



ACHIEVEMENT

Achieved: \$62,951 =



CORE THEME

Community Engagement

OBJECTIVE

CE.3: Our community members participate and contribute to the Foundation in support of the college

INDICATOR

CE.3.2: Success Indicator 43 – Foundation Endowments

Measured by the three-year average amount of endowment funds raised as reported by the foundation from foundation raised funds.

Indicator Thresholds

Green: \$40,000 or greater Yellow: Between \$20,000 and \$39,999
Red: Less than \$20,000

Purpose and Meaning

Gifts to endowments are normally a gift from an individual’s portfolio, rather than their income, so the amount of endowment funds raised and the number of new endowments indicates a higher level of investment in the college's future. The endowment gift is therefore a higher level of engagement and provides a more permanent commitment to the future of the college, and therefore perpetuates the extension of more opportunities for the region's citizens.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

The Foundation brought in \$35,045 in gifts to endowments in the past year, a 43 percent increase over the past fiscal year. That equated to a three-year average of \$62,951. The Foundation staff and board will continue to identify prospects for endowment gifts and ask donors of existing endowment funds to increase their funds. The Foundation also is working with donors connected to unfulfilled endowments to complete their pledges. This includes helping with organization and implementation of fundraising events, marketing and outreach.

FACTORS AFFECTING RESULTS/PROGRESS

The Foundation hired a director who served the organization for the entire fiscal year, improving its ability to connect with donors and follow through on communications. Also during the fiscal year, the Foundation updated the job duties of the part-time coordinator position, eliminating College financial aid duties and returning those tasks to College staff. This ensures 100 percent of the coordinator position is devoted to Foundation activities and operations.

BUDGET IMPACT ASSOCIATED WITH FUTURE PLANNING

Increased endowment funds result in higher payouts for scholarships, which positively impact the college’s budget. In addition, the Foundation collects a 1 percent administrative fee on endowments. That fee is funneled into Foundation operations to pay for auditing and other office expenses. As a result, the Foundation is moving toward self-sustainability.

Success Indicator Changes for 2014-15 supporting NWCCU accreditation standards: 1.B.2; 4.A.1; 4.B.1; 5.B.2

There are currently no planned changes associated with this indicator.

Planning Priorities

Strategic Objective CE.3: Our community members participate and contribute to the Foundation in support of the college

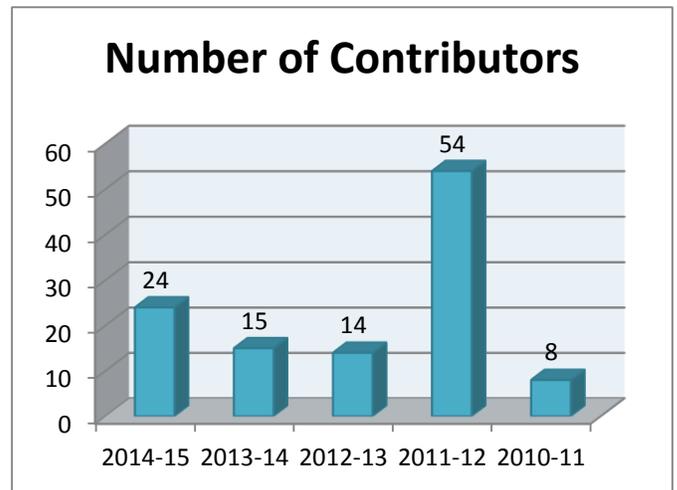
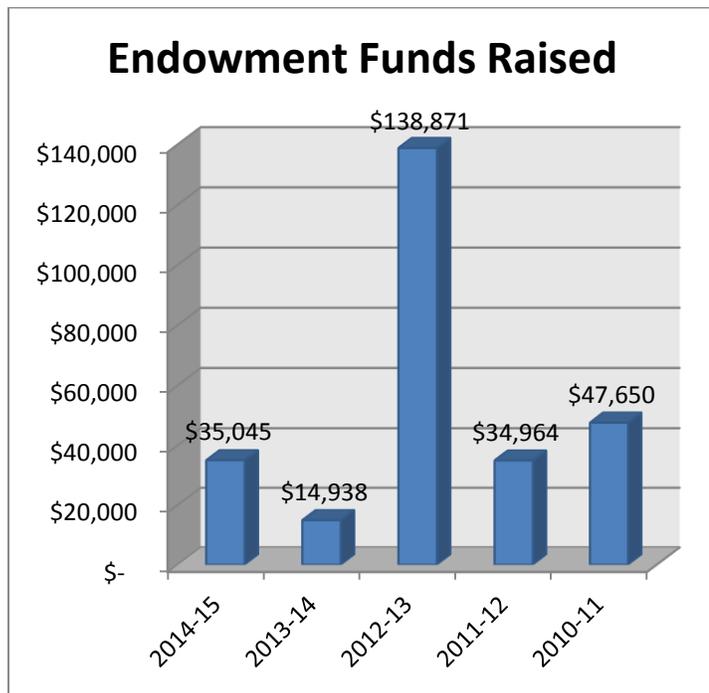
Project CE3.1: Expand access to financial assistance

Unit Planning

- Communicate with contributors of fully vested endowments to encourage continued investment in the funds.
- Work with contributors of unfulfilled endowments to complete their pledges.
- Help these contributors organize outreach and fundraising events.
- Reach out to new potential endowment donors.

Achievement Analysis

The extra effort to re-connect with “lost” donors led to fulfillment of one endowment. In addition, one donor created a new endowment fund. Fifteen donors contributed to existing endowments.



DATA DOCUMENTATION

Documentation Posted:

Portal: Resource Center Core Themes – Objectives – Success Indicator Page:

https://mylakerlink.socc.edu/ICS/icsfs/SI_43_FoundationEndowments_2014_2015.pdf?target=d177d9cf-5398-48d3-8d28-ef65d9f33c56

Data References:

Foundation fund accounts (TB Financials) provided by College Business Services and audited by Gary McGee & Associates CPA; Excel comparison chart located on the network:

ABOUT THE DATA

The report and chart information was prepared and coordinated by Elise Hamner, Foundation Executive Director and Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Elise Hamner, Executive Foundation.

DETERMINING MEASUREMENT AND SETTING THRESHOLD LEVELS

The Foundation determined measurement of this indicator by looking at the five-year pattern of endowments and the economic climate. Selection of a three-year average measurement considers fluctuations of the amounts contributed that traditionally have occurred due to economic conditions and other factors. The thresholds represent current expectation levels consistent with Foundation goals and economic conditions. The Foundation revised the threshold levels for 2014-15 to a more realistic goal of creation of at least two new \$10,000 endowments and additional contributions to existing endowments to achieve yellow status. The measurement and thresholds require yearly review to ensure the indicator provides meaningful and applicable data to be used in decision making, specifically for planning and budget development.

Requirements

NWCCU Accreditation; Mission Fulfillment; Foundation Plan.

For more detailed information, contact the Institutional Research office - ir@socc.edu