

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

Tuesday, October 24 2023, at 8:00 AM
Room 301, Building 400
Niceville Campus

- I. Call to Order
- II. Approval of Minutes
- III. Action Item
 - A. New Endowment
- IV. Information Items
 - A. Year to Date Fundraising Report
 - B. Annual Solicitations Report
 - C. Alumni Awards
 - D. Sound the Siren Campaign Update
 1. Case for Support
 2. Steering Committee
 3. Donor Prospects
 4. Cultivation Activities
- V. Upcoming Meetings
 - A. January 23, 2024; 8:00 a.m.
Room 301, Building 400, Niceville Campus
 - B. April 10, 2024 (Alumni Working Group); 8:00 a.m.
Room 301, Building 400, Niceville Campus
 - C. April 23, 2023; 8:00 a.m.
Room 301, Building 400, Niceville Campus
- VI. Adjourn

NWFSC Development Committee Meeting
July 18, 2023, 8:00 a.m.
Room 301, SSC, Niceville Campus

Members Present:

Teresa Halverson
Fran Hendricks
Don Litke

Jonathan Ochs
Alan Wood

Staff Present:

Jennifer Bernich
Conner Rogers
Chris Stowers

Others Present:

Ramsey Ross

Absent:

Tyler Jarvis
Gordon King
Zach McCluskey

Tim McCool
Stan Siefke
Cecil Williams

Call to Order:

Mr. Ochs called the meeting to order at 8:02 AM

Approval of Committee Meeting Minutes:

The minutes from the April 19, 2023 Development meeting were approved as presented. **Motion to approve minutes as presented Mr. Wood; Second, Ms. Halverson. Motion carried unanimously.**

Role of Development Committee:

Mr. Ochs gave an overview of what the committee is responsible for. He highlighted that their role includes assisting Foundation staff with fundraising efforts and advised on development initiatives, setting goals and objectives, and monitoring progress toward the achievement of these goals. He noted the committee also oversees alumni association activities as well as the nomination and selection process for the Alumni Awards. Mr. Ochs noted that this is an important year as a new campaign is in the works.

Review of 2024 Fundraising Goal:

Mr. Stowers gave a brief overview of the Foundation's fundraising goal from the previous year. The Fiscal Year 2023 goal was \$1,357,795 and, with \$1,233,224 received, the Foundation achieved 90.8% of that goal. NWF State College Foundation's *Continuous Improvement Plan* goal is to increase annual support to the Foundation (gifts, memberships, new pledges, and in-kind donations), by 5% based on a rolling three-year average, resulting in a minimum of \$1,412,079 will be the fundraising goal for Fiscal Year 2024. Discussion was had on how to accurately set a fundraising goal and how to effectively predict upcoming gifts.

Faculty and Staff Campaign:

Ms. Rogers gave a brief overview of the history of the Faculty and Staff Campaign at NWFSC. While our vision is 100% employee participation, our goal is to grow by 15% in both participation and total dollars raised. Ms. Rogers explained the changes being implemented for the upcoming academic year and introduced the idea of a wrap-up celebration and encouraged Board participation for this event to show support for the Faculty and Staff campaign. In the past, one grand prize winner was drawn for the early-bird drawing. This year, the entire Board is being asked for involvement in the form of donating door prizes to encourage faculty and staff giving.

Foundation Board Annual Giving Pledge Form:

Ms. Rogers presented the Annual Giving Pledge Form for 2023-2024. She emphasized it's not about how much our Board can give, but having participation from each member. **Motion to approve the Foundation Board Annual Giving Pledge Form for presentation to the Board Mr. Wood; Second, Ms. Halverson. Motion carried unanimously. Note: removal of the word personal from the statement.**

Sons and Daughters of Italy Scholarship Endowment:

Ms. Rogers introduced The Sons and Daughters of Italy Joseph B. Franzalia Lodge 2422 of Fort Walton Beach has donated \$50,000 to establish the Joseph B. Franzalia Lodge 2422 Sons and Daughters of Italy Scholarship Endowment at Northwest Florida State College. This endowment will provide scholarship support to students with financial need from Okaloosa County and the organization has agreed to give annually until the endowment has earned enough to award scholarship funds. Per the bylaws, new endowments must be approved by the Foundation Board and the College Trustees. **Motion to approve the Sons and Daughters of Italy Scholarship Endowment as presented for presentation to the Board Gen. Litke; Second, Gen. Hendricks carried unanimously.**

Annual Solicitations Report:

Ms. Rogers reviewed the Foundation's Annual Solicitation report. The State of Florida has earmarked an allocation to support Northwest Florida State College first generation students, however, the final numbers have not been received. The state-to-private match is 2:1 for NWFSC first-generation in college students making it an impactful place to give. Certification is due on or before December 1, 2023. Ms. Rogers also provided an update regarding gift and pledge payments received from the Foundation Board and Board of Trustees.

Athletics Campaign:

In order to provide support for both present and future needs of our student athletes, the Foundation is prepared to launch a campaign for Raider Athletics. The Campaign will include annual development goal as well as the establishment of an endowment so support the athletic program. Included in this packet is a Draft of the Case for Support, Campaign Plan and Campaign Timeline.

The Development Committee is asked to provide input and feedback regarding all three documents so that plans can continue to take shape towards the execution of a successful campaign.

Discussion was centered on the fact that the current athletic program is performing highly on the state and national levels, making now an opportune time for a campaign roll out. The athletic program is currently raising funds through Raider Club, golf tournament, and sponsorships. A campaign committee made up of College supporters throughout the community will be formed to help ensure the campaign is successful.

The Development Committee is asked for input on the plan moving forward.

Other Business:

The Foundation Board will meet on August 1, 2023 in Room 302, building 400. The next Development Committee meeting is October 24, 2023 at 8:00 a.m. in Room 301, building 400.

Adjournment:

There being no further business, the meeting adjourned at 9:12 AM.

Jonathan Ochs, Development Committee Chair

Date

Chris Stowers, Secretary

Date

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Mr. Chris Stowers, Executive Director

DATE: October 24, 2023

SUBJECT: New Endowment

The friends, family and employees of Step One Automotive Group, along with the Correa family, have pledged gifts totaling \$15,500 to establish the Stergios Katsaros Memorial Scholarship Endowment at Northwest Florida State College. This endowment will provide scholarship support to students pursuing a degree in the medical field with financial need.

Documentation for the endowment agreement is attached for review.

RECOMMENDATION:

The NWFSC Foundation Development Committee approves the Stergios Katsaros Memorial Scholarship Endowment Agreement for presentation to the Board.



Stergios Katsaros Memorial

Scholarship Endowment

Agreement

An ENDOWMENT AGREEMENT, entered into on October 18, 2023, between Step One Automotive Group (“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 *Stergios Katsaros Memorial* Scholarship 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 of Directors and the College’s Board of Trustees.

B. Background

Stergios Katsaros was a young man who was about to graduate from medical school when he was killed in a tragic accident in the summer of 2023. He was planning to pursue a career in medical research and dedicate his life to helping others. The employees of Step One Automotive Group, where Stergios’s father works, along with his friends and family, decided the best way to honor his legacy would be to help other young people pursue their dreams in the way Stergios would have.

So, thanks to the generous donations from friends, family and the employees of Step One Automotive Group, along with a matching contribution of \$7,500 from the Correa family, they were able to endow a scholarship in the amount of \$15,500 through the Northwest Florida State College Foundation in his memory. This scholarship fund will be a lasting legacy that will support the education of students going into the medical field for years to come, furthering Stergios’s commitment to helping others.

C. Transfer of Assets

The Endowment shall be established upon transfer and acceptance by the Foundation of donated assets totaling \$15,500.00. All contributions to this Endowment are irrevocable gifts and shall become the property of the Foundation.

D. Purpose of Endowment

At the direction of the Foundation, the Stergios Katsaros Memorial Scholarship Endowment's payout shall be utilized exclusively for the following purposes:

The Stergios Katsaros Memorial Scholarship Endowment will provide scholarship support for students enrolled at Northwest Florida State College pursuing a degree in the medical field with financial need. First preference will be given to a student intending on attending medical school. First year award recipients will be eligible for a renewal award, pending verification that they maintained a 3.0 GPA in the previous award year and available funding.

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. Any such changes will be discussed first with the donor.

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 three quarters of one percent (0.75%) 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. 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



On behalf of Step One Automotive Group

Date

NORTHWEST FLORIDA STATE COLLEGE FOUNDATION

Alan Wood

Chair, Northwest Florida State College Foundation

Date

ATTEST

Chris Stowers

Executive Director

Date

MEMORANDUM

TO: NWFS Foundation Development Committee

FROM: Chris Stowers, Executive Director

DATE: October 24, 2023

SUBJECT: Year-to-Date Fundraising Report

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 \$1,412,224 raised by June 30, 2024. The chart below shows a year-to-date comparison for September 30, 2023 to September 30, 2022, as well as the total amount raised for the prior three years.

Revenue Type	YTD as of 9.30.23	YTD as of 9.30.22	FYE 2023	FYE 2022	FYE 2021
Gifts and Pledges	187,150	126,869	810,911	1,225,312	1,191,253
Memberships	38,950	21,475	58,550	53,775	36,380
Grants	0	176,000	276,000	15,975	371,288
Gifts in Kind	24,800	0	87,763	50,294	58,737
TOTAL	250,900	324,344	1,233,224	1,345,356	1,657,657
FY 2024 Goal	1,412,224				
Percent to Goal as of 9.30.22	18%				

MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Conner Rogers, Director of Development

DATE: October 24, 2023

SUBJECT: Annual Solicitations Report

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 2024 YTD	FY 2023 YTD	FY 2022 TOTAL
Total Board Prospect Base	33	32	35
Division Goal	100%	100%	100%
Number Gifts and Pledges to Date	15	30	35
Percent of goal	47%	94%	100%
Number of Board Members Remaining	18	2	0

* 8 Have Fall/Spring Gift Renewals – 3 Fall, 5 Spring

Faculty & Staff Campaign

The purpose of the annual NWFSC Faculty & Staff Campaign is to give employees an opportunity to support the college in its mission to provide quality educational programs and services. The campaign ran from August 16th through September 28th.

Fiscal Year	Solicitations	Gifts & Pledges	% Participation	Avg. Gift	Total
2024	310	116	37%	\$383	\$44,848
2023	307	82	27%	\$436	\$35,791
2022	281	99	35%	\$373	\$36,922
2021	291	93	32%	\$372	\$34,638
2020	308	221	72%	\$253	\$55,989
2019	312	157	50%	\$249	\$45,849
2018	323	154	48%	\$224	\$38,240

President’s Circle

Funds to the President’s Circle are unrestricted and provide the college flexibility to use funds where needed most. All members whose memberships were expired or up for renewal have been mailed letters asking them to renew. Faculty and Staff are always encouraged to join as well.

President’s Circle Membership

Current Members: 58

Total Giving: \$39,050

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 \$20,308 to support Northwest Florida State College first generation students. The state-to-private match is 2:1 which could potentially provide \$30,462 in scholarship funds for NWFSC first-generation in college students. The amount required to receive the full allocation is \$10,154. To date \$9,514 has been raised.

Certification of private contributions for FGMG is due on or before December 1, 2023.

FY Year	Gifts & Pledges	Total
2024 YTD	23	\$9,514
2023	8	\$11,477
2022	8	\$11,260



Northwest Florida State College Alumni Award Program

Recognizing outstanding alumni is one way the Northwest Florida State College Foundation shows its commitment to showcasing the impact of NWF State College on the personal and professional lives of its graduates and the community in which it serves. These honorees represent the thousands of alumni who contribute in countless ways to business, education, the arts and society. These individuals are honored because they personify the NWF State College tradition of excellence, bringing distinction to themselves and to NWF State College through their outstanding achievements.

Nomination Process:

Any alumnus, college volunteer, community member, faculty, staff or emeriti faculty/staff member may nominate individuals for the award. Applications may be submitted to the Foundation Office in person, by mail, or email. Nominators are encouraged to use the Alumni Award Nomination Form.

Alumni Award Eligibility:

Open to all OWJC, OWCC, OWC and/or NWFSC ("NWFSC") alumni who have earned at least 20 credit hours from NWFSC, earned a degree or completed a certificate program from NWFSC or another institution and meets one or more of the following eligibility criteria:

- **Distinguished Alumni** - Is a true success story in a state or national arena.
- **Against the Odds** - Has achieved success despite adversity.
- **Rising Star** - Is under 40 years of age, a success story with potential for achievement in a state or national arena.
- **Hometown Hero** - Has achieved success within nominating college's district and demonstrated notable community involvement

Ineligibility:

The following groups are not eligible to receive Northwest Florida State College Alumni Awards.

- Previous Award Winners (same category)
- Current NWF State College Employees or immediate family of employees
- Current elected officials
- Current members of the college board of trustees or immediate family of trustees
- Current members of the college foundation board of directors or immediate family of directors
- Posthumous nominations
- Self-nominations

Selection Committee:

The selection committee shall be comprised of NWF State College Foundation Board members who are currently serving on the Development Committee, representatives from the Alumni Association, campus administration, faculty, staff and students. The selection committee shall be responsible for reviewing and ranking the finalists.

Selection Process:

All nominations will be collected by NWF State College Foundation staff who will determine minimum eligibility. Nominations will then be forwarded to a group comprised of three to five members of the Development Committee and Alumni Association who will further vet the nominations and select finalists. Foundation staff will review finalists, collect additional information as needed and write an executive summary for uniformity. The larger group will meet for further review and discussion of the finalists. The winner(s) will be forwarded as recommendations to the NWF State College Foundation Board for endorsement.

All eligible nominees not selected in the current year may be re-nominated for consideration in subsequent years. Candidates may be re-nominated indefinitely.

2023 – 2024 Alumni Awards Timeline

November 7, 2023 – “Call for Nomination” promotional material distributed (email, press release, social media)

March 18-22, 2024 NWFSC Spring Break

March 26, 2024 – Deadline for nominations

April 3, 2024 – Applications and grid distributed to small Alumni Working Group

April 10, 2024 – Alumni Working Group meets to vet applications

April 18, 2024 – Executive summaries presented to Development Committee, and distributed to other members of Selection Committee

May 7, 2024 – Final selections presented to Foundation Board

May 14, 2024 – Congratulatory letter mailed to winners (letter to include date for Scholars and Donors Luncheon)

Fall, 2024 – Scholars & Donors Luncheon; recognize 2024 winner(s) and past recipients



Every campaign's success depends upon the committed leadership of volunteers working alongside the organization's staff. Various groups have unique roles within a campaign and it is important for everyone to know and understand his/her personal responsibilities as well as those responsibilities of the groups.

Campaign Steering Committee's Role

The Campaign Steering Committee is the primary volunteer leadership group for the campaign and the key linkage group between the organization and prospective donors. The campaign will succeed based on the quality and quantity of community leaders recruited to the Campaign Steering Committee and their level of commitment to the project. The Campaign Steering Committee is primarily responsible for assisting with identifying prospects, providing access to potential donors, and soliciting lead and major gifts in the effort.

The Campaign Steering Committee agrees to do the following:

- **Make a leadership gift.** Each Campaign Steering Committee member will lead by example by making a leadership gift personally and/or leveraging a corporate gift from his/her company.
- **Lend name.** Campaign Steering Committee members agree to allow the organization to use their name in all public relations materials and in solicitation of key prospects throughout the area.
- **Open doors.** Campaign Steering Committee members will review the prospect list and indicate those with whom they can arrange a meeting. They will also suggest new prospects.
- **Solicit gifts.** Each Steering Committee member will agree to make solicitation calls for the campaign and to attend cultivation events.

Board's Role in a Capital Campaign

The success of any significant capital campaign weighs heavily upon leadership from the governing board. The motivating factor for others to actively participate in a campaign is the highly visible and unanimous commitment of each board member to the campaign and its objectives. Board members set an example for others. An involved, committed and passionate board of trustees is critical to a campaign's success.

The Board has the following specific responsibilities:

- **Set an example by giving.** It is imperative for other donors to see 100 percent participation of the board. This defines a healthy institution in which the people who know it best - the governing board members - have the utmost faith, confidence and enthusiasm in it and its endeavors.
- **Act as advocates.** Board members need to speak positively about the organization and the campaign and be prepared to answer questions they may be asked. It is critical that Board members begin deliberately seeking to share information about the organization's capital plans and how the community will benefit. They also need to let others know of their own personal enthusiasm for the project.
- **Identify potential supporters.** Through their personal and professional business associations, Board members will know of individuals, corporations and charitable foundations that have the potential to make commitments to the campaign. They may also be aware of a particular interest that those prospects may have, or a certain type of approach that would work best in soliciting them. Opening the door to potential donors and sharing any information board members know could make the difference between a pledge and a rejection.
- **Participate in certain gift solicitations.** In addition to opening doors to potential donors, board members may be in the best position to assist in the request for support. Whether by attending the appointment in order to share his/her passion for the organization and personal commitment or actually soliciting the gift, board members are uniquely positioned to help further the mission through their involvement in campaign asks.
- **See that the contributions are used well.** Trustees are responsible for ensuring that funds generously contributed by donors are well managed, properly accounted for, used in accordance with the donors' wishes and that fundraising and management costs are kept as low as possible.
- **Thank donors and stay in touch.** The execution of a gift commitment should not mark the end of a donor's relation with an institution, but the beginning! Board members should acknowledge donors, keep them informed of the project plans and remain in touch.

Summary

In sum, the Campaign Steering Committee and staff run the day-to-day operations of campaign. The Board is legally responsible for the future of the organization and its fiscal integrity. This Board will provide the leadership to move the organization forward to a new level of excellence.