



**COLLEGE
of the
DESERT**
FOUNDATION

Foundation Board Meeting

Full Board Session: 3:00 p.m.

Tuesday – November 19, 2013

Meeting Location(See map)

PSA (Public Safety Academy) classroom 19B

BOARD PACKETS ARE REQUIRED AT EVERY MEETING.
Please bring yours.

A photographer will be taking photos of all board members present for the Foundation website.

**If you can arrive ½ hour early (2:30p.m.)
we might be able to get them all done before the
start of the meeting.**

Our Mission:

The mission of the Foundation is to enhance the quality of education by advancing the College of the Desert through building relationships, securing philanthropic support and stewarding assets.

Our Vision:

To positively impact the lives of students who are striving to achieve a purposeful education and to enhance the communities of the Coachella Valley and the region.

Core Values:

- ✓ Accountability
- ✓ Integrity
- ✓ Service Excellence
- ✓ Trust



COLLEGE of the DESERT

Campus Guide

PSA 198



Self Serve One Day Parcel Dispenser

Security

**Board of Directors Meeting
Tuesday, November 19, 2013
PSA 19B
3:00 – 5:00p.m.**

(Board action required)**

- 1) Call to Order
- 2) Public Invitation to speak as per the Brown Act
- 3) ****Approval of October Minutes..... Page: 1**
****Approval of Finance/Investment Committee Minutes..... Page: 4**
- 4) Financials - Review
****Approval of Financials---October 2013 – Russ Russell..... Page: 5**
- 5) Foundation Board Items: Discussion/Action
 - a) Discussion of 30 for 30 Challenge – Board involvement
 - b) Jerold Panas January 22nd board training session – Jim Hummer **Page: 13**
- 6) Fundraising Report - Foundation Directors – Time set aside for Directors to report in their Fundraising efforts and contacts.
 - a) Status—President Circle—Membership status/In Home events
 - b) Campus Tour update—Peter Sturgeon
 - c) Status - Dec. 6 Chili Cook Off 3—Mary Latta
 - d) Status – Stepping Out for COD – Diane Gershowitz
- 7) Foundation Information Items:
 - a) College of the Desert President – Joel Kinnamon
 - b) Foundation Executive Director – Jim Hummer
 - c) Academic Senate President – Doug Redman
 - d) COD Trustee – Bonnie Stefan
 - e) Alumni – Gene Marchu
 - f) Board member resignation letter..... **Page: 14**
- 8) New Business
- 9) Adjournment

Next meeting date to be discussed

Board of Directors Meeting
Wednesday, October 30, 2013 - 3:00 p.m.
CSSC Multi-Purpose Room

MINUTES

Members Present

Joan Busick, Jean Carrus(via conference call), Donna Jean Darby, Diane Gershowitz, Brian Holcombe, Susan Hunt, Dr. Bill Kroonen, Mary Latta, Donna MacMillan, Gene Marchu, Dr. Chuck Monell, Mark Nickerson, Doug Redman, Russ Russell, Jane Saltonstall, Kate Spates, Larry Spicer, Bonnie Stefan, Marcia Stein.

Members Absent

Carol Ammon, Bob Archer, Zerry Becker, John J. Benoit, James Carona, Norma Castaneda, Peggy Cravens, Dr. Joel Kinnamon, Mary Latta, John Marman, Penny Mason, JoAnn McGrath, Mark Nickerson, Elizabeth Sealey, Dominique Shwe, Sally Simonds, Larry Spicer.

Staff/Guests

Jim Hummer, Kippy Laflame, George Holliday, Wayne Carlsen, Casey Strachan, Bob Saltonstall, Kay Hazen, Judy Allen, Jan Hawkins, Peter Sturgeon, Aurora Wilson.

Call to Order

Donna Jean Darby called the meeting to order at 3:07 with a quorum of members present.

Brown Act Invitation for Public Comment

No cards to speak were submitted from the public.

Donna Jean Darby introduced the Foundation's two new full-time Fundraising Directors: Peter Sturgeon and Jan Hawkins.

Approval of Minutes as distributed

It was M/S/C Russ Russell/Diane Gershowitz (Larry Spicer abstained) to approve the September 25, 2013 Meeting Minutes.

It was M/S/C Bill Kroonen/Bonnie Stefan to approve the September 23, 2013 Audit Meeting Minutes.

It was M/S/C Russ Russell/ Brian Holcombe to approve the September 24, 2013 Finance Meeting Minutes.

2012-2013 Audit presentation – Wayne Carlsen

Mr. Carlsen reviewed the Audit that he and his company performed.

It was M/S/C Susan Hunt/Russ Russell to approve the Audit and Management letter as distributed

Jim Hummer informed the Board that the Board of Trustee would have the FDN Audit on it's November Agenda for approval.

Treasurer Report – Financials Review – Russ Russell

Russ gave the overview of the August financials.

It was M/S/C Joan Busick/Diane Gershowitz to approve the August 2013 financials as distributed.

Foundation Board Items

Presentation of the 2013-2014 Marketing Plan - Kay Hazen

The 30/30 campaign was presented (see attached Power Point) and discussed. After the presentation many board members commented that the campaign was "brilliant" and a great tool to help us focus with. Pam Hunter mentioned that President Kinnamon thought the campaign was "bold, and realizes the significant part he must play to make it a success."

It was M/S/C Marcia Stein/Diane Gershowitz to adopt the Marketing plan as outlined

Revisions to Operating Budget – Jim Hummer

A \$58K increase was discussed (see attached Proposed Budget Revision).

M/S/C Russ Russell/Mark Nickerson to approve the revisions as distributed.

Ad Hoc Committee for revisions to By-Laws and Policy Manual – Donna Jean Darby

In view of the Auditors Management Letter request that the Policy Manual be reviewed and approved by the Board, Donna Jean asked for 3 volunteers to form an Ad-Hoc committee to review the manual.

Chuck Monell, Bill Kroonen and Donna Jean Darby volunteered and the copies of the manuals were distributed to them.

Ad Hoc Stewardship Committee – Donna Jean Darby

The importance of thanking our donors over and above the Foundation thank-you/tax letter was discussed.

Marcia Stein and Donna Jean Darby volunteered to form this committee. They will receive a weekly Stewardship report which includes the Donor name, address, telephone and email addresses.

Fundraising Report

Academic Angels Report – Mary Latta

May gave the Board an update on the Women of Distinction Luncheon as well as the Chili Cook-Off3 events. She urged everyone to participate.

Foundation Information Items

Due to the lack of time all reports were very brief

College of the Desert President report – Dr. Kinnamon

No report as Dr. Kinnamon was unable to attend.

Stepping Out for COD report – Jim Hummer

We are half-way to goal.

Academic Senate President – Douglas Redman

COD Trustee - Bonnie Stefan and Aurora Wilson

Lisa Howell, VP, Administrative Services, started her position October 20th. Trustee Stefan is impressed with the Marketing Campaign and thinks there should be a formal presentation for the BOT.

Alumni Report – Gene Marchu

The new covered Street Fair is a great hit with vendors and shoppers. The Alumni will be buying a table at Chili Cook-Off 3 in support of the Foundation.

President's Circle – Marcia Stein

The committee is still looking for hosts for in-home events.

Jan Hawkins gave a brief overview of her background to the Board.

Our next board meeting is scheduled for the 19th as the 27th is too close to Thanksgiving.

Adjournment

Donna Jean Darby requested a motion to adjourn the meeting at 4:40 p.m.

M/S/C Marcia Stein/Mary Latta to adjourn the meeting.

Minutes taken by Kippy Laflame Executive Assistant



The Finance Committee will be meeting on
November 14, 2013

As soon as the minutes are ready they will be
emailed to you for your review.

COLLEGE OF THE DESERT FOUNDATION

FINANCIAL SUMMARY

October 31, 2013

Key Financial Information

	<u>October 2013</u>	<u>October 2012</u>
Total Net Assets:	\$ 24,791,938	\$ 23,200,666
Total Revenue Received July 1, 2013-October 31, 2013:		<u>\$ 962,539</u>
Permanently Restricted:		\$ 41,455
Temporarily Restricted:		\$ 639,088
Unrestricted:		\$ 281,996
Total Revenue received in October 2013:	\$ 45,998	
Total Funds transferred to College for Use:		
July 1, 2013 – October 31, 2013:		<u>\$ 209,121</u>
Scholarships:		\$ 195,522
Programs:		\$ 13,599
Total Funds in endowments: October 2013:	<u>\$ 18,215,818</u>	
Total Funds in Unrestricted Funds:		\$ 1,064,256
Carry over from July 2013---balance as of October 2013:		\$ 464,256
Ackerman Fund (Unrestricted) Balance: October 2013:		\$ 88,899

Revenue and Expenditure Comparison

	Total Revenues to Foundation	Operating Expense Actual	Wages & Salaries	% Operating to Total Revenue
Fiscal Year 2009-2010	1,145,189	984,251	627,590	85.95%
Fiscal Year 2010-2011	2,479,240	811,422	600,238	32.73%
Fiscal Year 2011-2012	3,344,880	805,598	544,915	24.08%
Fiscal Year 2012-2013	4,309,573	1,384,662	411,159	32.13%
Fiscal Year 2013-2014	962,539	202,665	59,695	21.06%

	Contributions to College	Scholarships	Programs
Fiscal Year 2009-2010	1,689,721	656,010	1,033,711
Fiscal Year 2010-2011	1,345,889	547,082	798,807
Fiscal Year 2011-2012	1,934,770	581,156	1,353,614
Fiscal Year 2012-2013	1,334,432	524,775	809,657
Fiscal Year 2013-2014 through 10/31/2013	209,121	195,522	13,599

	10/31/2013	10/31/2012	Change from Prior Fiscal Year
Total Net Assets	24,791,938	23,200,666	1,591,272
Total Endowments	18,215,818	16,554,600	1,661,218

	Fiscal YTD thru 10/31/2013	Same Period Last Fiscal year	Change from Prior Fiscal Year
Operating Revenue:	193,515	177,490	16,025
Operating Expenses	202,695	302,381	(99,686)
Scholarships to College	195,522	199,635	(4,113)
Programs to College	13,599	63,613	(50,014)
Total Funds to College	209,121	263,248	(54,127)

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF FINANCIAL POSITION
OCTOBER 31, 2013
WITH COMPARATIVE TOTALS FOR OCTOBER 31, 2012

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2013	2012
ASSETS					
Cash and cash equivalents	\$ 475,603	\$ 1,205,347	\$ -	\$ 1,680,950	\$ 1,518,852
Investments	600,000	3,680,525	16,955,131	21,235,656	20,018,393
Pledges receivable	5,000	25,000	918,791	948,791	1,640,590
Accrued interest receivable	12,464	30,312	5,164	47,940	60,003
Property and equipment, net	3,513	6,000	-	9,513	2,639
FCCC - Scholarship Endowment	-	32,166	336,549	368,715	351,010
Due from other funds	-	-	-	-	3,331
Split interest agreements	-	531,649	-	531,649	506,383
TOTAL ASSETS	\$ 1,096,580	\$ 5,510,999	\$18,215,635	\$24,823,214	\$24,101,201
LIABILITIES					
Accounts payable	\$ 32,324	\$ (865)	\$ (183)	\$ 31,276	\$ 897,204
Due to other funds	-	-	-	-	3,331
TOTAL LIABILITIES	32,324	(865)	(183)	31,276	900,535
NET ASSETS	1,064,256	5,511,864	18,215,818	24,791,938	23,200,666
Unrestricted:					
Undesignated	464,256	-	-	464,256	555,157
Board designated	600,000	-	-	600,000	600,000
Temporarily restricted	-	5,511,864	-	5,511,864	5,490,909
Permanently restricted	-	-	18,215,818	18,215,818	16,554,600
NET ASSETS	1,064,256	5,511,864	18,215,818	24,791,938	23,200,666
TOTAL LIABILITIES AND NET ASSET	\$ 1,096,580	\$ 5,510,999	\$18,215,635	\$24,823,214	\$24,101,201

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR CURRENT MONTH ENDED OCTOBER 31, 2013
WITH COMPARATIVE TOTALS FOR OCTOBER 31, 2012

CURRENT MONTH

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2013	2012
REVENUE AND SUPPORT					
Interest	\$ -	\$ -	\$ -	\$ -	\$ 49,256
Donations	70	355	-	425	2,289
Auxiliary donations	750	-	-	750	165
Capital Campaign	-	-	50	50	-
Grants	-	-	-	-	67,014
Other Income	-	-	-	-	-
President's Circle	12,750	-	-	12,750	5,172
Membership	-	-	-	-	-
Scholarship donations	-	20,675	-	20,675	(340)
Special events (net)	11,348	-	-	11,348	26,515
TOTAL REVENUE AND SUPPORT	24,918	21,030	50	45,998	150,071
EXPENDITURES					
Contributions to college	4,685	4,374	-	9,059	29,550
Operating expenses	64,573	-	-	64,573	70,787
Scholarships	-	40,079	-	40,079	34,444
TOTAL EXPENDITURES	69,258	44,453	-	113,711	134,781
EXCESS OF REVENUE AND SUPPORT OVER EXPENDITURES BEFORE OTHER INCOME AND EXPENSES					
	(44,340)	(23,423)	50	(67,713)	15,290
OTHER INCOME AND EXPENSES					
Investment gain/(loss), net of investment expenses	-	-	-	-	-
INCREASE (DECREASE) IN NET ASSETS	\$ (44,340)	\$ (23,423)	\$ 50	\$ (67,713)	\$ 15,290

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR THREE MONTHS ENDED OCTOBER 31, 2013
WITH COMPARATIVE TOTALS FOR OCTOBER 31, 2012

YEAR TO DATE

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2013	2012
REVENUE AND SUPPORT					
Interest	\$ 29,626	\$ 108,767	\$ 2,772	\$ 141,165	\$ 195,529
Donations	5,703	16,652	-	22,355	7,027
Auxiliary donations	15,000	4,805	-	19,805	9,815
COD Alumni donations	-	-	-	-	50,600
Grants	-	18,000	-	18,000	92,014
Capital Campaign	-	-	1,144	1,144	-
Management Services	82,832	-	-	82,832	75,827
Membership	7,500	-	-	7,500	-
Other Income	-	(49)	-	(49)	100
President's Circle	24,986	-	-	24,986	15,921
Scholarship donations	-	94,323	28,419	122,742	159,994
Special events (net)	27,838	-	-	27,838	(8,646)
TOTAL REVENUE AND SUPPORT	193,485	242,498	32,335	468,318	598,181
EXPENDITURES					
Contributions to college	5,352	8,247	-	13,599	63,613
Interfund transfers	382	13,687	(14,070)	-	-
Operating expenses	202,665	113,027	2,911	318,603	378,525
Refund Alumni funds (requested)	-	-	-	-	73,001
Scholarships	-	195,522	-	195,522	199,635
TOTAL EXPENDITURES	208,399	330,483	(11,159)	527,724	714,774
EXCESS OF REVENUE AND SUPPORT OVER EXPENDITURES BEFORE OTHER INCOME AND EXPENSES	(14,914)	(87,985)	43,494	(59,406)	(116,593)
OTHER INCOME AND EXPENSES					
Investment gain/(loss), net of investment expenses	88,511	396,590	9,120	494,221	479,176
INCREASE (DECREASE) IN NET ASSETS	\$ 73,597	\$ 308,605	\$ 52,614	\$ 434,815	\$ 362,583

COLLEGE OF THE DESERT FOUNDATION
SUMMARY REPORT
FOR CURRENT MONTH ENDED 10/31/2013
WITH COMPARATIVE TOTALS FOR YTD 10/31/2012

	One Month Actual	YTD Actual	Total Annual Budget	Variance %	Budget Remaining	10/31/2012
Revenue						
President's Circle	12,750	32,486	160,000	20.3%	127,514	15,921
Annual Fund/Direct Mail	-	-	30,000	0.0%	30,000	-
Auxiliary/Membership	750	15,000	20,000	75.0%	5,000	9,815
Auxiliary Special Events (net)	6,282	27,772	287,000	9.7%	259,228	32,715
Grants - Direct Revenue	-	-	174,000	0.0%	174,000	-
Individual Gifts	70	5,733	210,000	2.7%	204,267	2,439
McCallum Events (net)						
Barry Manilow	-	-	-		-	(41,078)
Stepping Out for COD	10,886	10,886	-		(10,886)	(1,360)
Other	(5,820)	(10,820)	-		10,820	(1,591)
Other	-	-	30,000		30,000	-
Interest	-	29,626	125,000	23.7%	95,374	82,135
Management Services	-	82,832	300,000	27.6%	217,168	78,494
Total Revenue	24,918	193,515	1,336,000	14.5%	1,142,485	177,490
Expenditures						
President's Circle	1,055	3,055	5,000	61.1%	1,945	127
Auditor	11,500	14,000	20,000	70.0%	6,000	19,750
Bank Charges	862	1,456	5,000	29.1%	3,544	2,185
Board/Staff Training	-	1,189	5,000	23.8%	3,811	623
Community Outreach	1,313	4,093	180,000	2.3%	175,907	18,983
Repairs & Maintenance	1,203	1,267	2,000	63.4%	733	233
Donor Development	1,000	1,103	30,000	3.7%	28,897	56,060
Equipment Lease	336	1,008	8,000	12.6%	6,992	1,370
Insurance D & O	590	590	5,000	11.8%	4,410	-
Membership Dues	69	69	2,000	3.5%	1,931	450
Office Supplies & Equipment	(1,792)	5,310	10,000	53.1%	4,690	5,047
Other	-	-	6,000	0.0%	6,000	-
Postage	1,029	1,029	3,000	34.3%	1,971	100
President's Fund		2,913	20,000	14.6%	17,087	-
Printing/Design/Graphics	3,283	3,948	10,000	39.5%	6,052	791
Service Contracts	133	4,336	4,500	96.4%	164	3,555
Staff Mileage Reimburse		-	3,000	0.0%	3,000	-
Subscriptions & Publications	-	50	2,000	2.5%	1,950	-
Telephone	79	363	1,500	24.2%	1,137	387
Wages & Benefits	-	59,695	665,000	9.0%	605,305	153,795
Independent Contractors	42,119	95,427	345,000	27.7%	249,573	38,716
Website	1,794	1,794	4,000	44.9%	2,206	209
Total Expenditures before Contributions	64,573	202,695	1,336,000	15.2%	1,133,305	302,381
Contributions to College	4,685	5,352				
Realized/Unrealized Gains	-	(88,511)				
Interfund transfer	-	382				
Total Expenditures	69,258	119,918				
Excess or (Deficit)	(44,340)	73,597				
General Fund Carryover		390,659				
Total excess at 10/31/13		464,256				
Ackerman Fund		88,899				

College of the Desert Foundation
Schedule Events
As of 10/31/2013

	Revenues	Expenditures	Total
Balances:			
Fall Luncheon			
Special Event Income	12,900.00	0.00	12,900.00
Special Event Expenses	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Fall Luncheon	12,900.00	0.00	12,900.00
Chili Cook off			
Special Event Income	29,750.00	0.00	29,750.00
Special Event Expenses	<u>0.00</u>	<u>(14,877.68)</u>	<u>(14,877.68)</u>
Total Chili Cook off	29,750.00	(14,877.68)	14,872.32
Stepping Out for COD			
Special Event Income	45,500.00	0.00	45,500.00
Special Event Expenses	0.00	(34,033.92)	(34,033.92)
Marketing	<u>0.00</u>	<u>(580.00)</u>	<u>(580.00)</u>
Total Stepping Out for COD	45,500.00	(34,613.92)	10,886.08
Misc. Events	0.00	(10,820.00)	(10,820.00)
Total Balances:	<u>75,250.00</u>	<u>(60,311.60)</u>	<u>27,838.40</u>

JEROLD PANAS

Jerold Panas is Executive Partner of Jerold Panas, Linzy & Partners—one of the nation's most highly regarded firms in the field of campaign services and financial resource development. The firm has served over 3000 client-institutions since its founding in 1968.

The roster of institutions include a wide variety of clients in the arts and cultural field, educational institutions, hospitals and medical centers, community, and social service organizations.

In addition to its national recognition, the firm has provided campaign services for the University of Oxford (UK), Forman Christian College (Pakistan), the American Hospital in Paris, France; the American College of Greece in Athens; Nuestros Pequeños Hermanos in Cuernavaca, Mexico—the largest orphanage in the world; the American British Hospital in Mexico City; and over a hundred organizations in Canada, Australia and New Zealand.



Jerold Panas has been professionally involved in fundraising and financial resource development for over forty years. He is idea-rich and high energy.

He combines his understanding and experience in the field with a special talent for strategic planning, major gifts, and volunteer development. He has been related directly, in a planning or supervisory capacity, to most of the major programs of the firm.

A frequent platform speaker, Jerry is also a regular contributor to professional journals. In the field of philanthropy and trustee governance, he is regarded as an author of particular note:

Managing Schools In Hard Times
Mega Gifts
Born To Raise
National Fundraising Almanac
Boardroom Verities
EXCEL!

It's a Wonderful Life
Making the Case
Finders Keepers
Mega Gifts (Revised)
ASKING
The First 120 Days

Fundraising Habits of Supremely Successful Boards
Wil, Wisdom & Moxie
Power Questions (with Andrew Sobel)
Supremely Successful Selling

His books are considered the most significant in the field. **ASKING** is the largest selling in the history of fundraising, and three are considered classics. Because of the prominence of the firm and the impact of his writing, there are few who have had a greater influence in the history of the profession.

In 2013, he received the coveted Lifetime Achievement Award for his contribution to philanthropy and fundraising. In 2011, the Cultural Office of Mexico cited him for his contribution to the nation's philanthropy.

Dr. Panas was Executive Vice President of Westminster College in Princeton, New Jersey. Before that, he was Executive for Administration and Finances for the National Council of YMCAs, responsible for the work and development of 400 Associations on the East Coast.

He is co-founder and chairman of the board of the Institute for Charitable Giving, one of the most significant providers of training in philanthropy. He is a Life Trustee of the American College of Greece and a member of the Board of the Council of Independent Colleges.



Mr. Michael O'Neill
Chair, Board of Trustees



Ms. Becky Broughton
Vice Chair

Mrs. Mary Jane
Sanchez-Fulton
Member

Dr. Bonnie Stefan
Clerk

Mrs. Aurora Wilson
Member

Mr. Andrew Campbell
Student Trustee

Dr. Joel L. Kinnaman
President

Donna Jean Darby
COD Foundation President
43-500 Monterey Avenue
Palm Desert, CA 92260

November 5, 2013

Dear Donna:

Regretfully, I must resign from the Foundation Board of Directors.

With recent changes in my life, I simply do not have the time to be an active participant; I also have a conflict on Wednesday afternoon and will miss several Board meetings.

Please feel that you can call on me at any time for special projects; I will always remain a supporter and, of course, a member of the President's Circle.

I have a deep admiration for the direction you are taking the Board and I'm sorry I cannot join you in the journey.

Thank you,

A handwritten signature in purple ink that reads "Zerryl Becker".

Zerryl Becker, Interim Dean
Student Access & School Relations

ZB/mvt

cc: Jim Hummer
Kippy Laflame