

**Valencia Foundation**  
**Report to the Board of Trustees**  
**June 2016**

**Foundation board selects 2016 multidisciplinary chair winner**

Professor Olga Vasquez, who teaches biology on East Campus, earned the \$5,000 Valencia Foundation Multidisciplinary Endowed Chair. The foundation created this competitive award three years ago to expand opportunities for librarians, counselors and professors in any discipline to apply. The top three candidates are peer-reviewed and selected by the college's endowed chair committee. Finalists present their proposals to the foundation board.

The Health Academy is a community outreach and college-student-driven program. It offers interactive, anatomy and physiology hands-on activities delivered by East Campus student mentors. The Health Academy provides elementary students with the information to choose healthier food products with their families while delivering science content and the inspiration to pursue STEM careers.

Professor Vasquez's program will encourage fifth graders to learn about anatomy and physiology, while being inspired by their student college mentors to consider a future in professions immersed in science and allied health. It also teaches young students about healthy living and how to make smarter choices at the grocery store with their parents. The mentors gain life experience, acquire anatomy and physiology knowledge, and earn volunteer hours or service learning credits. Elementary and college students work together to conduct college-level learning activities.

**Board member recruitment continues**

Several board candidates are in the peer-review stage and will be approved to begin their terms during 2016-17. Please contact Geraldine with recommendations for additional individuals who share our passion for learning and expanded career opportunities.

**Foundation board members prepare for upcoming campaign**

As the foundation gears up for The Valencia Promise campaign, which kicks off its quiet phase, board directors are training and planning. The recent feasibility study provided encouraging results which signal a green light to move forward. The foundation is building an internal campaign council, working on storytelling, identifying and nurturing potential new donors, stewarding our investors, and hosting events that introduce Valencia to new friends.

*Attached please find a compilation of responsibilities the board is engaging. Valencia College trustees are welcome to help the foundation board engage the Central Florida community.*

**We welcome your participation**

Thursday, Sept. 15, 11:35 a.m. lunch, 12 to 1:30 p.m. meeting, **Full Board Meeting**, West Campus Special Events Center, Building 8, Room 111

Thursday, Oct. 27, 12 to 1:30 p.m., **Executive Committee Meeting**, Foundation Office, 5th Floor

Thursday, Nov. 17, evening, **Foundation Social**

Thursday, Dec. 1, 11:35 a.m. lunch, 12 to 1:30 p.m. meeting, **Full Board Meeting**

Thursday and Friday, Feb. 2 and 3, **Foundation Board Retreat**

Saturday, May 20, **Taste for Learning** Celebrating Valencia's 50th Anniversary, Rosen Shingle Creek

# The Top Fundraising Responsibilities of Nonprofit Board Leaders

*Adapted with permission from Gail Perry, MBA, CFRE*

## 1. Make a proud, personal annual gift.

Major donors and granting organizations assess board giving to ensure it is 100 percent. As one grantor pointed out, “If the people who know you the best aren’t supporting you 100 percent, why should we?” During a campaign, we ask that Valencia rank among the top three philanthropic priorities for board leaders.

## 2. Understand our organization’s fundraising program and strategies.

- Major gifts: These are gifts of \$50,000 or more.
- Planned gifts: Donors can make gifts today that will be realized tomorrow through their bequests, insurance programs, gift annuities, property and other structured, deferred contributions.
- Annual gifts/direct mail: The foundation relies on modest, consistent donations, most of which support scholarships.
- In-kind contributions: Taste for Learning is based on a model, in which food, beverages, décor, auction items and the venue are gifted in kind by donors.
- Events: Taste for Learning occurs every 18 months.



## 3. Help thank our generous donors.

This is the easiest, and most joyful and rewarding fundraising job of all. It’s one of the most important jobs a board can perform. Why? Because when you spend tons of time warmly thanking your wonderful donors, you bring them even closer to our organization.

And because they feel deeply connected to your cause, your donors will continue to give. The board helps steward donors through in-person gratitude, as well as handwritten cards and telephone thank-a-thons in meetings.

#### **4. Communicate with donors about Valencia's amazing students and results.**

Board members can help tell their Valencia stories and relay what they have learned from students, alumni and faculty about how private donations have made a difference.

Board members use "elevator speeches" (30 to 60 seconds) that introduce donors to Valencia and explain why you are involved. In every meeting, we provide real stories that demonstrate Valencia's remarkable great impact in the community.

#### **5. Help identify prospective donors and open doors through personal introductions.**

A key role can be to introduce board and staff leaders to like-minded individuals who share our passion for learning and this Central Florida community. The foundation will provide opportunities to visit campus for organized events, and we welcome small gatherings to share the story, whether in your home, office or on campus. We can organize tours for individuals, families, organizations and companies. You can help by listening to what specific programs or causes appeal to donors and new friends.

#### **6. Help build relationships with and engage donors.**

Valencia Foundation focuses on creating authentic relationships that lead to transformational gifts, rather than a transaction. Tours, small groups and serving as the host/hostess "ambassadors" make this easy and fun.

#### **7. When appropriate (and if you are comfortable), invite financial support.**

Not every single board member will choose to ask for donations, but if this is a particular talent, we welcome your partnership.

#### **8. Support and encourage fundraising activities and the board fundraising team.**

Please be generally supportive of all fundraising activities and strategies. Encourage your peers and their staff to support, celebrate the board's fundraising team, and celebrate victories.

#### **9. Attend foundation events, and invite your friends and colleagues to learn more.**

Board members are vital participants at important events, such as the scholarship luncheon, the donor recognition gala and Taste, as well as smaller relationship-building and story-telling gatherings. As our official ambassadors, you can be armed with guests lists and background information on who to meet, thank and get to know to help support our foundation mission to serve students.

*Gail Perry inspires nonprofits around the world with cutting-edge fundraising strategies and new tools to make fundraising more successful and more fun. Find smart strategies at [Fired-Up Fundraising.com](http://Fired-Up Fundraising.com).*