce to Executive Committee of Foundation

### **December**

Introduce to Foundation Board  
Introduce to Harper Leadership

# LAUNCHING

## **November – March**

Establish Marketing profile and content  
Develop web page

## **March - June**

Board and Staff training  
Conduct Leadership Feasibility – 15 top donors

## **January - March**

Secure Campaign Chairs

## **April – June**

Introduce to Committee and assign targets

## **July**

Launch (determine virtual and in person approach for launch)

## **July – September**

Secure 2 top donors



A landscape background featuring a dark blue sky, a dark green forest, and a white field. The word "QUESTIONS" is centered in the middle of the image in a white, sans-serif font.

# QUESTIONS