

**Northwest Florida State College Foundation
Development Committee Meeting**

Tuesday, July 27, 2021 at 11:30 a.m.
Morell Room 302, 3rd Floor, Student Services Building
Niceville Campus

AGENDA

- I. Call to Order
- II. [Approval of April 29, 2021 Meeting Minutes](#)2
- III. [Role of Development Committee](#)5
- IV. [Review of 2022 Fundraising Goal](#)6
- V. Action Items
 - A. [Foundation Board Annual Giving Pledge Form](#)..... 7
 - B. [New Endowment](#) 9
- VI. Information Items
 - A. [Annual Solicitations Report](#) 14
 - B. [Major Gifts Campaign Update](#) 15
 - C. [Development Activities](#)..... 17
- VII. Schedule of Development Committee Meetings
 - October 26, 2021
11:30 a.m.
Morell Room 302, SSC, Niceville Campus
 - January 25, 2022
11:30 a.m.
Morell Room 302, SSC, Niceville Campus
 - April 12, 2022 (Alumni Working Group)
8:00 a.m.
Room 308, SSC, Niceville Campus
 - April 26, 2022
11:30 a.m.
Morell Room 302, SSC, Niceville Campus
- VIII. Adjourn

NWFSC Foundation Development Committee Meeting
April 29, 2021 8:00 a.m.
Room 308, Student Services Center, Niceville Campus

Members Present:

Todd Grisoff	Ashley Rogers
Tyler Jarvis	Hu Ross
Gordon King	Ken Wampler
Don Litke	Cecil Williams

Others Present:

Pend Armistead – via teleconference

Staff Present:

Shiri Brandenburg	Kira Magruder
Kelly Copeland	Carla Reinlie

Members Absent:

Michelle McGee Freeman	Steve Wills
Donnie Richardson	Alan Wood

Call to Order:

Mr. Wampler called the meeting to order at 8:00 a.m.

Approval of Committee Meeting Minutes:

The minutes from the January 21, 2021 Development Committee Meeting and April 8, 2021 Alumni Working Group meeting were approved as presented. **Motion to approve minutes as presented, Maj Gen Litke; Second, Mr. Ross. Motion carried unanimously.**

Major Gifts Campaign:

Mr. Wampler presented the Major Gifts Campaign and introduced Pend Armistead, with The Armistead Group, participating via teleconference. The Foundation contracted with Armistead Group in 2018 to conduct a Feasibility Study and consulting services. “Take Flight” Campaign was suspended March 2020 due to the pandemic, but over \$16,531,382 has been raised as of March 31, 2021 despite economic challenges. The Foundation reached out to The Armistead Group March 2021 for an updated proposal for continuing the campaign. Armistead Group suggests a 15 month proposal that is broken down into three phases. Phase One: A three month period for Foundation and College staff and Board members to get reengaged and complete prospect research. Phase Two: A six month period focusing on infrastructure and volunteering and training. Phase two will be the initial solicitation phase centering on off-campus campaigning. Phase Three: The last six months center on solicitation, maintaining developed relationships, and celebration. The Armistead Group emphasized the importance of recruiting volunteers that are fully committed and training all volunteers and staff appropriately to ensure success. Training involves mock sessions and not by placing cold calls. Armistead Group stated Dr. Stephenson had great success in the community with Take Flight, but the campaign needs to be reenergized by validating prospects, enhancing the level of awareness, and establishing solid volunteers and

infrastructure. The Armistead Group also recommends revamping “Take Flight” as it reflects the past and doesn’t accurately reflect what the Foundation and College want to accomplish and recommends looking toward workforce development for inspiration. All initiatives of the campaign remain the same. Foundation staff will also play a vital role in the Major Gifts Campaign. Armistead Group requested job descriptions to pinpoint how each staff member can directly contribute. A concern presented by members is the cost and time of revamping the campaign. **Motion to present the following to the Board 1) Resume the Major Gifts Campaign, 2) Enter into a contract with The Armistead Group to launch the public phase of the Major Gift Campaign, pending approval of budget, and 3) Review branding of the Major Gifts Campaign, Mr. Williams; Second, Mr. King. Motion carried unanimously.**

Year-to-Date Fundraising Report:

The Committee reviewed and discussed the Year-to-Date Fundraising Report. Ms. Reinlie presented a chart of gifts as of March 31, 2020 showing a total of \$1,098,189 being raised. This is 127% of the \$864,466 goal.

Annual Solicitations:

Ms. Reinlie presented the Annual Solicitations Report. As of March 31, 2021 there have been 31 out of 37 board members who have contributed with a gift or by making payments on pledges. Board participation creates and reinforces a culture of giving that is not attainable by volunteering alone. Funds to the President’s Circle are unrestricted and provide the college flexibility to use funds where needed most. As of March 31, 2021 there were 47 President Circle Members with gift and pledge payments totaling \$21,159.0.

New Endowment:

Ms. Reinlie presented the new endowment – Donald E. Hood Theater Arts Scholarship. This is a \$25,000 endowment with an additional \$1,000 restricted gift for a Fall 2021 scholarship. **Motion to approve the Donald E. Hood Theater Arts Scholarship for presentation to the Board Mr. Ross; Second, Mr. Williams. Motion carried unanimously.**

Alumni Awards:

Mr. Wampler presented the Alumni Award winners that were chosen by the Alumni Working Group Committee during the April 8, 2021 meeting. **Motion to accept the proposed 2021 Alumni Award winners for presentation to the Board Mr. Grisoff; Second, Mr. Ross. Motion carried unanimously.**

Prospect Cultivation Opportunity – Seagrass Restaurant:

Ms. Reinlie provided an update to using Seagrass as an opportunity for Board members to bring prospective donors. Guests and host will receive an invitation to join the President’s VIP table at one event during the year. Ms. Cotton provided the option of either a fall semester luncheon or a spring semester dinner.

Next Meeting:

Next Development Committee Meeting is scheduled for July 27, 2021 at 11:30 a.m.

Adjournment:

There being no further business, the meeting was adjourned at 9:15 a.m.

Ken Wampler, Development Committee Chair

Date

Carla Reinlie, Director of Development

Date

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Carla Reinlie, Director of Development

DATE: July 27, 2021

SUBJECT: Role of the Development Committee

Per the Foundation's bylaws, the role of the Development Committee is as follows:

This Committee shall be chaired by the Vice Chair and shall be responsible for assisting staff with the fundraising efforts of the Foundation. Committee members review and advise on development initiatives, including the Annual Fund, set goals and objectives, and monitor progress toward the achievement of these goals. The committee also oversees alumni association activities as well as the nomination and selection process for the Distinguished Alumni Award.

2021-2022 Development Committee:

Bo Arnold, Chair

Tyler Jarvis

Bernard Johnson

Gordon King

Kim Kirby

Don Litke

Michelle McGee Freeman

Ashley Rogers

Hu Ross

Cecil Williams

MEMORANDUM

TO: NWFSC Foundation Development Committee

FROM: Ms. Carla Reinlie, Director of Development

DATE: July 27, 2021

SUBJECT: Review of 2022 Fundraising Goal

NWF State College Foundation's *Continuous Improvement Plan* goal is to increase annual support (gifts, memberships, new pledges, and in-kind donations) to the Foundation, by 5% based on a rolling three-year average, resulting in a minimum of \$1,409,349 raised by June 30, 2022. The chart below shows total amount raised for the prior three years.

Revenue Type	FYE 2021	FYE 2020	FYE 2019
Gifts and Pledges	1,191,253	716,078	1,283,660
Memberships	36,380	67,382	60,979
Grants	371,288	65,026	114,422
Gifts in Kind	58,737	27,914	33,593
TOTAL	1,657,657	876,400	1,492,654
2022 Goal - 5% increase over a rolling three - year average	1,409,349		

TO: NWFSC Foundation Board Development Committee

FROM: Carla Reinlie, Director of Development

DATE: July 27, 2021

SUBJECT: Foundation Board Annual Giving Pledge Form

Successful fund-raising campaigns are built around strong board giving. Simply stated, if board members, those closest to the organization, are not willing to give generously, it is difficult to persuade others in the community to give.

The board division of the annual campaign creates momentum and forms the foundation for all fund-raising efforts. It is crucial that we have 100% participation. If the annual campaign is to be successful, the board must be fully engaged and supportive of all fund-raising efforts, and to lead by example.

The beginning of the fiscal year is the time for all of us to make our gift intentions to the campaign. The attached Board Commitment Form is designed to communicate the importance of board participation and to encourage all board members to thoughtfully consider making an early pledge to the annual campaign.

RECOMMENDATION:

The NWFSC Foundation Development Committee approves the Foundation Board Annual Giving Pledge Form for presentation to the Board.



**NORTHWEST FLORIDA
STATE COLLEGE
FOUNDATION**

Foundation Director

Annual Giving Pledge Form 2021-2022

Name: _____

As a Foundation Board Member I have a crucial role to play in raising funds for NWFSC.

I will participate in the following way(s) this year:

___ President's Circle (minimum \$500 unrestricted gift) \$ _____

___ First Generation Scholarship \$ _____

___ Major Gifts Campaign Gift \$ _____

TOTAL \$ _____

___ In addition to my personal gift, I will encourage my company to also give a gift

For my personal gift I would prefer to make:

- ☐ One payment
- ☐ Quarterly payments
- ☐ Monthly payments

___ My company will match my donation (I will submit the matching gift form with my payment(s)).

Please make gift or first pledge payment by July 31st, so we can start the year with 100% participation.

I understand that my financial commitment and participation is an expectation of Board membership.

Board Member Signature

Date

M E M O R A N D U M

TO: NWFSC Foundation Board Development Committee

FROM: Ms. Carla Reinlie, Director of Development

DATE: July 27, 2021

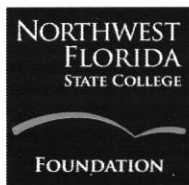
SUBJECT: New Endowment

Mr. Gaius Bruce established the Ira Mae and Gaius Bruce Wellness Classrooms Endowment with a gift of \$60,000. This endowment will provide program support for the athletic and/or wellness programs at Northwest Florida State College. Mr. Bruce is one of the longest serving instructors in the history of the College teaching physical education and holding various positions in athletics and student activities for 50 years.

Documentation for the endowment agreement is attached for review.

RECOMMENDATION:

The NWFSC Foundation Development Committee approves the Ira Mae and Gaius Bruce Wellness Classrooms Endowment Agreement for presentation to the Board.



Ira Mae and Gaius Bruce

Wellness Classrooms

Endowment Agreement

An ENDOWMENT AGREEMENT, entered into on _____, 2021, between Gaius Bruce (“Donor”) and the Northwest Florida State College Foundation (“Foundation”), a non-profit, 501(c)(3) corporation, establishing an endowment to be held, managed and used by the Foundation for the benefit of scholarships at Northwest Florida State College (“College”).

A. Endowment to be Established

The Foundation shall establish the Ira Mae and Gaius Bruce Wellness Classrooms Endowment (“Endowment”), pursuant to the terms of this Agreement and Foundation policies adopted by the Board of Directors. The Endowment shall be classified as a permanent endowment with assets held and managed for investment and appropriation for purposes described below. Approval of this endowment is required by the Foundation Board and the Board of Trustees.

B. Background

Gaius and Ira Mae Bruce, individually impactful in their long and fruitful careers, together have left an indelible mark on Northwest Florida from Santa Rosa to Walton County.

Ira Mae, a Santa Rosa County native, witnessed incredible changes in the county during her lifetime and played an instrumental role in much of that progress as a business and community leader. Continuing the work of her father and uncle, she helped transform Navarre from a barren island to a popular travel destination. She was co-owner of Century 21 Island View Realty in Navarre and served as Santa Rosa County’s first female County Commissioner. Remembered as a visionary and trailblazer for Navarre, no one had more influence or the ability to get things done in the 80s and 90s than Ira Mae. In addition to her service as a County Commissioner, she also served for 15 years on the county’s Tourist Development Council and was past president of the Navarre Area Board of Realtor’s. An active member and past President of the Navarre Beach Area Chamber of Commerce, she was recognized for her many contributions to Santa Rosa County by the Chamber on January 31, 2020 with a Lifetime Achievement Award.

Gaius has the distinction of being one of the longest serving instructors in the history of Northwest Florida State College. In 1966, just two years after the college first opened its doors as Okaloosa-Walton Junior College, Gaius came to work as a physical education instructor. Over the next fifty years, he would add track, golf and cross-country coach, intramural coordinator, director of student activities and coordinator of athletics to his resume. He was a champion for

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the Association of Florida Colleges (Formerly Florida Association of Community Colleges), serving many roles within the college's chapter, Region 1 as well as AFC State President. Although he has proud moments from every role he played at the college, his proudest came from being a coach. Inspired by a childhood coach, Gaius still finds it particularly rewarding when a former student calls out to him and comments on the impression he made on their life. Colleagues remember him as instantly likeable and genuinely friendly. His voice and ready smile preceded him wherever he went. He enjoyed his job and it came through in every activity. Not many people can say they have enjoyed a job for 50 years, but Gaius will tell you it was the best decision he ever made. At 78 years young, he still practices what he preached for so many years. He is an avid golfer and attends most NWF Basketball games – and on rare occasions can be heard coaching from the sidelines.

Having served as a coach, teacher and administrator, Gaius knows first-hand the value of education. He also knows that quality programs require extraordinary resources. For this reason, he has chosen to create an endowment, which will name two wellness classrooms in the Northwest Florida State College Arena. Earnings from the endowment will support the athletic and wellness activities of the college.

C. Transfer of Assets

All contributions to this Endowment are irrevocable gifts and shall become the property of the Foundation. The Endowment shall be established upon transfer and acceptance by the Foundation of a donation totaling \$60,000.

D. Purpose of Endowment

At the direction of the Foundation, the Ira Mae and Gaius Bruce Wellness Classrooms Endowment's payout shall be utilized exclusively for the following purposes:

The Ira Mae and Gaius Bruce Wellness Classrooms Endowment will provide program support for the athletic and/or wellness programs at Northwest Florida State College.

E. Endowment Payout

The annual distribution available for spending shall be determined by the spending policy established by the Foundation's Board of Directors, and in accordance with the law of the State of Florida, including the Florida Uniform Prudent Management of Institutional Funds Act ("UPMIFA"), and generally accepted accounting practices.

F. Investment of Endowment Assets

The Foundation shall invest endowment assets as an institutional fund under UPMIFA with the goal of optimizing yield and maintaining the spending power of the endowment assets. The Endowment's assets shall be subject to the investment policies of the Foundation relating to endowments, and shall be managed in a manner that is consistent with these requirements. The Foundation shall exercise exclusive authority over management of the Endowment, including the pooling of the Endowment for investment and payout purposes, and accounting for endowment assets under generally accepted accounting principles.

G. Additional Assets to Endowment

Additional assets may be added to the Endowment by contribution or by transfer of other funds held by the College or by the Foundation for the College. Such additional assets shall not contain restrictions, conditions, or designations which are inconsistent or in conflict with this Agreement.

H. Alternative Use of Endowment Distributions

In the event the above purpose becomes unreasonable, burdensome, or cannot otherwise be accomplished, Endowment distributions shall be made available as specified by the Foundation for uses most consistent with the above stated purpose.

I. Endowment Management

The Foundation shall be entitled to reasonable compensation to defray the cost of endowment administration and fundraising activities for the College and fundraising activities for the College. This amount, currently at one half of one percent at 0.59% annually, may be revised from time to time by Foundation.

Reimbursement for actual expenses incurred on the Endowment's behalf, such as investment fees, will be reimbursed directly from the Endowment.

The Endowment shall be managed in accordance with applicable law of the State of Florida, the provisions of this Agreement, and Foundation's endowment policies.

J. Naming Duration

The Ira Mae and Gaius Bruce Wellness Classrooms naming shall be prominently displayed in Building 100 above the double doorways to classrooms 313 and 314 as accessed by the hallway between the classrooms and the Raider Room. The naming shall also include two plaques leading from the Fitness Center to the classrooms, one above the room number to the right of classroom 314 and one above the room number to the left of room 313. Naming shall be upon fulfillment of the endowment, as is consistent with the Foundation's Facility Naming policy and last the lifetime of Building 100.

Should the facility be destroyed due to forces of nature or changed due to substantial renovation or construction, the President and/or a member of the College Board of Trustees shall work to identify a comparable facility naming that meets the integrity of the initial naming.


The College President and/or Board of Trustees reserve the right to withdraw the privilege of a name association with Northwest Florida State College should future particular acts or circumstances warrant. Any legal impropriety or other act which brings dishonor to the College on part of the donor or corporate donor shall make the gift and naming subject to reconsideration by the College. When a name is to be removed from an existing facility, approval shall be sought from the Foundation Board of Directors as well as the Northwest Florida State College Board of Trustees.

K. Recognition, Promotion and Reporting

To express the appreciation of the Foundation, to enhance the Fund, and to attract gifts for similar purposes, the College and the Foundation may make appropriate announcements through internal/external publications and other acknowledgments of the Donor's generosity, as is suitable.

Approved by:

DONOR


Gaius Bruce

5-21-2021
Date

NORTHWEST FLORIDA STATE COLLEGE FOUNDATION

J. D. Peacock
Chair, Northwest Florida State College Foundation

Date

ATTEST

Cristie Kedroski
Senior Vice President

Date

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Carla Reinlie, Director of Development

DATE: July 27, 2021

SUBJECT: Annual Solicitations Report

First Generation Matching Grant

The First Generation Matching Grant (FGMG) is a need-based program providing financial aid to Florida undergraduate residents who demonstrate financial need and whose parents have not earned a baccalaureate degree.

The State of Florida has earmarked an allocation of \$22,506 to support Northwest Florida State College first generation students. The state-to-private match is 2:1 which could potentially provide \$33,759 in scholarship funds for NWFSC first-generation in college students. The amount required to receive the full allocation is \$11,253.

Certification of private contributions for FGMG is due on or before December 1, 2021.

Board Division

Board participation in the Annual Fund creates and reinforces a culture of giving that is not attainable by volunteering alone.

Foundation Board and Trustee Gifts and Pledge Payments

	FY 2022 YTD	FY 2021 TOTAL	FY 2020 TOTAL
Total Board Prospect Base	35	37	33
Division Goal	100%	100%	100%
Number Gifts and Pledge Payments to Date	3	32	26
Percent of goal	9%	86%	79%
Number of Board Members Remaining	32	5	7

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Carla Reinlie, Director of Development

DATE: July 27, 2021

SUBJECT: Major Gifts Campaign

The following Development Committee recommendations were approved at the May 5, 2021 Foundation Board meeting:

1. The NWFSC Foundation Board approves relaunch of the Major Gifts Campaign.
2. The NWFSC Foundation Board approves entering into a contract, at a total of \$86,250 plus expenses, with Armistead Group for the relaunch of the public phase of the Major Gifts Campaign.

When the silent phase of Take flight Campaign launched in January 1, 2019, initiatives included Student Scholarships, Student Achievement and Workforce Development. However, the strategic needs of the college have changed since the initial feasibility study that was conducted from July 2018 through December 2018. The pending sale of the Courtyard Apartments will require the college to provide construction of on-campus housing for its students.

College Leadership, Foundation Staff and Armistead Group have been in communication regarding the continuation and restructuring of the major gifts campaign and associated implementation strategies. The recommendation of the consulting firm is that the overall development and implementation of the campaign should be defined as a "targeted" initiative that focuses exclusively on resolving one strategic need—"equipping students to excel – with affordable, convenient campus housing."

Staff will provide a more specific and detailed recommendation in the next few weeks, following additional conversation with President Stephenson.

The following chart shows that significant financial resources have been raised since the start of the campaign. Grants account for 70% of funds raised. Apart from grants, we have raised just under \$5 million.

Campaign Update (July 1, 2018 – June 30, 2021)

Campaign Initiatives	Gifts & Pledges	Bequest Intentions	Grants	Total
Student Scholarships	1,099,665	180,000	-	1,279,665
Student Achievement	794,307	-	-	794,307
Workforce Development	356,143	-	11,328,381*	11,684,524
Campaign Priority	87,919	-	-	87,919
Campaign Recognized Gifts	69,930	-	-	69,930
Total	2,407,963	180,000	11,328,381*	13,916,344

All Gifts	Gifts & Pledges	Bequest Intentions	Grants	Total
Campaign Total	2,407,963	180,000	11,328,381*	13,916,344
Other Gifts (FY2019)	1,614,232	-	114,422	1,728,654
Other Gifts (FY2020)	364,256	-	65,026	429,282
Other Gifts (FY2021)	417,286	-	371,288	788,573
Grand Total	4,803,738	180,000	11,879,116*	16,862,854

* This number includes \$2,763,716 and \$7,064,665 from Triumph Gulf Coast and the \$1,500,000 from Walton County

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Carla Reinlie, Director of Development

DATE: July 27, 2021

SUBJECT: Development Activities

Prospect Cultivation Opportunity – Seagrass Restaurant

Seagrass is Northwest Florida State College's teaching and learning restaurant. It was proposed at the January 21, 2021 Development Committee meeting that the Culinary Management and Hospitality & Tourism Management programs' fine dining experience may be an effective way to engage community leaders and prospective donors. Julie Cotton, Chair Hospitality and Tourism Management and Culinary Programs, welcomed the idea and offered the option listed below.

The success of this activity rests on the strategy employed when inviting guests. Board members are encouraged to submit requests to host individuals who might have the propensity and capacity to give but who have little or no knowledge of the college. Guests and host will receive an invitation to join the President's VIP table at one event during the year. Coordination between college leadership, staff and board members will be critical to ensure the most effective use of this opportunity.

Fall Semester Luncheons - Six luncheons

- Thursday luncheons (September - November)
- French Classical inspired menu, prepared by Food Production II students
- 11:00 a.m. – 1:00 p.m.
- Table for six, \$15 per person
- Typically reservations limited to two luncheons per guest
- Foundation will purchase one table for each of the ten luncheons, \$540 (6)

Luncheon Dates:

1. September 9, 2021
2. September 23, 2021
3. October 7, 2021
4. October 21, 2021
5. November 4, 2021
6. November 18, 2021

All events are located in Building 400, Niceville Campus inside the Raider Café.