

Office of Philanthropy  
Unit Plan Accomplishments Report for 2018-2019

The Office of Philanthropy had a successful year in 2018-19. It was also a year of transition, as the office underwent a name change in August of 2018 that was associated with a re-governance process that the Los Rios Colleges Foundation completed. As such, our office went from being called the SCC Foundation to the Office of Philanthropy, and our former Foundation board officially was dissolved. This time of transition presented the staff with some challenges, including re-branding the office and changing all of our marketing materials, but we were successful in completing these tasks and in continuing to raise support for SCC students.

For our specific objectives, we achieved the following:

- ADV01, Implement an Annual SCC Fund campaign: we met our dollar goal of raising at least \$30,000 through this fund. We did not achieve our goal of increasing the number of donors.
- ADV04, Solicit and raise funds for scholarships: We met and surpassed this goal. We increased scholarship funds by 5%.
- ADV05, Launch President's Philanthropic Council with task forces: We partially achieved this goal. We started some task forces, i.e., the Latino task force, but did not yet formally launch the President's Council.
- ADV06, conduct ongoing events and identify new planned gifts: we achieved this goal through having donors participate in the monthly Thompson and Associates meetings. Through this work we identified a 7-figure planned gift and other planned gifts to SCC. We also hosted several events (SCC emeriti, Davis Center groundbreaking, Nursing alumni, etc.) that were successful. We purchased our new copier.
- ADV12, implement a major gift program: As noted, this is a three-year process that will be phased in. We began this process by doing a full training in major gifts and in utilizing Raiser's Edge to track our portfolio of donors and our contacts with them; thus, we met our goal of tracking major gift moves, and will be working on increasing our number of donors by 20% over the next few years.