

FOUNDATION FIVE-YEAR SUMMARY

(2002 – 2007)

Yuba College Board of Trustees
March 14, 2007

In this month's report, we will provide an update on the progress the Foundation has made over the past five years. In reviewing some of the financial materials, the comparison between March of 2002, shortly after Dr. Harrington's arrival, and that of the same period in 2007 was interesting. As this report will indicate, overall, the direction of the Foundation at this point is positive, while in conclusion it would be instructive to share some ideas as to how this growth might be even further accelerated.

THE FOUNDATION ENDOWMENT

The Foundation's endowment has grown considerably over the past five years. In March of 2002, the number of endowed funds – almost entirely scholarships – stood at 30 and the value of their "corpus" was \$3,75 million. In March of 2007 that figure stands at 38 endowed funds with a "corpus" of \$4,94 million. The number of endowments has increased by 26.7% and their value has increased by 31.8%.

Endowment Growth	
2002	\$3.75 Million
2007	\$4.94 Million

Total Portfolio	
2002	\$ 4,26 Million
2007	\$ 6,21 Million

Nearly 100% of this portfolio is designated by donors to specific scholarships, programs, and Services.

Note that virtually all of these endowed funds are restricted in use by those who have donated them. It should be understood that the \$4.94 million cannot be spent, but that these funds generate interest and dividends to the scholarships and projects toward which they were designated by their donors.

NEW SCHOLARSHIPS

Over the past five years, the number of foundation scholarships has grown significantly. In March of 2002, there were 53 active Foundation scholarship accounts, while we now have 66 active accounts. Of these 66 scholarships, 17 (including all of the largest endowments) are available to any student in the District, 41 are designated by their donor to students in Marysville, 5 to Woodland students, and 3 to students at Clear Lake. In total, \$131,400 has been made available for release to scholarship recipients in spring of 2006. Another \$202,000 in scholarship support was given directly from donors to YCCD students last year - support that does

Foundation Scholarships	
2002	53 Active
2007	66 Active

not come through the Foundation. This form of giving has been growing about 12% per year for the past five years (Source: Office of Financial Aid).

PROGRAM FUND RAISING

Over the past five years, an ever-increasing number of programs have come to realize that fundraising is a viable means through which to provide additional educational and support programming to students. Whereas only 29 programs and services raised funds in March of 2002, 54 programs are engaged in fundraising efforts as of March of 2007.

Programs and Services Doing Fundraising	
2002	29
2007	54

These are not scholarship funds, but help immensely in areas that are not immediately visible. For example, since 2002, funds have been established in support of the Disabled Students Program, the Pre-School Program, the Veterinary Tech Program, the Friends of Clear Lake, the Woodland College Library (for reserve books), the Woodland Administration, and the Speech programs of both Woodland and Marysville – just to cite a few.

Some of the more intense program-oriented fundraising is done by the Athletic Department, which annually raises between \$60,000 and \$90,000 in support of its programs. Other well established programs that have been active in raising funds over the past five years have included the Automotive Technologies program, the diversity series – “Crossing Borders/Building Bridges,” the Marysville Campus Beautification Fund, the Agricultural Programs of both Woodland and Marysville, and the Choral, Instrumental and Theatre Arts Programs at Marysville. The latter, in combination, currently have close to \$18,000 available to meet needs in Yuba College’s performing arts area.

STUDENT EMERGENCY FUNDS

The need for such emergency funds has become increasingly apparent in recent years. More than even a decade ago, students are today working multiple jobs, have families to support, are occasionally homeless, and are often not able to absorb even a minor financial set-back. Obstacles such as automotive breakdowns, sick children, unseasonably high utility requirements, or the loss of a part-time job can be devastating and irreversible losses for economically marginal students. The Foundation is pleased to be able to play a role in encouraging support for such individuals.

Student Emergency Funds have seen significant growth over the five-year period under consideration. In 2002, there

Student Emergency Funds	
2002	\$ 5,013
2007*	\$ 8,249

were three such funds, totaling \$5,013, supporting students

* Does not include \$5,000 pledge from OmniPro in 2007

at the Woodland and Marysville campuses.

Today there are four Emergency Relief Funds totaling \$8,249 – an increase of 64.6%. Additionally, OmniPro has promised another \$5,000 in student emergency support to be distributed proportionally among the three primary campuses, thereby providing students in Clear Lake with a similar means of emergency support.

SPECIAL EVENTS



Culinary Arts Provided Ginger Bread Houses for the 2006 Event

Between the years of 1967 and 1990, Yuba Community College District sponsored what was then a regionally renowned Christmas Party. In efforts to re-inaugurate this effort, members of the Foundation’s Board of Directors, in concert with voices among the Board of Trustees, encouraged the Director in 2001 to move in this direction. Owing to modest availability of funding, the event was required to be self-supporting and to (hopefully) make enough profit to support programs and services of the Foundation.

In 2002, the Yuba College Foundation Holiday Party had 87 attendees and netted \$1,021 in profits. More recently, in 2005 and 2006, the party has enjoyed its two highest attendance figures and its highest profits since its resurrection in 2001. The chart below provides this comparison:

Profits from this event have gone to support such programs as the Speech Team, the Food Service Management Program, the Gern Music Scholarship and the Choral Program. More recently profits have

Yuba College Foundation Holiday Party Attendance and P & L Summary			
Year	2002	2005	2006
Paid Attendance	87	119	103
Unpaid Guests	0	24	13
Revenues	\$ 4,650.00	\$ 15,647.00	\$ 12,711.00
Expenditures	3,628.99	6,440.31	5,564.03
Net Profit	\$ 1,021.01	\$ 9,206.69	\$ 7,146.97

served, as well, to provide seed money to the Woodland (\$5,000) and Marysville/Clear Lake (\$6,000) campuses to develop their own fundraising events.

The themes of the Holiday Party have varied from year to year. In its early years, themes such as “Greek Christmas,” “The Roaring 20’s” and “The Fabulous 50’s” were utilized. More recently the event has moved toward the recognition of individuals who have been supporters of Yuba College Foundation and who have been stalwart members of their communities.

THE ANNUAL FUND

Most colleges and universities conduct annual funds, campaigns in which alumni (especially) and friends are contacted annually for modest sized gifts. The Yuba College Foundation Annual Fund grew from an effort generated by Steve Klein in the late 1980s. Klein began contacting former students from engineering, math and physics in an effort to raise funds for the annual EMP Award.

In the late 1990s, Yuba College Foundation began contacting alumni from the Administration of Justice Program, Nursing and Veterinary Technology, while continuing to assist Klein and Flaherty with the EMP Campaign. Since 2002, these efforts have grown considerably with Annual Funds having been added for Athletics, Automotive Technology, and Woodland.

Annual Fund Giving	
2001-02	\$ 3,086
2005-06	\$ 6,661

The success of these funds has been quietly growing. During the 2001-2002 year, \$3,086 dollars were raised. This grew to \$6,661 by 2005-06, showing a growth of 115.8% during the five-year period under discussion. One annual fund gift of \$12,000 in 2003 eventually grew into a bequest of \$250,000, which was received in 2005.

EMPLOYEES' CAMPAIGN

Of the 400 full-time employees in the Yuba Community College District, 121 or 30.3% are employee donors

Employees' Campaigns are an indicator to external donors of the internal support shown by employees toward their college. The logic that follows is that "If a school's own employees won't support it, why should I?" Of the (approximately) 400 full-time employees throughout the District in 2006, 121 (30.3%) were listed as employee donors that year.

The Employees' Campaign was started by Miriam Root in 1997-98 as part of her duties in the Public Information Office. With the establishment of an Office of Foundation and Grants (1998) the task moved to the Director and staff of that office. The Employees' Campaign has grown gradually reaching \$11,140 in 2002 and then vaulting to \$30,575 by 2006. As a rule, the fund generates between \$14,000 and \$16,000 per year.

Employees' Campaign	
2001-02	\$ 11,140
2005-06	\$ 30,575

OVERALL GIVING

Giving to Yuba Community College District has been on a gradual uphill slope over the last five years. Some years have been down, but the trend has most assuredly been upward. Throughout the past decade, the vast majority of

Overall Giving	
2001-02	\$ 466,674
2006-07*	\$ 662,811

* 2006-07 Year to Date

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this money has been designated to either Yuba College (Marysville) or toward districtwide scholarships. 2005-06 was no exception as 75% of raised dollars were designated to Yuba College (Marysville), 19.2% to districtwide programs/services, 3.2% to Woodland, and 2.2% to Clear Lake.

RECOMMENDATIONS

The directions in which the Foundation has moved over the past five years have been positive.

As the Director's role in accreditation is curtailed (Fall of 2008), the focus of this position can again be turned toward implementing some of the suggestions brought forth by this Board, members of the Foundation Board, and the Chancellor. These would include:

1. Examining and re-writing the by-laws to make them consistent with current practices and legal considerations.
 2. Exploring means through which a much larger percentage of the salaries paid to staff can come from Foundation sources.
 3. Developing district-wide targets for fundraising.
 4. Exploring the development of a Foundation staffing presence in Woodland.
 5. Re-examine the investments strategy of Yuba College Foundation's investments counsel to see if investment income can be further maximized while remaining at a modest to low risk.
 6. Moving toward the maximum number of 19 external Foundation Board positions by recruiting members from Woodland, Clear Lake and Colusa, while replacing empty positions in the Yuba-Sutter area.
 7. Emphasize donor cultivation/recognition at future events.
 8. Introduce online options for donating gifts to the Foundation/campuses.
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