Why Now

The Portland Community College Foundation’s first ever comprehensive campaign has been ten years in the making.
Capturing Philanthropic Momentum

In 2016, the Foundation raised a record-breaking $4.1 million in private and public support, including its largest cash pledge from a living donor of $450,000 to support Future Connect.

Awarding more than $1.5 million in scholarships to about 1,500 students – quadruple its impact a decade ago.

Booking $2.3 million in bequest declarations of intent. Foundation manages net assets of over $14.2 million.
How Much and For What

A comprehensive campaign with achievable goals.
$25 million
Comprehensive Campaign

$20 million
Philanthropic Funds

$5 million
Public Funds
## Changing the Game for the Community

- **Support Student Access and Success**: $9M

### Strategic Concepts

<table>
<thead>
<tr>
<th>Concept</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double amount of annual scholarships</td>
<td>$2M</td>
</tr>
<tr>
<td>Support current/former foster care students</td>
<td>$1M</td>
</tr>
<tr>
<td>Support Career Tech/Career Certificate students</td>
<td>$2M</td>
</tr>
<tr>
<td>Grow number of mentors, coaches and counselors to support student success</td>
<td>$1M</td>
</tr>
<tr>
<td>Grow support for liberal arts and science students and programs (STEM, Humanities)</td>
<td>$1M</td>
</tr>
<tr>
<td>Additional support to be determined by strategic plan / need</td>
<td>$2M</td>
</tr>
</tbody>
</table>
### STRATEGIC CONCEPTS

<table>
<thead>
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<th>Concept</th>
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<tr>
<td>Create and grow endowment</td>
<td>$5M</td>
</tr>
<tr>
<td>Secure significant non-endowment resources</td>
<td>$500K</td>
</tr>
<tr>
<td>Expand reach through collaborations</td>
<td>$500K</td>
</tr>
<tr>
<td>Seek significant public support</td>
<td>$5M</td>
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**Changing the Game for the Community**

Sustain and Grow Future Connect

$6M plus private support
In-kind and cash gifts to assure success of Oregon Manufacturing & Innovation Center (OMIC) $3M

Raise support for PCC Dental Program $500K

Additional priorities aligned with PCC Strategic Plan
Forms of Giving

- Cash, inkind or securities
- Deferred gifts
- Pledges
Raised as of September 2016

$4,300,000
Raised to date in cash and planned gifts towards $20 million private philanthropic goal

$2,000,000
Raised to date towards $5 million public funds goal
Changing the Game for the PCC Foundation

Creating a high-performing, fully staffed Foundation team positioned to grow philanthropic support

Growing Foundation board leadership into an engaged group of 30 community and business leaders

Revitalizing the Foundation’s planned giving program

Developing a strong individual major donor program

Training and educating PCC staff leadership in effective fundraising and advocacy for the college

Inspiring a new level of engagement of college alumni to give back

Growing faculty and staff giving to reach 50% annually
Campaign Timeline

Quiet Phase
- Planning
- Advanced Gifts

Public Phase
- General Gifts
- Follow Through

Kick-Off

December 15
Campaign Launched

December 15
Campaign Ends


7 years
<table>
<thead>
<tr>
<th></th>
<th>Factors Influencing the Campaign</th>
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<tbody>
<tr>
<td>1</td>
<td>New President</td>
</tr>
<tr>
<td>2</td>
<td>Upcoming bond</td>
</tr>
<tr>
<td>3</td>
<td>New strategic campaign</td>
</tr>
<tr>
<td>4</td>
<td>Free community college initiatives</td>
</tr>
<tr>
<td>5</td>
<td>Declarations of intent for bequests</td>
</tr>
</tbody>
</table>
Why a campaign name matters:

• Signals that fund-raising effort is real, important, different
• Builds excitement and urgency
• Serves as a spear-point

But a campaign name doesn’t need to…

• Shoulder a campaign’s entire creative or mission message
• Be unique to be effective
Typical approaches nationally:

• **Emphasize institution**
  *The Harvard Campaign, The Campaign for Stonybrook, The Campaign for Berkeley*

• **Emphasize key values**
  *University of Chicago–Inquiry & Impact*

• **Emphasize call to action**
  *College of the Holy Cross–Become More*

• **Emphasize connection and legacy**
  *Brown University–Brown Together*
Local universe:
#thinkPCCfirst
Sometimes the best idea is right in front of you.

#thinkPCCfirst

Education puts the world in front of you.

#thinkPCCfirst
How do we leverage these assets? And if possible...

- Reflect mission
- Call folks to action
- Mark this special moment
First in her class.
First job.
First gift.
First to graduate.
First day of class.
First campaign.
https://youtu.be/K71SL7H8ysk
Attend our mixers and events – bring your friends

Identify and recruit campaign donors and campaign committee members

Advocate – tell your story, share your passion for PCC

Give a gift that is meaningful to you
Our students and community need you!