



VALENCIA
COLLEGE
FOUNDATION

Report to the Valencia College Board of Trustees December 2, 2021

Giving Overview

So far this fiscal year (April 1, 2021, through October 31, 2021), the Valencia College Foundation raised \$2,422,107 from 392 donors who made nearly 2,400 gifts. Many donors make recurring monthly gifts and many Valencia employees make donations through payroll deductions, which accounts for the difference between the number of donors and the number of gifts.

Notable grants and gifts include the following:

- AdventHealth awarded the College a \$500,000 grant over two years to support the nursing program.
- Helios Education Foundation awarded the College a \$615,000 grant over three years to support the Central Florida Education Ecosystem Database (CFEED) project.
- PepsiCo Foundation awarded the College a \$450,000 grant over two years to provide scholarships and career-readiness opportunities for PepsiCo Foundation Uplift Scholars in A.S. degree and accelerated skills training programs.
- All Within My Hands Foundation awarded the College a \$50,000 grant for scholarship support for Metallica Scholars in the accelerated skills training program for a second year.
- Duke Energy Foundation awarded the College a \$50,000 grant for scholarships and outreach for students in the accelerated electric powerline technician program.
- Orlando Magic Youth Foundation awarded the College a \$50,000 grant to support the Valencia Horizon Scholars program.

Alumni Relations Report

Valencia has almost 200,000 alumni, who remain the College's and the Foundation's most significant opportunity for support. We know Valencia College alumni are proud and willing to share their time, talents, and treasure to support their alma mater. In the coming year, the Foundation Alumni

Engagement efforts will focus on finding new ways for our alumni to stay connected to the College, gathering information about their careers, interests, life stages, and continued involvement with the College.

Alumni relations at Valencia College focuses on three areas:

1. Provide a network of support and resources to the College's alumni who will, in turn, help raise the value and awareness of a Valencia College degree.
2. Engage and educate the College's alumni about the need for private philanthropy and the importance of donating to support their alma mater.
3. Serve as the official College channel for our alumni and the guardian of alumni information and data.

These focus areas are directly influenced by the Foundation's 2019 Alumni Attitudinal Study, which was completed by PEG, Inc. We learned from the survey that our alumni expect the College to continue to provide resources to them as alumni. They expressed a significant interest in connecting with the College and learning how the current Valencia College experience differs from when they attended. The survey also showed that our alumni intend to give to the College if asked.

To meet these needs, in early 2020 the alumni association transitioned from a free, opt-in membership model to an office of alumni relations, which focuses on broad-based engagement. To measure our success in meeting our objectives, we use our alumni participation rate and the Council of Advancement and Support of Education (CASE) alumni engagement score as metrics to measure our success.

Recently, we have implemented the following broad-based alumni programming:

Valencia College Alumni Network—vcalumninetwork.org

Our online engagement platform hosts a variety of resources, such as access to webinars, job boards, mentorship opportunities, career development, an alumni-owned business directory, and affinity groups.

Alumni Panels

We host a variety of question-and-answer alumni panels. Topics have ranged from alumni sharing their student experience, transferring to UCF, career development for first-generation college graduates, enrolling in the BAS-BOL program, post-graduation immigration options, and many more.

Legacy Alumni Program

This program recognizes and honors the more than 1,400 alumni who work at Valencia College. Currently, our legacy alumni comprise about 32% of the employee population. The alumni relations office shares the stories of our legacy alumni to let our students know "they started here."

Spring Alumni Data Verification Project

In early 2021, we launched an alumni data verification project to over 50,000 alumni from the classes 1968 to 2001. This campaign received a positive response from alumni who updated their records and made gifts supporting The Valencia Fund.