Resource Development Office Update

Presented by:
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Vice President, Student Affairs

Karen M. Kuhn, CFRE
Assistant Vice President, Development
Executive Director, Foundation

November 17, 2016
Resource Development Office

- RDO orchestrates efforts to bring in money, expertise, partnerships and other resources to the college to benefit students, faculty, staff and the community.
- RDO utilizes an integrated model, where efforts from one area feed the activities of the others for the good of the whole.
"I’m proud of the fact that despite financially struggling, I worked very hard and passed my GED (courses) with honors. After that, I enrolled at COD and during my very first semester I got straight As! I am so determined to get out of the situation I am in, that I work very hard and will continue to do so until I have that associate degree in my hand."

– Walter R. Jones Memorial Scholarship Recipient
“We want CIT students to benefit from Matt’s memory. His legacy will offer financial assistance to help other students accomplish their dreams.”

– Jan Rassier, Donor
Matt Rassier Memorial Endowed Scholarship
Faculty/Staff Experience

Resource for Excellence (RFE) Program

- Internal grants support innovative ideas at College of DuPage
- Any faculty, staff, administrator or other employee is eligible to apply
- Awards up to $125,000 annually
Resource for Excellence Program

“Over the years, we have recognized that research experiences provide huge benefits for community college students as they transfer and continue their STEM careers elsewhere. The Foundation grant enabled us to...place two students in (Northwestern University’s) very competitive research program. Without this funding this would be very unlikely to happen.”

- Dr. Richard Jarman, Chemistry Professor
  RFE grant recipient for Promoting STEM Education through Undergraduate Research
Mission Statement

The mission of the College of DuPage Foundation is to obtain and steward contributions to expand educational and cultural opportunities for the College of DuPage community.
Resource Development Office College of DuPage

Karen Kuhn Assistant VP of Development / Executive Director COD Foundation

- Development, Alumni and Advancement Services Division
- Grants Division
Foundation Board Committee Structure
(voting members)

Foundation Board President
Sherman Neal

Audit Committee

VP Resource Development
Ian Parr

Special Event Committee

Scholarship Committee

Planned Giving Advisory

Corporate Relations Committee

VP Programs
Yolanda Rocio

Cultural Advisory Council

Scholarship Advisory Task Force

Alumni Advisory Council

Finance Committee

Treasurer
John Attard

VP Board Governance
Derryk Madsen

Emeritus Board

Member At Large
Chris Burke
College of DuPage Foundation

- College of DuPage Foundation is a division of the College’s Resource Development Office.
- The Resource Development Office is a Direct Report to the Vice President, Student Affairs.
- The Foundation is an Institutionally Related Foundation
  - Separate 501(c) (3) nonprofit organizations dedicated to the support College of DuPage.
  - Primary purpose is to raise and manage private support for the College.
College of DuPage Foundation

- Public Charity as defined by IRS.
- Receive funds from donors in the form of charitable contributions.
- Do not establish funding or usage priorities.
  - The College of DuPage Board of Trustees defines the Foundation’s priorities;
  - The College of DuPage Foundation provides guidance on which priorities are most likely to appeal to donors; and
  - The Foundation’s Board and staff cultivate support to help meet the College’s priorities.
- Donors specify how their gifts should be used and managed.
- An Institutionally Related Foundation.
Memorandum of Understanding

- Provides a shared vision for the future.
- Delineates the responsibilities of the Foundation in its relationship with the College.
- Confirms the College of DuPage Foundation as a representative of the College in its interactions with donors and the public.
- Provides a shared point of reference should disagreements arise.
College of DuPage Foundation Strategic Priorities

- Fundraising Capacity
- Support the College and Students
- Governance and Board Engagement
Fund Raising Capacity

From July 2010 to Present:

- Increased number of donors giving
- Increased overall net assets of the Foundation
- Secured/received three seven-figure gifts, one of the largest in COD history.
  - Cleve Carney
  - Anonymous
  - Paul & Katherine Hedburn
- Increased year-end appeal results by over 520%.
FOUNDATION DONORS AND GIFTS

- Number of Donors
- Number of Gifts
- Number of New Donors

- FY08: 1,176 Donors, 1,838 Gifts
- FY09: 797 Donors, 1,425 Gifts
- FY10: 933 Donors, 1,468 Gifts
- FY11: 869 Donors, 1,474 Gifts
- FY12: 863 Donors, 2,147 Gifts
- FY13: 2,241 Donors, 3,720 Gifts
- FY14: 7,289 Donors, 17,725 Gifts
- FY15: 7,177 Donors, 19,120 Gifts
- FY16: 7,188 Donors, 21,308 Gifts
Foundation Dollars Raised

- FY08: $1,180,533.06
- FY09: $1,532,142.20
- FY10: $1,369,676.14
- FY11: $1,137,588.58
- FY12: $2,589,929.73
- FY13: $1,386,785.56
- FY14: $4,909,097.09
- FY15: $2,794,510.00
- FY16: $3,491,956.29
Funds Awarded

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<th>Funds Awarded</th>
<th>FY09</th>
<th>FY10</th>
<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
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Scholarships & Awards – Students Impacted

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<th>Year</th>
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<th>RFE Scholarships</th>
<th>Scholarships</th>
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<td>FY15</td>
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Support of College & Students

FY16 $ Raised - $3,491,956

Program Support – WDCB, Liberal Arts, Business & Technology, Student Services, Continuing Ed/Lifelong Learning, Health & Sciences, Academic Affairs, Library & Learning Resources, Community Partnerships/Miscellaneous

Scholarships – Liberal Arts, Business & Technology, Student Services, Continuing Ed/Lifelong Learning, Health & Sciences, Academic Affairs, Library & Learning Resources, General Scholarships

Foundation Event Support

Unrestricted
Foundation Expense Breakdown

FY16 Foundation Expense Type

- Events: 87.40%
- Fundraising Expense: 10.50%
- Management and General: 1.40%
- Program Support: 0.60%
Support of College and Students

From July 2010 to present:

• Increased average number of annual scholarships awarded from 317 to over 800.
• Increased annual scholarship and programmatic support from an average of $400,000 to $1.6M.
• Implemented a new internal grants program, Resource for Excellence.
Governance & Board Engagement

- Enhanced transparency
- During the last 18 months, the College of DuPage Foundation Board has taken the opportunity to enhance processes and the integrity of the Foundation, including, but not limited to:
  - Revision of the Conflict of Interest Policy
  - Implementation of a Public Information policy
  - Enhancement of transparency via our website and the posting of our audited Financial Statements. (foundation.cod.edu)
- Created the first Annual Report for the Foundation in close to ten years
Future Plans

• Short Term Plans (1-2 years)
  ➢ Increase Size of Foundation Board (Currently 16 Board members with the potential for 10 to be added next year and 10 more the following year)
    • Implementation of External Outreach Program
  ➢ Growth of Annual Giving Program (Pipeline Development)
  ➢ Development & Implementation of Corporate Outreach
  ➢ Enhanced marketing to share our story
Future Plans (cont’d.)

• Long Term Plans (3-5 years)

➢ Capital Campaign for Endowment Growth to support student success
Join Us

Chaotic Vanities
High Fashion
Fund Raiser

Benefitting COD
Foundation Student
Scholarships

January 7, 2017

McAninch Arts Center