



COLLEGE
of the
DESERT
FOUNDATION

Foundation Board of Directors Meeting September 29, 2021 – 3PM

Please join the teleconference here:

<https://cccconfer.zoom.us/j/98222065956?pwd=UDdCYXhqblZlcXo2TWthaldpUm4rUT09>

Password: 888478

**OR Dial: +1 669 900 6833 (US Toll) –
Meeting ID: 982 2206 5956**

Teleconference Etiquette Reminders:

- To reduce the background noise, please **keep your microphone muted** during the meeting, unless you need to speak. Please keep your cell phone on silent mode and **find a quiet space to meet..**
- Please introduce yourself before speaking
- **Have a simple background** behind you or use a Virtual Background environment.
- **Adjust your camera** if it is too low or too high. Your camera should be at **eye level**
- Please **turn off your camera** while consuming food or beverage

Comments from the public:

In accordance with Assembly Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed. Questions will be accepted by email to codfoundation@collegeofthedesert.edu and read into the record during public comment. Persons who wish to speak to the Board on any item not already on the agenda may do so at this time. There is a time limit of three (3) minutes per person and fifteen (15) minutes per topic, unless further time is granted by the Board. This time limit will be doubled for members of the public utilizing a translator to ensure the non-English speaker receives the same opportunity to directly address the Board, unless simultaneous translation equipment is used. Requests should be directed to the Foundation as soon in advance of the Board meeting as possible.



COLLEGE
of the DESERT
FOUNDATION

Agenda



College of the Desert Foundation
Regular Meeting of the Board of Directors
Agenda for Wednesday, September 29, 2021
3PM

Zoom Video:

<https://cccconfer.zoom.us/j/98222065956?pwd=UDdCYXhqb1lzcXo2TWthaldpUm4rUT09>

Passcode: 888478

OR Dial: +1 669 900 6833 (US Toll)

Meeting ID: 982 2206 5956

COLLEGE OF THE DESERT FOUNDATION MISSION: College of the Desert Foundation acts as advocates for the College and to secure financial support enhancing educational opportunities for all students.

COLLEGE OF THE DESERT MISSION: College of the Desert provides excellent educational programs in basic skills, career and technical education, certificate, transfer preparation, associate degrees, noncredit and distance education, which are continuously evaluated and improved. Our programs and services contribute to the success, learning and achievement of our diverse students and the vitality of the Desert Community College District, surrounding areas and beyond.

Persons with disabilities may make a written request for a disability-related modification or accommodation, including for auxiliary aids or services, in order to participate in the Board meeting. Requests should be directed to the Office of the College of the Desert Foundation ("Foundation") as soon in advance of the Board meeting as possible. The Foundation minutes of the meeting are the official record of the actions of the Board. The Foundation meetings are governed by the Ralph M. Brown Act (California Code 54950 through 54962). The Foundation operates in accordance with the Non-Profit Benefit Corporations Law.

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Board Members (25)

Christine Anderson (Chair), Norma Castaneda, Bill Chunowitz, Peggy Cravens, Carol Bell Dean, Marge Dodge, Carol Fragen, Barbara Fromm, Jim Greene, Paul Hinkes, Peggy Jacobs, Jim Johnson, Rob Kincaid, Dale Landon, Donna MacMillan, Thomas Minder, Joanne Mintz, Barbara Foster Monachino, Rob Moon, Marlene O'Sullivan, Diane Rubin, Jane Saltonstall, Leslie Usow, Jim Williams and Jake Wuest

Non-Voting Board Members (5)

Catherine Abbott, Kim Dozier, Martha Garcia, John Ramont and Bonnie Stefan

Quorum: 25%

Subject to Brown Act: Yes

1. Call to Order/Roll Call

1.1 Call to Order

1.2 Resignation from Board Member John Monahan Update

2. Agenda

2.1 Regular Foundation Board of Directors Meeting of September 29,

2021 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.2 Confirmation of Agenda: Approval of agenda of the Regular Foundation Board Of Directors Meeting of September 29, 2021 with any additions, corrections or deletions

3. Minutes

3.1 Approval of May 26, 2021 Foundation Board Annual Meeting Minutes

4. Comments from the Public

4.1 Comments from the Public: In accordance with Assembly Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed. Questions will be accepted by email to codfoundation@collegeofthedesert.edu and read into the record during public comment. Persons who wish to speak to the Board on any item not already on the agenda may do so at this time. There is a time limit of three (3) minutes per person and fifteen (15) minutes per

topic, unless further time is granted by the Board. This time limit will be doubled for members of the public utilizing a translator to ensure the non-English speaker receives the same opportunity to directly address the Board, unless simultaneous translation equipment is used. Requests should be directed to the Foundation as soon in advance of the Board meeting as possible.

5 Mission Moment

6 Reports

- 6.1 Foundation Board President – Dr. Christine Anderson
- 6.2 College Superintendent/President– Dr. Martha Garcia
- 6.3 College Board of Trustees – Dr. Bonnie Stefan
- 6.4 Executive Director – Catherine Abbott
 - 6.4.1 Development Update (Matt Durkan)
 - 6.4.1.1 Legacy Leaders Update (Liz Chambers)

7 Consent Agenda

Consent Agenda: Blanket Motion: All Consent items will be voted on in one motion. Any Board Member may request that any item(s) be moved to the Action Agenda.

- 7.1 Approve the May 21, 2021 Board Orientation Meeting minutes
- 7.2 Approve the Committee Lists for 2021-2022 as presented
- 7.3 Approve the Financial Statements for period ended May 31, 2021, June 30, 2021 and July 31, 2021
- 7.4 Approve the Proposed 2021-2022 Budget Adjustments

8 Action Agenda (Items pulled from the Consent Agenda for Separate discussion and Consideration)

9 Discussions & Action Items

- 9.1 Approve the Marketing Contract for Competitive Advantage As Recommended by the Finance & Investment Committee (Tom Minder & Theresa Maggio from Competitive Advantage)
- 9.2 Approve the Quasi-Endowment Policy As Recommended by the Finance & Investment Committee (Tom Minder)
- 9.3 Approval for the Use of the Bruce Fessier and Workforce Development Internships Scholarship Fund to Fund the Desert Sun Internships (Catherine Abbott)
- 9.4 Audit update (Diane Rubin)

- 9.5 Stepping Out for College of the Desert Update (Barbara Foster Monachino and Jane Saltonstall)
- 9.6 Update on the Executive Committee Organizational Chart Restructuring (Christine Anderson)
- 9.7 **Reminder:** Board of Directors Planning Session – Oct 27, 2021 from 9AM to 5PM – Desert Willow Golf Resort – Followed by a Cocktail Reception – Masks and Social Distancing will be required

10 Other Discussions & Future Agenda Items

11 Adjournment

Next meeting: Board Planning Session - Wednesday, October 27, 2021 –
9AM to 5PM



COLLEGE
of the DESERT
FOUNDATION

Minutes for Approval



Annual Meeting of the Foundation Board

Minutes for Wednesday, May 26, 2021

3:00PM

Zoom Video:

<https://cccconfer.zoom.us/j/93183969764?pwd=Vk9OdHp2NG95VCtteDFZQ3c0cXBaZz09>

Meeting Participants

Voting Board Members Present (23 members)

Bill Chunowitz (Chair), Christine Anderson, Norma Castaneda, Peggy Cravens, Carol Bell Dean, Marge Dodge, Jim Greene, Paul Hinkes, Peggy Jacobs, Jim Johnson, Rob Kincaid, Dale Landon, Thomas Minder, Joanne Mintz, Barbara Foster Monachino, John Monahan, Rob Moon, Marlene O'Sullivan, Diane Rubin, Jane Saltonstall, Leslie Usow, Jim Williams and Jake Wuest

Non-Voting Board Members Present

Catherine Abbott, Jeff Baker, Kim Dozier and John Ramont

Board Members Not Present

Carol Fragen, Barbara Fromm and Donna MacMillan and Bonnie Stefan

Guest(s) & Staff

Matthew Durkan, Kirstien Renna and Pam Hunter

Recorder

Eve-Marie Dehondt

Meeting Minutes

1. Call to Order/Roll Call

1.0 Call to Order

Rob Kincaid left the meeting at 3:34PM. Kim Dozier left the meeting at 3:59PM. Leslie Usow left the meeting at 4:12PM

1.1 Welcome to new Board members: Carol Fragen, Peggy Jacobs, Dale Landon, Rob Moon, Leslie Usow and Jake Wuest

1.2 Brief Presentation of all Board Members:

1.2.1 Please state your name, how long you have been on the Board, indicate what committee you are chairing

The meeting was called to order at 3:02PM. The Board members and new Board Members briefly introduced themselves to each other.

2. Approval of Agenda

2.1 Approval of Agenda: Foundation Annual Board of Directors Meeting of May 26, 2021: Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.2 Confirmation of Agenda: Approval of Agenda for the Annual Board of Directors Meeting of May 26, 2021 with any addition, correction or deletions.

2.2 Conclusion

The agenda was approved as proposed. Motion carried.

2.2 Follow-up Items	2.2 Task of	2.2 Due by
None	None	None

3. Approval of Minutes

3.1 Approval of April 28, 2021 Foundation Regular Board of Directors Meeting Minutes

There were no changes required to the minutes.

3.1 Conclusion

Joanne Mintz moved to approve the minutes as presented, Barbara Foster Monachino seconded. Motion Carried.

New Board Members present abstained from the approval, as they were not present at the April 28 meeting.

3.1 Follow-up Items**3.1 Task of****3.1 Due by**

None	None	None
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4. Comments from the Public

4.1 Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until May 25, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public.

5. Reports**5.1 Foundation Board President Report – Bill Chunowitz**

Bill Chunowitz reported that business cards are now available for Board members. Interested members should notify Eve-Marie Dehondt to arrange for ordering and delivering.

5.1 Follow-up Items**5.1 Task of****5.1 Due by**

None	None	None
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5.2 College Interim Superintendent/President – Jeff Baker

President Baker welcomed the new Board members and then reported that the College is planning its Commencement ceremony, and this year will be celebrating the largest number of Associate Degrees (over 1600) conferred in the College's history. He noted that this is exceptional, given that the enrollments took a big hit due to Covid and the malware attack last year. He thanked the Board for their contribution to this success, which was made thanks to their support towards the Student Emergency Fund.

The College will be hosting its second virtual ceremony, which will be available for viewing starting on May 28. Special packages sponsored by the Foundation including diploma holders, bumper sticker, tassels and College sash were mailed to the graduates students, who were encouraged to share photos on social media and on the College's website.

Among this year's graduates will be the third class of EDGE/pLEDGE participants. President Baker thanked the Foundation Board and the Richard Brooke Foundation, for their generous financial support of \$575,000 towards this program.

President Baker informed the Board that with guidance from the College and the Safety Committee, Planning Council, Executive Cabinet and the Board of Trustees for COVID 19, the prevention plan provides the framework for safe and sustainable return of employees, students and others to the campuses. A task force of Faculty, Leadership and Staff members has been created to evaluate and analyze what program and services may return to campus in according with the plan. This will be presented to the Board of Trustees, who will make the final decisions.

President Baker thanked the Board for their effort made with the Stepping up for College of the Desert campaign to reach the \$2.3M goal that will support students financially challenged. He acknowledged and thanked Bill Chunowitz for his dedication and hard work during his Presidency over the past two years.

5.2 Follow-up Items

5.2 Task of

5.2 Due by

None	None	None
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5.3 College Board of Trustees – Dr. Bonnie Stefan

No report was provided, as Dr. Bonnie Stefan was not present.

5.3 Follow-up Items

5.3 Task of

5.3 Due by

None	None	None
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5.4 Executive Director – Catherine Abbott

5.4.1 Campaign Update

5.4.1.1 Student Emergency Fund Update

Catherine Abbott reported that the Foundation awarded \$315,000 Student Emergency Funds to over 401 students who have benefited from it. The current fund balance is at \$101,000.

5.4.1.2 Workforce and Student development

Catherine Abbott reported that the Foundation reached 91.9% of its goals for the Workforce and Student Development pillar, with \$735,271 raised, out of the \$800,000 goal.

5.4.1.3 Fund for Student Success Fund

Catherine Abbott reported that the Foundation reached 67.7% of its goals for the Fund for Student success pillar, with \$474,084 raised, out of the \$700,000 goal.

5.4.1.4 EDGE/pLEDGE

Catherine Abbott reported that the goal for EDGE/pLEDGE pillar is at 56.5% with \$254,312 raised, out of the \$450,000 goal.

5.4.1.5 Fund for the Future

Catherine Abbott reported that the goal for Fund for the Future pillar is to raise \$250,000 and that \$100,753 were raised thus far.

The Foundation reached 71.5% of its overall goal for the campaign. Catherine Abbott indicated that the fiscal year ends on June 30, 2021 and that several requests have been made to donors, which may come to fruition and allow the goal to be met by then.

5.4.2 Legacy Leaders Update

Catherine Abbott presented the Legacy Leaders Planned Giving Annual Report for 2020-21.

Peggy Cravens pointed how important it is for Board members to work on finding people interested in becoming legacy leaders for the College, and recommended that they invite interested people to the College's events.

5.4 Follow-up Items	5.4 Task of	5.4 Due by
None	None	None

6. Consent Agenda Items

Consent Agenda: Blanket Motion: All Consent items were voted on in one motion. Any Board Member may request that any item(s) be moved to the Action Agenda.

6.1 Approve the Proposed List of Board Directors for 2021-2022

1. Christine Anderson, Ed.D.
2. Catherine Abbott
3. Jeff Baker
4. Norma Castaneda
5. Bill S. Chunowitz
6. Peggy Cravens
7. Carol Bell Dean
8. Marge Dodge
9. Kim Dozier, Ph.D.
10. Carol Fragen
11. Barbara Fromm
12. James Greene
13. Paul Hinkes, M.D.
14. Peggy Jacobs
15. James Johnson
16. C. Robert Kincaid
17. Dale Landon
18. Donna MacMillan
19. Thomas Minder
20. Joanne Mintz
21. Barbara Foster Monachino
22. John P. Monahan
23. Rob Moon
24. Marlene O'Sullivan
25. John Ramont
26. Diane Rubin
27. Jane Saltonstall, Ed.D.
28. Bonnie Stefan, Ed.D.
29. Leslie Usow
30. James E. Williams
31. Jake Wuest

6.2 Approve the Proposed Slate of Officers for 2021-2022

- **President:** Christine Anderson, Ed.D.
- **Past President:** Bill Chunowitz
- **Vice President:** Diane Rubin
- **Secretary :** Marge Dodge
- **Treasurer:** Tom Minder

Approval of April 28, 2021 Foundation Nominating Committee meeting Minutes

6. Conclusion

Jane Saltonstall moved to approve the consent agenda, Diane Rubin seconded. Motion carried.

6.1 Follow-up Items	6.1 Task of	6.1 Due by
None	None	None

7. Action Agenda (Items pulled from the Consent Agenda for Separate discussion and consideration)

No agenda items were pulled from the Consent Agenda.

7. Follow-up Items	7. Task of	7. Due By
None	None	None

8. Discussions & Action Items

8.1 Approve the Financial Statements for period ended March 31, 2021 and April 30, 2021

Tom Minder moved to approve the Financial Statements for period ended March 31, 2021 and April 30, 2021 as presented in the Board Packet, Jim Williams seconded. Motion carried.

8.1 Follow-up Items	8.1 Task of	8.1 Due by
None	None	None

8.2 Approve the 2021-2022 Budget

Tom Minder reported that at the last Finance and Investment Committee meeting, there appeared to be \$450,000 shortfall in the present budget. The Committee discussed how this would affect the new budget.

Catherine Abbott provided guidance on the budget, indicating that it is being renewed yearly, and that if the goals were not met by the end of the fiscal year, this would not affect the budget for the next year. She confirmed that there is a shortfall to the current budget, due to the difficulties in fundraising this year, however, it was noted that on the other end, the expenses for the year were lower than expected due to the pandemic situation, which would help to balance the budget out.

As well, the fiscal year is not yet concluded and this shortfall could be very well reduced with new donations received by June 30, 2021. Finally, she indicated that the Development Team has only been in place in the middle of the fiscal year, which affected the amount of funds that were raised.

Kirstien Renna and Catherine Abbott confirmed that the projections for the next year will be monitored by the Finance and Investment Committee, and they will be able to adjust the budget as necessary during the next fiscal year.

The Board discussed how the budget for Scholarships, Business Engagement and Internships are determined. Kirstien Renna indicated that the amounts available in each fund determine how much funds can be spent, and if the Board wanted a program to get a higher budget, internships for instance, then money would need to be specifically raised for that program.

The Board agreed to add a discussion on fundraising projections for the Business Engagement and Internships programs to the next Finance and Investment Committee meeting's agenda and this will be an item on the Board Planning Session agenda.

The Board discussed the endowments' interests produced. Tom Minder suggested keeping the endowments as high as possible to ensure the future. Diane Rubin indicated that there are existing rules on how these interests can be used, and that nonprofit Boards are required to act in a prudent way concerning their endowments, which recommend keeping them stable and steady for all time.

The Board discussed the Stepping Out for COD budget line and agreed that this may need an adjustment, depending on the talent chosen for the March 2022 event.

Tom Minder moved to approve the 2021-2022 proposed budget, with the qualification that the Board can make adjustments internally to appropriate budget lines, Diane Rubin seconded. Motion carried.

Jim Johnson voted against the approval. Jim Williams abstained from the vote.

8.2 Follow-up Items	8.2 Task of	8.2 Due by
Finance Committee will add an agenda item to discuss the internship budget at their next Finance & Investment Committee meeting.	Tom Minder	

8.3 Approve the Budget Adjustment Request for Cell Phone Reimbursement for 2020-21

As the Foundation's employee members have been required to use their personal cell phones for work purposes since the beginning of the fiscal year, Catherine Abbott recommended reimbursement of their cell phone bills for a total \$75/month/employee for the months of July 1, 2020 to June 30, 2021. This past benefit will be reevaluated until the employees return to the office.

Christine Anderson moved to approve the Budget Adjustment Request for Cell Phone Reimbursement for 2020-21, Norma Castaneda seconded. Motion carried.

8.3 Follow-up Items	8.3 Task of	8.3 Due by
None	None	None

8.4 President's Circle Ad-Hoc Committee proposed Structure

8.4.1 President's Circle Committee for Events

8.4.2 President's Circle Committee for Membership

Catherine Abbott thanked the President's Circle Committee members for their hard working revitalizing the President's Circle over the past year, which led to increase the President's Circle Membership by 200%.

Catherine Abbott proposed creating a second President's Circle Committee, which will be focused on Memberships, when the existing President's Circle Committee will focus on Events.

8.4 Follow-up Items	8.4 Task of	8.4 Due by
None	None	None

9. Other Discussions & Future Agenda Items

Pam Hunter thanked the Foundation Board, as this was her last meeting before she retires at the end of June. She thanked the Committee for their times, passion and dedication on the Board. Bill Chunowitz thanked Pam Hunter for her dedicated time and work.

Bill Chunowitz addressed the Board to end his three-year term of Presidency and thanked the Board. He congratulated Christine Anderson as the new elected President of the Foundation. Board Member shared remarks with Bill Chunowitz.

9. Follow-up Items	9. Task of	9. Due by
None	None	None

10. Adjournment

The Foundation President adjourned the meeting at 4:42PM.

Next Meeting: Wednesday, September 29, 2021 – 3PM – Location to be confirmed.



COLLEGE
of the DESERT
FOUNDATION

Committee Chairs Reports



Committee Chairs Reports September 29, 2021

Audit Committee Report – Diane Rubin

No report available as the Committee did not meet.

Academic Angels Committee Report - Marge Dodge

"Calling All Angels," the quarterly e-newsletter, was sent September 1 to all current, lapsed and lifetime Academic Angels, prospective members, Foundation board members and President's Circle members. The objective of the newsletter is to keep members informed and engaged. Positive responses and renewed memberships resulted.

A press release on partnering with Leadership Coachella Valley for the "Learning to Lead" program was sent and shared by the Chancellors Office of California Community College on social media.

"Learning to Lead" program participants were selected September 8 to begin the ten-month program on Friday, September 17. Four students were selected out of the 37 applications received. Here is a summary of the selected students:

- **Dakota De La Torre** is a COD student athlete on the women's basketball team and was captain of the varsity women's swim team in high school garnering several awards. By participating in the Learning to Lead program she "hopes to gain a better understanding of the areas needing change in the Coachella Valley and learn the skills to change them." She is a life-long resident of the Valley feels sports are a metaphor for life.

- **Vanessa Mejia** attends COD pursuing a career as a physical therapist. She personally deals with onset osteoarthritis and started physical therapy at age 15 to ease her pain and hopes to share this relief with others. Her goal in participating in Learning to Lead is "to improve myself academically and mentally by gaining a meaningful experience for working with the community." She volunteers at FIND Food Bank distributing food.

- **Sergio R. Munoz** was a troubled youth and spent seven years of his life in a correctional facility. He has turned his life around through education and his goal is to become an at-risk youth counselor and mentor. Sergio says, "I expect to use my leadership experience by being adaptable. I have come to learn that a leader is not simply someone in charge or in control, a true leader is not influenced by their ego and has a willingness to take a supportive role when necessary to achieve the goals of the group or institution." He is a member of Alas con Futuro, a student club at COD that facilitates information for undocumented students.

- **Matthew Rubio** has long-term aspirations of earning a law degree. While born in the US, his family comes from Columbia and are focused on helping the community by establishing "Rural Women Association" where local businesses are supported economically and improve life quality with mental health issues, transportation, food accessibility, communications, political advocacy, and many more matters. Matthew participated in Youth & Government, a program with the goal to build values based on leadership and civic engagement to strengthen democracy and received many awards for his involvement with Model United Nations that provides educational space for students to discuss and debate current events.

The Welcome Back Member Tea will be held on Thursday, November 18, 2021, from 3-5 in the home of Barbara Fromm and sponsored by Nancy Harris with the Coeta Barker Foundation. It will be catered by Lulu's, evites will be sent October 1. Jan Harnik, a graduate of Leadership Coachella Valley, will speak briefly of her experience in the program and Shawn Abramowitz will introduce the four students participating in the program. Dr. Garcia and Catherine Abbott will be introduced.

Fund-raising Holiday Lunch is on the back burner and Spring Lunch is under consideration. Next meeting will be Tuesday, October 12, 2021, at 2 PM.

Development Committee Report - Joanne Mintz

The report is not yet available and will be added as soon as possible.

Diversity Committee Report – Norma Castaneda

No report available as the Committee did not meet.

Finance & Investment Committee Report - Tom Minder

The Finance & Investment Committee met on September 22, 2021. Ronda Edwards from Merrill Lynch gave us an update on the portion of our portfolio that they manage. Although there is volatility in the market, 2021 was a good market through July 2021, and our returns on investment were good. Merrill

Lynch has now been given the authority to invest, long term, the \$8,000,000.00 of the MacKenzie Scott gift to the Foundation. (Covington had the other \$8,000,000.00 to invest long term).

The Financials for May 2021 and for the fiscal year ending June 30, 2021 were reviewed and approved. Other than "program expenses"*, we were within our budget given the constraints of Covid. The financials for July 2021 were reviewed and given it is so early in the fiscal cycle, it is difficult to determine how the budget will do in the coming year given the uncertainties of the College being open and how that will affect the Foundation's finances.

A review of the last five years of Stepping Out expenses were reviewed. It was determined there was a need to increase the budget for Stepping Out. Other budgeted Foundation expenses were reduced so there was a net zero change to the bottom line.

A five-year analysis of the previous Marketing Firms for the Foundation was reviewed. Discussion was had regarding the proposal of Eldertree Marketing and Competitive Advantage Marketing. The last budget of CV Strategies was reviewed for comparison. (A decision had already been made to not consider any new proposal from CV Strategies based on the Board's 2020-2021 experience in working with them.) Cathy Abbott discussed her interviews of Eldertree and Competitive Advantage and her analysis that Competitive Advantage was the superior company with which to do business. There was also a discussion that the principal of Competitive Advantage is a member of the College of the Desert Foundation Board and the Committee was comfortable in allowing the contract to be given to CA as long as it is disclosed. The Finance & Investment Committee is recommending Competitive Advantage as the marketing firm for College of the Desert Foundation for this fiscal year and this will be brought to the September Board meeting for approval.

An Ad-Hoc committee of the Finance & Investment Committee was formed to determine whether "Program Expenses"* should be included in our budget since the Foundation has no control of the amount of Program Expenses that occur during any fiscal year.

It was determined to send out a RFP for a new banker for the Foundation as Kirstien Renna has found many errors in our current banks managing of our account.

Legacy Leaders Report – Carol Bell Dean & Peggy Cravens

No report available as the Committee did not meet.

Nominating Committee Report – Barbara Fromm

No report available as the Committee did not meet.

President's Circle Membership Committee Report – Marlene O'Sullivan

No report available as the Committee did not meet.

President's Circle Events Committee Report – Carol Bell Dean

The President's Circle Events Committee meeting for September was cancelled as there was nothing to discuss. We are working on an event for Veteran's Day, November 11 at the Dean's residence in Palm Desert (Ironwood). We hope to have a number of guests who can speak to the school's program for Vets as well as Matt, Cathy and myself greeting guests. And, hopefully the new President, Dr. Martha Garcia, will join us. It will be a catered event serving wine and canapés.

On November 19, J. McLaughlin women's and men's store on El Paseo will host a shopping afternoon from noon to 6:00 pm. College of the Desert will be the recipient of a 15% donation on all purchases. Music, wine and food will be served. Casual modeling and music throughout the afternoon.

A cocktail party at the Cork Tree is planned for January. We are coordinating the date with the owners and community calendar for January, 2022. 50 people from President's Circle is the maximum number.

Road Runner Cabaret at CV Rep is scheduled for February 10, 2022. We would like the cooperation of the College to have students from the music department participate.

A Progressive Dinner is in the works for April 12, 2022. This will feature pizza from the ovens of Barbara and Michael Monachino. Marlene O'Sullivan and Rob Moon will participate in the program.

Stepping Up for College of the Desert Committee Report - Barbara Foster Monachino and Jane Saltonstall

The Stepping Out for College of the Desert Committee had its first official meeting on September 9th. Over the summer, small ad hoc committees were at work and lined up our talent for the 2022 Program. After exploring and contacting many entertainers and agencies, the Committee selected Ann Hampton Callaway who will perform the Linda Ronstadt Songbook. Ann has performed this program in both cabaret and concert settings including the Millenium Stage at the Kennedy Center in Washington for the December 2019 Honors Week Tribute to Linda Ronstadt. Ann is well known and loved in the

desert community. She has offered us a very reasonable rate that is well within our budget. Those that have seen this program say it is terrific! Ann has also agreed to consider a "meet and greet" with our patrons and to conduct a master class with our students. We have the contract in place. Also, Catherine Abbot and some of the Committee members, met with the McCallum Theater, and Cathy is finishing up the Memorandum of Understanding. The McCallum has worked with Ann in the past and is happy that she will be the guest entertainer.

At our formal meeting of the full Committee on September 9th, we stressed our goal of raising \$500,000. In addition, we want to put Stepping Out back on the radar, after a two year absence, and importantly, position College of the Desert for its 40th Anniversary in 2023. To put us all on the same page, we then reviewed previous budgets, Publicity materials, as well as pre/post events. We divided the group into small ad hoc committees. The committees will be Entertainment, Sponsorships and PR, Finance and Pre/Post Events. A list of the committees, members and committee mandates was sent to the group.

Matthew Durkan presented drafts of collateral materials created thus far. They included the "save the date" and the sponsorship packet, which includes various benefits. Each ad hoc committee will meet before our next meeting on October 5th, and prepare recommendations for the entire committee to consider. Our next major deadline is to finalize the various collateral material so it can be printed and sent out.

After this material is in final form, we will move on to our real work, that of strategizing and planning how to meet our goal of \$500,000. This will entail dividing our donor lists, contacting our donors and asking for their financial support AND gathering names of new, potential donors. For this work we will also turn to the larger Board of Directors for support and names.



COLLEGE
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FOUNDATION

May 21 2021
Board Orientation
Meeting Minutes
For Approval



College of the Desert Foundation Board Orientation Session

Minutes for Friday, May 21, 2021

3:00PM

**The Springs Country Club
The Terrace Room
1 Duke Drive, Rancho Mirage, CA 92270**

Meeting Participants

Voting Board Members Present (11 members)

Bill Chunowitz (Chair), Christine Anderson, Marge Dodge, Carol Fragen, Barbara Fromm, Peggy Jacobs, Dale Landon, Rob Moon, Jane Saltonstall, Leslie Usow and Jake Wuest

Non-Voting Board Members Present

Catherine Abbott

Guest(s) & Staff

Gailya Brown, Matthew Durkan and Kirstien Renna

Recorder

Eve-Marie Dehondt

Meeting Minutes

1. Call to Order/Roll Call

1.1 Call to Order

The meeting was called to order at 3:10PM.

2. Approval of Agenda

2.1 Approval of Agenda: Foundation Orientation Session of the Foundation Board of May 21, 2021: Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the

local agency subsequent to the agenda being posted as specified in subdivision (a).

2.2 Confirmation of Agenda: Approval of agenda for the Orientation Session of the Foundation Board of May 21, 2021 with any additions, corrections or deletions.

2.2 Conclusion

The agenda was approved as proposed. Motion carried.

2.2 Follow-up Items	2.2 Task of	2.2 Due by
None	None	None

3. Comments from the Public

3.1 Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until May 20, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public.

3.1 Follow-up Items	3.1 Task of	3.1 Due by
None	None	None

4. Orientation Session Items

4.1 Foundation Board President Report – Bill Chunowitz

Bill Chunowitz welcomed the new Board Members and introduced Christine Anderson, the President Elect.

4.2 Introductions – Jane Saltonstall

Jane Saltonstall asked the new Board Members, current Board Members and staff to introduce themselves.

4.3 Institutional Overview – Marge Dodge

Marge Dodge provided an institutional Overview.

4.3 Overview of The Stepping Up for College of the Desert Campaign and Foundation Priorities – Catherine Abbott

Catherine Abbott provided an overview of the Stepping Up for College of the Desert campaign and of the Foundation Priorities.

4.4 Financial Overview – Kirstien Renna

Kirstien Renna provided a Financial Overview.

4.5 Wrap-Up and Group Discussion

4. Follow-up Items

4. Task of

4. Due by

None	None	None
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5. Other Discussions & Future Agenda Items

Jane Saltonstall indicated that some Board members agreed to become buddies to the new board members, and will introduce them to the Foundation.

Possible discussion items for next meetings:

- Brown Act Training
- Information on the different committees and what they involve

5. Follow-up Items

5. Task of

5. Due by

None	None	None
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6. Adjournment

The Foundation President adjourned the meeting at 5:03PM.

Next Meeting: Annual Meeting: Wednesday, May 26, 2021 – 3:00PM – Zoom



COLLEGE
of the **DESERT**
FOUNDATION

List of Committees for 2021-22 For Approval

2021-2022 STANDING COMMITTEES OF THE BOARD

Academic Angels (Admin Support – Eve)

Marge Dodge – *Chair*
Norma Castaneda
Peggy Jacobs
Cynthia Cottrell – *Non-voting*
Nancy Harris – *Non-voting*
Linda Weakley – *Non-voting*

Audit Committee (Admin Support – Juli)

Diane Rubin – *Chair*

Barbara Foster Monachino
Jim Greene
Jim Johnson
John Ramont – *Ex-Officio*
Jane Saltonstall

Development Committee (Admin Support – Juli)

Joanne Mintz – *Chair*

Peggy Cravens
Carol Bell Dean
Carol Fragen
Jim Greene
Jim Johnson
Jane Saltonstall
Marlene O'Sullivan
Leslie Usow
Jim Williams

Diversity Committee (Admin Support – Eve)

Norma Castaneda – *Chair*

Peggy Cravens
Barbara Fromm
Rob Kincaid
Jane Saltonstall
Jim Williams

Finance & Investment Committee (Admin Support – Juli)

Tom Minder – *Chair*

Barbara Fromm
Paul Hinkes
Dale Landon
Jim Williams
John Ramont – *Ex-Officio*
Jake Wuest

Legacy Committee (Admin support – Juli)

Peggy Cravens – *Co-Chair*
Carol Bell Dean – *Co-Chair*

Liz Chambers – Non-Voting
Catherine Abbott – *Non-Voting*

Executive Committee (Admin Support – Eve)

Christine Anderson – *President*
Bill S. Chunowitz – *Past President*
Diane Rubin – *Vice President & Audit Com Chair*
Marge Dodge – *Secretary & Aca. Angels Com Chair*
Tom Minder – *Treasurer & Fin. & Invest. Com Chair*
Joanne Mintz – *Dev. Committee Chair*
Jane Saltonstall – *President's appointment*
Barbara Foster Monachino – *President's Appointment*
Barbara Fromm – *President's Appointment*

Catherine Abbott – *Executive Director*
Martha Garcia – *COD Superintendent/President*
John Ramont – *Vice President Admin. Services*
Bonnie Stefan – *Board of Trustees Rep.*

Nominating Committee (Admin Support – Eve)

Barbara Fromm – *Chair*

Bill Chunowitz
Carol Fragen
Rob Moon
Diane Rubin
Jane Saltonstall

President's Circle Events Committee (Admin Support – Juli)

Carol Bell Dean – *Chair*

Barbara Foster Monachino
Tom Minder
Rob Moon
Marlene O'Sullivan
Leslie Usow

President's Circle– Membership Committee (Admin Support – Juli)

Marlene O'Sullivan – *Chair*

Bill Chunowitz
Rob Moon
Leslie Usow

Stepping Out for COD Committee (Admin Support – Juli)

Barbara Foster Monachino – *Co-Chair*
Jane Saltonstall – *Co-Chair*
Marge Dodge
Carol Fragen
Peggy Jacobs
Tom Minder
Marlene O'Sullivan
Joanne Mintz
Rob Moon
Diane Rubin
Leslie Usow



COLLEGE
of the DESERT
FOUNDATION

Financial Statements for May to July 2021 For Approval



COLLEGE
of the DESERT
FOUNDATION

FINANCIAL SUMMARY

May 31, 2021

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF FINANCIAL POSITION , MAY 31, 2021
WITH COMPARATIVE TOTALS FOR MAY 31, 2020

		Operating & Restricted Asset Funds		Endowed Asset Funds		Totals (Memorandum Only) 2020-21 2019-2020	
		Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund			
ASSETS							
1	Cash and cash equivalents	\$ 190,308	\$ 89,709	\$ 1,715,130	\$ 1,995,147	\$ 1,657,609	
2	Investments	2,834,688	13,616,117	17,508,716	33,959,522	30,664,536	
3	Investments - Board Reserve	500,000	-	-	500,000	500,000	
4	Pledges receivable	30,320	65,000	-	95,320	25,808	
5	Allowance for Doubtful Accounts	-	-	-	-	-	
6	Accounts Receivable	100	-	-	100	1,000	
7	Student Emergency Funds held at College	5,000	-	-	5,000	5,000	
8	Accrued interest receivable	74,098	30,086	5,164	109,348	114,040	
9	Accrued assets	2,500	-	-	2,500	2,500	
10	Property and equipment, net	40	-	-	40	1,784	
11	FCCC - Scholarship Endowment	-	44,875	336,549	381,424	397,330	
12	Split interest agreements	-	168,021	-	168,021	186,690	
13	TOTAL ASSETS	\$ 3,637,054	\$ 14,013,808	\$ 19,565,560	\$ 37,216,421	\$ 33,556,297	
LIABILITIES							
14	Accounts payable	41,357	5,601	-	46,958	61,510	
15	Accounts Payable - By JV	-	-	-	-	-	
16	Accounts Payable - Related Party	81,855	20,782	-	102,637	190,430	
17	Deferred Contributions	(3,892)	-	-	(3,892)	(3,350)	
18	Accrued Payroll Liability	17,442	-	-	17,442	21,358	
19	PPP Loan Payable	-	-	-	-	-	
20	Accrued Interest Payable - PPP Loan	-	-	-	-	-	
21	TOTAL LIABILITIES	\$ 136,762	\$ 26,383	\$ -	\$ 163,145	\$ 269,947	
NET ASSETS, beginning							
Unrestricted:							
22	Undesignated	2,350,492	-	-	2,350,492	2,354,594	
23	Board designated	500,000	-	-	500,000	500,000	
24	Temporarily restricted	-	10,857,833	-	10,857,833	10,982,403	
25	Permanently restricted	-	-	19,414,806	19,414,806	19,414,806	
26	TOTAL NET ASSETS, beginning	\$ 2,850,492	\$ 10,857,833	\$ 19,414,806	\$ 33,123,131	\$ 33,251,803	
27	Net Activity	649,800	3,129,592	150,754	3,930,145	34,547	
28	NET ASSETS	\$ 3,500,292	\$ 13,987,425	\$ 19,565,560	\$ 37,053,276	\$ 33,286,350	
29	TOTAL LIABILITIES AND NET ASSETS	\$ 3,637,054	\$ 14,013,808	\$ 19,565,560	\$ 37,216,421	\$ 33,556,297	

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 05/31/2021 & YTD

		CURRENT MONTH ENDING 05/31/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	5/31/2020	ALL FUNDS	Budget	Variance	5/31/2020	2020-2021
		(1/12 OF Annual Budget)				(11/12 OF Annual Budget)				
OPERATIONAL & PROGRAM SUPPORT										
OPERATING REVENUE										
1	In-Kind Revenue	-	5,667	(5,667)	-	-	62,333	(62,333)	-	68,000
2	Interest	61,753	58,333	3,420	77,107	668,246	641,667	26,579	738,857	700,000
3	Management Fees	37,381	31,833	5,548	32,849	389,643	350,167	39,476	363,006	382,000
4	Sustainability Fees (Gift Fees)	-	-	-	2,960	(200)	-	(200)	32,456	-
5	TOTAL OPERATING REVENUE	99,134	95,833	3,301	112,916	1,057,689	1,054,167	3,522	1,134,319	1,150,000
MANAGEMENT & GENERAL EXPENSES										
6	Audit Services	-	750	750	-	5,460	8,250	2,790	4,579	9,000
7	Bad Debt	-	-	-	-	-	-	-	-	-
8	Bank & Credit Card Fees	474	500	26	(26)	3,592	5,500	1,908	2,653	6,000
9	Board/Staff Training	326	625	299	-	3,789	6,875	3,087	2,801	7,500
10	Depreciation	-	-	-	-	-	-	-	-	-
11	Equipment Lease / Maintenance	-	667	667	1,935	5,805	7,333	1,528	7,711	8,000
12	Furniture / Equipment	-	125	125	-	1,500	1,375	(125)	-	1,500
13	Insurance	-	46	46	-	555	509	(46)	555	555
14	Interest Expense - PPP Loan	(729)	-	729	-	-	-	-	-	-
15	Legal Services	90	1,250	1,160	90	90	13,750	13,660	16,089	15,000
16	Management Fees	37,381	31,833	(5,548)	32,849	389,643	350,167	(39,476)	363,006	382,000
17	Membership Dues	-	280	280	-	2,179	3,080	901	2,626	3,360
18	Office Supplies	357	1,225	868	176	3,532	13,475	9,943	6,226	14,700
19	Postage	-	100	100	-	618	1,100	482	496	1,200
20	Printing/Design/Graphics	-	400	400	-	978	4,400	3,422	3,270	4,800
21	Realized Gain/Loss - For Split Interest Agreements	-	833	833	-	40	9,167	9,127	56	10,000
22	Rent/Utilities - In Kind	-	5,667	5,667	-	-	62,333	62,333	-	68,000
23	Repairs/Maintenance	-	83	83	-	-	917	917	-	1,000
24	Service Contracts	3,176	1,000	(2,176)	65	7,170	11,000	3,830	9,595	12,000
25	Staff Mileage Reimbursement	-	50	50	-	63	550	488	110	600
26	Staff Support	117	136	19	-	272	1,492	1,220	647	1,628
27	Subscriptions/Publications	138	163	25	92	2,039	1,797	(243)	2,082	1,960
28	Sustainability Fees (Gift Fees)	-	-	-	2,960	(200)	-	200	32,456	-
29	Telephone	-	528	528	158	477	5,807	5,330	1,779	6,335
30	Travel	-	208	208	-	-	2,292	2,292	544	2,500
31	General	41,330	46,470	5,140	38,300	427,603	511,168	83,565	457,279	557,638
32	Donor Database Manager	-	-	-	-	-	-	-	-	-
33	Prospect Research/Screening Services	-	83	83	-	320	917	597	-	1,000
34	Scholarship/Stewardship Coordinator	660	333	(327)	1,035	8,795	3,667	(5,128)	3,313	4,000
35	Independent Contractors (Non-Fundraising)	660	417	(243)	1,035	9,115	4,583	(4,531)	3,313	5,000
36	Annual Report	-	521	521	-	-	5,729	5,729	-	6,250
37	Marketing	-	521	521	-	-	5,729	5,729	-	6,250
38	Donor Recognition	245	938	693	-	2,498	10,313	7,815	3,224	11,250
39	Recognition	245	938	693	-	2,498	10,313	7,815	3,224	11,250
40	Foundation Staff	35,698	36,184	486	25,674	379,194	398,029	18,835	247,038	434,214
41	Salaries & Related Expenses	35,698	36,184	486	25,674	379,194	398,029	18,835	247,038	434,214
42	TOTAL MANAGEMENT & GENERAL EXPENSES	77,932	84,529	6,597	65,009	818,409	929,822	111,413	710,854	1,014,351
PROGRAM EXPENSES										
43	College Program Support	29,675	41,667	11,992	-	109,505	458,333	348,828	378,857	500,000
44	Presidents Innovation Fund	-	-	-	-	-	-	-	-	-
45	Presidents Discretionary Fund	-	-	-	148	-	-	-	12,698	30,000
46	Student Awards	300	100	(200)	-	775	1,100	325	400	1,200
47	Student Scholarships	10,301	50,000	39,699	151,013	1,204,498	550,000	(654,498)	1,071,443	600,000
48	College & Student Support	40,276	94,267	53,991	151,161	1,314,778	1,036,933	(277,845)	1,463,398	1,131,200
49	Alumni Database Development	-	38	38	-	389	413	24	-	450

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 05/31/2021 & YTD

		CURRENT MONTH ENDING 05/31/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	5/31/2020	ALL FUNDS	Budget	Variance	5/31/2020	2020-2021
		(1/12 OF Annual Budget)				(11/12 OF Annual Budget)				
50	Alumni Engagement	-	1,313	1,313	-	(389)	14,438	14,826	778	15,750
51	Community Relations	-	188	188	-	585	2,063	1,478	2,671	2,250
52	Donor Cultivation	171	563	391	-	189	6,188	5,998	(185)	6,750
53	Donor Recognition	33	125	92	-	333	1,375	1,042	430	1,500
54	Development & Recognition	204	2,225	2,021	-	1,107	24,475	23,368	3,694	26,700
55	Audit Services	-	250	250	-	1,820	2,750	930	1,526	3,000
56	Board/Staff Training	196	375	179	-	2,273	4,125	1,852	1,681	4,500
57	Legal Services	30	417	387	30	30	4,583	4,553	5,363	5,000
58	Membership Dues	-	6	6	-	45	64	19	55	70
59	Postage	-	196	196	-	1,211	2,154	943	971	2,350
60	Printing/Design/Graphics	-	783	783	-	1,916	8,617	6,701	6,405	9,400
61	Staff Mileage Reimbursement	-	30	30	-	38	330	293	66	360
62	Travel	-	125	125	-	-	1,375	1,375	326	1,500
63	General	226	2,182	1,956	30	7,333	23,998	16,665	16,392	26,180
64	Donor Database Manager	-	-	-	-	-	-	-	-	-
65	Prospect Research/Screening Services	-	229	229	-	880	2,521	1,641	-	2,750
66	Scholarship/Stewardship Coordinator	1,815	917	(898)	2,846	24,186	10,083	(14,102)	9,110	11,000
67	Independent Contractors (Non-Fundraising)	1,815	1,146	(669)	2,846	25,066	12,604	(12,462)	9,110	13,750
68	Annual Report	-	1,042	1,042	-	-	11,458	11,458	-	12,500
69	Marketing - College	7,200	9,000	1,800	14,389	94,920	99,000	4,080	160,142	108,000
70	Marketing - Foundation	4,800	5,667	867	7,255	86,871	62,333	(24,538)	50,038	68,000
71	Marketing - General	-	3,333	3,333	3,225	13,997	36,667	22,670	10,053	40,000
72	Marketing - State of the College	-	3,667	3,667	-	-	40,333	40,333	1,329	44,000
73	Marketing - Video	-	-	-	-	-	-	-	-	-
74	Marketing - Website/Social Media	-	2,333	2,333	-	9,781	25,667	15,886	-	28,000
75	Refunds/Reimbursement of Marketing Expenses	-	(9,000)	(9,000)	(36,000)	(96,000)	(99,000)	(3,000)	(179,632)	(108,000)
76	Website Fees	-	80	80	-	281	880	599	817	960
77	Marketing	12,000	16,122	4,122	(11,131)	109,850	177,338	67,488	42,747	193,460
78	Foundation Staff	28,396	28,783	387	20,423	301,631	316,614	14,983	196,508	345,397
79	Salaries & Related Expenses	28,396	28,783	387	20,423	301,631	316,614	14,983	196,508	345,397
80	TOTAL PROGRAM EXPENSES	82,917	144,724	61,807	163,329	1,759,765	1,591,963	(167,802)	1,731,848	1,736,687
81	TOTAL OPERATING EXPENSES	160,849	229,253	68,404	228,338	2,578,174	2,521,785	(56,389)	2,442,701	2,751,038
82	OPERATING SURPLUS (DEFICIT)	(61,715)	(133,420)	71,705	(115,422)	(1,520,485)	(1,467,619)	52,867	(1,308,382)	
	FUNDRAISING									
	FUNDRAISING REVENUE									
83	Academic Angels < \$1,000	-	-	-	870	11,425	-	11,425	4,640	-
84	Community Friends Donations	868	-	868	4,900	7,672	-	7,672	10,999	-
85	Faculty/Staff/Retiree Donation	1,337	-	1,337	1,537	15,074	-	15,074	16,055	-
86	Scholarship Donations	700	-	700	-	14,936	-	14,936	7,080	-
87	Annual Giving - Gifts \$1,000 and under	2,905	8,333	(5,429)	7,307	49,107	91,667	(42,560)	38,774	100,000
88	State of the College Donations	-	-	-	-	10,000	-	10,000	42,379	-
89	Paycheck Protection Program Contribution	97,545	-	97,545	-	97,545	-	97,545	-	-
90	Community Friends Donations	6,250	-	6,250	-	7,230	-	7,230	30,912	-
91	Academic Angels Giving	-	-	-	-	250	-	250	-	-
92	Presidents Circle Giving	-	-	-	-	6,000	-	-	1,000	-
93	Scholarship Donations	2,150	-	2,150	-	31,092	-	31,092	51,981	-
94	Business Engagement Giving - All donations made by businesses	105,945	8,333	97,612	-	152,117	91,667	60,450	126,272	100,000

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 05/31/2021 & YTD

		CURRENT MONTH ENDING 05/31/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	5/31/2020	ALL FUNDS	Budget	Variance	5/31/2020	2020-2021
		(1/12 OF Annual Budget)				(11/12 OF Annual Budget)				
95	Community Friends	-	-	-	-	45,000	-	45,000	61,475	-
96	Scholarship Donations	-	-	-	20,000	364,993	-	364,993	270,400	-
97	Foundation Grants	-	37,500	(37,500)	20,000	409,993	412,500	(2,507)	331,875	450,000
98	Community Friends Donations	25,000	-	25,000	33,000	101,340	-	101,340	69,988	-
99	Faculty/Staff/Retiree Donation	863	-	863	-	1,748	-	-	6,339	-
100	Presidents Circle Giving	12,693	-	12,693	2,814	135,964	-	-	58,795	-
101	Scholarship Donations	23,578	-	23,578	-	160,258	-	160,258	87,000	-
102	Leadership Giving - Gifts \$1,000 - \$24,999	62,134	29,167	32,967	35,814	399,309	320,833	78,476	222,123	350,000
103	Community Friend Donations	-	-	-	-	75,000	-	75,000	-	-
104	Presidents Circle Giving	-	-	-	-	50,000	-	50,000	-	-
105	Scholarship Donations/Scholarship Endowments	-	-	-	-	192,000	-	192,000	-	-
106	Space Naming	-	-	-	-	-	-	-	-	-
107	Major Gifts - Gifts of \$25,000 +	-	12,500	(12,500)	-	317,000	137,500	179,500	-	150,000
108	Charitable Gift Annuity	-	-	-	-	-	-	-	39,639	-
109	Estate Gifts	6,000	-	6,000	28,769	86,556	-	86,556	194,799	-
110	Planned Giving	6,000	20,833	(14,833)	28,769	86,556	229,167	(142,611)	234,438	250,000
111	Academic Angels Special Events	-	4,167	(4,167)	-	-	45,833	(45,833)	-	50,000
112	Stepping Out for COD	-	41,667	(41,667)	2,500	-	458,333	(458,333)	305,018	500,000
113	Special Events	-	45,833	(45,833)	2,500	-	504,167	(504,167)	305,018	550,000
114	Sponsorship Scholarships (Pass Thru)	3,625	29,167	(25,542)	3,000	219,667	320,833	(101,166)	322,622	350,000
115	TOTAL FUNDRAISING REVENUE:	180,608	191,667	(11,058)	97,389	1,633,749	2,108,333	(474,584)	1,581,123	2,300,000
FUNDRAISING EXPENSES										
116	Alumni Database Development	-	46	46	-	475	504	29	-	550
117	Annual Giving Expenses	-	833	833	-	75	9,167	9,092	-	10,000
118	Alumni Engagement	-	1,604	1,604	-	(475)	17,646	18,121	950	19,250
119	Business Engagement Expenses	200	417	217	-	860	4,583	3,723	1,085	5,000
120	Community Relations	-	229	229	-	715	2,521	1,806	3,264	2,750
121	Donor Cultivation	210	688	478	-	232	7,563	7,331	(226)	8,250
122	Foundation Giving Expenses	-	-	-	-	-	-	-	-	1,000
123	Leadership Giving Expenses	-	1,250	1,250	-	5,125	13,750	8,625	6,032	15,000
124	Major Gifts Expenses	-	250	250	-	-	2,750	2,750	-	3,000
125	Planned Giving Expenses	-	833	833	-	3,500	9,167	5,667	7,000	10,000
126	Donor Recognition	49	188	139	-	500	2,063	1,563	645	2,250
127	Development & Recognition	458	6,421	5,962	-	11,006	70,629	59,623	18,751	77,050
128	Audit Services	-	250	250	-	1,820	2,750	930	1,526	3,000
129	Board/Staff Training	130	250	120	-	1,515	2,750	1,235	1,120	3,000
130	Legal Services	30	417	387	30	30	4,583	4,553	5,363	5,000
131	Membership Dues	-	6	6	-	45	64	19	55	70
132	Office Supplies	7	25	18	4	72	275	203	127	300
133	Postage	-	121	121	-	747	1,329	582	599	1,450
134	Printing / Design / Graphics	-	483	483	-	1,182	5,317	4,135	3,952	5,800
135	Staff Support	2	3	0	-	6	30	25	13	33
136	Subscriptions	3	3	1	2	42	37	(5)	42	40
137	Staff Mileage Reimbursement	-	20	20	-	25	220	195	44	240
138	Travel	-	83	83	-	-	917	917	217	1,000
139	General	173	1,661	1,488	35	5,484	18,272	12,788	13,059	19,933
140	Business Engagement Coordinator	-	-	-	-	-	-	-	-	-
141	Director of Annual Giving	-	-	-	-	-	-	-	-	-
142	Donor Database Manager	-	-	-	-	-	-	-	-	-
143	Leadership Giving Coordinators	-	2,500	2,500	6,250	-	27,500	27,500	68,750	30,000
144	Major Gifts Coordinator	-	-	-	5,600	8,010	-	(8,010)	27,149	-
145	Planned Giving (Philanthropic Advisory Services)	2,250	-	(2,250)	3,500	50,250	-	(50,250)	38,225	-
146	Prospect Research/Screening Services	-	104	104	-	400	1,146	746	-	1,250
147	Donor Stewardship/Scholarship Coordinator	825	417	(408)	1,294	10,994	4,583	(6,410)	4,141	5,000
148	Independent Contractors	3,075	3,021	(54)	16,644	69,654	33,229	(36,424)	138,265	36,250

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 05/31/2021 & YTD

		CURRENT MONTH ENDING 05/31/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	5/31/2020	ALL FUNDS	Budget	Variance	5/31/2020	2020-2021
		(1/12 OF Annual Budget)				(11/12 OF Annual Budget)				
149	Annual Report	-	521	521	-	-	5,729	5,729	-	6,250
150	Marketing - College	1,800	2,250	450	3,597	23,730	24,750	1,020	40,035	27,000
151	Marketing - Foundation	1,200	1,417	217	1,814	21,718	15,583	(6,134)	12,510	17,000
152	Marketing - General	-	833	833	806	3,499	9,167	5,667	2,513	10,000
153	Marketing/Messaging Services - Special Events (Campaign)	16,840	4,167	(12,673)	-	40,964	45,833	4,869	29,956	50,000
154	Marketing - State of the College	-	917	917	-	-	10,083	10,083	332	11,000
155	Marketing - Video	-	-	-	-	-	-	-	-	-
156	Marketing - Website / Social Media	-	583	583	-	2,445	6,417	3,971	-	7,000
157	Refunds/Reimbursement of Marketing Expenses	-	(2,250)	(2,250)	(9,000)	(24,000)	(24,750)	(750)	(44,908)	(27,000)
158	Website Fees	-	20	20	-	70	220	150	204	240
159	Marketing (Fundraising Portion)	19,840	8,458	(11,383)	(2,783)	68,426	93,033	24,606	40,642	101,490
160	Academic Angels Special Event Expenses	-	2,083	2,083	-	-	22,917	22,917	-	25,000
161	Donor / Scholarship Reception	-	1,000	1,000	-	-	11,000	11,000	93	12,000
162	Stepping Out for COD Special Events Expenses	-	6,250	6,250	-	(6,500)	68,750	75,250	18,250	75,000
163	Special Events Direct Expenses	-	9,333	9,333	-	(6,500)	102,667	109,167	18,343	112,000
164	Wages & Benefits-Staff	17,038	17,270	232	12,254	180,979	189,968	8,990	117,905	207,238
165	Salaries & Benefits (Fundraising Portion)	17,038	17,270	232	12,254	180,979	189,968	8,990	117,905	207,238
166	TOTAL FUNDRAISING EXPENSES:	40,584	46,163	5,579	26,150	329,049	507,798	178,749	346,965	553,962
167	FUNDRAISING SURPLUS (DEFICIT)	140,024	145,503	5,479	71,239	1,304,700	1,600,535	295,836	1,234,158	
168	OPERATING REVENUE BUDGET FY 2020/21	99,134	95,833	3,301	112,916	1,057,689	1,054,167	3,522	1,134,319	1,150,000
169	FUNDRAISING REVENUE BUDGET FY 2020/21	180,608	191,667	(11,058)	97,389	1,633,749	2,108,333	(474,584)	1,581,123	2,300,000
170	TOTAL 2020/21 REVENUE BUDGET:	279,742	287,500	(7,758)	210,305	2,691,438	3,162,500	(471,062)	2,715,442	3,450,000
171	MANAGEMENT & GENERAL EXPENDITURE BUDGET FY 2020/21	77,932	84,529	6,597	65,009	818,409	929,822	111,413	710,854	1,014,351
172	PROGRAM EXPENDITURES BUDGET FY 2020/21	82,917	144,724	61,807	163,329	1,759,765	1,591,963	(167,802)	1,731,848	1,736,687
173	FUNDRAISING EXPENDITURE BUDGET FY 2020/21	40,584	46,163	5,579	26,150	329,049	507,798	178,749	346,965	553,962
174	TOTAL 2020/21 EXPENDITURE BUDGET:	201,433	275,417	73,984	254,488	2,907,223	3,029,583	122,360	2,789,666	3,305,000
175	NET SURPLUS (DEFICIT) BEFORE INVESTMENT ACTIVITY	78,309	12,083	77,184	(44,183)	(215,786)	132,917	348,702	(74,224)	-
176	Realized Gain / Loss	65,720	-	-	112,323	1,423,615	-	-	351,335	-
177	Realized Gain / Loss - Osher	-	-	-	-	21,000	-	-	20,400	-
178	Unrealized Gain / Loss	176,718	-	-	544,948	2,862,646	-	-	(108,512)	-
179	Investment Fees	(10,181)	12,083	-	(8,144)	(161,331)	132,917	-	(154,454)	145,000
180	Refunds	-	-	-	-	-	-	-	-	-
181	Interfund Transfers	-	-	-	-	-	-	-	-	-
182	Investment Activities	232,257	12,083	-	649,127	4,145,930	132,917	-	108,769	
183	NET SURPLUS (DEFICIT)	310,566			604,944	3,930,144			34,545	



FY 20/21 COMBINED OPERATING BUDGET

REVENUES

Fundraising Revenues :

	FY 2019/20 Budget			FY 2020/21 Budget		
	FY 19/20 OPERATING BUDGET	FY 19/20 Actuals @ 05/31/2020	% of Budget vs Actual @ 05/31/2020	Board Approved FY 20/21 Operating Budget	FY 2020/21 Actuals at 05/31/2021	% of Budget vs Actual
Annual Giving	117,305	38,774	33.1%	100,000	49,607	49.6%
Leadership Giving	550,000	222,123	40.4%	350,000	398,809	113.9%
Business Engagement Giving	150,000	126,272	84.2%	100,000	152,117	152.1%
Major Gifts	400,000	-	0.0%	150,000	317,000	211.3%
Planned Giving	250,000	234,438	93.8%	250,000	86,556	34.6%
Special Events Giving / Capital Campaign	650,000	305,018	46.9%	550,000	-	0.0%
Stepping Out for COD	650,000	305,018	46.9%	500,000	-	0.0%
Academic Angels Events	-	-	0.0%	50,000	-	0.0%
Scholarship Pass-Thru Donations	400,000	322,622	80.7%	350,000	219,667	62.8%
Grants	500,000	331,875	66.4%	450,000	409,993	91.1%
Fundraising Revenues	3,017,305	1,581,123	52.4%	2,300,000	1,633,749	71.0%

Investment/Other Revenues :

Investment Management Services	385,000	363,006	94.3%	382,000	389,643	102.0%
Gift Fee	40,000	32,456	81.1%	-	(200)	0.0%
In Kind Revenue	68,000	-	0.0%	68,000	-	0.0%
Interest/Dividends Income	600,000	738,857	123.1%	700,000	668,246	95.5%
Investment/Other Revenues	1,093,000	1,134,319	103.8%	1,150,000	1,057,689	92.0%
Total Combined Revenue	4,110,305	2,715,442	66.1%	3,450,000	2,691,438	78.0%



FY 20/21 COMBINED OPERATING BUDGET

EXPENDITURES

Fundraising Expenses

	FY 2019/20 Budget			FY 2020/21 Budget		
	FY 19/20 OPERATING BUDGET	FY 19/20 Actuals @ 05/31/2020	% of Budget vs Actual @ 05/31/2020	Board Approved FY 20/21 Operating Budget	FY 2020/21 Actuals at 05/31/2021	% of Budget vs Actual
Annual Giving	15,000	-	0.0%	10,000	75	0.8%
Leadership Giving	15,000	6,032	40.2%	15,000	5,125	34.2%
Business Engagement	5,000	1,085	21.7%	5,000	860	17.2%
Major Gifts	5,000	-	0.0%	3,000	-	0.0%
Foundation Giving	5,000	-	0.0%	1,000	-	0.0%
Planned Giving	15,000	7,000	46.7%	10,000	3,500	35.0%
Special Events Expenses	100,000	18,250	18.3%	100,000	(6,500)	-6.5%
Stepping Out for COD Event	75,000	18,250	24.3%	75,000	(6,500)	-8.7%
Academic Angels Events	25,000	-	0.0%	25,000	-	0.0%
<u>Total Fundraising Expenses:</u>	160,000	32,367	20.2%	144,000	3,060	2.1%

General Operating Expenses

Alumni Database Development	11,000	-	0.0%	1,000	864	86.4%
Alumni Engagement	50,000	1,728	3.5%	35,000	(864)	-2.5%
Auditor	15,000	7,631	50.9%	15,000	9,100	60.7%
Bad Debt	-	-	0.0%	-	-	0.0%
Bank Charges	4,500	2,653	59.0%	6,000	3,592	59.9%
Board/Staff Training	15,000	5,602	37.3%	15,000	7,577	50.5%
Community Relations	10,000	5,935	59.4%	5,000	1,300	26.0%
Depreciation Expense	200	-	0.0%	-	-	0.0%
Donor Cultivation	10,000	(410)	-4.1%	15,000	421	2.8%
Donor Recognition	10,000	4,299	43.0%	15,000	3,330	22.2%
Donor/Scholarship Reception Expenses	12,000	93	0.8%	12,000	-	0.0%
Equipment Lease	8,000	7,711	96.4%	8,000	5,805	72.6%
Furniture & Equipment	4,000	-	0.0%	1,500	1,500	100.0%
In Kind Expense	68,000	-	0.0%	68,000	-	0.0%
Independent Contractor - Annual Giving	-	-	0.0%	-	-	0.0%



FY 20/21 COMBINED OPERATING BUDGET

FY 2019/20 Budget			FY 2020/21 Budget		
FY 19/20 OPERATING BUDGET	FY 19/20 Actuals @ 05/31/2020	% of Budget vs Actual @ 05/31/2020	Board Approved FY 20/21 Operating Budget	FY 2020/21 Actuals at 05/31/2021	% of Budget vs Actual
-	-	0.0%	-	-	0.0%
75,000	68,750	91.7%	30,000	-	0.0%
50,000	27,149	54.3%	-	8,010	0.0%
50,000	38,225	76.5%	-	50,250	0.0%
30,000	16,563	55.2%	20,000	43,974	219.9%
205,000	150,687	73.5%	50,000	102,234	204.5%
555	555	100.0%	555	555	100.0%
-	-	0.0%	-	-	0.0%
50,000	26,815	53.6%	25,000	150	0.6%
384,540	305,247	79.4%	380,000	297,925	78.4%
20,000	-	0.0%	35,000	12,226	34.9%
-	-	0.0%	25,000	-	0.0%
50,000	28,849	57.7%	50,000	40,964	81.9%
50,000	13,673	27.3%	50,000	17,496	35.0%
-	-	0.0%	-	-	0.0%
179,540	200,177	111.5%	135,000	118,650	87.9%
85,000	62,548	73.6%	85,000	108,589	127.8%
4,000	2,735	68.4%	3,500	2,270	64.9%
15,000	6,353	42.4%	15,000	3,604	24.0%
50,000	42,933	85.9%	45,000	42,805	95.1%
5,000	2,066	41.3%	5,000	2,577	51.5%
25,000	13,627	54.5%	20,000	4,076	20.4%
10,000	-	0.0%	5,000	1,600	32.0%
(179,540)	(224,540)	125.1%	(135,000)	(120,000)	88.9%
1,000	-	0.0%	1,000	-	0.0%
12,000	9,595	80.0%	12,000	7,170	59.8%
1,200	219	18.3%	1,200	125	10.4%
5,000	660	13.2%	1,661	278	16.7%



FY 20/21 COMBINED OPERATING BUDGET

	FY 2019/20 Budget			FY 2020/21 Budget		
	FY 19/20 OPERATING BUDGET	FY 19/20 Actuals @ 05/31/2020	% of Budget vs Actual @ 05/31/2020	Board Approved FY 20/21 Operating Budget	FY 2020/21 Actuals at 05/31/2021	% of Budget vs Actual
State of the College	55,000	1,661	3.0%	55,000	32,820	59.7%
Subscriptions/Publications	3,000	2,124	70.8%	2,000	2,081	104.1%
Telephone	2,000	1,779	89.0%	6,335	477	7.5%
Travel	5,000	1,087	21.7%	5,000	-	0.0%
Wages & Benefits	986,450	561,450	56.9%	986,849	861,804	87.3%
Wages & Benefits Foundation Staff	758,533	354,522	46.7%	738,193	634,636	86.0%
Wages & Benefits-Accounting Staff	227,917	206,928	90.8%	248,656	227,168	91.4%
Website Fees	1,200	1,021	85.1%	1,200	351	29.3%
Total Operating Expenses:	1,859,105	941,316	50.6%	1,682,800	1,275,527	75.8%
<u>Investment Expenses</u>						
Realized Gain/Loss - For Split Interest Agreements	10,000	56	0.6%	10,000	40	0.4%
Investment Management Services	385,000	363,006	94.3%	382,000	389,643	102.0%
Gift Fees	40,000	32,456	81.1%	-	(200)	0.0%
Other Investment Expenses - Restricted	145,000	111,521	76.9%	100,000	118,525	118.5%
<u>Investment Expenses:</u>	580,000	507,039	87.4%	492,000	508,008	103.3%
<u>College Support Expenses</u>						
Contributions to the College	1,511,200	1,463,398	96.8%	1,131,200	1,281,958	113.3%
College Program Support	720,000	378,857	52.6%	500,000	76,685	15.3%
Presidents Innovation Fund	-	-	0.0%	-	-	0.0%
Presidents Discretionary Fund	40,000	12,698		30,000	-	
Scholarships	750,000	1,071,443	142.9%	600,000	1,204,498	200.7%
Student Awards	1,200	400	33.3%	1,200	775	64.6%
<u>Total College Support Expenses:</u>	1,511,200	1,463,398	96.8%	1,131,200	1,281,958	113.3%
Total Combined Expenditures	4,110,305	2,944,120	71.6%	3,450,000	3,068,553	88.9%



FINANCIAL REPORT

FOR THE PERIOD ENDED JUNE 30, 2021 & YTD

Foundation Mission Statement

Our Mission

The mission of the College of the Desert Foundation is to act as advocates for the College and to secure financial support enhancing the educational opportunities for all students

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

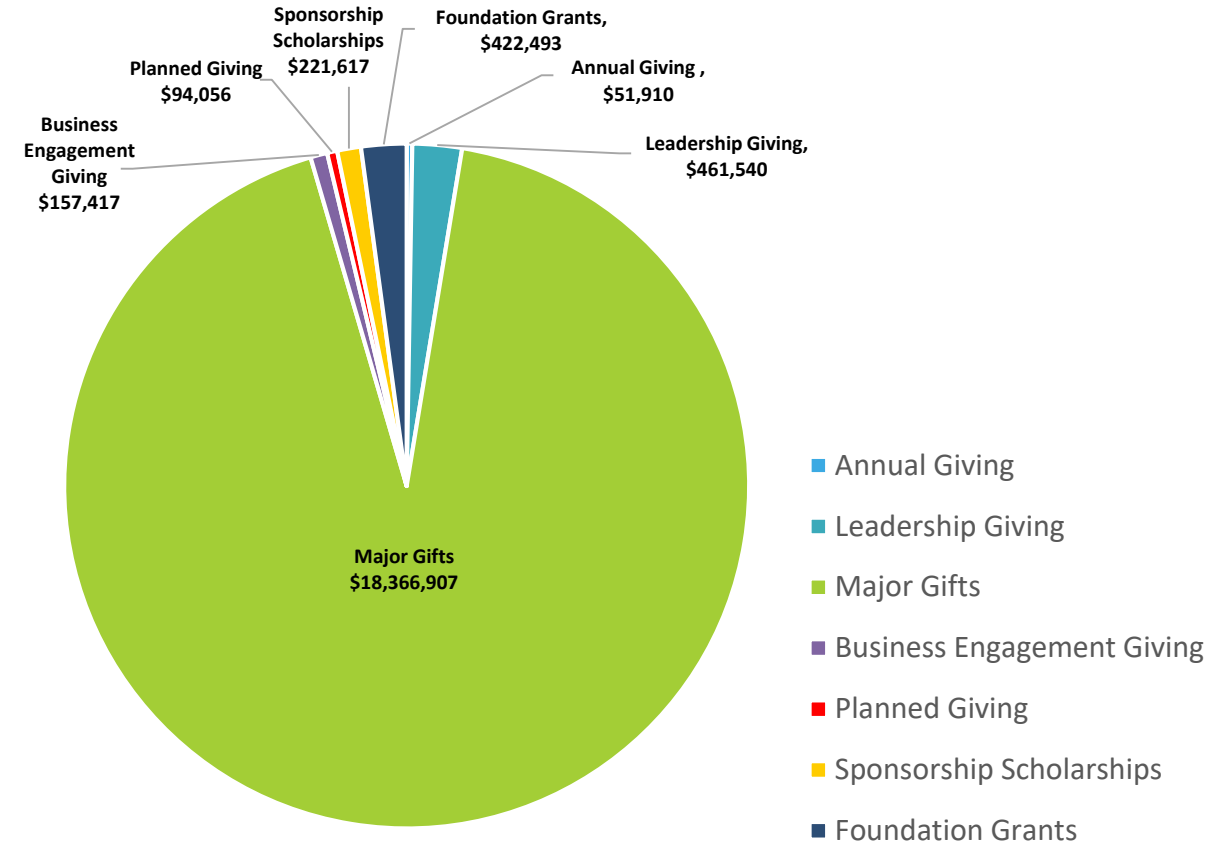
TOTAL FUNDRAISING REVENUE HIGHLIGHTS

June 30, 2021 Fundraising Revenues \$18,142,193 & YTD \$19,775,940

YTD Revenues Highlights:

- \$738,783 in Scholarship Donations (Variety of Rest. Funds)
 - Highlights include:
 - \$200,000 Grant for pLEDGE Scholarship Program
 - \$100,000 New Scholarship Endowment for Solar Studies
 - \$30,000 Architecture/Construction MGMT Scholarship
 - \$25,000 Nursing GAP Scholarships Grant
 - \$25,000 Edison STEM Scholarships Grant
 - \$25,000 Nursing Scholarships Gift
 - \$25,000 Visual Arts Scholarship Gift
 - \$21,000 Osher Foundation Scholarships
 - \$20,106 in support of the CV Pride Scholarship
 - \$15,000 Nursing Scholarship Gift
 - \$10,000 Foster Youth Support
 - \$10,000 Foster Youth Support
- \$264,107 in Presidents Circle Contributions
 - Includes Major Gift of \$100,000
- \$221,617 in Sponsorship Scholarships
- \$93,631 Student Emergency Funds
- \$50,000 Grant for Foster Youth Program
- \$25,000 Veteran Childcare Assistance Grants
- \$20,000 Estate Gift for the Fund for Student Success
- \$20,000 Gift to the Fund for Student Success

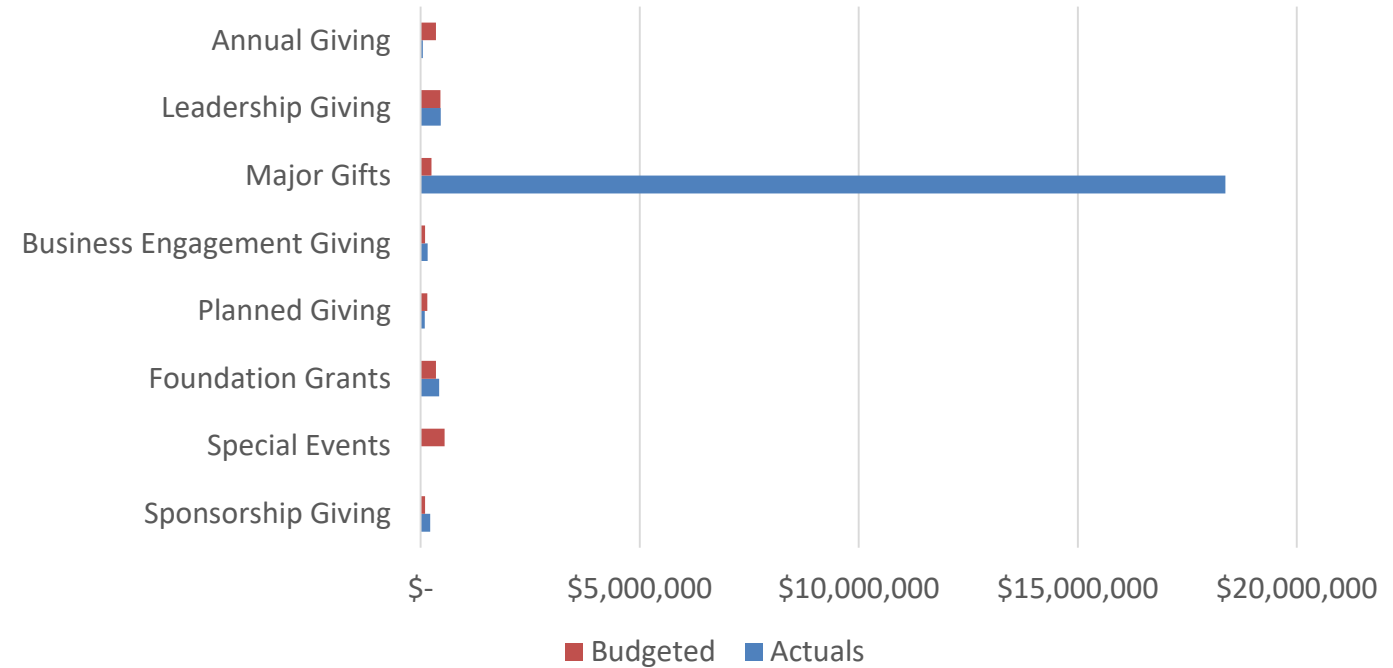
2020/2021 Revenues



TOTAL FUNDRAISING REVENUE BUDGET HIGHLIGHTS

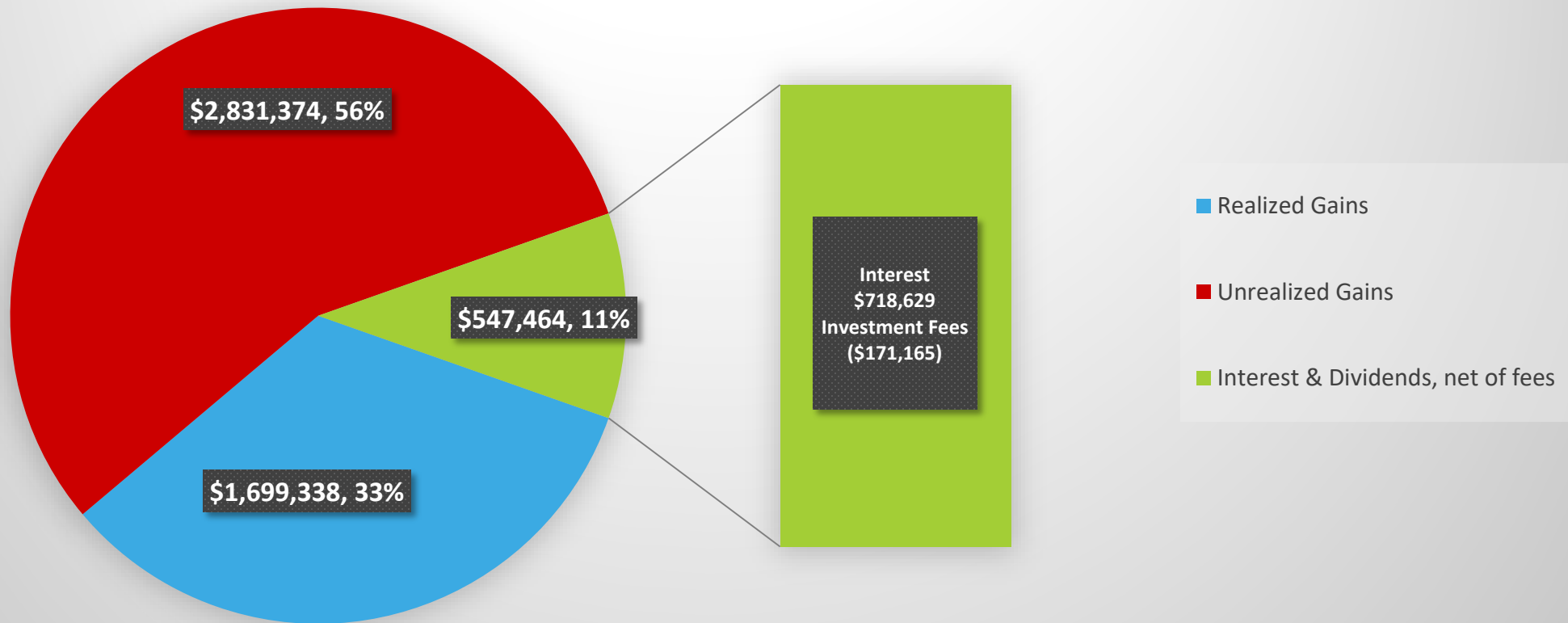
• Annual Giving		
• Budgeted:	\$100,000	
• Actual:	\$ 51,910	52.4%
• Leadership Giving		
• Budgeted:	\$350,000	
• Actual:	\$461,540	131.7%
• Business Engagement Giving		
• Budgeted:	\$100,000	
• Actual:	\$157,417	157.4%
• Major Gifts		
• Budgeted:	\$150,000	
• Actual:	\$18,366,907	12244.6%
• Planned Giving		
• Budgeted:	\$250,000	
• Actual:	\$ 94,056	37.6%
• Special Event Giving (No Events due to COVID)		
• Budgeted:	\$550,000	
• Actual:	\$ 0.00	0.00%
• Sponsorship Scholarships (Pass Thru)		
• Budgeted:	\$350,000	
• Actual:	\$221,617	63.3%
• Foundation Grants		
• Budgeted:	\$450,000	
• Actual:	\$422,493	93.9%
• Total FY 2020/21 Fundraising Budget	\$2,300,000	
• Actual Revenue Realized	\$19,775,940	859.8%

Fiscal Year 2020/21 Revenue Budget to Actuals

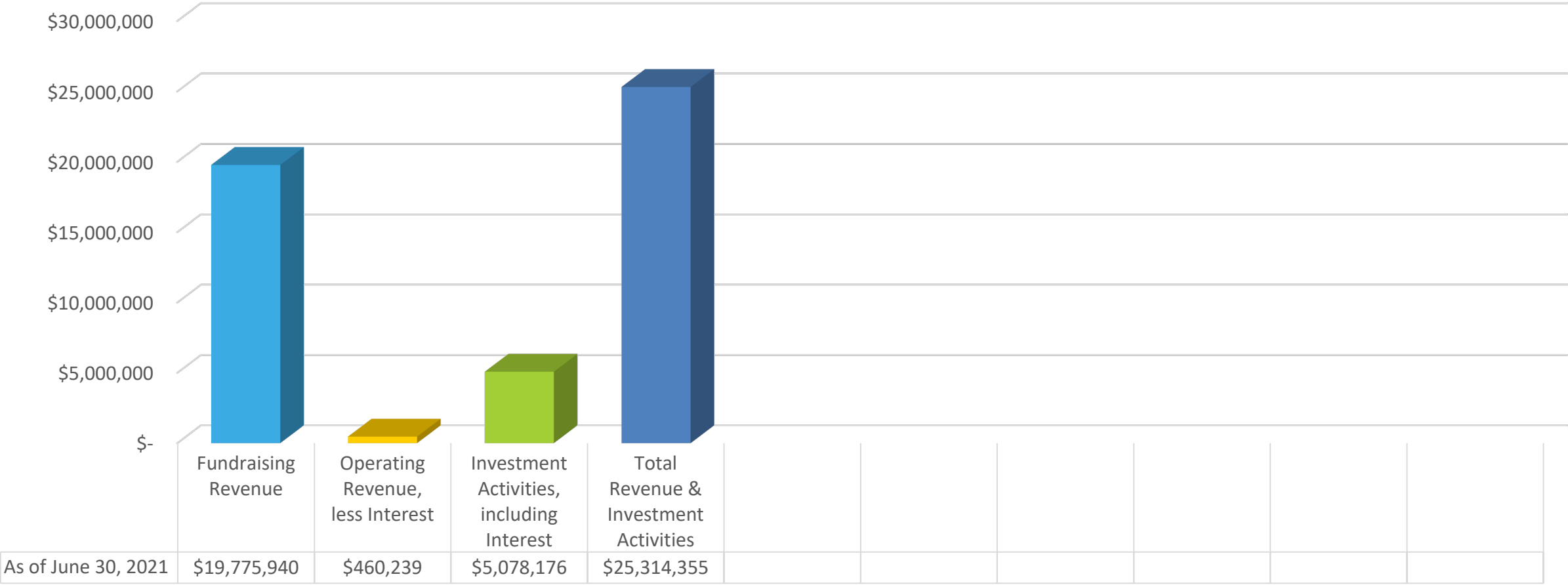


INVESTMENT ACTIVITIES

Total Other Investment Activity Income for the month of June were \$264,040 including Interest and YTD \$5,078,176 including Interest of \$718,629

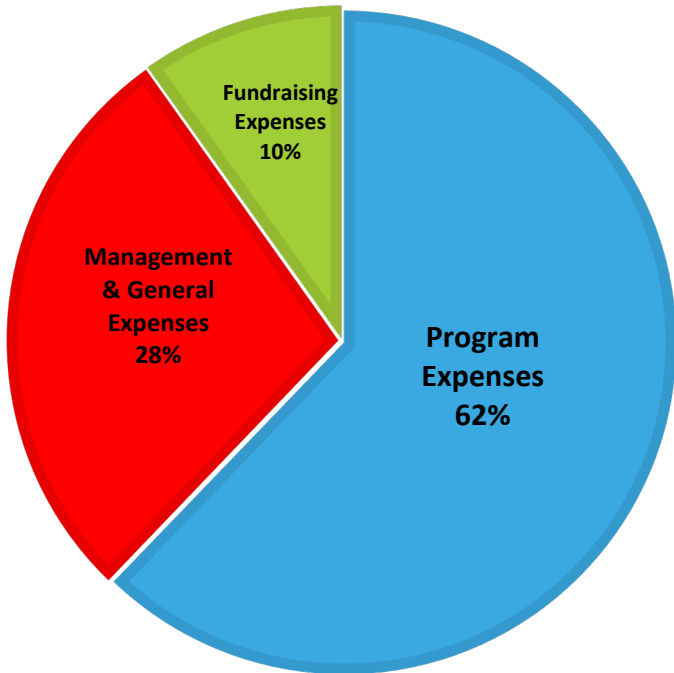


Fiscal Year 2020/2021 Combined Revenue & Investment Activities as of June 30, 2021



TOTAL EXPENDITURES

2020/2021 YTD FUNCTIONAL EXPENSES



■ Program Expenses ■ Management & General Expenses ■ Fundraising Expenses

Total expenditures for the month ended June 30, 2021 are \$498,006 and \$3,443,560 YTD

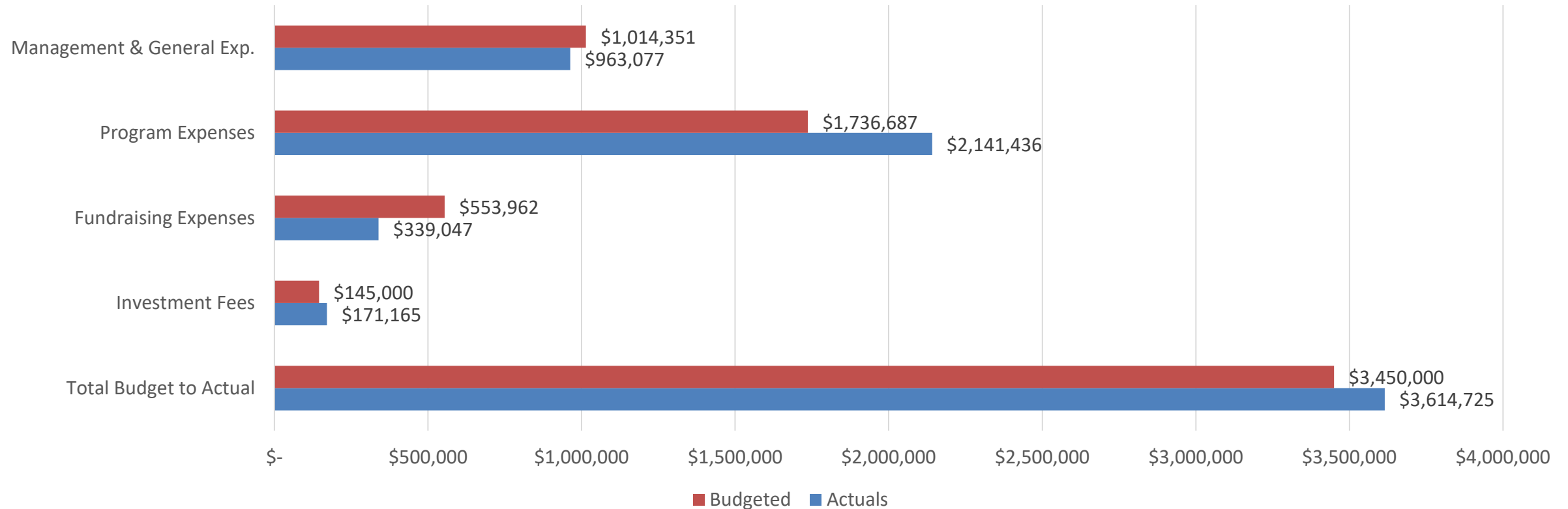
Includes:

- Scholarships & Program Support \$1,589,415
- Foundation Salaries & Benefits \$974,524
- Foundation Marketing & Development \$324,440
- Consulting Services \$108,004

** Amounts do not include Investment activity.
* Total Expense to Revenue 16.4% for FY 2020/21.*

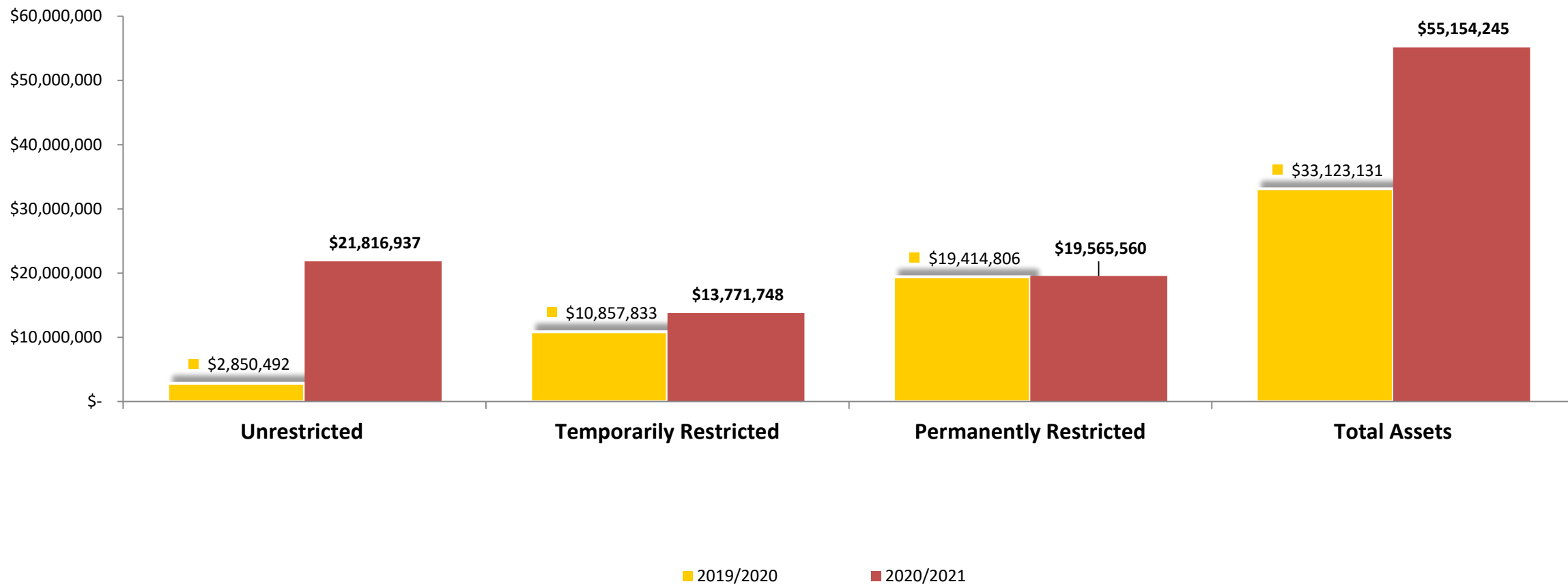
EXPENDITURES — BUDGET TO ACTUAL

Fiscal Year 2020/21 Expense Budget to Actuals



** Amounts do not include Investment activity.*

Change in Net Assets



- Increase in total net assets \$22,031,114 from 2019/20 to 2020/21.
- 2020/21 Unrestricted Funds: Includes \$500,000 Board Designated Reserve and \$250,000 Board Designated Funds for Pledge Program.
- Temporarily Restricted Funds: Restricted per Donor Criteria
- Permanently Restricted Funds: Endowments held by the Foundation in Perpetuity.

ACCOMPLISHING OUR MISSION

AS OF JUNE 30, 2021

\$1,347,071 GIVEN IN SCHOLARSHIP SUPPORT TO STUDENTS

\$242,344 IN PROGRAM SUPPORT

TOTAL COMBINED SUPPORT \$1,589,415

STUDENT EMERGENCY FUND UPDATE

As of June 30, 2021:

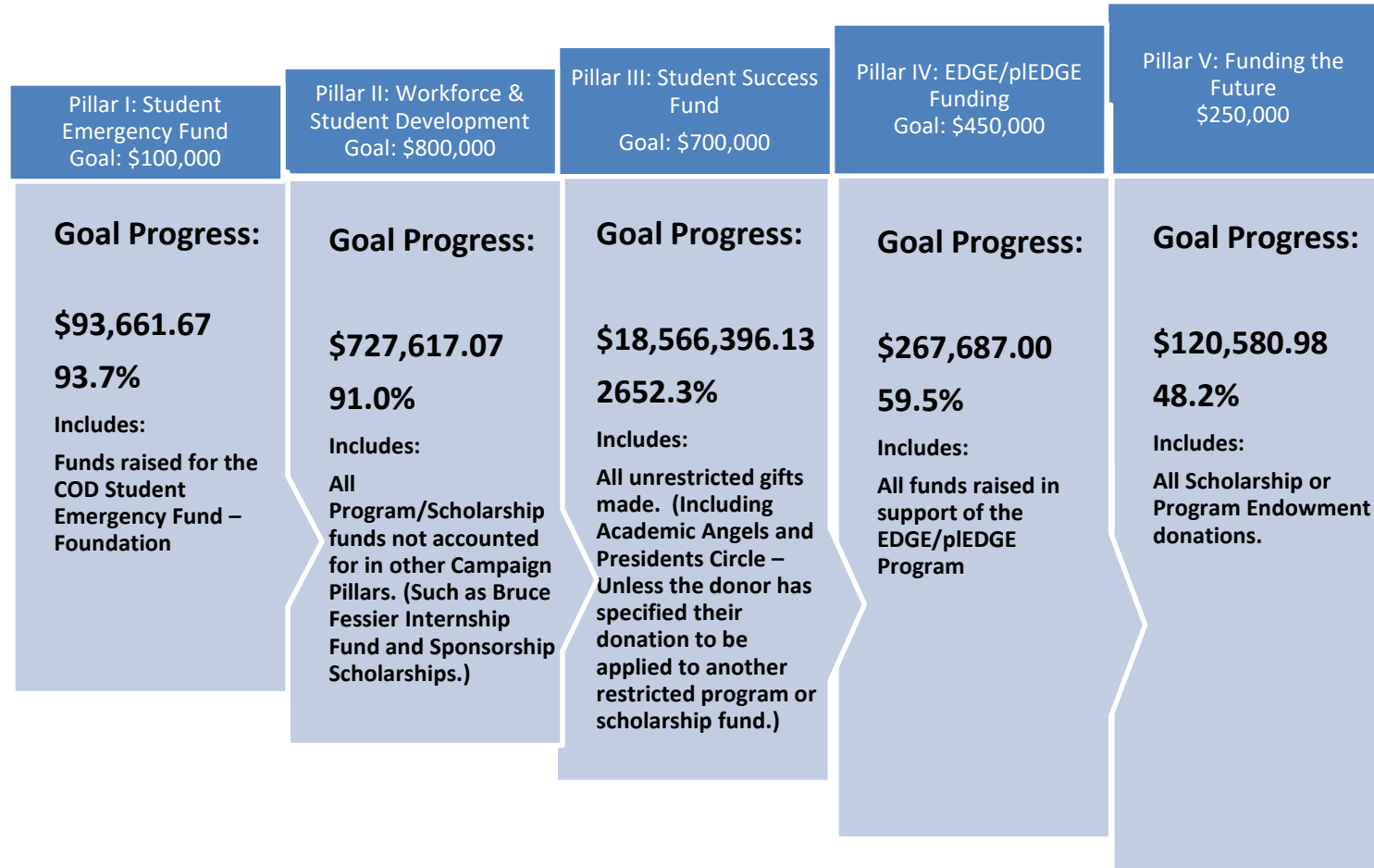
- Funds allocated by Foundation Board of Directors for Student Emergency Request \$300,000
- Total additional funds raised since fund inception \$ 138,975.67
- Student Emergency funds disbursed since inception \$323,967.92
- 403 Individual Disbursements
- Remaining Funds Available as of June 30, 2021 \$ 112,740.50

College of the Desert Foundation
Schedule of Net Assets
As of 6/30/2021

		Begin Fund Balance	Revenues	Expenditures	Total
Balances:					
COD Student Emergency Fund - Foundation	2313				
Temporarily Rest. Fund Balance	32000	65,277.54	0.00	0.00	65,277.54
Annual Giving	45010	0.00	2,970.00	0.00	2,970.00
Leadership Giving	45020	0.00	43,816.67	0.00	43,816.67
Business Engagement Giving	45030	0.00	6,875.00	0.00	6,875.00
Major Gifts	45040	0.00	39,969.00	0.00	39,969.00
Interest & Dividends	50000	0.00	0.00	0.00	0.00
Realized Gains (Losses)	63000	0.00	0.00	0.00	0.00
Unrealized Gains/(Losses)	63003	0.00	0.00	0.00	0.00
Scholarships	70200	0.00	0.00	(246,167.71)	(246,167.71)
Other Investment Expenses	83200	0.00	0.00	0.00	0.00
Interfund Transfer	90000	0.00	0.00	200,000.00	200,000.00
Total COD Student Emergency Fund - Foundation		<u>65,277.54</u>	<u>93,630.67</u>	<u>(46,167.71)</u>	<u>112,740.50</u>
Total Balances:		<u>65,277.54</u>	<u>93,630.67</u>	<u>(46,167.71)</u>	<u>112,740.50</u>

2020/21 STEPPING UP FOR COD CAMPAIGN PROGRESS

Overall Campaign Goal \$2,300,000 – YTD Ended June 30, 2021



Questions?

Thank you!



COLLEGE
of the DESERT
FOUNDATION

FINANCIAL SUMMARY

June 30, 2021

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF FINANCIAL POSITION , JUNE 30, 2021
WITH COMPARATIVE TOTALS FOR JUNE 30, 2020

	Operating & Restricted Asset Funds		Endowed Asset Funds	Totals	
	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	(Memorandum Only) 2020-21	2019-2020
ASSETS					
Current Assets					
1 Cash and cash equivalents	18,503,449	94,250	1,781,402	20,379,101	1,636,133
2 Investments	2,711,727	13,297,611	17,442,444	33,451,782	30,551,622
3 Investments - Board Reserve	500,000	-	-	500,000	500,000
4 Investments related to deferred gifts - Split Interest Agreements	-	158,228	-	158,228	168,020
5 Unconditional promises to give (Pledges)	30,000	-	-	30,000	14,808
6 Allowance for Doubtful Accounts	-	-	-	-	-
7 Accounts Receivable	-	-	-	-	1,000
8 Accounts Receivable - Related Party	2,296	-	-	2,296	-
9 Accrued interest receivable	61,005	30,086	5,164	96,255	109,348
10 Student Emergency Funds held at Co	5,000	-	-	5,000	5,000
11 Other Assets	2,500	-	-	2,500	2,500
12 Total Current Assets	21,815,977	13,580,175	19,229,011	54,625,163	32,988,431
Noncurrent Assets					
Beneficial interest in assets held by the Foundation for California Community Colleges - Osher Foundation					
13 Unconditional promises to give (Pledges)- Net amortized Discount	-	126,666	336,549	463,215	381,424
14 Equipment (net of accumulated depreciation)	960	64,907	-	65,867	10,320
15 Total Noncurrent Assets	960	191,573	336,549	529,082	391,784
17 TOTAL ASSETS	21,816,937	13,771,748	19,565,560	55,154,245	33,380,215
LIABILITIES					
Current Liabilities					
18 Accounts payable	17,275	8,000	-	25,275	48,200
19 Accounts Payable - Related Party	88,926	2,650	-	91,576	188,112
20 Accrued Payroll - Related Party	43,464	-	-	43,464	20,771
21 Total Current Liabilities	149,665	10,650	-	160,315	257,083
NET ASSETS, beginning					
Unrestricted:					
22 Undesignated	2,350,492	-	-	2,350,492	2,354,594
23 Board designated	500,000	-	-	500,000	500,000
24 Temporarily restricted	-	10,857,833	-	10,857,833	10,982,403
25 Permanently restricted	-	-	19,414,806	19,414,806	19,414,806
26 TOTAL NET ASSETS, beginning	2,850,492	10,857,833	19,414,806	33,123,131	33,251,803
27 Net Activity	18,816,780	2,903,265	150,754	21,870,799	(128,672)
28 NET ASSETS	21,667,272	13,761,098	19,565,560	54,993,930	33,123,131
29 TOTAL LIABILITIES AND NET ASSETS	21,816,937	13,771,748	19,565,560	55,154,245	33,380,215

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 06/30/2021 & YTD

		CURRENT MONTH ENDING 06/30/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	6/30/2020	ALL FUNDS	Budget	Variance	6/30/2020	2020-2021
		(1/12 OF Annual Budget)				(12/12 OF Annual Budget)				
OPERATIONAL & PROGRAM SUPPORT										
OPERATING REVENUE										
1	In-Kind Revenue	33,334	5,667	27,667	62,926	33,334	68,000	(34,666)	62,926	68,000
2	Interest	50,383	58,333	(7,950)	65,663	718,629	700,000	18,629	804,520	700,000
3	Management Fees	37,462	31,833	5,629	33,103	427,105	382,000	45,105	396,109	382,000
4	Sustainability Fees (Gift Fees)	-	-	-	890	(200)	-	(200)	33,346	-
5	TOTAL OPERATING REVENUE	121,179	95,833	25,346	162,582	1,178,868	1,150,000	28,868	1,296,901	1,150,000
MANAGEMENT & GENERAL EXPENSES										
6	Audit Services	4,440	750	(3,690)	4,320	9,900	9,000	(900)	8,899	9,000
7	Bad Debt	-	-	-	-	-	-	-	-	-
8	Bank & Credit Card Fees	346	500	154	422	3,938	6,000	2,062	3,075	6,000
9	Board/Staff Training	1,200	625	(575)	-	4,989	7,500	2,512	2,801	7,500
10	Depreciation	40	-	(40)	1,744	40	-	(40)	1,744	-
11	Equipment Lease / Maintenance	-	667	667	-	7,740	8,000	260	7,711	8,000
12	Furniture / Equipment	-	125	125	-	1,500	1,500	-	-	1,500
13	Insurance	-	46	46	-	555	555	-	555	555
14	Interest Expense - PPP Loan	-	-	-	-	-	-	-	-	-
15	Legal Services	12	1,250	1,238	-	102	15,000	14,898	16,089	15,000
16	Management Fees	37,462	31,833	(5,629)	33,103	427,105	382,000	(45,105)	396,109	382,000
17	Membership Dues	-	280	280	-	2,179	3,360	1,181	2,626	3,360
18	Office Supplies	464	1,225	761	507	4,042	14,700	10,658	6,733	14,700
19	Postage	19	100	81	-	637	1,200	563	496	1,200
20	Printing/Design/Graphics	2,347	400	(1,947)	-	5,914	4,800	(1,114)	3,270	4,800
21	Realized Gain/Loss - For Split Interest Agreements	9,793	833	(8,960)	18,669	9,793	10,000	207	18,669	10,000
22	Rent/Utilities - In Kind	33,334	5,667	(27,667)	62,926	33,334	68,000	34,666	62,926	68,000
23	Repairs/Maintenance	-	83	83	-	-	1,000	1,000	-	1,000
24	Service Contracts	130	1,000	870	65	7,300	12,000	4,700	9,660	12,000
25	Staff Mileage Reimbursement	10	50	40	-	73	600	527	110	600
26	Staff Support	54	136	82	-	326	1,627.78	1,301	647	1,628
27	Subscriptions/Publications	113	163	51	83	2,152	1,960	(192)	2,165	1,960
28	Sustainability Fees (Gift Fees)	-	-	-	890	(200)	-	200	33,346	-
29	Telephone	-	528	528	163	477	6,335	5,858	1,942	6,335
30	Travel	-	208	208	-	-	2,500	2,500	544	2,500
31	General	89,763	46,470	(43,293)	122,892	521,895	557,637.78	35,742	580,115	557,638
32	Donor Database Manager	-	-	-	-	-	-	-	-	-
33	Prospect Research/Screening Services	-	83	83	-	320	1,000	680	-	1,000
34	Stewardship Coordinator	704	333	(371)	985	9,499	4,000	(5,499)	4,298	4,000
35	Independent Contractors (Non-Fundraising)	704	417	(287)	985	9,819	5,000	(4,819)	4,298	5,000
36	Annual Report	-	521	521	-	-	6,250	6,250	-	6,250
37	Marketing	-	521	521	-	-	6,250	6,250	-	6,250
38	Donor Recognition	75	938	863	35	2,573	11,250	8,678	3,260	11,250
39	Recognition	75	938	863	35	2,573	11,250	8,678	3,260	11,250
40	Foundation Staff	49,507	36,184	(13,323)	29,121	428,791	434,213.56	5,423	276,159	434,214
41	Salaries & Related Expenses	49,507	36,184	(13,323)	29,121	428,791	434,213.56	5,423	276,159	434,214
42	TOTAL MANAGEMENT & GENERAL EXPENSES	140,049	84,529	(55,520)	153,033	963,077	1,014,351.34	51,274	863,830	1,014,351
PROGRAM EXPENSES										
43	College Program Support	112,117	41,667	(70,450)	171,189	240,534	500,000	259,466	550,047	500,000
44	Presidents Innovation Fund	-	-	-	-	-	-	-	-	-
45	Presidents Discretionary Fund	1,035	-	(1,035)	-	1,035	-	(1,035)	12,698	30,000
46	Student Awards	-	100	100	-	775	1,200	425	400	1,200
47	Student Scholarships	144,373	50,000	(94,373)	194,420	1,347,071	600,000	(747,071)	1,265,862	600,000
48	College & Student Support	257,525	94,267	(163,258)	365,609	1,589,415	1,131,200	(458,215)	1,829,007	1,131,200
49	Alumni Database Development	-	38	38	-	389	450	61	-	450

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 06/30/2021 & YTD

		CURRENT MONTH ENDING 06/30/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	6/30/2020	ALL FUNDS	Budget	Variance	6/30/2020	2020-2021
		(1/12 OF Annual Budget)				(12/12 OF Annual Budget)				
50	Alumni Engagement	-	1,313	1,313	-	(389)	15,750	16,139	778	15,750
51	Community Relations	-	188	188	-	585	2,250	1,665	2,671	2,250
52	Donor Cultivation	26	563	536	-	216	6,750	6,534	(185)	6,750
53	Donor Recognition	10	125	115	5	343	1,500	1,157	435	1,500
54	Development & Recognition	36	2,225	2,189	5	1,144	26,700	25,556	3,698	26,700
55	Audit Services	1,480	250	(1,230)	1,440	3,300	3,000	(300)	2,966	3,000
56	Board/Staff Training	720	375	(345)	-	2,993	4,500	1,507	1,681	4,500
57	Legal Services	4	417	413	-	34	5,000	4,966	5,363	5,000
58	Membership Dues	-	6	6	-	45	70	25	55	70
59	Postage	37	196	159	-	1,248	2,350	1,102	971	2,350
60	Printing/Design/Graphics	4,596	783	(3,812)	-	11,581	9,400	(2,181)	6,405	9,400
61	Staff Mileage Reimbursement	6	30	24	-	44	360	316	66	360
62	Travel	-	125	125	-	-	1,500	1,500	326	1,500
63	General	6,842	2,182	(4,661)	1,440	19,245	26,180	6,935	17,832	26,180
64	Donor Database Manager	-	-	-	-	-	-	-	-	-
65	Prospect Research/Screening Services	-	229	229	-	880	2,750	1,870	-	2,750
66	Scholarship/Stewardship Coordinator	1,936	917	(1,019)	2,709	26,122	11,000	(15,122)	11,818	11,000
67	Independent Contractors (Non-Fundraising)	1,936	1,146	(790)	2,709	27,002	13,750	(13,252)	11,818	13,750
68	Annual Report	-	1,042	1,042	-	-	12,500	12,500	-	12,500
69	Marketing - College	7,200	9,000	1,800	13,345	102,120	108,000	5,880	173,486	108,000
70	Marketing - Foundation	7,383	5,667	(1,717)	9,561	94,647	68,000	(26,647)	45,901	68,000
71	Marketing - General	-	3,333	3,333	1,335	52,719	40,000	(12,719)	11,388	40,000
72	Marketing - State of the College	-	3,667	3,667	-	-	44,000	44,000	1,329	44,000
73	Marketing - Video	-	-	-	-	-	-	-	-	-
74	Marketing - Website/Social Media	-	2,333	2,333	2,629	9,781	28,000	18,219	2,769	28,000
75	Refunds/Reimbursement of Marketing Expenses	-	(9,000)	(9,000)	-	(96,000)	(108,000)	(12,000)	(179,632)	(108,000)
76	Website Fees	-	80	80	-	281	960	679	817	960
77	Marketing	14,583	16,122	1,538	26,870	163,548	193,460	29,912	56,058	193,460
78	Foundation Staff	39,381	28,783	(10,598)	23,164	341,083	345,397.15	4,314	219,672	345,397
79	Salaries & Related Expenses	39,381	28,783	(10,598)	23,164	341,083	345,397.15	4,314	219,672	345,397
80	TOTAL PROGRAM EXPENSES	320,304	144,724	(175,580)	419,796	2,141,436	1,736,687.15	(404,749)	2,138,086	1,736,687
81	TOTAL OPERATING EXPENSES	460,353	229,253	(231,099)	572,829	3,104,514	2,751,038.49	(353,475)	3,001,916	2,751,038
82	OPERATING SURPLUS (DEFICIT)	(339,174)	(133,420)	(205,754)	(410,247)	(1,925,646)	(1,601,038)	324,607	(1,705,015)	
	FUNDRAISING									
	FUNDRAISING REVENUE									
83	Academic Angels < \$1,000	-	-	-	(800)	11,425	-	11,425	3,840	-
84	Community Friends Donations	750	-	750	2,251	8,422	-	8,422	13,250	-
85	Faculty/Staff/Retiree Donation	703	-	703	661	15,777	-	15,777	16,716	-
86	Scholarship Donations	1,350	-	1,350	200	16,286	-	16,286	7,280	-
87	Annual Giving - Gifts \$1,000 and under	2,803	8,333	(5,530)	2,312	51,910	100,000	(48,090)	41,085	100,000
88	State of the College Donations	-	-	-	-	10,000	-	10,000	42,379	-
89	Paycheck Protection Program Contribution	-	-	-	-	97,545	-	97,545	-	-
90	Community Friends Donations	1,750	-	1,750	-	8,980	-	8,980	30,912	-
91	Academic Angels Giving	-	-	-	-	250	-	250	-	-
92	Presidents Circle Giving	1,500	-	-	-	7,500	-	-	1,000	-
93	Scholarship Donations	2,050	-	2,050	-	33,142	-	33,142	51,981	-
94	Business Engagement Giving - All donations made by businesses	5,300	8,333	(3,033)	-	157,417	100,000	57,417	126,272	100,000

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 06/30/2021 & YTD

		CURRENT MONTH ENDING 06/30/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	6/30/2020	ALL FUNDS	Budget	Variance	6/30/2020	2020-2021
		(1/12 OF Annual Budget)				(12/12 OF Annual Budget)				
95	Community Friends	12,500	-	12,500	-	107,500	-	107,500	61,475	-
96	Scholarship Donations	-	-	-	-	314,993	-	314,993	270,400	-
97	Foundation Grants	12,500	37,500	(25,000)	-	422,493	450,000	(27,507)	331,875	450,000
98	Community Friends Donations	8,973	-	8,973	14,820	110,313	-	110,313	84,808	-
99	Faculty/Staff/Retiree Donation	450	-	450	-	2,198	-	-	6,339	-
100	Presidents Circle Giving	20,643	-	20,643	(1,040)	156,605	-	-	57,755	-
101	Scholarship Donations	32,167	-	32,167	-	192,424	-	192,424	87,000	-
102	Leadership Giving - Gifts \$1,000 - \$24,999	62,233	29,167	33,067	13,780	461,540	350,000	111,540	235,903	350,000
103	Community Friend Donations	17,999,969	-	17,999,969	-	18,084,969	-	18,084,969	-	-
104	Presidents Circle Giving	50,000	-	50,000	-	100,000	-	100,000	-	-
105	Scholarship Donations/Scholarship Endowments	(62)	-	(62)	-	181,938	-	181,938	-	-
106	Space Naming	-	-	-	-	-	-	-	-	-
107	Major Gifts - Gifts of \$25,000 +	18,049,907	12,500	18,037,407	-	18,366,907	150,000	18,216,907	-	150,000
108	Charitable Gift Annuity	-	-	-	-	-	-	-	39,639	-
109	Estate Gifts	7,500	-	7,500	1,500	94,056	-	94,056	196,299	-
110	Planned Giving	7,500	20,833	(13,333)	1,500	94,056	250,000	(155,944)	235,938	250,000
111	Academic Angels Special Events	-	4,167	(4,167)	-	-	50,000	(50,000)	-	50,000
112	Stepping Out for COD	-	41,667	(41,667)	-	-	500,000	(500,000)	305,018	500,000
113	Special Events	-	45,833	(45,833)	-	-	550,000	(550,000)	305,018	550,000
114	Sponsorship Scholarships (Pass Thru)	1,950	29,167	(27,217)	7,000	221,617	350,000	(128,383)	329,622	350,000
115	TOTAL FUNDRAISING REVENUE:	18,142,193	191,667	17,950,527	24,592	19,775,940	2,300,000	17,475,940	1,605,714	2,300,000
FUNDRAISING EXPENSES										
116	Alumni Database Development	-	46	46	-	475	550	75	-	550
117	Annual Giving Expenses	-	833	833	-	75	10,000	9,925	-	10,000
118	Alumni Engagement	-	1,604	1,604	-	(475)	19,250	19,725	950	19,250
119	Business Engagement Expenses	-	417	417	-	860	5,000	4,140	1,085	5,000
120	Community Relations	-	229	229	-	715	2,750	2,035	3,264	2,750
121	Donor Cultivation	32	688	656	-	263	8,250	7,987	(226)	8,250
122	Foundation Giving Expenses	-	-	-	-	-	-	-	-	1,000
123	Leadership Giving Expenses	2,363	1,250	(1,113)	-	7,489	15,000	7,511	6,032	15,000
124	Major Gifts Expenses	-	250	250	-	-	3,000	3,000	-	3,000
125	Planned Giving Expenses	-	833	833	-	3,500	10,000	6,500	7,000	10,000
126	Donor Recognition	15	188	173	7	515	2,250	1,736	652	2,250
127	Development & Recognition	2,410	6,421	4,011	7	13,417	77,050	63,633	18,758	77,050
128	Audit Services	1,480	250	(1,230)	1,440	3,300	3,000	(300)	2,966	3,000
129	Board/Staff Training	480	250	(230)	-	1,995	3,000	1,005	1,120	3,000
130	Legal Services	4	417	413	-	34	5,000	4,966	5,363	5,000
131	Membership Dues	-	6	6	-	45	70	25	55	70
132	Office Supplies	9	25	16	10	82	300	218	137	300
133	Postage	23	121	98	-	770	1,450	680	599	1,450
134	Printing / Design / Graphics	2,836	483	(2,352)	-	7,146	5,800	(1,346)	3,952	5,800
135	Staff Support	1	3	2	-	7	33.22	27	13	33
136	Subscriptions	2	3	1	2	44	40	(4)	44	40
137	Staff Mileage Reimbursement	4	20	16	-	29	240	211	44	240
138	Travel	-	83	83	-	-	1,000	1,000	217	1,000
139	General	4,839	1,661	(3,178)	1,452	13,453	19,933.22	6,481	14,511	19,933
140	Business Engagement Coordinator	-	-	-	-	-	-	-	-	-
141	Director of Annual Giving	-	-	-	-	-	-	-	-	-
142	Donor Database Manager	-	-	-	-	-	-	-	-	-
143	Leadership Giving Coordinators	-	2,500	2,500	-	-	30,000	30,000	68,750	30,000
144	Major Gifts Coordinator	-	-	-	2,240	8,010	-	(8,010)	29,389	-
145	Planned Giving (Philanthropic Advisory Services)	2,250	-	(2,250)	3,500	52,500	-	(52,500)	41,725	-
146	Prospect Research/Screening Services	-	104	104	-	400	1,250	850	-	1,250
147	Donor Stewardship/Scholarship Coordinator	880	417	(463)	1,231	11,874	5,000	(6,874)	5,372	5,000
148	Independent Contractors	3,130	3,021	(109)	6,971	72,784	36,250	(36,534)	145,236	36,250

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 06/30/2021 & YTD

		CURRENT MONTH ENDING 06/30/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	6/30/2020	ALL FUNDS	Budget	Variance	6/30/2020	2020-2021
		(1/12 OF Annual Budget)				(12/12 OF Annual Budget)				
149	Annual Report	-	521	521	-	-	6,250	6,250	-	6,250
150	Marketing - College	1,800	2,250	450	3,336	25,530	27,000	1,470	43,372	27,000
151	Marketing - Foundation	1,846	1,417	(429)	2,390	23,662	17,000	(6,662)	11,475	17,000
152	Marketing - General	-	833	833	334	13,180	10,000	(3,180)	2,847	10,000
153	Marketing/Messaging Services - Special Events	-	4,167	4,167	-	357	50,000	49,644	46,904	50,000
154	Marketing - State of the College	-	917	917	-	-	11,000	11,000	332	11,000
155	Marketing - Video	-	-	-	-	-	-	-	-	-
156	Marketing - Website / Social Media	-	583	583	657	2,445	7,000	4,555	692	7,000
157	Refunds/Reimbursement of Marketing Expenses	-	(2,250)	(2,250)	-	(24,000)	(27,000)	(3,000)	(44,908)	(27,000)
158	Website Fees	-	20	20	-	70	240	170	204	240
159	Marketing (Fundraising Portion)	3,646	8,458	4,812	6,717	41,243	101,490	60,247	60,919	101,490
160	Academic Angels Special Event Expenses	-	2,083	2,083	-	-	25,000	25,000	-	25,000
161	Donor / Scholarship Reception	-	1,000	1,000	-	-	12,000	12,000	93	12,000
162	Stepping Out for COD Special Events Expenses	-	6,250	6,250	-	(6,500)	75,000	81,500	18,250	75,000
163	Special Events Direct Expenses	-	9,333	9,333	-	(6,500)	112,000	118,500	18,343	112,000
164	Wages & Benefits-Staff	23,629	17,270	(6,359)	13,898	204,650	207,238.29	2,588	131,803	207,238
165	Salaries & Benefits (Fundraising Portion)	23,629	17,270	(6,359)	13,898	204,650	207,238.29	2,588	131,803	207,238
166	TOTAL FUNDRAISING EXPENSES:	37,653	46,163	8,510	29,046	339,047	553,961.51	214,915	389,570	553,962
167	FUNDRAISING SURPLUS (DEFICIT)	18,104,540	145,503	(17,959,037)	(4,455)	19,436,894	1,746,038	(17,690,855)	1,216,145	
168	OPERATING REVENUE BUDGET FY 2020/21	121,179	95,833	25,346	162,582	1,178,868	1,150,000	28,868	1,296,901	1,150,000
169	FUNDRAISING REVENUE BUDGET FY 2020/21	18,142,193	191,667	17,950,527	24,592	19,775,940	2,300,000	17,475,940	1,605,714	2,300,000
170	TOTAL 2020/21 REVENUE BUDGET:	18,263,372	287,500	17,975,872	187,174	20,954,808	3,450,000	17,504,808	2,902,615	3,450,000
171	MANAGEMENT & GENERAL EXPENDITURE BUDGET FY 2020/21	140,049	84,529	(55,520)	153,033	963,077	1,014,351	51,274	863,830	1,014,351
172	PROGRAM EXPENDITURES BUDGET FY 2020/21	320,304	144,724	(175,580)	419,796	2,141,436	1,736,687	(404,749)	2,138,086	1,736,687
173	FUNDRAISING EXPENDITURE BUDGET FY 2020/21	37,653	46,163	8,510	29,046	339,047	553,962	214,915	389,570	553,962
174	TOTAL 2020/21 EXPENDITURE BUDGET:	498,006	275,417	(222,589)	601,875	3,443,560	3,305,000	(138,560)	3,391,486	3,305,000
175	NET SURPLUS (DEFICIT) BEFORE INVESTMENT ACTIVITY	17,765,366	12,083	(18,164,791)	(414,701)	17,511,248	145,000	(17,366,248)	(488,870)	-
176	Realized Gain / Loss	172,971	-	-	40,695	1,596,546	-	-	391,974	-
177	Realized Gain / Loss - Osher	81,792	-	-	(15,906)	102,792	-	-	4,494	-
178	Unrealized Gain / Loss	(31,272)	-	-	234,970	2,831,374	-	-	126,458	-
179	Investment Fees	(9,834)	12,083	-	(8,275)	(171,165)	145,000	-	(162,728)	145,000
180	Refunds	-	-	-	-	-	-	-	-	-
181	Interfund Transfers	-	-	-	-	-	-	-	-	-
182	Investment Activities	213,657	12,083	-	251,484	4,359,547	145,000	-	360,198	
183	NET SURPLUS (DEFICIT)	17,979,023			(163,217)	21,870,795			(128,672)	



FY 20/21 COMBINED OPERATING BUDGET

REVENUES

Fundraising Revenues :

	FY 2019/20 Budget			FY 2020/21 Budget		
	FY 19/20 OPERATING BUDGET	FY 19/20 Actuals @ 06/30/2020	% of Budget vs Actual @ 06/30/2020	Board Approved FY 20/21 Operating Budget	FY 2020/21 Actuals at 06/30/2021	% of Budget vs Actual
Annual Giving	117,305	41,085	35.0%	100,000	52,410	52.4%
Leadership Giving	550,000	235,904	42.9%	350,000	461,042	131.7%
Business Engagement Giving	150,000	126,272	84.2%	100,000	157,417	157.4%
Major Gifts	400,000	-	0.0%	150,000	18,366,907	12244.6%
Planned Giving	250,000	235,938	94.4%	250,000	94,056	37.6%
Special Events Giving / Capital Campaign	650,000	305,018	46.9%	550,000	-	0.0%
Stepping Out for COD	650,000	305,018	46.9%	500,000	-	0.0%
Academic Angels Events	-	-	0.0%	50,000	-	0.0%
Scholarship Pass-Thru Donations	400,000	329,622	82.4%	350,000	221,617	63.3%
Grants	500,000	331,875	66.4%	450,000	422,493	93.9%
Fundraising Revenues	3,017,305	1,605,714	53.2%	2,300,000	19,775,942	859.8%

Investment/Other Revenues :

Investment Management Services	385,000	396,109	102.9%	382,000	427,105	111.8%
Gift Fee	40,000	33,346	83.4%	-	(200)	0.0%
In Kind Revenue	68,000	62,926	92.5%	68,000	33,334	49.0%
Interest/Dividends Income	600,000	804,520	134.1%	700,000	718,629	102.7%
Investment/Other Revenues	1,093,000	1,296,901	118.7%	1,150,000	1,178,868	102.5%
Total Combined Revenue	4,110,305	2,902,615	70.6%	3,450,000	20,954,810	607.4%



FY 20/21 COMBINED OPERATING BUDGET

EXPENDITURES

Fundraising Expenses

	FY 2019/20 Budget			FY 2020/21 Budget		
	FY 19/20 OPERATING BUDGET	FY 19/20 Actuals @ 06/30/2020	% of Budget vs Actual @ 06/30/2020	Board Approved FY 20/21 Operating Budget	FY 2020/21 Actuals at 06/30/2021	% of Budget vs Actual
Annual Giving	15,000	-	0.0%	10,000	75	0.8%
Leadership Giving	15,000	6,032	40.2%	15,000	7,489	49.9%
Business Engagement	5,000	1,085	21.7%	5,000	860	17.2%
Major Gifts	5,000	-	0.0%	3,000	-	0.0%
Foundation Giving	5,000	-	0.0%	1,000	-	0.0%
Planned Giving	15,000	7,000	46.7%	10,000	3,500	35.0%
Special Events Expenses	100,000	18,250	18.3%	100,000	(6,500)	-6.5%
Stepping Out for COD Event	75,000	18,250	24.3%	75,000	(6,500)	-8.7%
Academic Angels Events	25,000	-	0.0%	25,000	-	0.0%
Total Fundraising Expenses:	160,000	32,367	20.2%	144,000	5,424	3.8%

General Operating Expenses

Alumni Database Development	11,000	-	0.0%	1,000	864	86.4%
Alumni Engagement	50,000	1,728	3.5%	35,000	(864)	-2.5%
Auditor	15,000	14,831	98.9%	15,000	16,500	110.0%
Bad Debt	-	-	0.0%	-	-	0.0%
Bank Charges	4,500	3,075	68.3%	6,000	3,938	65.6%
Board/Staff Training	15,000	5,602	37.3%	15,000	9,977	66.5%
Community Relations	10,000	5,935	59.4%	5,000	1,300	26.0%
Depreciation Expense	200	1,744	872.0%	-	40	0.0%
Donor Cultivation	10,000	(410)	-4.1%	15,000	479	3.2%
Donor Recognition	10,000	4,346	43.5%	15,000	3,430	22.9%
Donor/Scholarship Reception Expenses	12,000	93	0.8%	12,000	-	0.0%
Equipment Lease	8,000	7,711	96.4%	8,000	7,740	96.8%
Furniture & Equipment	4,000	-	0.0%	1,500	1,500	100.0%
In Kind Expense	68,000	62,926	92.5%	68,000	33,334	49.0%
Independent Contractor - Annual Giving	-	-	0.0%	-	-	0.0%



FY 20/21 COMBINED OPERATING BUDGET

FY 2019/20 Budget			FY 2020/21 Budget		
FY 19/20 OPERATING BUDGET	FY 19/20 Actuals @ 06/30/2020	% of Budget vs Actual @ 06/30/2020	Board Approved FY 20/21 Operating Budget	FY 2020/21 Actuals at 06/30/2021	% of Budget vs Actual
-	-	0.0%	-	-	0.0%
75,000	68,750	91.7%	30,000	-	0.0%
50,000	29,389	58.8%	-	8,010	0.0%
50,000	41,725	83.5%	-	52,500	0.0%
30,000	21,488	71.6%	20,000	47,494	237.5%
205,000	161,352	78.7%	50,000	108,004	216.0%
555	555	100.0%	555	555	100.0%
-	-	0.0%	-	-	0.0%
50,000	26,815	53.6%	25,000	170	0.7%
384,540	338,836	88.1%	380,000	324,440	85.4%
20,000	3,462	17.3%	35,000	12,226	34.9%
-	-	0.0%	25,000	-	0.0%
50,000	28,849	57.7%	50,000	-	0.0%
50,000	15,167	30.3%	50,000	66,255	132.5%
-	-	0.0%	-	-	0.0%
179,540	216,858	120.8%	135,000	127,650	94.6%
85,000	74,500	87.6%	85,000	118,309	139.2%
4,000	2,735	68.4%	3,500	2,270	64.9%
15,000	6,870	45.8%	15,000	4,124	27.5%
50,000	45,261	90.5%	45,000	46,088	102.4%
5,000	2,066	41.3%	5,000	2,655	53.1%
25,000	13,627	54.5%	20,000	24,640	123.2%
10,000	-	0.0%	5,000	1,600	32.0%
(179,540)	(224,540)	125.1%	(135,000)	(120,000)	88.9%
1,000	-	0.0%	1,000	-	0.0%
12,000	9,660	80.5%	12,000	7,300	60.8%
1,200	219	18.3%	1,200	146	12.2%
5,000	660	13.2%	1,661	333	20.0%



FY 20/21 COMBINED OPERATING BUDGET

FY 2019/20 Budget			FY 2020/21 Budget		
FY 19/20 OPERATING BUDGET	FY 19/20 Actuals @ 06/30/2020	% of Budget vs Actual @ 06/30/2020	Board Approved FY 20/21 Operating Budget	FY 2020/21 Actuals at 06/30/2021	% of Budget vs Actual
55,000	1,661	3.0%	55,000	32,820	59.7%
3,000	2,209	73.6%	2,000	2,196	109.8%
2,000	1,942	97.1%	6,335	477	7.5%
5,000	1,087	21.7%	5,000	-	0.0%
986,450	627,633	63.6%	986,849	974,524	98.8%
758,533	420,705	55.5%	738,193	726,696	98.4%
227,917	206,928	90.8%	248,656	247,828	99.7%
1,200	1,021	85.1%	1,200	351	29.3%
1,859,105	1,127,250	60.6%	1,682,800	1,490,931	88.6%
10,000	18,669	186.7%	10,000	9,793	97.9%
385,000	396,109	102.9%	382,000	427,105	111.8%
40,000	33,346	83.4%	-	(200)	0.0%
145,000	117,523	81.1%	100,000	125,117	125.1%
580,000	565,647	97.5%	492,000	561,815	114.2%
1,511,200	1,829,007	121.0%	1,131,200	1,556,595	137.6%
720,000	550,047	76.4%	500,000	207,714	41.5%
-	-	0.0%	-	-	0.0%
40,000	12,698		30,000	1,035	
750,000	1,265,862	168.8%	600,000	1,347,071	224.5%
1,200	400	33.3%	1,200	775	64.6%
1,511,200	1,829,007	121.0%	1,131,200	1,556,595	137.6%
4,110,305	3,554,271	86.5%	3,450,000	3,614,765	104.8%



FINANCIAL REPORT

FOR THE PERIOD ENDED JULY 31, 2021

Foundation Mission Statement

Our Mission

The mission of the College of the Desert Foundation is to act as advocates for the College and to secure financial support enhancing the educational opportunities for all students

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

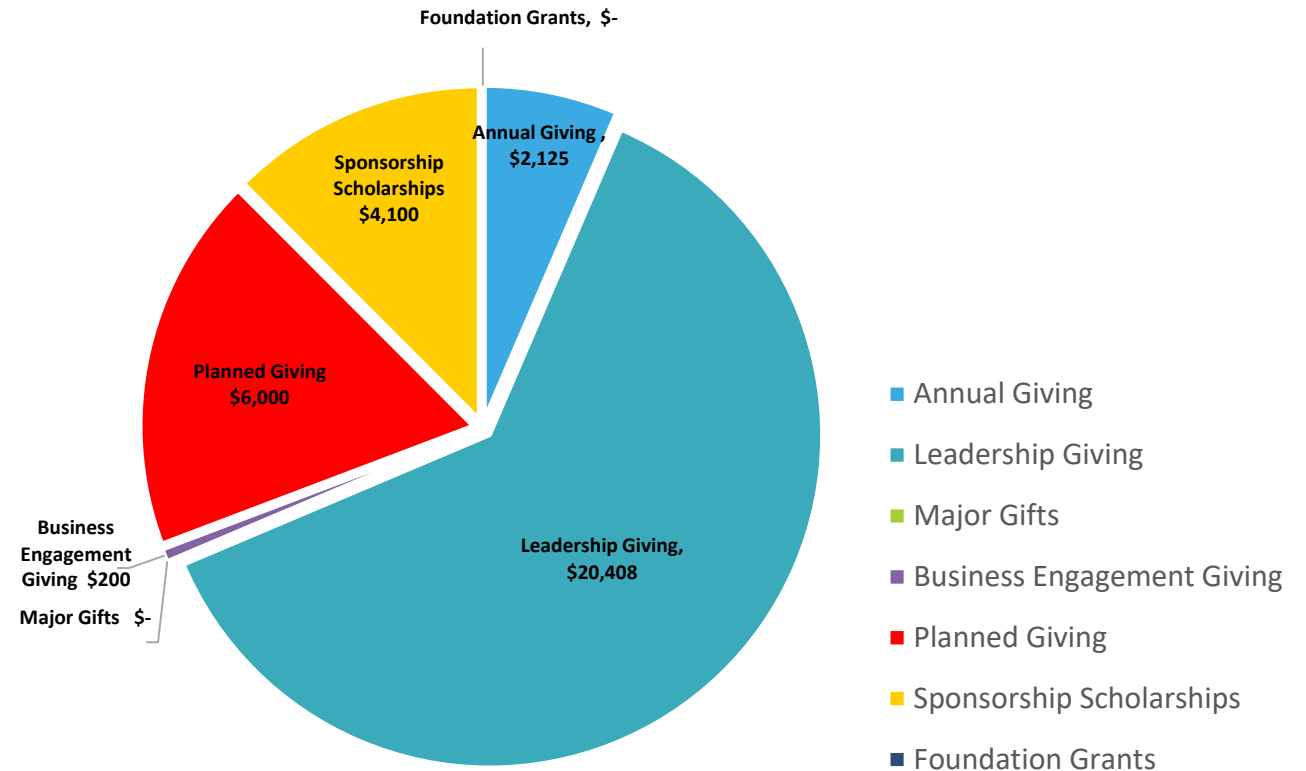
TOTAL FUNDRAISING REVENUE HIGHLIGHTS

July 31, 2021 Fundraising Revenues \$32,833

2021/2022 Revenues

YTD Revenues Highlights:

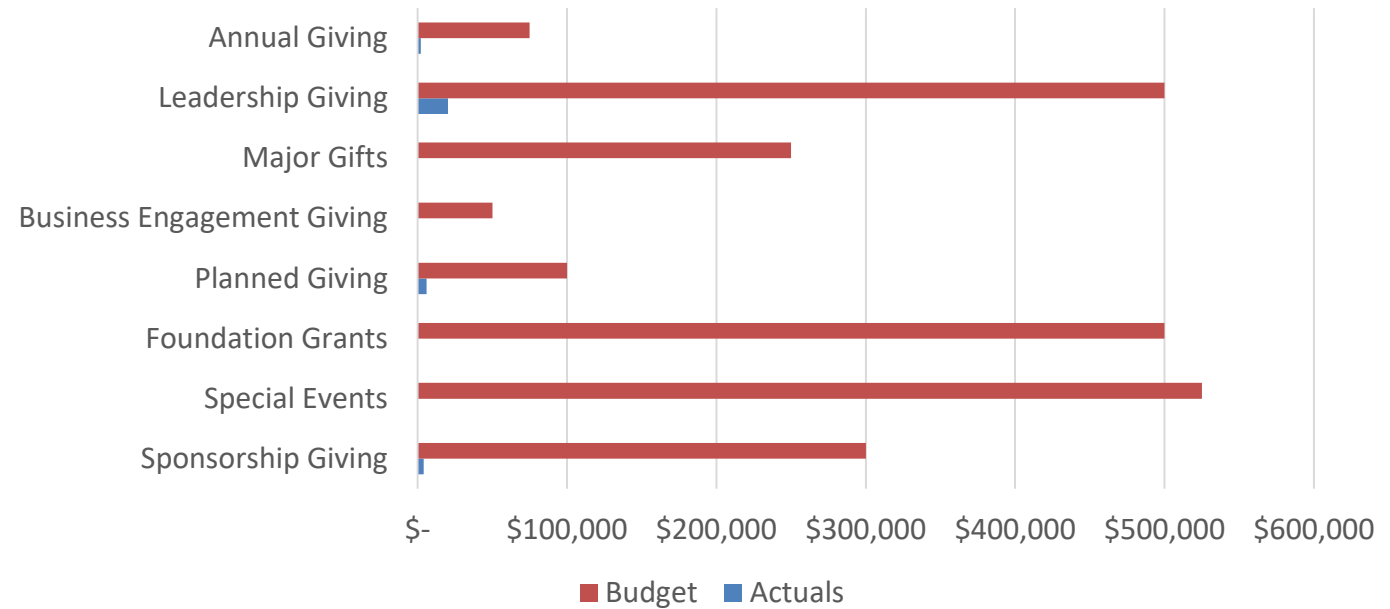
- \$12,975 in Scholarship Donations (Variety of Rest. Funds)
 - Includes \$4,100 Sponsorship Pass Through Scholarships
- \$10,158 in Presidents Circle Contributions



TOTAL FUNDRAISING REVENUE BUDGET VS. ACTUALS

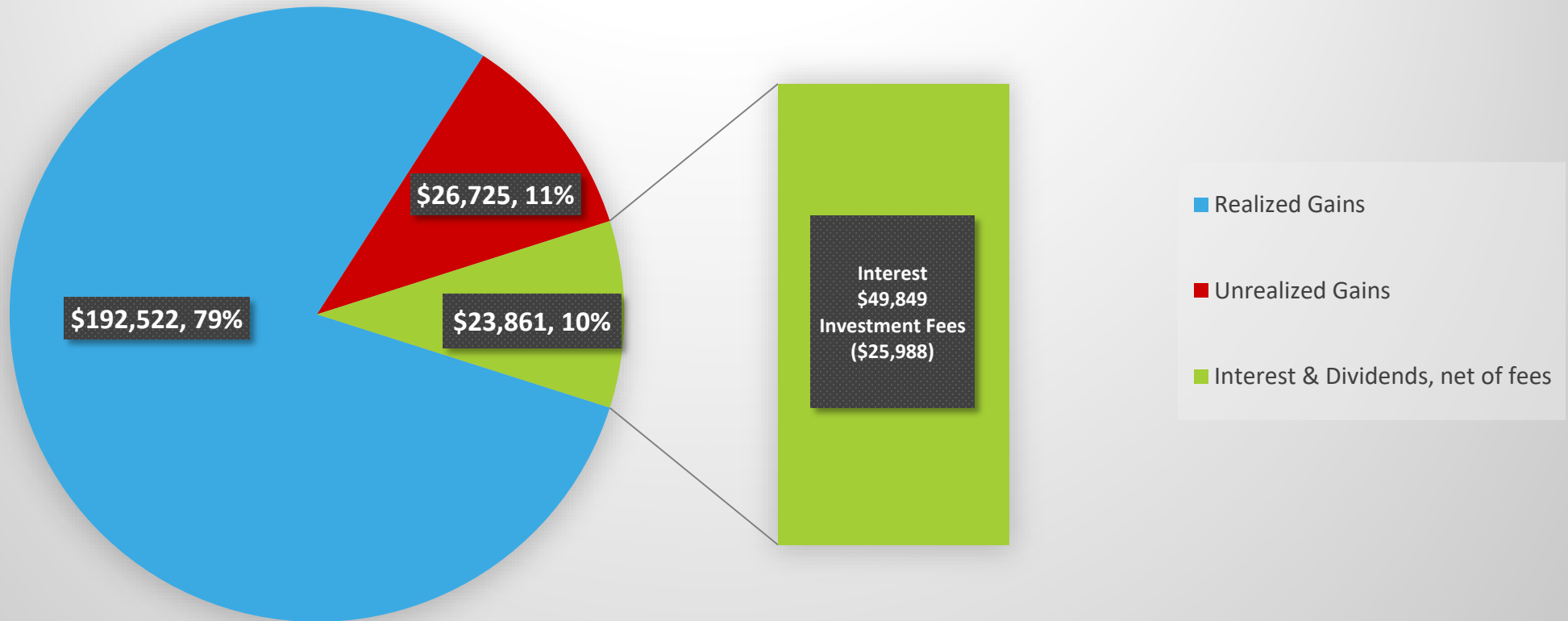
• Annual Giving		
• Budgeted:	\$ 75,000	
• Actual:	\$ 2,125	2.8%
• Leadership Giving		
• Budgeted:	\$500,000	
• Actual:	\$ 20,408	4.1%
• Business Engagement Giving		
• Budgeted:	\$ 50,000	
• Actual:	\$ 200	0.4%
• Major Gifts		
• Budgeted:	\$250,000	
• Actual:	\$ 0.00	0.0%
• Planned Giving		
• Budgeted:	\$100,000	
• Actual:	\$ 6,000	6.0%
• Special Event Giving		
• Budgeted:	\$525,000	
• Actual:	\$ 0.00	0.0%
• Sponsorship Scholarships (Pass Thru)		
• Budgeted:	\$300,000	
• Actual:	\$ 4,100	1.4%
• Foundation Grants		
• Budgeted:	\$500,000	
• Actual:	\$ 0.00	0.0%
• Total FY 2021/22 Fundraising Budget	\$2,300,000	
• Actual Revenue Realized	\$ 32,833	1.4%

Fiscal Year 2021/22 Revenue Budget vs Actuals
As of July 31, 2021

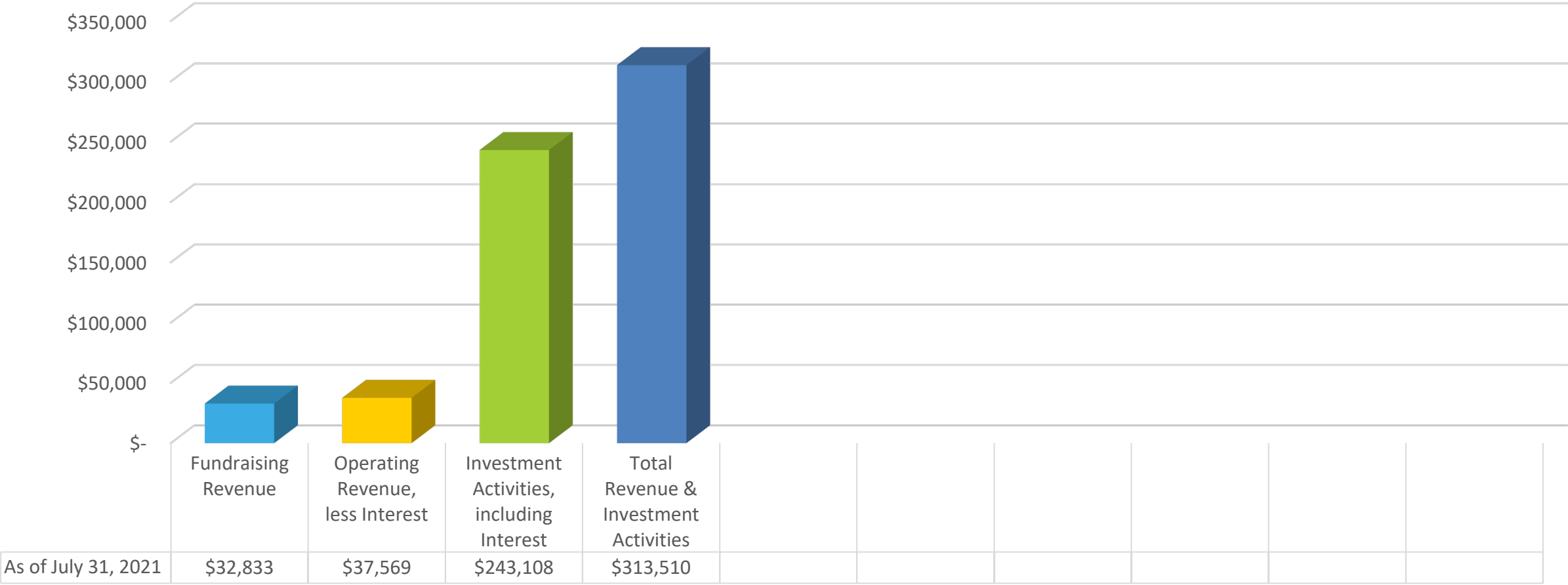


INVESTMENT ACTIVITIES

Total Other Investment Activity Income for the period ended July 31, 2021 is \$243,108 including Interest of \$49,849

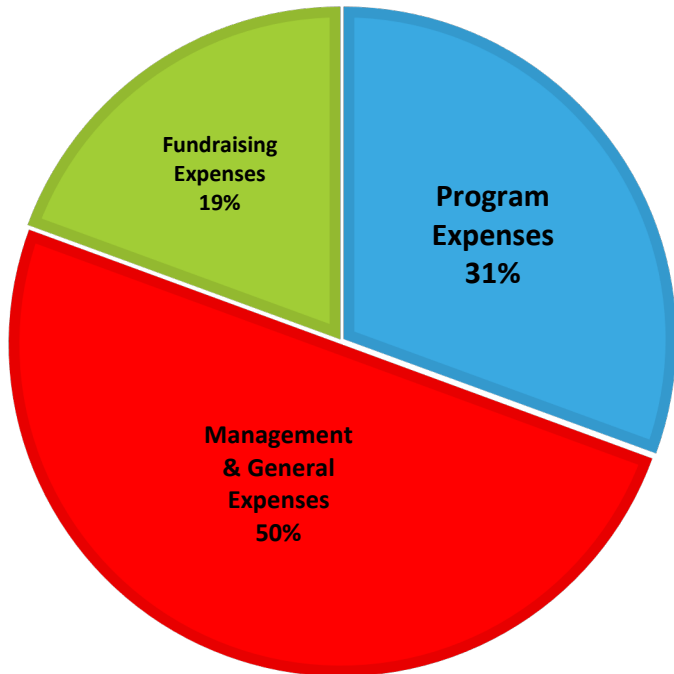


Fiscal Year 2021/22 Combined Revenue & Investment Activities as of July 31, 2021



TOTAL EXPENDITURES

2021/2022 YTD FUNCTIONAL EXPENSES



■ Program Expenses ■ Management & General Expenses ■ Fundraising Expenses

Total expenditures for the month ended July 31, 2021 are \$161,272

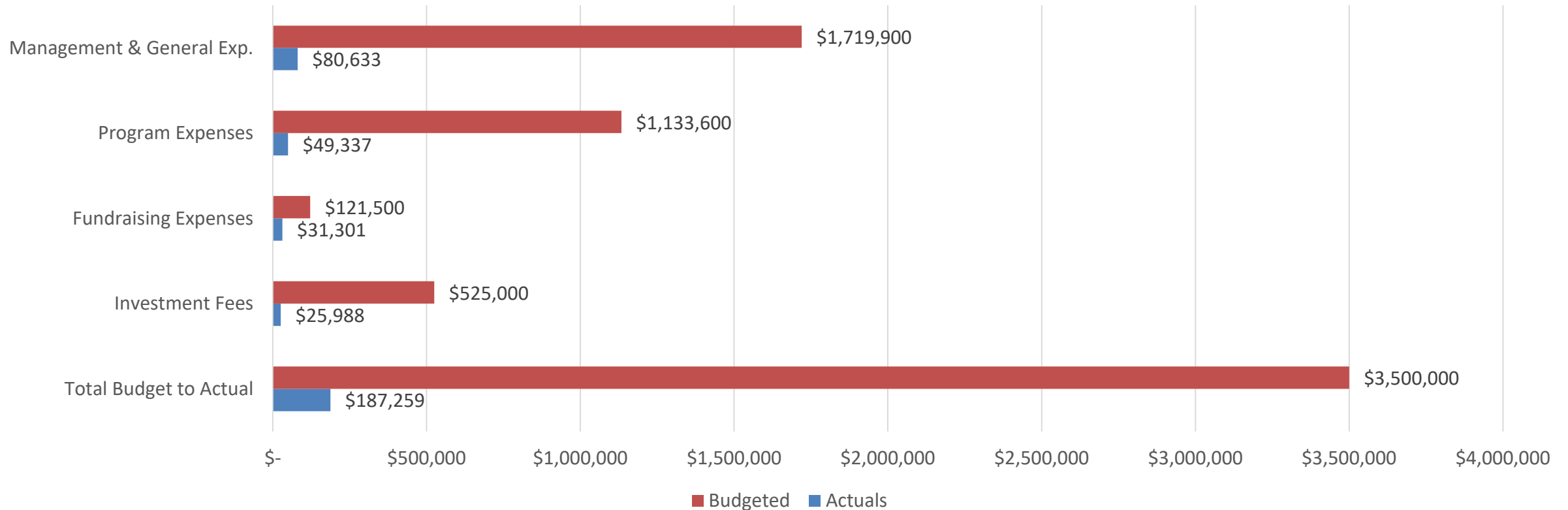
Includes:

• Foundation Salaries & Benefits	\$91,182
• Scholarships & Program Support	\$13,591
• Special Events Expense	\$10,000
• Board/Staff Training/Meetings	\$3,580
• Foundation Marketing & Development	\$1,900
• Consulting Services	\$1,650

** Amounts do not include Investment activity.*

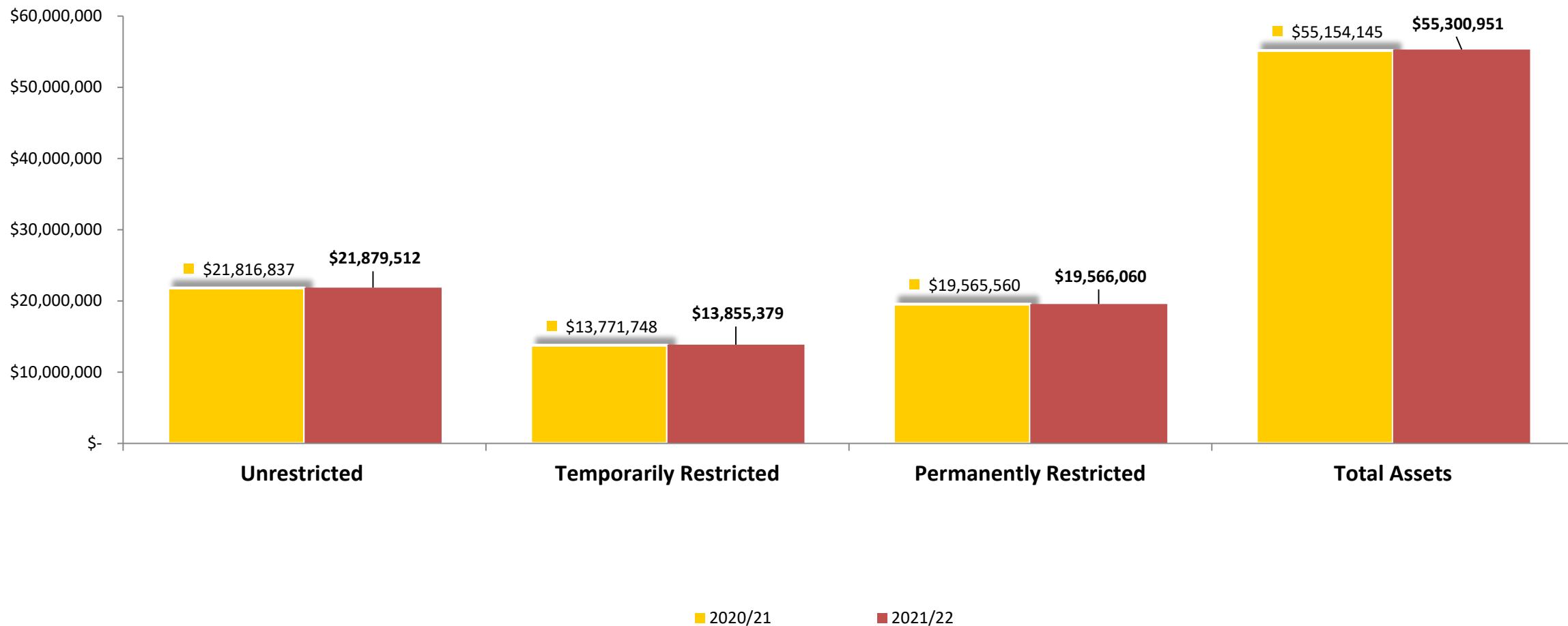
EXPENDITURES — BUDGET VS ACTUAL

Fiscal Year 2021/2022 Expense Budget vs Actuals



** Amounts do not include Investment activity.*

Change in Net Assets



- Unrestricted Funds: Includes \$500,000 Board Designated Reserve and \$250,000 Board Designated Funds for Pledge Program.
- Temporarily Restricted Funds: Restricted per Donor Criteria
- Permanently Restricted Funds: Endowments held by the Foundation in Perpetuity.

ACCOMPLISHING OUR MISSION

AS OF JULY 31, 2021

\$13,150 GIVEN IN SCHOLARSHIP SUPPORT TO STUDENTS

\$441 IN PROGRAM SUPPORT

TOTAL COMBINED SUPPORT \$13,591

STUDENT EMERGENCY FUND UPDATE

As of September 17, 2021:

- Total funds allocated by Foundation Board of Directors for Student Emergency Request \$300,000
- Total additional funds raised since fund inception \$ 153,996 (with pending receipt of \$5,000)
- Student Emergency funds disbursed since inception \$355,718 (\$4,000 pending)
- 435 Individual Disbursements (4 pending)
- Remaining Funds Available as of September 17, 2021 \$ 96,010.50

College of the Desert Foundation
Schedule of Net Assets
As of 9/17/2021

		Revenues	Expenditures	Total
Balances:				
COD Student Emergency Fund - Foundation	2313			
Temporarily Rest. Fund Balance	32000	0.00	0.00	0.00
Annual Giving	45010	11,335.00	0.00	11,335.00
Leadership Giving	45020	90,816.67	0.00	90,816.67
Business Engagement Giving	45030	6,875.00	0.00	6,875.00
Major Gifts	45040	39,969.00	0.00	39,969.00
Interest & Dividends	50000	0.00	0.00	0.00
Realized Gains (Losses)	63000	0.00	0.00	0.00
Unrealized Gains/(Losses)	63003	0.00	0.00	0.00
Scholarships	70200	0.00	(351,717.92)	(351,717.92)
Gift Fee	81503	0.00	(2,267.25)	(2,267.25)
Other Investment Expenses	83200	0.00	0.00	0.00
Interfund Transfer	90000	0.00	300,000.00	300,000.00
Total COD Student Emergency Fund - Foundation		<u>148,995.67</u>	<u>(53,985.17)</u>	<u>95,010.50</u>
Total Balances:		<u>148,995.67</u>	<u>(53,985.17)</u>	<u>95,010.50</u>

Questions?

Thank you!



COLLEGE
of the DESERT
FOUNDATION

FINANCIAL SUMMARY

July 31, 2021

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF FINANCIAL POSITION , JULY 31, 2021
WITH COMPARATIVE TOTALS FOR JULY 31, 2020

	Operating & Restricted Asset Funds		Endowed Asset Funds	Totals	
	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	(Memorandum Only)	
				2021-2022	2020-2021
ASSETS					
Current Assets					
1 Cash and cash equivalents	9,406,356	81,864	6,608,352	16,096,573	1,636,133
2 Investments	11,871,583	13,393,627	12,615,995	37,881,205	31,199,370
3 Investments - Board Reserve	500,000	-	-	500,000	500,000
4 Investments related to deferred gifts - Split Interest Agreements	-	158,228	-	158,228	168,020
5 Unconditional promises to give (Pledges)	30,000	-	-	30,000	14,808
6 Allowance for Doubtful Accounts	-	-	-	-	-
7 Accounts Receivable	-	-	-	-	-
8 Accounts Receivable - Related Party	2,108	-	-	2,108	-
9 Accrued interest receivable	61,005	30,086	5,164	96,255	109,348
10 Student Emergency Funds held at Co	5,000	-	-	5,000	5,000
11 Other Assets	2,500	-	-	2,500	2,500
12 Total Current Assets	21,878,552	13,663,806	19,229,511	54,771,869	33,635,179
Noncurrent Assets					
Beneficial interest in assets held by the Foundation for California Community Colleges - Osher Foundation					
13 Unconditional promises to give (Pledges)- Net amortized Discount	-	126,666	336,549	463,215	381,424
14 Equipment (net of accumulated depreciation)	960	64,907	-	65,867	10,320
15 Total Noncurrent Assets	960	191,573	336,549	529,082	391,784
17 TOTAL ASSETS	21,879,512	13,855,379	19,566,060	55,300,951	34,026,963
LIABILITIES					
Current Liabilities					
18 Accounts payable	8,834	9,000	-	17,834	44,562
19 Accounts Payable - Related Party	91,385	2,100	-	93,485	188,723
20 Accrued Payroll - Related Party	43,464	-	-	43,464	17,442
21 PPP Loan Payable	-	-	-	-	97,545
22 Deferred Contribution Income	-	-	-	-	(1,811)
23 Total Current Liabilities	143,684	11,100	-	154,784	346,461
NET ASSETS, beginning					
Unrestricted:					
24 Undesignated	20,917,272	-	-	20,917,272	2,350,492
25 Board designated	750,000	-	-	750,000	500,000
26 Temporarily restricted	-	13,761,098	-	13,761,098	10,857,833
27 Permanently restricted	-	-	19,565,560	19,565,560	19,414,806
28 TOTAL NET ASSETS, beginning	21,667,272	13,761,098	19,565,560	54,993,930	33,123,131
29 Net Activity	68,557	83,181	500	152,237	557,370
30 NET ASSETS	21,735,829	13,844,279	19,566,060	55,146,167	33,680,501
31 TOTAL LIABILITIES AND NET ASSETS	21,879,512	13,855,379	19,566,060	55,300,951	34,026,963

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 07/312021 & YTD

		CURRENT MONTH ENDING 07/31/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	7/31/2020	ALL FUNDS	Budget	Variance	7/31/2020	2021 / 2022
		(1/12 OF Annual Budget)				(1 / 12 of Annual Budget)				
OPERATIONAL & PROGRAM SUPPORT										
OPERATING REVENUE										
1	In-Kind Revenue	-	5,417	(5,417)	-	-	5,416.67	(5,417)	-	65,000
2	Interest	49,849	60,000	(10,151)	61,613	49,849	60,000	(10,151)	61,613	720,000
3	Management Fees	37,569	34,583	2,986	33,639	37,569	34,583.33	2,986	33,639	415,000
4	Sustainability Fees (Gift Fees)	-	-	-	-	-	-	-	-	-
5	TOTAL OPERATING REVENUE	87,418	100,000	(12,582)	95,252	87,418	100,000	(12,582)	95,252	1,200,000
MANAGEMENT & GENERAL EXPENSES										
6	Audit Services	-	850	850	-	-	850	850	-	10,200
7	Bad Debt	-	-	-	-	-	-	-	-	-
8	Bank & Credit Card Fees	377	333	(44)	59	377	333.33	(44)	59	4,000
9	Board/Staff Training	1,790	625	(1,165)	-	1,790	625	(1,165)	-	7,500
10	Depreciation	-	-	-	-	-	-	-	-	-
11	Equipment Lease / Maintenance	-	667	667	-	-	666.67	667	-	8,000
12	Furniture / Equipment	-	267	267	-	-	266.67	267	-	3,200
13	Insurance	-	46	46	-	-	46.25	46	-	555
14	Legal Services	-	1,250	1,250	-	-	1,250	1,250	-	15,000
15	Management Fees	37,569	34,583	(2,986)	33,639	37,569	34,583.33	(2,986)	33,639	415,000
16	Membership Dues	-	240	240	-	-	240	240	-	2,880
17	Office Supplies	30	817	786	125	30	816.67	786	125	9,800
18	Postage	-	100	100	4	-	100	100	4	1,200
19	Printing/Design/Graphics	(54)	200	254	61	(54)	200	254	61	2,400
20	Realized Gain/Loss - For Split Interest Agreements	-	833	833	-	-	833.33	833	-	10,000
21	Rent/Utilities - In Kind	-	5,417	5,417	-	-	5,416.67	5,417	-	65,000
22	Repairs/Maintenance	-	83	83	-	-	83.33	83	-	1,000
23	Service Contracts	65	1,167	1,102	65	65	1,166.67	1,102	65	14,000
24	Staff Mileage Reimbursement	30	104	74	-	30	104.17	74	-	1,250
25	Staff Support	83	55	(28)	-	83	55.37	(28)	-	664
26	Subscriptions/Publications	142	163	21	91	142	163.33	21	91	1,960
27	Sustainability Fees (Gift Fees)	-	-	-	-	-	-	-	-	-
28	Telephone	-	525	525	164	-	525	525	164	6,300
29	Travel	-	125	125	-	-	125	125	-	1,500
30	General	40,033	48,450.79	8,418	34,209	40,033	48,450.79	8,418	34,209	581,409
31	Donor Database Manager	-	-	-	-	-	-	-	-	-
32	Prospect Research/Screening Services	-	83	83	-	-	83.33	83	-	1,000
33	Stewardship Coordinator	330	587	257	867	330	586.67	257	867	7,040
34	Independent Contractors (Non-Fundraising)	330	670	340	867	330	670	340	867	8,040
35	Annual Report	-	-	-	-	-	-	-	-	-
36	Marketing	-	-	-	-	-	-	-	-	-
37	Donor Recognition	150	313	163	166	150	312.50	163	166	3,750
38	Recognition	150	313	163	166	150	312.50	163	166	3,750
39	Foundation Staff	40,120	40,966	846	30,510	40,120	40,966.46	846	30,510	491,597
40	Salaries & Related Expenses	40,120	40,966	846	30,510	40,120	40,966.46	846	30,510	491,597
41	TOTAL MANAGEMENT & GENERAL EXPENSES	80,633	90,400	9,766	65,752	80,633	90,399.74	9,766	65,752	1,084,797
PROGRAM EXPENSES										
42	College Program Support	441	33,950	33,509	-	441	33,950	33,509	-	407,400
43	Presidents Innovation Fund	-	-	-	-	-	-	-	-	-
44	Presidents Discretionary Fund	-	-	-	-	-	-	-	-	25,000
45	Student Awards	-	100	100	-	-	100	100	-	1,200
46	Student Scholarships	13,150	58,333	45,183	18,897	13,150	58,333.33	45,183	18,897	700,000
47	College & Student Support	13,591	94,467	80,876	18,897	13,591	94,466.67	80,876	18,897	1,133,600
48	Alumni Database Development	-	38	38	-	-	37.50	38	-	450
49	Alumni Engagement	-	375	375	-	-	375	375	-	4,500

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 07/312021 & YTD

		CURRENT MONTH ENDING 07/31/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	7/31/2020	ALL FUNDS	Budget	Variance	7/31/2020	2021 / 2022
		(1/12 OF Annual Budget)				(1 / 12 of Annual Budget)				
50	Community Relations	-	188	188	551	-	187.50	188	551	2,250
51	Donor Cultivation	127	375	248	-	127	375	248	-	4,500
52	Donor Recognition	20	42	22	22	20	41.67	22	22	500
53	Development & Recognition	147	1,017	869	573	147	1,016.67	869	573	12,200
54	Audit Services	-	283	283	-	-	283.33	283	-	3,400
55	Board/Staff Training	1,074	375	(699)	-	1,074	375	(699)	-	4,500
56	Legal Services	-	417	417	-	-	416.67	417	-	5,000
57	Membership Dues	-	5	5	-	-	5	5	-	60
58	Postage	-	196	196	8	-	195.83	196	8	2,350
59	Printing/Design/Graphics	(105)	392	496	120	(105)	391.67	496	120	4,700
60	Staff Mileage Reimbursement	18	63	45	-	18	62.50	45	-	750
61	Travel	-	75	75	-	-	75	75	-	900
62	General	987	1,805	818	128	987	1,805	818	128	21,660
63	Donor Database Manager	-	-	-	-	-	-	-	-	-
64	Prospect Research/Screening Services	-	229	229	-	-	229.17	229	-	2,750
65	Scholarship/Stewardship Coordinator	908	1,613	706	2,383	908	1,613.33	706	2,383	19,360
66	Independent Contractors (Non-Fundraising)	908	1,843	935	2,383	908	1,842.50	935	2,383	22,110
67	Annual Report	-	-	-	-	-	-	-	-	-
68	Marketing - College	-	8,000	8,000	7,200	-	8,000	8,000	7,200	96,000
69	Marketing - Foundation	-	5,000	5,000	8,866	-	5,000	5,000	8,866	60,000
70	Marketing - General	1,520	2,667	1,147	1,406	1,520	2,666.67	1,147	1,406	32,000
71	Marketing - State of the College	-	5,000	5,000	-	-	5,000	5,000	-	60,000
72	Marketing - Video	-	-	-	-	-	-	-	-	-
73	Marketing - Website/Social Media	-	333	333	-	-	333.33	333	-	4,000
74	Refunds/Reimbursement of Marketing Expenses	-	(8,000)	(8,000)	-	-	(8,000)	(8,000)	-	(96,000)
75	Website Fees	270	80	(190)	-	270	80	(190)	-	960
76	Marketing	1,790	13,080	11,290	17,473	1,790	13,080	11,290	17,473	156,960
77	Foundation Staff	31,914	32,587	673	24,270	31,914	32,586.95	673	24,270	391,043
78	Salaries & Related Expenses	31,914	32,587	673	24,270	31,914	32,586.95	673	24,270	391,043
79	TOTAL PROGRAM EXPENSES	49,337	144,798	95,461	63,724	49,337	144,797.79	95,461	63,724	1,737,573
80	TOTAL OPERATING EXPENSES	129,970	235,198	105,227	129,476	129,970	235,197.53	105,227	129,476	2,822,370
81	OPERATING SURPLUS (DEFICIT)	(42,552)	(135,198)	92,645	(34,224)	(42,552)	(135,198)	(92,645)	(34,224)	
FUNDRAISING										
82	Academic Angels < \$1,000	-	-	-	950	-	-	-	950	-
83	Community Friends Donations	750	-	750	200	750	-	750	200	-
84	Faculty/Staff/Retiree Donation	700	-	700	751	700	-	700	751	-
85	Scholarship Donations	675	-	675	2,500	675	-	675	2,500	-
86	Annual Giving - Gifts \$1,000 and under	2,125	6,250	(4,125)	4,401	2,125	6,250	(4,125)	4,401	75,000
87	State of the College Donations	-	-	-	-	-	-	-	-	-
88	Paycheck Protection Program Contribution	-	-	-	-	-	-	-	-	-
89	Community Friends Donations	-	-	-	26	-	-	-	26	-
90	Academic Angels Giving	-	-	-	-	-	-	-	-	-
91	Presidents Circle Giving	-	-	-	-	-	-	-	-	-
92	Scholarship Donations	200	-	200	-	200	-	200	-	-
93	Business Engagement Giving - All donations made by businesses	200	4,167	(3,967)	26	200	4,166.67	(3,967)	26	50,000

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 07/312021 & YTD

		CURRENT MONTH ENDING 07/31/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	7/31/2020	ALL FUNDS	Budget	Variance	7/31/2020	2021 / 2022
		(1/12 OF Annual Budget)				(1 / 12 of Annual Budget)				
94	Community Friends	-	-	-	-	-	-	-	-	-
95	Scholarship Donations	-	-	-	-	-	-	-	-	-
96	Foundation Grants	-	41,667	(41,667)	-	-	41,666.67	(41,667)	-	500,000
97	Community Friends Donations	2,000	-	2,000	-	2,000	-	2,000	-	-
98	Faculty/Staff/Retiree Donation	250	-	250	-	250	-	-	-	-
99	Presidents Circle Giving	10,158	-	10,158	6,060	10,158	-	-	6,060	-
100	Scholarship Donations	8,000	-	8,000	6,000	8,000	-	8,000	6,000	-
101	Leadership Giving - Gifts \$1,000 - \$24,999	20,408	41,667	(21,258)	12,060	20,408	41,666.67	(21,258)	12,060	500,000
102	Community Friend Donations	-	-	-	-	-	-	-	-	-
103	Presidents Circle Giving	-	-	-	-	-	-	-	-	-
104	Scholarship Donations/Scholarship Endowments	-	-	-	-	-	-	-	-	-
105	Space Naming	-	-	-	-	-	-	-	-	-
106	Major Gifts - Gifts of \$25,000 +	-	20,833	(20,833)	-	-	20,833.33	(20,833)	-	250,000
107	Charitable Gift Annuity	-	-	-	-	-	-	-	-	-
108	Estate Gifts	6,000	-	6,000	-	6,000	-	6,000	-	-
109	Planned Giving	6,000	8,333	(2,333)	-	6,000	8,333.33	(2,333)	-	100,000
110	Academic Angels Special Events	-	2,083	(2,083)	-	-	2,083.33	(2,083)	-	25,000
111	Stepping Out for COD	-	41,667	(41,667)	-	-	41,666.67	(41,667)	-	500,000
112	Special Events	-	43,750	(43,750)	-	-	43,750	(43,750)	-	525,000
113	Sponsorship Scholarships (Pass Thru)	4,100	25,000	(20,900)	7,600	4,100	25,000	(20,900)	7,600	300,000
114	TOTAL FUNDRAISING REVENUE:	32,833	191,667	(158,834)	24,087	32,833	191,667	(158,834)	24,087	2,300,000
FUNDRAISING EXPENSES										
115	Alumni Database Development	-	46	46	-	-	45.83	46	-	550
116	Annual Giving Expenses	-	833	833	-	-	833.33	833	-	10,000
117	Alumni Engagement	-	458	458	-	-	458.33	458	-	5,500
118	Business Engagement Expenses	-	125	125	-	-	125	125	-	1,500
119	Community Relations	-	229	229	674	-	229.17	229	674	2,750
120	Donor Cultivation	156	458	303	-	156	458.33	303	-	5,500
121	Foundation Giving Expenses	-	-	-	-	-	-	-	-	-
122	Leadership Giving Expenses	439	833	394	-	439	833.33	394	-	10,000
123	Major Gifts Expenses	-	-	-	-	-	-	-	-	-
124	Planned Giving Expenses	-	1,250	1,250	-	-	1,250	1,250	-	15,000
125	Donor Recognition	30	63	33	33	30	62.50	33	33	750
126	Development & Recognition	625	4,296	3,671	707	625	4,295.83	3,671	707	51,550
127	Audit Services	-	283	283	-	-	283.33	283	-	3,400
128	Board/Staff Training	716	250	(466)	-	716	250	(466)	-	3,000
129	Legal Services	-	417	417	-	-	416.67	417	-	5,000
130	Membership Dues	-	5	5	-	-	5	5	-	60
131	Office Supplies	1	17	16	3	1	16.67	16	3	200
132	Postage	-	121	121	5	-	120.83	121	5	1,450
133	Printing / Design / Graphics	(65)	242	306	74	(65)	241.67	306	74	2,900
134	Staff Support	1	1	(0)	-	1	1.13	(0)	-	14
135	Subscriptions	3	3	0	2	3	3.33	0	2	40
136	Staff Mileage Reimbursement	12	42	30	-	12	41.67	30	-	500
137	Travel	-	50	50	-	-	50	50	-	600
138	General	668	1,430	762	84	668	1,430.30	762	84	17,164
139	Business Engagement Coordinator	-	-	-	-	-	-	-	-	-
140	Director of Annual Giving	-	-	-	-	-	-	-	-	-
141	Donor Database Manager	-	-	-	-	-	-	-	-	-
142	Leadership Giving Coordinators	-	-	-	-	-	-	-	-	-
143	Major Gifts Coordinator	-	-	-	3,600	-	-	-	3,600	-
144	Planned Giving (Philanthropic Advisory Services)	-	3,750	3,750	3,500	-	3,750	3,750	3,500	45,000
145	Prospect Research/Screening Services	-	104	104	-	-	104.17	104	-	1,250
146	Donor Stewardship/Scholarship Coordinator	413	733	321	1,083	413	733.33	321	1,083	8,800
147	Independent Contractors	413	4,588	4,175	8,183	413	4,587.50	4,175	8,183	55,050

STATEMENT OF ACTIVITIES

FOR CURRENT MONTH ENDED 07/312021 & YTD

		CURRENT MONTH ENDING 07/31/2021			Prior Year Month Ending	CURRENT YEAR TO DATE			PRIOR YTD ENDING	CURRENT YEAR BUDGET
		ALL FUNDS	Budget	Variance	7/31/2020	ALL FUNDS	Budget	Variance	7/31/2020	2021 / 2022
		(1/12 OF Annual Budget)				(1 / 12 of Annual Budget)				
148	Annual Report	-	-	-	-	-	-	-	-	-
149	Marketing - College	-	2,000	2,000	1,800	-	2,000	2,000	1,800	24,000
150	Marketing - Foundation	-	1,250	1,250	2,217	-	1,250	1,250	2,217	15,000
151	Marketing - General	380	667	287	352	380	666.67	287	352	8,000
152	Marketing/Messaging Services - Special Events	-	3,333	3,333	-	-	3,333.33	3,333	-	40,000
153	Marketing - State of the College	-	1,250	1,250	-	-	1,250	1,250	-	15,000
154	Marketing - Video	-	-	-	-	-	-	-	-	-
155	Marketing - Website / Social Media	-	83	83	-	-	83.33	83	-	1,000
156	Refunds/Reimbursement of Marketing Expenses	-	(2,000)	(2,000)	-	-	(2,000)	(2,000)	-	(24,000)
157	Website Fees	68	20	(48)	-	68	20	(48)	-	240
158	Marketing (Fundraising Portion)	448	6,603	6,156	4,368	448	6,603.33	6,156	4,368	79,240
159	Academic Angels Special Event Expenses	-	833	833	-	-	833.33	833	-	10,000
160	Donor / Scholarship Reception	-	833	833	-	-	833.33	833	-	10,000
161	Stepping Out for COD Special Events Expenses	10,000	6,250	(3,750)	(6,500)	10,000	6,250	(3,750)	(6,500)	75,000
162	Special Events Direct Expenses	10,000	7,917	(2,083)	(6,500)	10,000	7,916.67	(2,083)	(6,500)	95,000
163	Wages & Benefits-Staff	19,148	19,552	404	14,562	19,148	19,552.17	404	14,562	234,626
164	Salaries & Benefits (Fundraising Portion)	19,148	19,552	404	14,562	19,148	19,552.17	404	14,562	234,626
165	TOTAL FUNDRAISING EXPENSES:	31,301	44,386	13,085	21,404	31,301	44,385.80	13,085	21,404	532,630
166	FUNDRAISING SURPLUS (DEFICIT)	1,532	147,281	145,749	2,683	1,532	147,281	145,749	2,683	
167	OPERATING REVENUE BUDGET FY 2020/21	87,418	100,000	(12,582)	95,252	87,418	100,000	(12,582)	95,252	1,200,000
168	FUNDRAISING REVENUE BUDGET FY 2020/21	32,833	191,667	(158,834)	24,087	32,833	191,667	(158,834)	24,087	2,300,000
169	TOTAL 2020/21 REVENUE BUDGET:	120,251	291,667	(171,416)	119,339	120,251	291,667	(171,416)	119,339	3,500,000
170	MANAGEMENT & GENERAL EXPENDITURE BUDGET FY 2020/21	80,633	90,400	9,766	65,752	80,633	90,400	9,766	65,752	1,084,797
171	PROGRAM EXPENDITURES BUDGET FY 2020/21	49,337	144,798	95,461	63,724	49,337	144,798	95,461	63,724	1,737,573
172	FUNDRAISING EXPENDITURE BUDGET FY 2020/21	31,301	44,386	13,085	21,404	31,301	44,386	13,085	21,404	532,630
173	TOTAL 2020/21 EXPENDITURE BUDGET:	161,272	279,583	118,312	150,880	161,272	279,583	118,312	150,880	3,355,000
174	NET SURPLUS (DEFICIT) BEFORE INVESTMENT ACTIVITY	(41,021)	12,083	238,394	(31,541)	(41,021)	12,083	53,104	(31,541)	-
175	Realized Gain / Loss	192,522	-	-	44,507	192,522	-	-	44,507	-
176	Realized Gain / Loss - Osher	-	-	-	-	-	-	-	-	-
177	Unrealized Gain / Loss	26,725	-	-	569,826	26,725	-	-	569,826	-
178	Investment Fees	(25,988)	12,083.33	-	(25,422)	(25,988)	12,083.33	-	(25,422)	145,000
179	Refunds	-	-	-	-	-	-	-	-	-
180	Interfund Transfers	-	-	-	-	-	-	-	-	-
181	Investment Activities	193,259	12,083	-	588,911	193,259	12,083	-	588,911	
182	NET SURPLUS (DEFICIT)	152,238			557,370	152,238			557,370	



FY 20/21 COMBINED OPERATING BUDGET

REVENUES

Fundraising Revenues :

	FY 2020/21 Budget			FY 2021/22 Budget		
	FY 2020/21 OPERATING BUDGET	FY 20/21 Actuals @ 06/30/2021	% of Budget vs Actual @ 06/30/2021	Board Approved FY 2021/22 Operating Budget	FY 2021/22 Actuals at 07/31/2021	% of Budget vs Actual
Annual Giving	100,000	52,410	52.4%	75,000	2,125	2.8%
Leadership Giving	350,000	461,042	131.7%	500,000	20,408	4.1%
Business Engagement Giving	100,000	157,417	157.4%	50,000	200	0.4%
Major Gifts	150,000	18,366,907	12244.6%	250,000	-	0.0%
Planned Giving	250,000	94,056	37.6%	100,000	6,000	6.0%
Special Events Giving / Capital Campaign	550,000	-	0.0%	525,000	-	0.0%
Stepping Out for COD	500,000	-	0.0%	500,000	-	0.0%
Academic Angels Events	50,000	-	0.0%	25,000	-	0.0%
Scholarship Pass-Thru Donations	350,000	221,617	63.3%	300,000	4,100	1.4%
Grants	450,000	422,493	93.9%	500,000	-	0.0%
Fundraising Revenues	2,300,000	19,775,942	859.8%	2,300,000	32,833	1.4%

Investment/Other Revenues :

Investment Management Services	382,000	427,105	111.8%	415,000	37,569	9.1%
Gift Fee	-	(200)	0.0%	-	-	0.0%
In Kind Revenue	68,000	33,334	49.0%	65,000	-	0.0%
Interest/Dividends Income	700,000	718,629	102.7%	720,000	49,849	6.9%
Investment/Other Revenues	1,150,000	1,178,868	102.5%	1,200,000	87,418	7.3%
Total Combined Revenue	3,450,000	20,954,810	607.4%	3,500,000	120,251	3.4%



FY 20/21 COMBINED OPERATING BUDGET

EXPENDITURES

Fundraising Expenses

	FY 2020/21 OPERATING BUDGET	FY 20/21 Actuals @ 06/30/2021	% of Budget vs Actual @ 06/30/2021	Board Approved FY 2021/22 Operating Budget	FY 2021/22 Actuals at 07/31/2021	% of Budget vs Actual
Annual Giving	10,000	75	0.8%	10,000	-	0.0%
Leadership Giving	15,000	7,489	49.9%	10,000	439	4.4%
Business Engagement	5,000	860	17.2%	1,500	-	0.0%
Major Gifts	3,000	-	0.0%	-	-	0.0%
Foundation Giving	1,000	-	0.0%	-	-	0.0%
Planned Giving	10,000	3,500	35.0%	15,000	-	0.0%
Special Events Expenses	100,000	(6,500)	-6.5%	85,000	10,000	11.8%
Stepping Out for COD Event	75,000	(6,500)	-8.7%	75,000	10,000	13.3%
Academic Angels Events	25,000	-	0.0%	10,000	-	0.0%
<u>Total Fundraising Expenses:</u>	144,000	5,424	3.8%	121,500	10,439	8.6%

General Operating Expenses

Alumni Database Development	1,000	864	86.4%	1,000	-	0.0%
Alumni Engagement	35,000	(864)	-2.5%	10,000	-	0.0%
Auditor	15,000	16,500	110.0%	17,000	-	0.0%
Bad Debt	-	-	0.0%	-	-	0.0%
Bank Charges	6,000	3,938	65.6%	4,000	377	9.4%
Board/Staff Training	15,000	9,977	66.5%	15,000	3,580	23.9%
Community Relations	5,000	1,300	26.0%	5,000	-	0.0%
Depreciation Expense	-	40	0.0%	-	-	0.0%
Donor Cultivation	15,000	479	3.2%	10,000	283	2.8%
Donor Recognition	15,000	3,430	22.9%	5,000	200	4.0%
Donor/Scholarship Reception Expenses	12,000	-	0.0%	10,000	-	0.0%
Equipment Lease	8,000	7,740	96.8%	8,000	-	0.0%
Furniture & Equipment	1,500	1,500	100.0%	3,200	-	0.0%
In Kind Expense	68,000	33,334	49.0%	65,000	-	0.0%
Independent Contractor - Annual Giving	-	-	0.0%	-	-	0.0%



FY 20/21 COMBINED OPERATING BUDGET

FY 2020/21 Budget			FY 2021/22 Budget		
FY 2020/21 OPERATING BUDGET	FY 20/21 Actuals @ 06/30/2021	% of Budget vs Actual @ 06/30/2021	Board Approved FY 2021/22 Operating Budget	FY 2021/22 Actuals at 07/31/2021	% of Budget vs Actual
-	-	0.0%	-	-	0.0%
30,000	-	0.0%	-	-	0.0%
-	8,010	0.0%	-	-	0.0%
-	52,500	0.0%	45,000	-	0.0%
20,000	47,494	237.5%	35,200	1,650	4.7%
50,000	108,004	216.0%	80,200	1,650	2.1%
555	555	100.0%	555	-	0.0%
25,000	170	0.7%	25,000	-	0.0%
380,000	324,440	85.4%	280,000	1,900	0.7%
35,000	12,226	34.9%	5,000	-	0.0%
25,000	-	0.0%	-	-	0.0%
50,000	-	0.0%	40,000	-	0.0%
50,000	66,255	132.5%	40,000	1,900	4.8%
-	-	0.0%	-	-	0.0%
135,000	127,650	94.6%	120,000	-	0.0%
85,000	118,309	139.2%	75,000	-	0.0%
3,500	2,270	64.9%	3,000	-	0.0%
15,000	4,124	27.5%	10,000	31	0.3%
45,000	46,088	102.4%	45,000	13,045	29.0%
5,000	2,655	53.1%	5,000	-	0.0%
20,000	24,640	123.2%	10,000	(223)	-2.2%
5,000	1,600	32.0%	5,000	-	0.0%
(135,000)	(120,000)	88.9%	(120,000)	-	0.0%
1,000	-	0.0%	1,000	-	0.0%
12,000	7,300	60.8%	14,000	65	0.5%
1,200	146	12.2%	2,500	60	2.4%
1,661	333	20.0%	678	85	12.5%
55,000	32,820	59.7%	75,000	-	0.0%



FY 20/21 COMBINED OPERATING BUDGET

FY 2020/21 Budget			FY 2021/22 Budget		
FY 2020/21 OPERATING BUDGET	FY 20/21 Actuals @ 06/30/2021	% of Budget vs Actual @ 06/30/2021	Board Approved FY 2021/22 Operating Budget	FY 2021/22 Actuals at 07/31/2021	% of Budget vs Actual
2,000	2,196	109.8%	2,000	145	7.3%
6,335	477	7.5%	6,300	-	0.0%
5,000	-	0.0%	3,000	-	0.0%
986,849	974,524	98.8%	1,117,267	91,182	8.2%
738,193	726,696	98.4%	850,972	69,437	8.2%
248,656	247,828	99.7%	266,295	21,745	8.2%
1,200	351	29.3%	1,200	338	28.2%
1,682,800	1,490,931	88.6%	1,719,900	112,718	6.6%
10,000	9,793	97.9%	10,000	-	0.0%
382,000	427,105	111.8%	415,000	37,569	9.1%
-	(200)	0.0%	-	-	0.0%
100,000	125,117	125.1%	100,000	12,942	12.9%
492,000	561,815	114.2%	525,000	50,511	9.6%
1,131,200	1,556,595	137.6%	1,133,600	13,591	1.2%
500,000	207,714	41.5%	407,400	441	0.1%
30,000	1,035		25,000	-	0.0%
600,000	1,347,071	224.5%	700,000	13,150	1.9%
1,200	775	64.6%	1,200	-	0.0%
1,131,200	1,556,595	137.6%	1,133,600	13,591	1.2%
3,450,000	3,614,765	104.8%	3,500,000	187,259	5.4%

College of the Desert Foundation

Budget Transfer Request

Fiscal Year 2021/2022

September 22, 2021

Request for Budget Transfer

Request for Budget Transfer of \$45,000 for additional Stepping Out for COD Event expenses and additional budget of \$5,000 for Leadership Giving Expenses.

Need

To cover anticipated expenses for the 2021/22 Stepping Out for COD and also additional expenses related to anticipated President Circle events. Also, since the District now has a separate contract for their marketing, we are proposing removing these line items from the Foundation's 2021/22 budget (net zero effect on budget.)

Additional Information

Management are requesting budget adjustments within the current fiscal year budget to cover these additional expenses. The proposed budget adjustments are as follows:

Unrestricted Fund for Student Success (Fund 1110)	Decrease	Increase
<u>For Increase to Stepping Out for COD:</u>		
Alumni Engagement Budget	10,000	
Donor/Scholarship Reception	10,000	
Legal/Financial Expenses	5,000	
State of the College of the Desert	5,000	
College Program Support	15,000	
Stepping Out for COD Event Expenses		\$45,000
<u>For Increase to Leadership Giving Expenses</u>		
President's Fund Expenses	\$5,000	
Leadership Giving Expenses		\$ 5,000
Total Budget Expenditure Transfer	\$ 50,000	\$50,000



Fundraising Revenues :

REVENUES

Annual Giving	117,305	41,085	35.0%	100,000	51,910	51.9%	75,000	-25.0%	2,938	3.9%
Community Friend Donations	-	13,750	0.0%	-	8,422	0.0%	-	0.0%	1,313	
Faculty/Staff Giving	-	16,716	0.0%	-	15,777	0.0%	-	0.0%	700	
Academic Angels Giving < \$1,000	-	3,840	0.0%	-	11,425	0.0%	-	0.0%	250	
Scholarship Donations	-	6,780	0.0%	-	16,286	0.0%	-	0.0%	675	
Academic Angels Learning to Lead Giving - \$10K	-	-	0.0%	-	-	0.0%	-	0.0%	-	
Leadership Giving	550,000	235,903	42.9%	350,000	461,542	131.9%	500,000	42.9%	41,290	8.3%
Community Friend Donations	-	84,808	0.0%	-	110,313	0.0%	-	0.0%	2,000	
Faculty/Staff Giving	-	-	0.0%	-	-	0.0%	-		250	
Presidents Circle Giving	-	64,095	0.0%	-	158,805	0.0%	-	0.0%	10,158	
Scholarships	-	87,000	0.0%	-	192,424	0.0%	-	0.0%	28,882	
Academic Angels Learning to Lead Giving - \$30K	-	-	0.0%	-	-	0.0%	-	0.0%	-	
Business Engagement Giving	150,000	126,272	84.2%	100,000	157,417	157.4%	50,000	-50.0%	700	1.4%
Community Friend Donations		30,912			106,525		-	0.0%	-	
Presidents Circle Giving		1,000			7,500		-	0.0%	-	
Academic Angels Giving		-			250		-	0.0%	-	
Scholarships		51,981			33,142		-	0.0%	700	
State of the College		42,379			10,000		-	0.0%	-	
Academic Angels Learning to Lead Giving \$25K							-	0.0%	-	
Major Gifts	400,000	-	0.0%	150,000	18,366,907	12244.6%	250,000	66.7%	102,312	40.9%
Community Friend Donations		-		-	18,084,969		-	0.0%	-	
Endowments	-	-	0.0%	-	-	0.0%	-	0.0%	102,312	
Gifts > \$25K/Space Naming Opportunities	-	-	0.0%	-	-	0.0%	-	0.0%	-	
Presidents Circle Giving	-	-	0.0%	-	100,000	0.0%	-	0.0%	-	
Scholarships	-	-	0.0%	-	181,938			0.0%	-	
Academic Angels Learning to Lead Giving								0.0%	-	
Planned Giving	250,000	235,938	94.4%	250,000	94,056	37.6%	100,000	-60.0%	15,001	15.0%
Special Events Giving	650,000	305,018	46.9%	550,000	-	0.0%	525,000	-4.5%		
Stepping Out for COD	-	305,018	0.0%	500,000	-	0.0%	500,000	0.0%	-	
Academic Angels Events	-	-	0.0%	50,000	-	0.0%	25,000	0.0%	-	
Scholarship Pass-Thru Donations	400,000	329,622	82.4%	350,000	221,617	63.3%	300,000	-14.3%	61,765	20.6%
Foundation Giving	500,000	331,875	66.4%	450,000	422,493	93.9%	500,000	11.1%	11,200	
Community Friend Donations	-	61,475	0.0%	-	107,500	0.0%	-	0.0%	-	
Scholarships	-	270,400	0.0%	-	314,993	0.0%	-	0.0%	11,200	
Fundraising Revenues	3,017,305	1,605,714	53.2%	2,300,000	19,775,942	859.8%	2,300,000	0.0%	235,206	10.2%

Investment/Other Revenues :

Investment Management Services	385,000	396,109	102.9%	382,000	427,105	111.8%	415,000	8.6%	37,569	9.1%
Gift Fee	40,000	33,346	83.4%	-	(200)	0.0%	-	0.0%	-	0.0%
In Kind Revenue	68,000	62,926	92.5%	68,000	33,334	49.0%	65,000	-4.4%	-	0.0%
Interest/Dividends Income	600,000	804,520	134.1%	700,000	718,629	102.7%	720,000	2.9%	49,849	6.9%
Investment/Other Revenues	1,093,000	1,296,901	118.7%	1,150,000	1,178,868	102.5%	1,200,000	4.3%	87,418	7.3%
Total Combined Revenue	4,110,305	2,902,615	70.6%	3,450,000	20,954,810	607.4%	3,500,000	1.4%	322,624	9.2%

<u>EXPENDITURES</u>										
<u>Direct Fundraising Expenses</u>										
Annual Giving	15,000	-	0.0%	10,000	75	0.8%	10,000	0.0%	-	0.0%
Leadership Giving	15,000	6,032	40.2%	15,000	7,489	49.9%	15,000	0.0%	439	2.9%
Business Engagement	5,000	1,085	21.7%	5,000	860	17.2%	1,500	-70.0%	-	0.0%
Major Gifts	5,000	-	0.0%	3,000	-	0.0%	-	-100.0%	-	0.0%
Foundation Giving	5,000	-	0.0%	1,000	-	0.0%	-	-100.0%	-	0.0%
Planned Giving	15,000	7,000	46.7%	10,000	3,500	35.0%	15,000	50.0%	-	0.0%
Special Events Expenses	100,000	18,250	18.3%	100,000	(6,500)	-6.5%	130,000	30.0%	2,303	1.8%
Stepping Out for COD Event	75,000	18,250	24.3%	75,000	(6,500)	-8.7%	120,000	60.0%	-	0.0%
Academic Angels Events	25,000	-	0.0%	25,000	-	0.0%	10,000	-60.0%	2,303	23.0%
Total Direct Fundraising Expenses:	160,000	32,367	20.2%	144,000	5,424	3.8%	171,500	19.1%	2,742	1.6%
<u>General Operating Expenses</u>										
Alumni Database Development	11,000	-	0.0%	1,000	864	86.4%	1,000	0.0%	-	0.0%
Alumni Engagement	50,000	1,728	3.5%	35,000	(864)	-2.5%	-	-100.0%	-	0.0%
Auditor	15,000	14,831	98.9%	15,000	16,500	110.0%	17,000	13.3%	-	0.0%
Bad Debt	-	-	0.0%	-	-	0.0%	-	0.0%	-	0.0%
Bank Charges	4,500	3,075	68.3%	6,000	3,938	65.6%	4,000	-33.3%	377	9.4%
Board/Staff Training	15,000	5,602	37.3%	15,000	9,977	66.5%	15,000	0.0%	3,880	25.9%
Community Relations	10,000	5,935	59.4%	5,000	1,300	26.0%	5,000	0.0%	-	0.0%
Depreciation Expense	200	1,744	872.0%	-	40	0.0%	-	0.0%	-	0.0%
Donor Cultivation	10,000	(410)	-4.1%	15,000	479	3.2%	10,000	-33.3%	283	2.8%
Donor Recognition	10,000	4,346	43.5%	15,000	3,430	22.9%	5,000	-66.7%	300	6.0%
Donor/Scholarship Reception Expenses	12,000	93	0.8%	12,000	-	0.0%	-	-100.0%	-	0.0%
Equipment Lease	8,000	7,711	96.4%	8,000	7,740	96.8%	8,000	0.0%	1,935	24.2%
Furniture & Equipment	4,000	-	0.0%	1,500	1,500	100.0%	3,200	113.3%	-	0.0%
In Kind Expense	68,000	62,926	92.5%	68,000	33,334	49.0%	65,000	-4.4%	-	0.0%
Independent Contractor - Annual Giving	-	-	0.0%	-	-	0.0%	-	0.0%	-	0.0%
Independent Contractor - Business Engagement	-	-	0.0%	-	-	0.0%	-	0.0%	-	0.0%
Independent Contractor - Leadership Giving	75,000	68,750	91.7%	30,000	-	0.0%	-	-100.0%	-	0.0%
Independent Contractor - Major Gifts	50,000	29,389	58.8%	-	8,010	0.0%	-	0.0%	-	0.0%
Independent Contractor - Planned Giving	50,000	41,725	83.5%	-	52,500	0.0%	45,000	0.0%	-	0.0%
Independent Contractor - Stewardship	30,000	21,488	71.6%	20,000	47,494	237.5%	35,200	76.0%	1,650	4.7%
Independent Contractors	205,000	161,352	78.7%	50,000	108,004	216.0%	80,200	60.4%	1,650	2.1%
Insurance (Foundation Liability)	555	555	100.0%	555	555	100.0%	555	0.0%	-	0.0%
Legal/Financial	50,000	26,815	53.6%	25,000	170	0.7%	20,000	-20.0%	-	0.0%
Marketing	384,540	340,496	88.5%	380,000	324,440	85.4%	160,000	-57.9%	19,460	12.2%
Marketing - Website/Social Media	20,000	3,461	17.3%	35,000	12,226	34.9%	5,000	-85.7%	-	0.0%
Marketing Annual Report	-	-	0.0%	25,000	-	0.0%	-	0.0%	-	0.0%
Marketing for Special Events	50,000	48,415	96.8%	50,000	48,403	96.8%	40,000	-20.0%	-	0.0%
Marketing General	50,000	14,236	28.5%	50,000	17,852	35.7%	40,000	-20.0%	9,110	22.8%
Marketing Video	-	-	0.0%	-	-	0.0%	-	0.0%	-	0.0%
Marketing Services - College	179,540	216,858	120.8%	135,000	127,650	94.6%	-	-100.0%	-	0.0%
Marketing Services - Foundation	85,000	57,526	67.7%	85,000	118,309	139.2%	75,000	-11.8%	10,350	13.8%
Membership Dues	4,000	2,735	68.4%	3,500	2,270	64.9%	3,000	-14.3%	1,600	53.3%
Office Supplies & Equipment	15,000	6,870	45.8%	15,000	4,124	27.5%	10,000	-33.3%	187	1.9%
Other Investment Expenses - Operating	50,000	45,205	90.4%	45,000	46,048	102.3%	45,000	0.0%	13,045	29.0%
Postage	5,000	2,066	41.3%	5,000	2,655	53.1%	5,000	0.0%	203	4.1%
Printing/Design/Graphics	25,000	13,627	54.5%	20,000	24,640	123.2%	10,000	-50.0%	(171)	-1.7%
Prospect Research/Screening Services	10,000	-	0.0%	5,000	1,600	32.0%	5,000	0.0%	-	0.0%
Refunds/Reimbursement of Expenses	(179,540)	(224,540)	125.1%	(135,000)	(120,000)	88.9%	-	-100.0%	-	0.0%
Repairs/Maintenance	1,000	-	0.0%	1,000	-	0.0%	1,000	0.0%	-	0.0%
Service Contracts	12,000	9,660	80.5%	12,000	7,300	60.8%	14,000	16.7%	195	1.4%
Staff Mileage Reimbursement	1,200	219	18.3%	1,200	146	12.2%	2,500	108.3%	60	2.4%
Staff Support	5,000	660	13.2%	1,661	333	20.0%	678	-59.2%	85	12.5%
State of the College	55,000	109,573	199.2%	55,000	32,820	59.7%	70,000	27.3%	-	0.0%
Subscriptions/Publications	3,000	2,209	73.6%	2,000	2,196	109.8%	2,000	0.0%	276	13.8%
Telephone	2,000	1,942	97.1%	2,000	477	23.9%	6,300	215.0%	-	0.0%
Travel	5,000	1,087	21.7%	5,000	-	0.0%	3,000	-40.0%	-	0.0%
Wages & Benefits	986,450	627,633	63.6%	991,184	974,524	98.3%	1,117,267	12.7%	185,353	16.6%
Wages & Benefits Foundation Staff	758,533	420,705	55.5%	742,528	726,696	97.9%	850,972	14.6%	138,874	16.3%
Wages & Benefits-Accounting	227,917	206,928	90.8%	248,656	247,828	99.7%	266,295	7.1%	46,479	17.5%
Website Fees	1,200	1,021	85.1%	1,200	351	29.3%	1,200	0.0%	488	40.7%
Total Operating Expenses:	1,859,105	1,236,766	66.5%	1,682,800	1,490,891	88.6%	1,689,900	0.4%	229,206	13.6%
<u>Investment Expenses</u>										
Realized Gain/Loss - For Split Interest Agreements	10,000	18,669	186.7%	10,000	9,793	97.9%	10,000	0.0%	-	0.0%
Realized Gain/Loss	-	56	0.0%	-	40	0.0%	-	0.0%	(1,108)	0.0%
Investment Management Services	385,000	396,109	102.9%	382,000	427,105	111.8%	415,000	8.6%	37,569	9.1%
Gift Fees	40,000	33,346	83.4%	-	(200)	0.0%	-	0.0%	-	0.0%
Other Investment Expenses	145,000	117,523	81.1%	100,000	125,117	125.1%	100,000	0.0%	12,942	12.9%
Investment Expenses:	580,000	565,703	97.5%	492,000	561,855	114.2%	525,000	6.7%	49,403	9.4%
<u>College Support Expenses</u>										
Contributions to the College	1,511,200	1,719,434	113.8%	1,131,200	1,556,595	137.6%	1,113,600	-1.6%	82,858	7.4%
College Program Support	720,000	440,474	61.2%	500,000	207,714	41.5%	392,400	-21.5%	3,048	0.8%
Presidents Fund	40,000	12,698	31.7%	30,000	1,035	3.5%	20,000	-33.3%	-	0.0%
Scholarships	750,000	1,265,862	168.8%	600,000	1,347,071	224.5%	700,000	16.7%	79,810	11.4%
Student Awards	1,200	400	33.3%	1,200	775	64.6%	1,200	0.0%	-	0.0%
Total College Support Expenses:	1,511,200	1,719,434	113.8%	1,131,200	1,556,595	137.6%	1,113,600	-1.6%	82,858	7.4%
Total Combined Expenditures	4,110,305	3,554,270	86.5%	3,450,000	3,614,765	104.8%	3,500,000	1.4%	364,209	10.4%

Strategic Investment Budget								
*Note: Original Strategic Budget was approved for \$500,000. Board of Directors Approved \$250K of this original budget to be moved to the pLEDGE Scholarship Program Fund in FY 2020/21								
Database Selection & Implementation Consulting Services	-	-	0.00%	-	-	0.00%	75,000	100%
Alumni, Fundraising & Financial Database Packages	-	-	0.00%	-	-	0.00%	175,000	100%
Total Statagic Investment Budget	-	-	0.00%	-	-	0.00%	250,000	100%

Stepping Out for COD
Five Year Analysis with Four Year Average

	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	4 Year Average
	Proposed Budget	No Event						
Stepping Out for COD Donation Revenue	500,000		305,018	697,559	671,878	488,047	385,920	560,851
Stepping Out for COD Expenses								
Special Event Expenses								
Artist Expenses	25,000		1,750	100,000	30,000	25,600	55,000	52,650
McCallum Theatre Expense	35,000		-	32,994	26,739	24,429	30,207	28,592
Event Producer/Talent Acquisition	10,000		10,000	-		-	-	-
Printing of Collateral Materials	12,000		4,176	6,415	8,843	5,620	4,142	6,255
Postage	3,000		551	1,042	2,762	1,714	4,946	2,616
Photographer	2,000		-	1,670	1,509	1,024	1,026	1,307
Video (Main Event)	10,000		-	-	5,700	27,000	750	8,363
Red Carpet/Uplighting	2,000		-	1,800	1,785	1,751	1,833	1,792
Searchlight Rental	500		-	395	395	375	375	385
Supplies/Recognition/Other	1,000		31	1,654	1,913	421	902	1,222
Pre-Event Rentals/Catering/Activities	15,000		-	12,600	13,728	-	4,897	7,806
Post-Event Rentals/Catering	2,000		-	1,210		7,500	3,773	4,161
Décor	2,500		-	1,534	1,859	-		1,131
Total Special Event Expenses	120,000		16,509	161,315	95,231	95,434	107,852	114,958
Marketing (Ad buys, etc.)	20,000		25,578	24,045	17,663	35,210	28,258	26,294
Messaging/Marketing Production	20,000		17,054	18,321	20,428	14,493	16,420	17,415
Total Marketing/Messaging Expenses	40,000	-	42,632	42,366	38,091	49,702	44,678	43,709
Total Combined Expenses for Stepping Out for COD	160,000	-	59,140	203,681	133,322	145,137	152,530	158,667
Net Event Proceeds:	340,000		245,878	493,878	538,556	342,910	233,390	402,184

Marketing/Messaging Companies

CV Strategies

CV Strategies and
Mark Debner Design-
Sponsorship Packet

O'Bayley Communication

Kaminsky Productions - Video
Kay Hazen - Video

O'Bayley Communication

MarketingHub - Video

O'Bayley Communication

Kaminsky Productions - Video



COLLEGE
of the DESERT
FOUNDATION

Quasi-Endowment Policy For Approval

COLLEGE OF THE DESERT FOUNDATION

Board-Designated/Quasi-Endowment Fund Policy

BACKGROUND

Net Assets: Source: FASB ASC 958-205, 958-210

38.210

Board-designated net assets are net assets without donor restrictions that are subject to limits that are self-imposed by the organization's governing board. Board-designated net assets often represent resources earmarked for future programs, investment, contingencies, or for purchase or construction of fixed assets. The governing board may delegate the authority to make such designations to management. An organization's board also may create a board-designated endowment fund by voluntarily designating a portion of net assets without donor restrictions to function as an endowment. (See paragraph 38.212.) Information about the organization's self-imposed limits on net assets without donor restrictions is useful to the users of the financial statements. Therefore, the amounts and purposes of board designations of net assets without donor restrictions should be provided on the face of the statement of financial position or disclosed in the notes. (FASB ASC 958-210-20; 958-210-45-11)

38.212

In general, an endowment fund is established with cash, securities, or other assets to provide income for the maintenance of a nonprofit organization. GAAP describes the types of endowment funds as follows: (FASB ASC 958-205-20; 958-205-45-13; 958-205-45-13A)

- A donor-restricted endowment fund is established when a donor stipulates that a gift must be invested in perpetuity or for a specified term. The donors themselves or laws may require that a portion of the income, gains, or both be added to the gift and invested and subject to restrictions. (Other types of contributors, including those that make certain grants, are considered donors for the purpose of this definition.)
- A board-designated endowment fund is established when the nonprofit organization's governing board designates a portion of the organization's net assets without donor restrictions for investment for a long (but not necessarily specific) period of time. (Lindsey et al., 2020)

POLICY STATEMENT

The College of the Desert Foundation "Foundation" encourages the solicitation and acceptance of gifts to further and fulfill its mission. From time to time, the Foundation Board of Directors may make an internal decision to designate certain otherwise unrestricted funds as board-designated funds or board designated "quasi-endowment" funds. Board-designated funds are unrestricted resources with self-imposed restrictions that are earmarked by the Foundation's Board of Directors for future programs, investment, contingencies, or for purchase or construction of fixed assets. A board-designated "quasi-endowment" fund functions in substantially the same manner as other endowments held by the Foundation except that the terms of a board-designated quasi-endowment funds are established by the Foundation's Board of Directors ("Board"), rather than a donor. The fund is not a permanent endowment but is considered a long-term investment mechanism.

PURPOSE OF POLICY

This policy guides the use and disbursement of Fund assets in a transparent, prudent and strategic manner.

FUND INVESTMENT

Board-designated funds are invested according to the Foundation's Investment Policy Statement, with the investment objectives for Operating and Restricted Asset Funds and Board-Designated/Quasi-Endowment Fund Policy.

Board-designated "quasi-endowments are invested according to the Foundation's Investment Policy Statement, with the investment objectives for Endowed Assets Funds and Board-Designated Quasi-Endowment Fund Policy.

ANNUAL ADMINISTRATIVE FEE

An annual 2% Administrative Fee will be calculated on the total Board-designated quasi-endowments only.

SPENDING POLICY

Board-designated funds will be reserved for the time and purpose designated.

The spending policy for the board-designated quasi-endowment funds will mirror the Foundations Endowment Spending Policy, with the exception being that the corpus of the Quasi-Endowment will be held in an unrestricted fund with earnings from the board-designated quasi-endowment recorded into a separate unrestricted fund.

PERIODIC REVIEW

Regular Review: The Finance and Investment Committee shall review this policy in even numbered years to ensure that it continues to accurately describe the policy of the Foundation with respect to the Fund and associated policies of the Foundation, and shall propose to the Foundation Board for ratification those revisions that the Finance and Investment Committee shall determine to be necessary or appropriate.

Special Review: The Finance and Investment Committee shall initiate a supplemental review of this policy upon the enactment or promulgation of legislation or regulatory rules affecting gift application by the Foundation.

Reference

Lindsey, S. W., & Fransen, K. W. (2020). Net Assets. In M. L. Benson (Ed.), *PPC's Guide to Nonprofit GAAP 2021* (Twenty-fifth Edition, pp. 38–1-38–6). Thomas Reuters.



COLLEGE
of the DESERT
FOUNDATION

Six Year Analysis of Messaging/Marketing Overview

Six Year Messaging/Marketing Overview

Kay Hazen & Company

	2015/15	2016/17	2017/18	2018/19	2019/20	2020/21
Annual Report	21,443	21,369	-	-	-	-
Marketing/Messaging - Foundation	114,000	75,172	74,225	6,000	-	-
Marketing/Messaging - College	-	60,750	120,000	10,000	-	-
You Can Campaign	12,000	-	-	-	-	-
State of the College	36,772	-	-	-	-	-
Stepping Out for COD - Video	-	-	4,750	-	-	-
Stepping Out for COD	-	-	1,995	-	-	-
Total Paid to Kay Hazen & Company	184,215	157,291	200,970	16,000	-	-

O'Bayley Communication

Messaging/Marketing	2015/15	2016/17	2017/18	2018/19	2019/20	2020/21
Stepping Out for COD	16,420	14,493	20,428	45	-	-
Academic Angels - Citizens of Distinction	-	1,849	-	-	-	-
Academic Angels - Spring Luncheon	-	-	1,786	-	-	-
Academic Angels - Holiday Luncheon	-	-	2,465	-	-	-
Academic Angels - Coeta Barker Tea	-	-	680	-	-	-
Job Center	-	1,573	-	-	-	-
State of the College	-	3,443	6,205	-	-	-
Donor/Scholarship Reception	-	-	786	-	-	-
General	1,420	-	1,301	-	-	-
	17,840	21,356	33,652	45	-	-

Mark Dubner Design

Messaging/Marketing	2015/15	2016/17	2017/18	2018/19	2019/20	2020/21
Stepping Out for COD-Design Collateral Materials	-	-	-	2,500	-	-
General	-	-	-	2,900	-	-
	-	-	-	5,400	-	-

CV Strategies

Messaging/Marketing	2015/15	2016/17	2017/18	2018/19	2019/20	2020/21
Stepping Out for COD	-	-	-	15,776	17,054	-
Messaging/Marketing - Foundation	-	-	-	108,590	84,690	118,309
Messaging/Marketing - College	-	-	-	126,766	189,544	127,650
State of the College	-	-	-	12,038	-	20,000
Donor/Scholarship Reception	-	-	-	-	243	-
Academic Angels - Holiday Luncheon	-	-	-	-	1,894	-
Social Media	-	-	-	-	3,286	12,226
	-	-	-	263,169	296,711	278,185

	2015/15	2016/17	2017/18	2018/19	2019/20	2020/21
Total Messaging/Marketing by Fiscal Year	202,055	178,647	234,622	284,614	296,711	278,185



COLLEGE
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FOUNDATION

Marketing RFP Update



COLLEGE
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FOUNDATION

Awareness, Promotional Materials, and Website Consulting SOW

Prepared for:

Catherine Abbott and Matthew Durkan
Executive Director and Director of Development,
COD Foundation
06.30.2021

By:

Elder Tree

Contact:

Adriana Arce
818.428.8744
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The Project

Elder Tree will work with College of the Desert Foundation to generate awareness of its varied initiatives through curation and production of long-term, strategic campaigns, targeted campaigns for specific initiatives, design and production of promotional assets, and consulting on, as well as implementing, content structure and designing a new look and/or campaign for the website. With the influx of younger generations into the area, as well as the influx of large businesses, the potential to reach new donors is everywhere and it must be tapped into in order to accomplish the goals necessary to see its mission through.

Technical Approach

Website maintenance can become overwhelming and complicated if proper organization and best practices are not followed. The following processes represent Elder Tree's tried and tested, best practice approach to a successful launch.

Website Curation

Content Structure

Elder Tree will consult College of the Desert Foundation in creating a proper structure of content on their current website, from grouping and organization of related content, to hierarchy of content, to layout of content and images.

In addition, Elder Tree will proofread all content and will suggest (if necessary) the editing, omission, and/or addition of specific content, as well as alterations to ensure syntax and semantics accurately portray the Foundation's vision and mission, while simultaneously reaching the appropriate audience.

Testing of all links, buttons, forms, and widgets will also be conducted by Elder Tree, and suggestions as to their placement, the information provided by, and process and/or platform used for forms, and widgets may be made.

UX Redesign

A website's layout and ease of use is of equal importance to content. The user's eye must be guided to the next set of information, however, the user must also be able to navigate the site in order to easily locate the information important to them. This requires understanding design, as well as the way the users will interact with the website.

Elder Tree will design aesthetically conscious layouts that coincide with the content structure on each page, as well as design the homepage to reflect campaign for EDGE in pLEDGE (see P.6). All designs will follow and keep to College of the Desert's brand guidelines, and any diversions from the brand will be appropriately transitioned into in order to complement the overall branding and be distinguishable as a sub-brand.

Images used, as well as the use of the images, on the current website will be included in Elder Tree's review.

Implementation

Approved revisions to content, architecture of content, links, buttons, forms, widgets, and design will be made by Elder Tree's team of developers, unless otherwise agreed to. The Foundation will provide Elder Tree access to the website's backend and all changes will be made on the current site. All images currently used on the Foundation's website, as well as access to image directory/database (if any) for the Foundation and/or College of the Desert will also be provided. All revisions to website and/or images will require final approval by appropriate faculty/staff.

***Maintenance and/or revisions to website after final approval are not included.**



General Awareness Plan

Creative Approach

Design & Curation of Promotional Assets

Design Creation

Elder Tree will design individual promotional assets for the Foundation's various initiatives that adhere to College of the Desert brand guidelines, while appropriately diverting from the brand when and where it may be necessary to create a distinguishable identity for the initiatives. Proper transitions for these design diversions will be made, and great care will be taken to ensure that the overall aesthetics of each initiative's design, complement the College of the Desert brand and can be viewed as a sub-brand, or branch of College of the Desert in order to provide consistency and cohesion. Designs for both tangible and digital assets will be provided.

Content Curation

As design and content must complement one another, curation and editing of content, as well as the creation of content (where necessary) for promotional assets will be done by Elder Tree with utmost attention to appropriate use of semantics for target audience.

Production

Unless otherwise agreed to, Elder Tree will oversee the production of all promotional assets designed in-house through trusted vendors and assign the appropriate vendor based on each asset's particular design features. Production is inclusive of printing, cutting, binding, and delivery to client.

***As production is done through third-party vendors, and estimates are dependent on design, cost for production is not included.**

Strategic Approach

Awareness Campaigns

Awareness campaigns for specific initiatives, general presence/information, events, etc. require strategic planning and proper utilization of varied marketing elements and platforms to produce a tailored campaign that most accurately and efficiently reaches the desired audience and result for each specific campaign. Below are the generalized campaigns Elder Tree deems most effective for the desired campaigns specified by College of the Desert Foundation faculty members.

Strategy Elements Include:

Digital Marketing & Behavioral/Programmatic Ads

A large component of our awareness strategy is digital marketing. We are looking at every device, platform, media, dataset and technology to determine the best initial strategies to reach targeted populations. Based on the relevant programmatic template we build, we will geofence in-district locations to send out timely advertisements per audience and context.

Social Media and Mobile Ads

Social media is one of the most effective ways to reach the desired and specific demographics of a campaign.

Using geofenced locations and geo-targeted ads is the best approach to reach potential and current students. Programmatic marketing bought via automated channels marks 82.5% of all U.S. digital display ads for this year and the trend is only projected to increase as time spent online skyrockets and continues to evolve toward algorithmic majority. The necessity of participating in a real-time bidding system for audience attention is higher than ever, as is promoting smart and strong creative content to populate each behavioral ad.

For more specific messages that overlay behavioral data from first and third party data, we will geo-target strategic ads to deliver targeted messages to select audiences based on information gathered from their browsing behaviors. In this way, we will promote messages relevant to different populations.



Email Usage

Emails should be sent strategically and require correct timing so as not to result in fatigue and lower opening and click rates. The information in each email should be specific, to the point, and very tailored, as well as written in the correct “voice” and with the appropriate language that is balanced.

Social Media

Depending on the messaging and target audience, we will determine the best platform to run various advertisements.

It is important to be aware of the Foundation’s social media accounts that host the social ads. Care will be taken in cultivating an overall social media strategy and in curating content to present a comprehensive brand image accompanied by reliable information.

Landing Page

Landing pages for each campaign will be created in the approved design. Viewers of social media or digital marketing ads will be redirected to the landing page for the specific campaign they clicked. A curated and condensed version of the most important information for the initiative will be hosted here with the goal of further engaging the viewer enough for them to answer the “call of action” (i.e. donate, register for an event, subscribe to an email list, etc.).

Out of Home

The original avenue for marketing and advertising, Out of Home (OOH), is essential in providing brand familiarity within a community, as well as reaching audiences with messaging. Being the most financially taxing, OOH plans will be based on data and analytics showing market and audience trends and will require the most strategy and experience. Deciding on the **correct** OOH platform, as well as the correct partnership and location for media buys is specific to individual campaigns, the messaging, and the desired target population.

Elder Tree will begin with a strategic OOH campaign that re-introduces Foundation to the community, expanding and decreasing OOH where appropriate or necessary with following campaigns. Once the community is familiarized with the institution, OOH plans will be largely based around maintenance, as exposure to Foundation will be imperative for consistent and continuous growth. Being seen is critical to staying on the minds of the community as a partner in higher education. By focusing on the institution’s strengths and highlighting its best services and programs, the Foundation will cement itself as a pillar in the community, a symbol of quality education, and progress.



Client-Specified Initiatives

Naming Opportunities

Promotional Assets

Elder Tree will assist the Foundation with the design and curation of content for a promotional packet that can be delivered to potential donors.

Face-to-Face Outreach

Asking for money is never a comfortable thing to do, but for large campaigns and donations, it's the best approach is to go back to the basics of grass roots marketing and word-of-mouth by reaching out to current donors and community members that may have shown interest in supporting the college in the past, as well as new potential donors.

***As production is done through third-party vendors, and estimates are dependent on design, cost for production is not included.**

Giving Tuesday

Social Media & Digital Marketing

Emails should be sent to students, faculty, staff, and donors well in advance of Giving Tuesday as a "save the date" with information about details on how they can participate.

Promotional Assets

Elder Tree will design and produce a tangible and digital flyer promoting Giving Tuesday to be included in emails, as handouts, as an announcement on digital and physical bulletin boards, etc. Flyer will have all information about Giving Tuesday and include URL to the landing page so they can RSVP to an event, if any, or donate directly on the page.

Landing Page

Landing page to which anyone who clicks on the social media/marketing ads, or who gets the link from the flyer, will be directed. Here they will find more detailed information about Giving Tuesday, where their donations will go and who/how they will help, as well as other important information on donating.

Out of Home

Bulletins and bus shelters are big in the area and reach people in communities outside of the immediate vicinity. Reaching as many people as possible for one big day of raising funds is crucial and will require maximum exposure.

***Excludes cost of media buys. Cost of media buys for OOH and Digital Marketing are set by a third-party vendor and are dependent on time of year, current events, location, and duration of campaign.**

***Typical OOH campaigns consist of various combinations of Bulletins, Posters, Bus Shelters, and Bus Tails.**



Client-Specified Initiatives

EDGE in pLEDGE 10-Year Campaign

Elder Tree will design and produce a full awareness campaign with a duration of 2 years to generate awareness for the Foundation's EDGE in pLEDGE initiative. The overall goal being to drive community members to donate by understanding the program and its many contributions to students within the community.

Campaign Will Consist of: Promotional Assets

Use of tangible assets from the General Awareness Plan

Landing Page

Landing pages with campaign look, curated content about the initiative and its services, facts about how it has and continues to help the students of the community with their studies and crucial resources.

Foundation Home Page Feature

Implementation of design on the Foundation's Home Page (cost included in Website Curation on P. 7 as item "Implementation of UX Redesign")

Out of Home

Campaign focused around making a difference within one's own community by giving back. Keeping upward mobility alive.

***Excludes cost of media buys. Cost of media buys for OOH and Digital Marketing are set by a third-party vendor and are dependent on time of year, current events, location, and duration of campaign.**

***Typical OOH campaigns consist of various combinations of Bulletins, Posters, Bus Shelters, and Bus Tails.**



Detailed Plan and Fees

General Awareness Plan

Service	Advised Spending	
	Low	High
Promotional Assets • Includes tangible informational folder/booklet about COD Foundation. Booklet will consist of up to 10 pages, including front and back covers. • Includes tangible and digital pieces for 10-12 individual initiatives. Each tangible asset up to 4 pages. Digital version is 1-page PDF. *Price does not include production/printing/assembly of assets.	\$41,200	\$108,500
Social Media & Digital Marketing Campaigns • Up to 3 individual campaigns consisting of an email and social media component (including landing page for each campaign), as well as digital marketing.	\$21,000	\$21,000
OOH • Consists of tailored combination of Bulletins, Posters, Bus Shelters, Bus Tails • Includes Media Buys for Social Media and Digital Marketing Campaigns *Price is assuming same creative as social and digital marketing will be used.	\$10,000	\$150,000
Implementation of UX Redesign	\$29,300	\$29,300
Content Curation	\$8,000	\$8,000

Total General Awareness Plan No OOH	\$99,500	\$166,800
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Total General Awareness Plan with OOH	\$109,500	\$316,800
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Naming Opportunities Plan

Promotional Assets • Includes tangible informational folder/booklet about COD Foundation. Booklet will consist of up to 10 pages, including front and back covers. *Price does not include production/printing/assembly of assets.	\$18,900	\$18,900
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Total Naming Opportunities	\$18,900	\$18,900
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Detailed Plan and Fees cont'd. Giving Tuesday Campaign Fee Breakdown

Service	Advised Spending	
Design • Includes a series of 3 different looks and sets of copy for one campaign. • Includes single-sided, tangible and digital flyer.	\$18,900	\$18,900
Social Media & Digital Marketing Campaign • 1 campaign consisting of an email and social media component (including landing page), as well as digital marketing.		
OOH • Consists of tailored combination of Bulletins, Posters, Bus Shelters, Bus Tails • Includes Media Buys for Social Media and Digital Marketing Campaigns	\$10,000	\$50,000
*Price is assuming same creative as social and digital marketing will be used.		
Total Giving Tuesday	\$28,900	\$68,900

EDGE in PLEDGE Fee Breakdown

Service	Advised Spending	
Design • Includes a series of 6 different looks and sets of copy for one campaign.	\$36,300	\$36,300
Social Media & Digital Marketing Campaign • 1 campaign consisting of an email and social media component (including landing page), as well as digital marketing.		
OOH • Consists of tailored combination of Bulletins, Posters, Bus Shelters, Bus Tails • Includes Media Buys for Social Media and Digital Marketing Campaigns	\$10,000	\$75,000
*Price is assuming same creative as social and digital marketing will be used.		
Total for EDGE in PLEDGE	\$46,300	\$111,300



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This proposal and timeline were created to deliver exceptional value for the College of the Desert Foundation..
This document is highly confidential and cannot be shared with anyone outside the COD Foundation.

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CREATIVE ELEMENTS

The College of the Desert Foundation serves as advocates for the College of the Desert to secure financial support enhancing the educational opportunities for all students. The foundation is focused on positively impacting the lives of students who are striving to achieve a purposeful education and to enhance the communities of the Coachella Valley.

Core Values | Accountability | Integrity | Service Excellence | Trust | Diversity, Equity & Inclusion

Brand Statement | Creating Tomorrow

Foundation Wish List

- **EDGE/plEdge** | Develop a \$50 million Endowment Fund to fund the EDGE tuition scholarship program for the next 20 years
- **Funds for Student Success** | Respond to urgent needs on campus
- **Funds for the Future** | Estate Gifts from Legacy Leaders through Donor's rollover of IRAs, gifts of life insurance, charitable gift annuities and gift trusts.

Target Audience | Philanthropist who believe strongly in educating the youth of the Coachella Valley. And businesses who need future employees including the healthcare, hospitality, automotive, law enforcement and construction industries.

Advertising Objective | In the highly competitive non-profit market, it is vitally important for the College of the Desert to educate current and potential donors on COD Foundation's fundraising objectives through storytelling. We will develop a monthly 8-page newsletter with a consistent cover and donor back page complete with 6-pages of articles on donors, endowment fund, grants and wish list promotions, student success stories and BOD and donor quotes. Each of these 8-page newsletters will be printed and distributed to a key mailing list, culminating in a 60-page program to be given at the Stepping Out Gala. The 2 pages in each newsletter (cover and back cover) will then become 14 full page ads to cover some costs of the production.

Monthly stories can be shared through social media and email blasts to triple the fundraising message. The editorial calendar below strategically coincides with key fundraising groups. After the first newsletter is produced, we will discuss incorporating that into the current website.

STEPPING OUT GALA MAGAZINE & MONTHLY NEWSLETTER COMBINATION

We are creating a beautiful coffee table style Stepping Out magazine that will also double as a printed newsletter and sent to 1,00 top donors. Continued education will increase donations to the Endowment Program, Sponsorship of Stepping Out and create content for monthly email blasts, press releases, social media, etc. Donors receiving the newsletters will feel proud supporters and engage friends and neighbors to support the COD Foundation's efforts.

To optimize our endeavors, we are creating a full editorial focus, sharing the dynamic programming, community involvement, ways to donate and groups to be involved in *Creating Tomorrow* for COD students. Originally, we were going to start with September, however as we got closer to the print deadline, we were asked to delay and re-tool so the Endowment Program with the Mackenzie Scott Article would lead off the November issue and expand to include the EDGE/pLEDGE story, increasing the newsletter from 8 to 12 pages. In this case the September Newsletter content is being split up into October and November. Editorial Calendar will include, but may change due to timing:

October	Richard Brook Foundation Annual \$200k Grant Melinda Drickee Promote Stepping Out event on 3/31 New President Introduction Academic Angels, March Dodge Learning to Lead, Partnership with Leadership Coachella Valley Partnership with Leadership Coachella Valley
November	Mackenzie Scott \$18M Gift Kicks Off \$50M Endowment Fund EDGE/pLEDGE Program with student quotes, community service President Circle Fund for Student Success Giving Tuesday 11/30 Feature on Peace Officers Program Profile
December	End of year Giving Appreciation First Gen staff feature Amanda Phillips & Katie Child Development Program Profile, new Center 3D renderings
January	Board of Directors feature 40 th Anniversary of COD Foundation Timeline Future Campuses Campus Tour
February	All about Service Nursing Program Profile Coetta and David Barker Sim Lab Mannequins Hospitality Program Profile
March	Architecture Program Profile Culinary Program Profile Roadrunner Motors Automotive Program

Conceptual, Impactful Cover Design Art | September Issue \$1,950.00

To be used as the cover for monthly newsletter covers and program cover

Initial September Monthly Newsletter, 8-page layout to set Magazine's tone \$4,500.00

Develop design, layout, style sheets, color palette. Does not include copywriting.

Front and back covers to be used on subsequent monthly articles Oct-March.

6 Monthly 8-page Newsletters

Design, layout and production; does not include printing or copywriting

October	\$1,250.00
November, possible increase of story from 8-12 pages keeping the price at \$2500 instead of increasing it since we have a head start on the copy	\$2,500.00
December	\$2,500.00
January	\$2,500.00
February	\$2,500.00
March	\$2,500.00

September-March | Copywriting and Editing of 7 Newsletters

Conduct interviews, copywriting, and editing of 6 pages of content. Cover and Back page to stay the same and then become ad pages with the final production.

September	\$3,500.00
October	\$1,750.00
November, possible increase of story from 8-12 pages keeping the price at \$3,500 instead of increasing it since we have a head start on the copy	\$3,500.00
December	\$3,500.00
January	\$3,500.00
February	\$3,500.00
March	\$3,500.00

Timeline Design | January *estimated date*

Design, layout and production; does not include photoshopping.

\$1,950.00

Stepping Our Gala Program Design, Layout and Production

\$5,000.00

Assemble monthly articles of 48-pages + cover + 8-page timeline pullout,

14 of the 48 pages would be preproduced ads sold by COD Foundation.

We can assist in making an ad pre-production one-sheet with the necessary requirements.

We can price out designing ads for President Circle donors who may not have artwork.

Printing of Newsletter | Oct-March

Landscape *Format 8.5" x 11", each newsletter, pricing based on 1,000 qty and*

current specs. November may be more if we go to a larger if we add 4 additional pages.

1,000 Qty	\$1,675 x 6 newsletters = \$10,050+\$778.88 tax	\$10,828.88
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Printing of Magazine in March 2022

Landscape *Format 8.5" x 11", each newsletter, pricing based on 1,500 qty*

1,500 Qty	\$16,485 + \$1,277.59tax = \$17,762.59	\$17,762.59
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\$78,491.59

STEPPING OUT GALA DESIGN ESTIMATES

Logo Design	\$450.00
Getty Images of Linda Ronstadt	\$499.00
Save the Date 9" x 6" Postcard Design	\$500.00
Color 4/4; bleed Follow design set up for newsletter Design, layout, and production. Client to provide copy, logo, and high-res images If digital images are needed, there will be an additional cost (no markup) Upon approval, hires files will be uploaded to printer. Includes photoshopping of two main images.	
Save the Date 9"x 6" Postcard Printing & Mailing	\$426.00
100lb gloss cover, full color two sides, 4/4, print, process data, address & deliver to post office	
Postage estimated at 19 cents, COD to provide list of 1,000 addresses	\$190.00
Desert Charities News Ad	\$575.00
11"x15" Bleed; 9.5"x13.5" non-bleed; 4C Follow design set up for newsletter design, layout, and production. Includes one hour of copyrighting and art direction. Additional hours will be charged at \$125 per hour. Does not include photoshopping.	
Sponsorship Brochure	\$1,275.00
11"x8.5"; 4-panel; 4/4; bleed Follow design set up for newsletter design, layout, and production. Includes two hours of copyrighting and art direction. Additional hours will be charged at \$125 per hour. Does not include printing, mailing or postage.	
Sponsorship Form Design	\$495.00
8.5"x11"; 4/4; bleed Follow design set up for newsletter design, layout, and production. Includes one hour of copyrighting and art direction. Additional hours will be charged at \$125 per hour.	
Sponsorship Package Print, 500 Qty	\$3,405.00
Brochure 22" x 8.5", score/fold to 11" x 8.5" 4/4 + overall gloss coating on 100lb gloss cover Reply Form 4/4 + metallic + overall satin coating on 80lb dull book 9x12 Outer White Envelope open end 4/0 on 28lb whitewove envelope #9 Business Reply Envelope Black ink, one side on 24lb whitewove envelope	
Postage estimated at 59 cents, COD to provide list of 1,000 addresses	\$590.00
	\$8,405.00

COD FOUNDATION BROCHURE ESTIMATES

President's Circle Brochure Design	\$2,400.00
6" square; 4/4; petal fold; bleed; includes design, layout, copywriting and production. <i>Does not include Printing, based on quantity, design, paper and any additional elements.</i>	
Academic Angels Brochure Design	\$1,750.00
6" square; 4-panel, 4/4 bleed; includes design, layout, copywriting and production. <i>Does not include Printing, based on quantity, design, paper and any additional elements.</i>	
	\$4,150.00

WEBSITE UPDATES

Website Updates | October 1 – December 2021 \$3,500.00

- Remove Stepping Up
- Add Stepping Out | Talent, Event Dynamics, Sponsorship, Ticket Links
- Initiate QGiv donation links
- Develop Foundation Stories page
- Add Stats to the Home Page
- Simplify and make more functional Ways to Give to include all opportunities plus Endowment Fund, Fund for Student Success and Stepping Out Sponsorship
- Reformat the Donate button and QGiv direction

New Email Template Design, long and short format build \$750.00

EMarketing Support | October 1 – December 2021 \$1,250 x 3 months \$3,750.00

- Website Maintenance / Webmaster Services includes Content Updates, Plugin Updates, Hosting Support
- Email Marketing includes Database Management, Campaign Building, Testing, Quality Assurance, Deployment
- Website Organic SEO Service

\$8,000.00

SOCIAL MEDIA

Facebook, Instagram and LinkedIn Monthly Maintenance | Oct-Dec 2021 \$1,500 x 3 months

- Minimum of 3 posts on Instagram, Facebook and LinkedIn (to be developed) posts per week
- Consistent Engagement with Local Businesses and Community Members
- Consistent Engagement with LinkedIn Users and Businesses to attract and engage COD alumni
- Hashtag Creation and Story Posts
- Light Graphic Design Goals of Social Media

Goals

- Build and promote social media accounts, Instagram (@CODFoundation) and Facebook (@CODFDN), to attract College of the Desert alumni.
- Build and promote social media accounts, Instagram and Facebook, to involve community and gain attention of local businesses who may want to donate
- Promote upcoming endowment program, launching November, and the Stepping Out Gala, the COD Foundation's biggest fundraiser of the year (with 3 programs), taking place on March 31, to local businesses and the community.
- Promote COD's Biggest Programs: 1. Nursing 2. Hospitality 3. Culinary Arts 4. Peace Officers (Police) 5. Architecture 6. New Roadrunner Automotive Program

\$4,500.00

Contract Total \$103,546.59

Client to provide logo and high-res images for all design work. Photoshopping can be provided at \$125 per hour. Cost does not include print supervision, printing, photography (traditional or digital), photo art direction, copy writing or postage. Changes after approval stages will be billed with a 100% rush charge. Once final digital files are released to client and/or vendor, The Competitive Advantage and HR Advantage companies are absolved from further archival and financial responsibilities. The quoted prices are based on the outlined specifications. Any changes will be quoted prior to any additional work being initiated. Client further understand that any changes in the project may result in additional charges. Client agrees The Competitive Advantage and the HR Advantage companies, are not responsible for any typographical, factual or printing errors. Client or our designee is responsible for proof reading for accuracy and content.

Payment

Invoice

HR Advantage, LLC shall submit invoices at the beginning of each month for work to be done to the COD Foundation and all payments will be due within ten (10) days of receipt of invoice and shall be made in U.S. Dollars and addressed to HR Advantage, LLC, 74-710 Highway 111, Palm Desert, CA 92260. Payments received later than ten (10) days of receipt will incur a late fee of 10%. Additional late fees may be imposed for each subsequent 30-day period payments have not been received in full by HR ADVANTAGE, LLC.

Conversion Fees

HR Advantage goes to great lengths to train and resource the best of the best. However, in rare cases, when agreed to by both parties, you may not hire or convert an HR Advantage employee or vendor to your payroll, or to a third party's payroll, whether directly or indirectly. If you directly or indirectly hire or cause to be hired by any third party, any current Associate during the term of this Agreement, or within one hundred twenty (120) days after the last date Associate worked on assignment with you, you agree to pay HR Advantage a conversion fee equal to 20% of the slated employees annual wages. Hiring of any current or former Associates pursuant to this agreement shall be limited to no more than 20% of the Associates assigned to you during the previous six (6) months. If you hire a current or former Associate, without prior written notice to HR Advantage, you agree to pay an additional penalty equal to 20% of the Associate's annualized wages.

Agreement

I/We agree to the specifications, terms and conditions of this project agreement. I/We sign this project application on behalf of applicant and as individuals do personally guarantee payment of all present and future indebtedness to The Competitive Advantage and the HR Advantage companies, including all reasonable attorney's fees and/or collection expenses incurred by The Competitive Advantage and the HR Advantage companies, by reason of default in payment, also service charges on past due balances at 10% per month on the unpaid balance. I/We also agree that our personal liability hereunder shall not be deemed to be released or discharged by any extension of time, or by any other modification, substitution, settlement, supplement, or compromise granted to applicant, or by any change in the legal form or ownership of applicant. I/We are authorized to instruct you to proceed on the above outlined project. I/we understand that this project is subject to The Competitive Advantage and the HR Advantage companies, "terms and conditions." Estimates are good for 30 days.

The COD Foundation to review the Proposal, discuss any changes required and once approved, this will serve as an Agreement for approval and execution. Once The Competitive Advantage and the HR Advantage companies has received the executed Agreement and any required compensation, we will commence implementing the proposed approach as outlined.

Theresa Maggio
The Competitive Advantage, HR Advantage, LLC

Date

By signing below, the COD Foundation hereby retains HR Advantage, LLC, The Competitive Advantage, and its consultants to provide services as described in this document.

Catherine Abbott
College of the Desert Foundation

Date



**COLLEGE
of the
DESERT**

43-500 Monterey Avenue
Palm Desert, CA 92260

AGREEMENT FOR PROFESSIONAL SERVICES

This agreement made and entered into this 1st day of July, 2020, by and between the **COLLEGE OF THE DESERT FOUNDATION**, hereinafter referred to as the "FOUNDATION" and **CV STRATEGIES** hereinafter referred to as the "CONTRACTOR".

CONTRACTOR agrees to provide the FOUNDATION the following services: Strategic communication counsel and plans; recommend, design, and develop marketing, advertising, and social media campaigns; negotiate with local media for advertising rates; assist with events; and design and create collateral materials (including video) for all communications and events. See Exhibit 1, Scope of Work attached. Total amount of contract not to exceed: **\$251,000.**

1. Services shall begin on **7/1/2020** and shall end upon **06/30/2021**.
2. CONTRACTOR understands and agrees that he and/or all of his employees are not employees of the FOUNDATION and are not entitled to benefits of any kind or nature normally provided employees of the FOUNDATION and/or to which FOUNDATION employees are normally entitled, including, but not limited to, State Unemployment Compensation or Workers' Compensation. CONTRACTOR shall assume full responsibility for payment of all federal, state and local taxes or contributions including Unemployment Insurance, Social Security and Income Taxes with respect to CONTRACTOR'S employees.
3. CONTRACTOR shall furnish, at his own expense, all labor, materials, equipment and other items necessary to carry out the terms of this Agreement.
4. In the performance of the work herein contemplated, CONTRACTOR is an independent contractor per IRS Publication 15-A page 4, with the authority to control and direct the performance of the details of the work, FOUNDATION being interested only in the results obtained.
5. CONTRACTOR agrees to defend, indemnify and hold harmless the FOUNDATION, its Board of Directors, employees and agents from any and all liability or loss arising in any way out of CONTRACTOR'S negligence in the performance of this Agreement, including, but not limited to any claim due to injury and/or damage sustained by CONTRACTOR, and/or the CONTRACTOR'S employees or agents. FOUNDATION agrees to defend, indemnify and hold harmless the CONTRACTOR, its employees and agents from any and all liability or loss arising in any way out of the negligence of the FOUNDATION, its employees or agents, including, but not limited to any claim due to injury and/or damage sustained by FOUNDATION, and/or FOUNDATION'S employees or agents.
6. CONTRACTOR shall provide FOUNDATION with a Certificate of Insurance showing a minimum \$1,000,000 combined single limits of general liability and automobile coverage as required by the State of California.

7. Neither party shall assign or delegate any part of this Agreement without the written consent of the other party.

8. **CONFIDENTIAL INFORMATION**

(a) **Confidentiality.** During the Term, the CONTRACTOR may have access to or receive certain information of or about the FOUNDATION that the FOUNDATION designates as confidential or that, under the circumstances surrounding disclosure, ought to be treated as confidential by the CONTRACTOR ("**Confidential Information**"). Confidential Information includes, but is not limited to, information relating to the FOUNDATION, its employees and agents, financial statements, budgets and projections, donor identifying information, potential and intended donors, computer programs, specifications, manuals, software, analyses, strategies, marketing plans, business plans, and other confidential information, provided orally, in writing, by drawings, or by any other media. The CONTRACTOR, including its employees and agents, will treat the Confidential Information as confidential and will not disclose it to any third party or use it for any purpose but to fulfill its obligations in this agreement. In addition, the CONTRACTOR shall use due care and diligence to prevent the unauthorized use or disclosure of such information.

(b) **Obligation to Maintain Confidentiality.** At all times during its work with the FOUNDATION, and at all times thereafter, the CONTRACTOR shall hold in strictest confidence, and not use, except for the benefit of the FOUNDATION or to disclose to any person, firm, or corporation without the prior written authorization of the FOUNDATION, any of the FOUNDATION'S Confidential Information. This term shall survive this Agreement after termination or completion.

9. The work completed herein must meet the approval of the FOUNDATION and shall be subject to the FOUNDATION'S general right of inspection and supervision to secure the satisfactory completion thereof. CONTRACTOR agrees to comply with all Federal, State, Municipal and FOUNDATION laws, rules and regulations that are now, or may in the future become applicable to CONTRACTOR, CONTRACTOR'S business, equipment and personnel engaged in operations covered by this Agreement or accruing out of the performance of such operations.
10. Payments will be made by the FOUNDATION to the CONTRACTOR as follows:
All invoices for services shall be presented monthly to the Office of Institutional Advancement for approval. Invoices will be forwarded to the FOUNDATION office for issuance of payment.
11. This agreement may be terminated by either party notifying the other, in writing, no less than thirty (30) days prior to the date of termination.

Date of Board Approval/Ratification: _____

COLLEGE OF THE DESERT FOUNDATION

Approved by: _____ Date: _____

Catherine Abbott

Approved by: Catherine Abbott, Executive Director Date: 2020/09/14

CONTRACTOR

Name: CV Strategies

Address: 73700 Dinah Shore Drive, Suite 402
Palm Desert, CA 92211

Contact: Erin Gilhuly

Phone: 760-776-1766

Tax ID#: On File

Signature: _____

Date: 8-14-20

EXHIBIT 1 SCOPE OF WORK

Shared Costs

On-call Strategic Communication Services

Provide approximately 40 hours per month of support including but not limited to: oversight on major projects, collaboration on future events and activities, tactical messaging guidance, long-term strategic planning and priority setting, staff development and training, succession planning and other strategic counsel services as needed.

Cost: \$8,000 Retainer Fee Per Month

- 60% College: \$4,800
- 40% Foundation: \$3,200

Annual Total: **\$96,000**

- 60% College (\$57,600)
- 40% Foundation (\$38,400)

On-call Marketing Services

Provide approximately 35 hours per month of support including but not limited to: project oversight, marketing plan facilitation, progress updates, account management, web page updates, social media management, graphic design and content creation services as needed.

Cost: \$7,000 Retainer Fee Per Month

- 60% College: \$4,200
- 40% Foundation: \$2,800

Annual Total: **\$84,000**

- 60% College (\$50,400)
- 40% Foundation (\$33,600)

Foundation Costs

Foundation E-Blast Series – Create a brief e-blast every week to deepen donor touchpoints and increase consistency in communication with external College of the Desert stakeholders.

- Cost: Hourly rates ranging from \$125-\$185 per hour; 260 project hours – 6 hours per e-blast
- Total Estimate: **\$24,000** Bi-weekly format

Foundation Ad Series – Ensure each week of advertising with the Desert Sun is a new ad with new content, either with the current look or with an event themed ad.

- Cost: Hourly rates ranging from \$125-\$185 per hour; 175 project hours – 3-4 hours per ad
- Total Estimate: **\$17,000** Bi-weekly format

Scholarship Day Video Series – Create a series of videos to be used for donor funding generation via a virtual Scholarship Day platform. Produce “Challenges” video to highlight what students have overcome to achieve their educational success and “Impacts” video designed to showcase where students are now and what their success looks like.

- Cost: Hourly rates ranging from \$125-\$200 per hour; 60 project hours – 30 hours per video
- Total Estimate: **\$10,000**

Donor Collateral Packet – Develop packet for new and potential donors including dynamic content and compelling graphics that breaks down what it means to be a College of the Desert Foundation donor and encourages participation in available donor programs. Also includes branded brochure template for additional complementary brochures that reflects the design of the overall packet and the specific program information.

- Cost: Hourly rates ranging from \$125-\$185 per hour; 40 project hours
- Total Estimate: **\$8,000**

College Costs

Annual Report – Develop the annual report. Interview key internal and external stakeholder to craft the College of the Desert story. Build narrative that supports communications style and objectives. Coordinate photography, as needed.

- Cost: Hourly rates ranging from \$125-\$185 per hour; 60-65 project hours
- Total Estimate: **\$12,000**

Total College Costs:	\$120,000
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Total Foundation Costs:	\$131,000
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COLLEGE
of the DESERT
FOUNDATION

Appendices

Committee Meeting Minutes



Foundation Development Committee Meeting

Minutes for Thursday, April 15, 2021

2:00PM

Zoom Video

https://cccconfer.zoom.us/rec/share/HGgof0e_qvrJHewnc4x-rfISdZgtbtNuCoIVtLkNyFNihoSqJ5-MgLpjevBMv4ZN.DUgVwLqmLqTXVOI-

Meeting Participants

Committee Members Present

Joanne Mintz (Chair), Barbara Foster Monachino, Carol Bell Dean, Jim Johnson, Marlene O'Sullivan, Jim Williams, Jim Greene

Committee Members Absent:

Peggy Cravens, Jane Saltonstall

Guest(s)

Kirstien Renna, Bill Chunowitz, Matthew Durkan, Liz Chambers

Recorder

Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 2:02 pm.

2. Action Items

2.1 Approval of Agenda: Foundation Development Committee Meeting of April 15, 2021 Agenda:

Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.2 Confirmation of Agenda: Approval of Agenda for the Development Committee Meeting of April 15, 2021 with any addition, correction or deletions.

2.2 Conclusion

Marlene O’Sullivan moved to approve the agenda with modifications. Jim Greene seconded.
Motion carried unanimously.

3. Minutes

3.1 Approval of regular Foundation Development Committee Meeting Minutes – March 18, 2021.

The minutes were approved as presented.

4. Comments from the Public

4.1 Comments From The Public: Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until April 14, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Stepping Up for College of the Desert 2021

5.1 Campaign Update – Catherine Abbott

Big surge in investments and gifts come in. We are at 62.1% of goal as of today, with 2 ½ months left on the campaign. Email blasts, ads on KESQ, and a live appearance will be coming soon to help the campaign. There will be an event in honor of Joel Kinnamon’s retirement, that will have an ask component to support EDGE/pLEDGE, and Foundation has received a \$100k pledge this week. The new website will be launching this weekend, that will showcase the campaign on the homepage.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
None	None	None

5.2 Budget Review – Kirstien Renna

Kirsten presented the budget to the committee. There were no questions regarding the budget.

5.2 Follow-up Items	5.2 Task of	5.2 Due by
None	None	None

5.3 Campaign Structure – Catherine Abbott

Catherine Abbott shared that she is currently working with the Operations Manager of the company that owns the fabrication shop, to find a resolution, and has not heard back from her as of yet. Catherine has requested a full refund, as the structure cannot be used at this point.

5.3 Follow-up Items	5.3 Task of	5.3 Due by

6. Legacy Leaders – Liz Chambers

Liz Chambers thanked Carol Bell Dean for coming on board to help with the proposed luncheon in May, although the live event cannot take place after all. Liz received a call from two people who would like to put in a 6-figure bequest for an endowed named scholarship as a memorial. These people were President's Circle members who had been thinking about donating, and the Stepping Up for COD campaign literature sent to them, gave them the mechanism to make this donation. These people are new to the Valley. They want to fund "sculpture and design" in conjunction with the Palm Springs campus. Liz shared that they will be added to Legacy Leaders. An E-blast went out this month regarding bequests, with Peggy Cravens testimonial. Another one will go out in May, featuring Wayne and Maureen Johnson. E-Newsletters are sent out when items of interest to donors are available.

6. Follow-up Items	6.1 Task of	6.1 Due by
None	None	None

7. Development Advisory Committee Reports

7.1 Annual Report Advisory Committee – Chair Jim Greene

Jim Greene shared that the final draft is in the President's office. Once approved, it will be sent out electronically, but there will be hard copies for board members and donors.

7.1 Follow-up Items	7.1 Task of	7.1 Due by
None	None	None

7.2 Business Outreach Advisory Committee – Chair Jim Johnson

Nothing new – still on hold.

7.2 Follow-up Items	7.2 Task of	7.2 Due by
None	None	None

7.3 President's Circle Advisory Committee – Chair Carol Bell Dean

Carol Bell Dean shared that year ending 2019-2020, receipts for President's Circle were approximately \$54,000. Currently, receipts have increased 193.1% to \$158,000. The committee is looking at the Fall

for the next event. Cabaret 88 event will be January 6, so committee will have to find another date for the President's Circle event. A February date for an event was suggested, Catherine Abbott has approached Jeff Baker regarding this event. Cathy will work with Vice President Nery to see if we can bring in college entertainment.

7.3 Follow-up Items

7.3 Task of

7.3 Due by

Enquire about having college entertainment at the Fall, President's Circle event.	Catherine Abbott	May 20, 2021
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7.4 Campus Tour/Donor Outreach Advisory Committee – Chair Jim Williams

Nothing to report, still on hold.

7.4 Follow-up Items

7.4 Task of

7.4 Due by

None	None	None
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8. Development Team Update

8.1 Report on Development Staff Activities – Matthew Durkan

Matthew Durkan has been reaching out to past donors for contributions. Foundation is working on further outreach to make a comprehensive sweep of all donors that have contributed to Stepping Out in the past. Matthew has also been working on donations from Foundations. Gailya Brown has put together boiler plates proposals for donors to be sent out. Jim Williams suggested keeping alive the concept of internet donations, via an email blast.

8.1 Follow-up Items

8.1 Task of

8.1 Due by

None	None	None
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9. Future Agenda Items

Campaign Update – Results

10. Adjournment

The Chair adjourned the meeting at 2:47 PM.

Next Meeting: May 20, 2021, 2:00 pm via Zoom



Foundation Stepping Up for COD Committee Meeting

Minutes for Tuesday, May 4, 2021

2:00PM

Meeting Recording:

https://cccconfer.zoom.us/rec/play/HDkSPRmgxUz8PtUECxbadVNW7iVy0N2A_1LFnP0yjiEEXJhrGVpOsStHPDy88g7V_dKtMYhQS9zXjSX1.jHfN3Az9k8XPmjXi?autoplay=true&startTime=1620161689000

Meeting Participants

Voting Committee Members Present:

Christine Anderson (Co-Chair), Jane Saltonstall (Co-Chair), Barbara Foster Monachino, Joanne Mintz, Marlene O'Sullivan, Marge Dodge

Voting Committee Members Absent:

Rob Kincaid

Guests:

Catherine Abbott, Kirstien Renna, Matt Durkan, Bill Chunowitz

Recorder

Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 2:02 PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of May 4, 2021 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.2 Confirmation of Agenda: Approval of Agenda for the Regular Stepping Up for COD Committee Meeting of May 4, 2021 with any addition, correction or deletions.

Jane Saltonstall moved to approve the agenda. Marlene O'Sullivan seconded.
Motion carried.

2.2 Follow-up Items	2.2 Task of	2.2 Due by
None	None	None

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – April 6, 2020.

Barbara Foster Monochino moved to approve, and Joanne Mintz seconded. The minutes were approved.

3.1 Follow-up Items	3.1 Task of	3.1 Due by
None	None	None

4. Comments from the Public

4.1 Comments From The Public: Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until May 3, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Discussion Items

5.1 Stepping Up for COD Budget Review – Kristien Renna

Chris Anderson suggested to change the name of this agenda item to "Campaign Goal Review." Kirstien Renna presented the budget to the committee.

5.1 Follow-up Items	5.1 Task of	5.1 Due by

5.2 Marketing Display Update – Catherine Abbott

Catherine Abbott shared that the Foundation is still in negotiations with Town's End Fabrication as to how to deal with this structure that was not delivered on time. Catherine shared the invoice with the committee as requested during the April meeting. In addition to the \$7,100 down payment the Foundation submitted, the fabrication company would like an additional \$3,422.48 to cover their expenses. Catherine shared that she is not willing to pay this since the product was never delivered according to the agreement. Negotiations continue. Joanne suggested that this may be a very expensive lesson, when purchasing something over a certain amount, there should be a written contract with due dates. Barbara stated that the Foundation has paid them \$7100.00 to date, and they have expended time and materials, and this will probably not be reimbursed, and suggest the Foundation may want to just settle for this loss.

5.2 Follow-up Items

5.2 Task of

5.2 Due by

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5.3 Additional Fundraising Event – Catherine Abbott

5.3.1 Kinnamon retirement party

Catherine Abbot stated that Pam Hunter and herself, have had a couple of meetings with Joel Kinnamon regarding the party. As of today, Catherine has not had any further conversations with Joel to confirm any of the details. The date has not been finalized but will most likely take place in June. Event will include an MC welcoming everybody, tributes to Joel, then attendees will go into Zoom chat rooms with different topics, and Joel can join these Zoom Rooms to spend quality time with the attendees. Content is ready to go and now waiting on Joel to confirm details.

5.3 Follow-up Items

5.3 Task of

5.3 Due by

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5.4 2021 Sponsorship Follow-Up Support – Christine Anderson /Matthew Durkan

Chris Anderson shared with the committee that Matthew Durkan has found a spreadsheet from last year, that is an in-house master list for that was used for Stepping Out in 2019 that is basically a mailing list for sponsors of the event. Total mailing from the office was 382 people, and 161 of those packets were personalized and sent out. The Stepping Out committee from 2020 were the people that personalized these. This spreadsheet lists the persons that contacted each of these sponsors. Chris asked the committee if they felt it would be helpful to use this data to contact people via phone or email and ask for donations to the campaign or is it too late to do this. Joanne Mintz agreed that this would be useful to do phone calls, since it is very late in the campaign, with a script outline detailing what is being asked of them. Jane Saltonstall added

that the timing for asking for money, is very bad with taxes being due later this year. Marlene O'Sullivan suggested that people can make a pledge or a "promise-to-pay" and pay the money later in the year. Matthew Durkan remarked that some of these people on the list have been called by him recently, and some have already donated. If people make a pledge to pay later, the monies are included in the current fiscal year. Group is willing to look at the list, and Chris suggested that the committee each choose 10 people to call, then she will reach out to other board members to ask them to make calls also. By Friday, Matthew will share the list with the committee and Chris and Matthew would like responses from the committee members as to whom they are willing to call. Matthew will do an outline of a script of what to say on these calls.

5.4 Follow-up Items

5.4 Task of

5.4 Due by

Send list of potential donors to committee members	Matthew Durkan	May 7, 2021
Put together a script of how a solicitation call should go and share with committee.	Matthew Durkan	May 7, 2021

5.5 November 5th Event Update – Catherine Abbott

Catherine shared that now that we have more confidence that Stepping Out will be live in 2022 as the McCallum is currently booking for 2022, Catherine feels that the Foundation does not need to do the November 5th televised event, and committee should focus on Stepping Out for 2022. Jane Saltonstall asked if there are any events that could take place prior to the Stepping Out event, as there are a few exciting events that are on the table. Catherine stated that both events, the architecture event and CV Repertory event are President's Circle events and can take place. Campus tours will probably be coming back also. Chris asked for ideas as to whom to book for the next Stepping Out for COD event. Marlene O'Sullivan shared that her son-in-law is in the music industry and may have names of artists that would be a good fit. Marlene will speak with him this weekend. Jane suggested we work with Debbie Green to help with the headliner and the event, as Debbie is the person that got Matthew Morrison for the 2019 event. Committee felt that the event needs to come back with a big splash, meaning a well-known headliner. Kirstien Renna shared that she has a connection with The Righteous Brothers and may be able to acquire them for the event. Patty Labelle was paid \$100,000 not including incidentals. Ticket sales for Patty Labelle were very good, although the performance was marginal. Sponsorship packets need to go out in the fall for the event. Chris asked committee to think of ideas/names that may be exciting as a headliner for Catherine to pitch to the McCallum and possibly Debbie Green. Thursday, March 31, 2022, is the date of the event.

5.5 Follow-up Items

5.5 Task of

5.5 Due by

Committee to provide names of possible headliner for Stepping Out for COD 2022	Committee	June 8, 2021
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5.6 Stepping Out 2022 Planning – Catherine Abbott

(Discussed in 5.5)

5.6 Follow-up Items

5.6 Task of

5.6 Due by

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6. Future Agenda Items

7. Adjournment

The Committee Chair adjourned the meeting at 3:06 PM.

Next Meetings: Tuesday, June 8, 2021, at 2:00 pm



Foundation Finance & Investment Committee Meeting

Minutes for Monday, May 19, 2021

3:00PM

Zoom Video:

https://cccconfer.zoom.us/rec/share/p4Sg62ajbKqMdHAcxfqQ-oj4_D4M5hEpODMmU3Yvh1RP-cvd73vG4s9AGxTr9YoM.R1YjSFSPt8ZPinB?startTime=1621461246000

Meeting Participants

Committee Members Present

Tom Minder (Chair), Barbara Foster Monachino, Paul Hinkes, Barbara Fromm, Jim Williams, John Ramont, Paul Hinkes (Arrived at 4:45 pm)

Committee Members Absent:

Voting Committee Members Absent

Guest(s)

Bill Chunowitz, Kirstien Renna and Mike Rodriguez, Matthew Durkan, Richard Azarloza, Amy Lange, Craig Burger

Recorder

Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 3:00 pm.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Finance & Investment Committee Meeting of May 19, 2021 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency

subsequent to the agenda being posted as specified in subdivision (a).

2.2 Confirmation of Agenda: Approval of Agenda for the Regular Finance & Investment Committee Meeting of May 19, 2021 with any addition, correction or deletions.

Kirstien Renna asked to add "review April Financial statements" to the agenda.

Barbara Fromm moved to approve the agenda as modified, Barbara Foster Monachino seconded.

Motion carried.

3.Minutes

3.1 Approval of regular Finance & Investment Committee Meeting Minutes – April 19, 2021.

The minutes were approved as presented. Barbara Foster Monachino moved to approve the minutes from April 19, 2021 and Jim Williams seconded, motion carried.

4. Comments from the Public

4. 1 Comments From The Public: Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until May 18, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Investment Portfolio Update – Richard Azarloza – Covington Capital Management

Richard Azarloza started by presenting an overview of the current investment market, then reviewed the Foundations portfolio. Richard stated that the investments are doing very well. Committee discussed the current investments at length with Covington Capital. Tom Minder stated that he wants to ensure that the investments have kept pace with the changing market. If Covington thinks we need to make changes, committee would like to know what the changes should be. Covington stated they are happy to make recommendations. Covington will take a fresh look at the investments and come back to the committee with suggestions and recommendations.

5. Follow-up Items

5. Task of

5. Due by

Covington to take a fresh look at the investments and make recommendations then email to Tom Minder.	Covington Capital	ASAP
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6. Discussion Items

6.1 Review the Financial Statements for the period ended March 31, 2021 and April 31, 2021.

Kirstien presented the April financial statements to the committee. Kirstien shared that Foundation is at almost 70% of goal for this fiscal year (ending on June 30). Tom stated that he felt the goal will not be met. Kirstien explained that this year has been unique & challenging in several ways: The Foundation was not been able to have the usual in person events that typically drive revenues, the Foundation was not able to hire the Development Director until later in the year, and the Stepping Up collateral materials were delayed. All of these factors have affected the current year fundraising efforts.

6.2 Proposed 2021/2022 Budget

Kirstien Renna shared the 2021/22 proposed budget. Kirstien shared that in developing the 2021/22 budget, a review of past budgeted fundraising performance was considered as well as one-time revenue and expenditure outliers. The committee asked about the current \$400,000+ shortfall between the current fundraising goal of \$2,300,000 and the actuals to date and what affects this shortfall would have on the current 2020/21 budgeted activities. Kirstien explained that although the revenues have not been fully realized yet, the Development team is still working with donors to secure donations, and that expenditures have also been under the budgeted amounts for the year. Kirstien also stated that in order to minimize the variance of revenues to expenses the Foundation would need to consider cutting expenses in the current year and possibly in future years if the revenues do not increase. The committee discussed holding back the budget and having Cathy and Kirstien adjust the budget further based on the current year activities. Kirstien mentioned that the budget is usually presented and approved at the Annual Board meeting and asked whether the committee might consider having a meeting prior to the Board meeting next week to finalize a budget to go to the full Board for approval. After much discussion by the committee, it was decided that the budget will be presented to the Board next week, as a "preliminary budget", so that adjustments can be made afterwards.

6.2 Follow-up Items

6.2 Task of

6.2 Due by

Committee to present the budget to the Board as a "preliminary budget".	Kirstien Renna	May 26, 2021
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6.3 Quarter Ended March 31, 2021 Scholarship and Program Support

The quarterly Scholarship and Program Support reports were included in the Finance and Investment Committee packet for the committee's review.

6.4 Budget Revision for Foundation Staff Cellphone Reimbursement

As the Foundation staff have been working remotely all year and have used their personal cellphones for Foundation business, Catherine Abbott is requesting that a budget transfer of \$4,335 be completed to move additional funds into the budgeted telephone expenditure line of the FY 20/21 budget to cover the reimbursement cost of \$75/per month per staff member for the usage of their personal cellphones. The funds would be moved from the unused portion of the Salaries and Benefits budgeted line item.

6.5 PPP Loan Forgiven in the amount of \$97,545. These funds will be recorded as revenue

The loan was forgiven, and is considered contribution revenue, so this went towards the campaign goal.

7.0 Action Items

7.1 Approval of the March and April 2021 Financial Statements.

Barbara Foster Monachino made a motion to approve. Barbara From seconded.

Motion carried.

7.2 Approval of the 2021/2022 Preliminary Budget

Tom Minder made a motion to approve. Barbara Fromm seconded.

Motion carried.

7.3 Approval of the Budget Revision for Foundation Staff Cellphone Reimbursement

Barbara Foster Monachino made a motion to approve, Paul Hinkes seconded.

Motion carried.

8.0 Adjournment

The Committee Chair adjourned the meeting at 4:59 pm.

Next Meeting: Tom Minder suggested that committee should not have a meeting until after current Fiscal year budget is finalized. If numbers are way off, then committee should have a meeting; otherwise, next meeting will be in October of 2021.



Foundation Special Executive Committee Meeting

Minutes for Monday, July 26, 2021

1:00PM

Zoom Video:

<https://cccconfer.zoom.us/j/91435684770?pwd=VnIKaTBQajNFU3l6OFZiamZWVG1ydz09>

Meeting Participants

Voting Committee Members Present

Christine Anderson (Chair), Bill Chunowitz, Marge Dodge, Barbara Foster Monachino, Barbara Fromm, Tom Minder, Joanne Mintz, Diane Rubin and Jane Saltonstall

Non-Voting Committee Members Present

Catherine Abbott

Committee Members Not Present

Jeff Baker, John Ramont and Bonnie Stefan

Recorder

Eve-Marie Dehondt

Guests

Kirstien Renna

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 1:02PM.

2. Action Items

2.1 Approval of Agenda: Foundation Special Executive Committee Meeting of July 26, 2021 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to

take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.1 Confirmation of Agenda: Approval of Agenda for the Special Executive Committee Meeting of July 26, 2021 with any addition, correction or deletions.

Tom Minder asked to add the following agenda item: Investment of the \$18 Million dollars from MacKenzie Scott currently in the checking bank account.

2.1 Conclusion

Joanne Mintz moved to approve the agenda as amended, Bill Chunowitz seconded. Motion carried.

2.1 Follow-up Items	2.1 Task of	2.1 Due by
None	None	None

3. Minutes

3.1 Approval of the Regular Foundation Executive Committee Meeting Minutes – April 7, 2021

The minutes were approved as presented.

Barbara Foster Monachino abstained from approving the minutes as she did not attend that meeting.

4. Comments from the Public

4. 1 Comments From The Public: Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until July 25, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Discussion & Action Items

5.1 Annual Discuss Entertainment Budget for Stepping Out for College of the Desert

The Stepping Out for College of the Desert Committee asked the Executive Committee to consider an increase of up to \$150,000 for the entertainment budget for Stepping Out for College of the Desert. The reason is that the event has been

cancelled for the last two years due to the pandemic and a well-known performer is going to be important to hit a home run. The current annual budget for the event is \$75,000 and there is an additional \$40,000 for marketing for special events.

Diane Rubin brought it to the committee's attention to offset the increase in the budget; the Foundation would need to increase the price of tickets, which is how they made up the deficit when Patti LaBelle performed in 2019.

The Committee agreed that a very important point would be that the Foundation would need to have all hands on deck to help fundraise for this year's gala.

The Committee discussed the difficulties encountered securing a talent at this time as many tour dates are already being scheduled by many entertainers. As well, raising funds might be difficult due to the recent MacKenzie Scott \$18 million gift made to the College.

The Foundation will have to engage the major donors for sponsorships as the ticket sales will not be sufficient to raise the overall goal of \$400,000.

The Committee discussed the recent decision from the McCallum Theater to limit access to their facilities to only vaccinated people, which could create challenges if the entertainer chosen was targeted for a younger audience. The Committee agreed that the entertainer should have a high name recognition and target the usual donor demographic audience.

The Committee agreed to contact a third part to identify the talent and manage their contracts in the event that this becomes a struggle for the current committee members and the staff members.

5.1 Conclusion

Tom Minder moved to raise the budget for the entertainment of the Stepping Out for College of the Desert 2022 to \$150K with an additional \$40k for marketing for special events. Jane Saltonstall seconded. Motion carried.

The Committee also agreed that they would price the ticket sale at the appropriate level to compensate for the increased budget for the entertainment.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
None	None	None

5.2 Discuss the September Executive Committee Meeting date change (currently scheduled on September 15)

The committee agreed to host the September Executive Committee tentatively on September 14th. Eve-Marie Dehondt reaching out to the Committee to confirm the final meeting date and time of the meeting.

5.2 Follow-up Items	5.2 Task of	5.2 Due by
Eve-Marie Dehondt reaching out to the Committee to confirm the final meeting date and time of the meeting.	Eve-Marie Dehondt	July 2021

5.3 Investment of the \$18 Million from MacKenzie Scott currently placed in the checking bank account

Tom Minder indicated that the \$18 million gift from MacKenzie Scott is currently placed in the First Foundation Bank checking account with no interests being raised. He therefore recommended moving the funds to the First Republic Bank, which is a larger institution who controls a significant portion of the endowment, as he learned that if the Foundation places the funds into one or two months treasuries, it could get .4%, and that three month treasury would bring .5%..

If the Foundations puts the fund in the savings account, it could get zero basis points which would give \$250K worth of insurance. First republic would provide \$5,918 off of the fees that the Foundation is paying to manage the account if they move the funds to their bank. If the funds are placed in the checking account, the Foundation will get basis points.

The Committee discussed the possibility that the College's Board of Trustees might decide to get the funds, or some of the funds, back and manage them directly, and that it would be an opportunity to obtain interest in the meantime. These are unrestricted funds provided to the College. The acting cabinet and VPs agreed to have the funds directed towards EDGE/pLEDGE and to give it to the Foundation to manage, but at this time, the Board of Trustees did not clarify how much the College would retain and how much would be provided to the Foundation

Catherine Abbott is meeting with John Ramont and the lawyers this week to discuss further and have an agreement in place to ensure the funds go towards the students.

Bill Chunowitz moved to redirect the \$18 million funds into temporary investment accounts that earns a decent return, but which is liquid. Jane Saltonstall, seconded. Motion carried.

Diane Rubin abstained because she is on the Board of directors of First Foundation Bank.

5.3 Follow-up Items	5.3 Task of	5.3 Due by
None	None	None

6. Adjournment

The Chair adjourned the meeting at 1:50PM.

Next meeting: To be determined.



**Foundation Academic Angels Committee Meeting
Minutes for Tuesday, May 18, 2021
2:00PM**

Meeting Participants

Committee Members Present

Marge Dodge (Chair), Christine Anderson and Jane Saltonstall

Non-Voting Committee Members Present

Linda Weakley

Committee Members NOT Present

Norma Castaneda, Cynthia Cottrell and Nancy Harris

Guest(s)

Catherine Abbott, Gailya Brown, Matt Durkan and Amanda McCarthy

Recorder

Eve-Marie Dehondt

Meeting Minutes

1. Call to Order/Roll Call

1.1 Roll Call

The meeting was called to order at 2:01PM.

Christine Anderson left the meeting at 2:45PM.

2. Action Items

2.1 Approval of Agenda: Foundation Academic Angels Committee Meeting of May 18, 2021 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate

action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.1 Confirmation of Agenda: Approval of Agenda for the Academic Angels Committee Meeting of May 18, 2021 with any addition, correction or deletions.

2.1 Conclusion

Christine Anderson moved to approve the agenda as presented, Jane Saltonstall seconded. Motion carried.

2.1 Follow-up Items	2.1 Task of	2.1 Due by
None	None	None

3. Minutes

3.1 Approval of the Academic Angels Committee Meeting Minutes of April 13, 2021.

The minutes were approved as presented.

4. Comments from the Public

4. 1 Comments From The Public: Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until May 17, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments received from the public.

5. Discussion Items

5.1 Angels Newsletter Update

Amanda McCarthy shared the Angels Newsletter's draft with the Committee. The newsletter will include links that will enable readers to click and donate on the Foundation's website page and read full articles.

The newsletter will be sent to the Current Academic Angels, Lapsed Academic Angels, Lifetime members, President's Circle members and the Foundation Board.

Catherine Abbott indicated the final template is currently being reviewed by the public relation's office for approval. She also reported that the video that was created for the 60th anniversary would serve as Fascinating Facts, along with a student testimonial from the Commencement ceremony of 2020.

Amanda McCarthy will include the link to the speech in the newsletter. Catherine Abbott will be sending the video to Linda Weakley and Marge Dodge for them to finalize that section.

Amanda McCarthy will update the newsletter according to the suggestions made by the Committee.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
Amanda McCarthy will update the newsletter according to the suggestions made by the Committee	Amanda McCarthy	June 1
Catherine Abbott will be sending the video for the fascinating facts to Linda Weakley and Marge Dodge for their review, and for them to finalize that section.	Catherine Abbott, Linda Weakley and Marge Dodge	June 1

5.2 Learning to Lead Program Update

5.2.1 Shawn Abramowitz's presentation at Foundation Board meeting.

The Committee agreed that the presentation from Shawn Abramowitz at the Foundation Board meeting was a success and was well received by the attendees.

Matt Durkan is in discussions with Shawn Abramowitz regarding the Learning to Lead Program with the Leadership Coachella Valley. They are working on how the Academic Angels could be involved with the Leadership Coachella Valley meetings when they will be in-person in September, and suggested that they could be involved with the mentorship component of the program.

Matt Durkan will meet with Shawn Abramowitz to figure out how the mentorship program could work, to differentiate it from the past students who are mentoring new students.

Marge Dodge suggested that Academic Angels could be acting as gold coaches instead of mentors, perform regular check-ins with the students to ensure they have reached their goals, and help them reach it.

As well, Catherine Abbott mentioned that Norma Castaneda and Linda Weakley could work with the students and train them on interview preparation, resume writing or conflict resolution. Academic Angels could help the students in many ways and in areas in which they do not already receive support or training on, and which is not included in the program's curriculum.

The Committee agreed to develop a series of seminars (1 to 2 hours) on these topics, which would enhance the program, as soon as they receive more information on the upcoming program. Academic Angels would be solicited to be involved and the Committee would ask them to share what skills they could bring to become coaches.

Catherine Abbott indicated that she is working with Carlos Maldonado who will help identify the first cohort of students, from the students who are currently involved with the leadership program. As well, the College has been selected by the Chancellor's Office and by MIT to be one of four Community Colleges in California to run a pilot project for a cohort of students interested in solving a problem in the Coachella Valley.

They will have to go through innovation and entrepreneurship. They will potentially be able to patent their project. Pam Hunter asked if the Leadership Coachella Valley would be interested in meeting with the team who is heading up the project at the College, which includes her, Dr. Annebelle Nery, a Physics faculty member and Dr. Kim Dozier. Leadership Coachella Valley could share their vision for the cohort of students and the students would then meet with the Leadership Coachella Valley Board to ask them questions about what program needs to be solved in the Coachella Valley.

The project will begin in the summer of 2021. The College thought these students could become the cohort of students working with Leadership Coachella Valley. The Committee was in favor of that suggestion.

5.2 Follow-up Items	5.2 Task of	5.2 Due by
None	None	None

5.3 In-Person Welcome Back Membership Tea in the Fall

The Committee discussed and agreed to organize an in-person "Welcome back membership Tea Event" on November 18, 2021. Academic Angels who renewed their membership would be invited to this event in a private home.

Barbara Fromm has offered to host it at her house from 3PM to 5PM. Catherine Abbott suggested inviting Learning to Lead Students to this event. Marge Dodge will check the Community Calendar to ensure the date will work. She will also confirm the date with Barbara Fromm and will contact Nancy Harris to enquire whether The Coeta Barker Foundation would be willing to fund the event, as they have in the past.

Guests could be invited to bring a guest who does not know about the program and would cover their entrance fees.

5.3 Follow-up Items	5.3 Task of	5.3 Due by
Marge Dodge will check the Community Calendar to ensure the date will work. She will also confirm the date with Barbara Fromm and will contact Nancy Harris to enquire whether her Foundation would be willing to fund the event.	Marge Dodge	June 2021

6. Adjournment

The Committee Chair adjourned the meeting at 2:55 PM.

Next Meeting: Tuesday, September 14, 2021 – 2PM



Foundation Special Executive Committee Meeting

Minutes for Thursday, August 12, 2021

2:00PM

Zoom Video:

<https://cccconfer.zoom.us/rec/share/76G0x4XpTrSK3rEO0XBUpsxD5fPEK4fszZP5FNaN6jz43i04U7Sw8-hc29oZ4P2C.HXoUXPRYXVo09b7?startTime=1628802111000>

Meeting Participants

Voting Committee Members Present

Christine Anderson (Chair), Barbara Fromm, Tom Minder, Diane Rubin and Jane Saltonstall

Voting Committee Members Absent

Marge Dodge, Bill Chunowitz, Joanne Mintz, Barbara Foster Monachino,

Non-Voting Committee Members Present

Catherine Abbott

Committee Members Not Present

Jeff Baker, John Ramont and Bonnie Stefan

Recorder

Juli Maxwell

Guests

Kirstien Renna

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 2:02 pm

2. Action Items

2.1 Approval of Agenda: Foundation Special Executive Committee Meeting of August 12, 2021 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members

of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.1 Confirmation of Agenda: Approval of Agenda for the Special Executive Committee Meeting of August 12, 2021 with any addition, correction or deletions.

3. Minutes

3.1 Approval of the Regular Foundation Executive Committee Meeting Minutes – July 26, 2021

Tom Minder stated that the discussion about investment of the money and which way to go in 5.3. The second paragraph, last sentence needs to be amended to say we will get “zero basis points.”

Jane Saltonstall made a motion to accept the minutes from the July meeting with corrections, Barbara Fromm seconded. Motion passed with changes.

4. Comments from the Public

4. 1 Comments From The Public: Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until August 11, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Discussion & Action Items

5.1 September Full Board Meeting – The Board meeting will take place on September 29, 2021 from 3-5pm.

Catherine Abbott shared that the Foundation has preliminary approval to hold its September board meeting in person, and on campus, and all attendees must wear facemasks. Catherine asked the committee for feedback regarding this. After discussion, including the possibility of having board members both in-person and remote, the committee’s decision is that the meeting should be held via Zoom to make it safe for everyone to attend.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
Schedule September Board meeting as a teleconference	Eve Dehondt	9/15/2021

5.2 Marketing Contract

5.2.1 Approval of marketing contract with Competitive Advantage

Catherine Abbott shared that she had called Tom Minder after she realized she mistakenly signed the contract with Competitive Advantage before getting proper approval, and is now asking for approval from the committee. Catherine shared the vision of the marketing company, and that all expenses fall within the current budget. Diane Rubin stated that she believes that Norma Castaneda whom is a board member, owns this company therefore the board needs to follow the conflict of interest policies and get competitive bids according to the bylaws. Tom Minder and Jane Saltonstall had concerns that a board member will benefit from this financially. Catherine stated that she had one more bid from Eldertree, which is the company that the college is using, and that Eldertree's bid was significantly higher. Tom Minder stated that the committee would need to see what the other bids are. Diane Rubin stated that committee's concern is that the board is meeting its fiduciary duty and doing what's best for the Foundation by not having a board member have any sort of private benefit, so the committee would need a report showing that this contract is much better than the other proposals. Tom Minder stated he is not comfortable with only two bids, another is needed for competitive bidding. He stated that the contract that was signed is not in effect and the Foundation should pay Competitive Advantage for the work done (under \$25,000), and they should complete their work on Stepping Out for College of the Desert. The Foundation will revisit the contract after information about the conflict of interest has been received and after other bids are received. Catherine Abbott stated she may have a bid from CV Strategies and will look for it. Diane Rubin stated that the Executive committee needs a presentation that shows 3 competitive bids and then they will choose the most beneficial.

Catherine Abbott was asked to find out from Theresa Maggio, how Norma Castaneda fits in. If Norma is an owner, more due diligence needs to be done to protect the foundation. Tom Minder stated that it needs to be put in writing to Competitive Advantage, that Catherine did not have approval to sign the contract. Diane Rubin suggested committee could use CV Strategies cost from last year as the 3rd bid.

5.2.1 Follow-up Items	5.2.1 Task of	5.2.1 Due by
Get one more bid for marketing contract	Catherine Abbott	ASAP
Find out Norma Castaneda's position in Competitive Advantage	Catherine Abbott	ASAP
Inform Competitive Advantage (Theresa Maggio) that the contract is not valid, and to finish what they are currently working on (under \$25,000) until the Foundation has clarification as to whether or not we will move forward with the contract.	Catherine Abbott	ASAP

5.3 Endowment of \$18M from Mackenzie Scott

Catherine Abbott shared that this meeting was called because she received direction from Jeff Baker to move funds into a permanent endowment for EDGE/pLEDGE. Catherine stated that the district and the Foundation have a shared vision of endowing in perpetuity, and this is what has been published to the community and the President stands behind this. Vice President Ramont is also very supportive of endowing pledge with the funds.

Tom Minder shared that when he received the letter he was surprised to learn that the funds were meant to go to the Foundation. Catherine Abbott said that the funds were meant for the College, but Jeff Baker directed the Chicago Foundation to send the money to the College of the Desert Foundation, and a letter was addressed to the Foundation. Tom Minder stated that the letter dated June 22, 2021 that says the grant goes to COD Foundation. Tom then got word that Aurora Wilson told Jeff Baker that she was considering taking some of the

money back, but according to the letter that was received by the Foundation, she could not. Catherine shared that Jeff Baker said he wants the money put into the endowment. Tom Minder noted that we have two endowment accounts, and asked whether the funds should go into a separate account so that we can give an accurate representation of what the income has been funds are doing, or should we have it stay in that same account number with Merrill Lynch and Covington. Diane Rubin said the funds are not restricted so they don't need to go in a restricted account. The legal document from Northern Trust is addressed to the Foundation, and states the funds unrestricted, but the Board can make its designation. The resolution would be the same kind of thing where the Board will designate the \$18M to be an endowment for EDGE and pLEDGE. The Board can un-designate at any time by a vote of the Board. If Biden's Bill goes through where Community College is free for everyone, this endowment could possibly go somewhere else. Money was given to the Foundation unrestricted by the donor, and it is up to the Board to designate. It has to be spent in accordance with the COD Foundation's mission. The money belongs to the Foundation through MacKenzie Scott, per the letter. Chris Anderson asked if the Committee wants to recommend or not recommend, to the Board, that the money goes to EDGE/pLEDGE. Jane Saltonstall stated that the Executive Committee must have a united front as to where the money came from, where it went to and how it is going to be invested. Chris would like to see something from attorney to clarify who the money was given to. The Community Foundation wants a written report from us, and a narrative description of the project and audited financials. Kirstien Renna shared with the Committee how the endowment will be managed. Kirstien also shared that the money was initially a gift to the district, and the district decided to not have the money flow through the District, they wanted it to go directly to the Foundation because it is the fund-raising arm of the College.

5.4 Conclusion

Tom Minder made a motion that these monies be invested, in accordance with our investment policies rather than keeping them in a bank account,

pursuant to the fact that this money did come to the Foundation. Barbara Fromm seconded. Motion carried.

6. Adjournment

The Chair adjourned the meeting at 3:07PM.

Next meeting: Tue, September 14, 2021 – 3 PM – Via Zoom