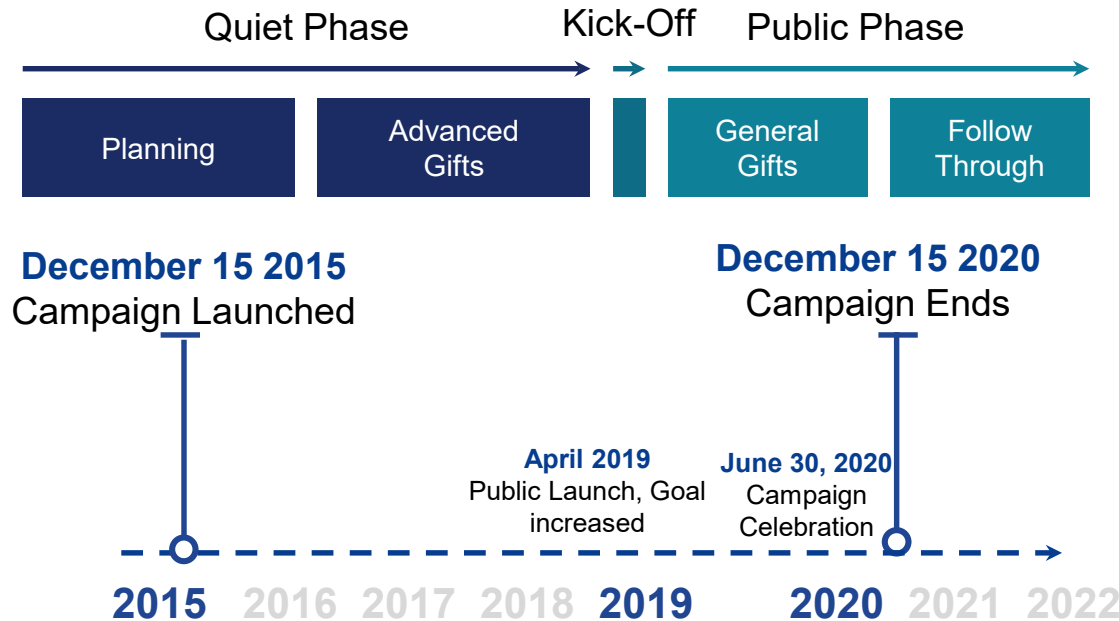
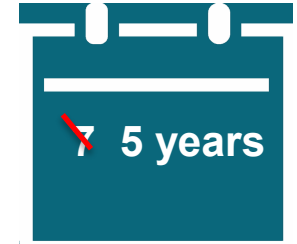




Think
PCC
First

*The Campaign
for Opportunity*

Campaign Timeline



Leadership Support

- District Board
- Foundation Board
- Campaign Committee
- PCC Administration

Capturing Philanthropic Momentum



In December 2015, the Foundation was booking \$450,000 pledge for Future Connect – largest cash gift ever

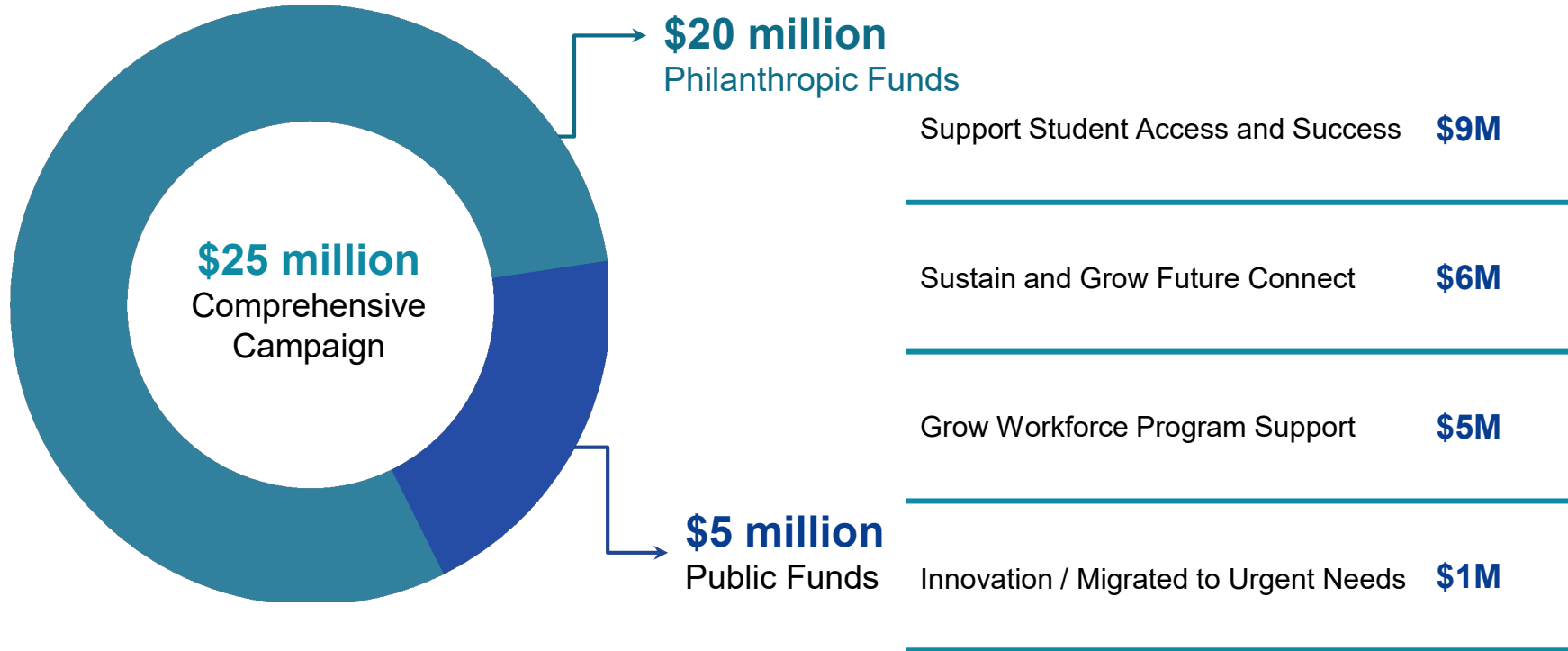


In 2016, **a new PCC leader would be hired**, introducing the leader would give community access opportunities and ability to share why important to “Think PCC First.”



We were changing policy to begin counting bequests, **with momentum of our first \$1 million bequest.**

How Much and For What



Quiet Phase Accomplishments

December 2015 – April 2019

- Developed Campaign Plan
- Recruited All Star Campaign Committee (*thank you Denise & Robert*)
- Introduced fundraising metrics and increased size of major gifts
- Changed policies to allowing counting of planned gifts
- Crested \$25 million campaign goal one month before we went live
- Increased our campaign goal to \$30 million in time for the 2019 gala



The Megaphone Stage

April 2019 – December 15, 2020

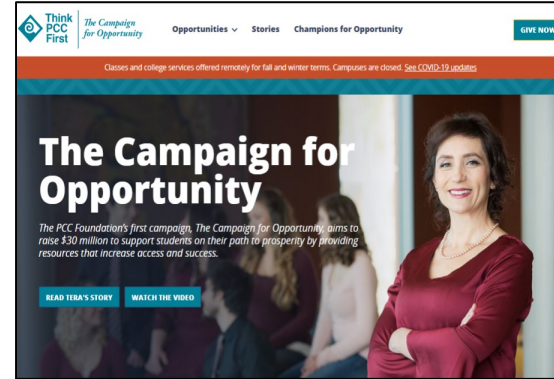
*Show our community PCC is a vital resource
and a premiere philanthropic investment*



Telling Our Story



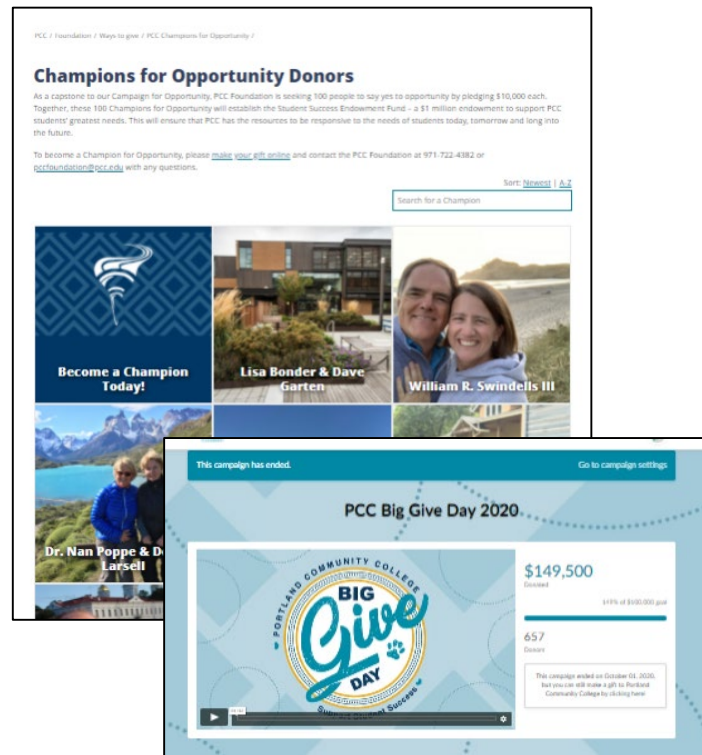
- 2019 Gala
- Social media
- Campaign website
- Volunteer toolkit
- Email newsletter



- Films
- Distributed 80,000 Campaign Reports
- External outreach through 1:1s & mixers

New Fundraising Initiatives

- Champions for Opportunity
 - 100 donors at \$10,000 to create \$1M endowment for urgent need
- Big Give Day
 - 300 donors + \$86,000 raised in 2019
 - 700 donors + \$170,000 raised in 2020

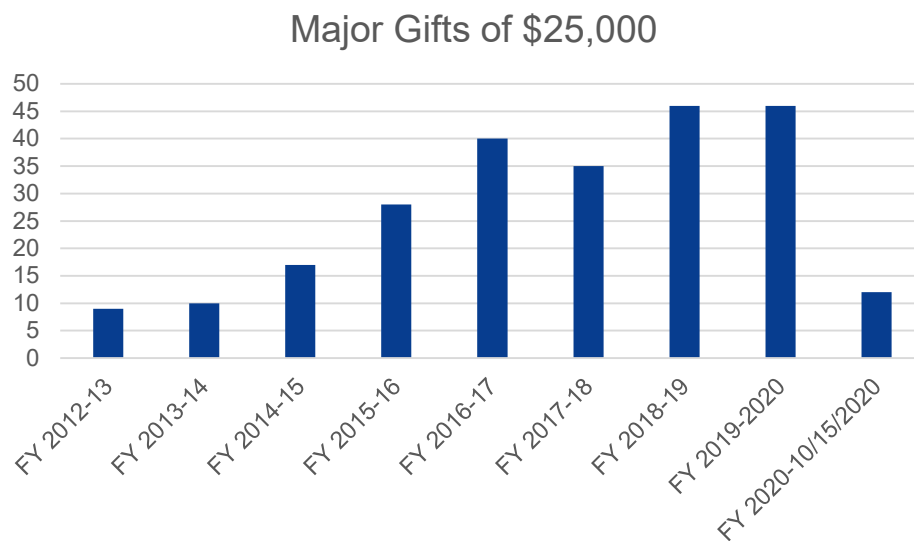


Big Wins for PCCF & Students

- \$12.2M in future gifts – including four \$1M bequests
- 3,000 new donors (6,800 total donors)
- Four \$1M+ cash gifts
 - Higher Education Coordinating Commission
 - Willamette Dental Group
 - Anne Naito-Campbell
 - Writer's Estate

Big Wins for PCCF & Students

- Endowment growth from \$6.7M to \$17M
- Major Gift Growth



\$45M+ for student success!

\$28.3 million

for scholarships
and access

- Nearly doubled the scholarship amount awarded annually (\$1.1M to \$2.1M)

\$10.2 million

for Future Connect

- More than 5,000 students served during campaign

\$5 million

for workforce

- Expanded opportunity to certificates and programs that provide family-wage jobs

\$1.4 million

for urgent need

- 4,500 students directly served by COVID-19 Response Fund

First Campaign was Much MORE Than \$\$\$



Looking Ahead

- Board and staff alignment with the new strategic plan
 - Belonging
 - Delivery
 - Enterprise
 - Workforce
- Fundraising Initiatives: Access and Equity Scholarship
- Tomorrow, Together – April 10
- New Executive Director

From all of us, thank you!





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