

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

Tuesday, January 23, 2024 at 8:00 AM  
Room 301, Building 400  
Niceville Campus

- I. Call to Order
- II. Approval of Minutes
- III. Action Items
  - A. New Endowments
  - B. Use of the funds from the sale of the EBS license
- IV. Information Items
  - A. Year to Date Fundraising Report
  - B. Annual Solicitations Report
  - C. Alumni Awards
  - D. Sound the Siren Campaign Update
- V. Upcoming Meetings
  - A. February 6, 2024 (Foundation Board); 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, 2024; 8:00 a.m.  
Room 301, Building 400, Niceville Campus
- I. Adjourn

NWFSC Development Committee Meeting  
October 24, 2023 8:00 am  
Room 301, SSC, Niceville Campus

**Members Present:**

Teresa Halverson  
Tyler Jarvis  
Gordon King  
Don Litke

Jonathan Ochs  
Stan Siefke  
Chris Stowers  
Cecil Williams

**Staff Present:**

Pinar Archangel  
Jennifer Bernich  
Conner Rogers  
Tara Thomson

**Others Present:**

Ramsey Ross

**Absent:**

Fran Hendricks  
Zach McCluskey  
Tim McCool  
Alan Wood

**Call to Order:**

Mr. Ochs called the meeting to order at 8:01 AM.

**Approval of Committee Meeting Minutes:**

The minutes from the July 18, 2023 Development meeting were approved as presented. **Motion to approve minutes as presented by Gen. Litke; Second, Ms. Halverson. Motion carried unanimously.**

**Introduction:**

Mr. Stowers introduced Pinar Archangel to the committee.

**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.

**Motion to approve the Stergios Katsaros Memorial Scholarship Endowment for presentation to the Board Mr. Williams; Second, Mr. Siefke. Motion carried unanimously.**

**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, 2023 which is 18% of the goal. Mr. Ross explained the new Champions Club program in Athletics.

**Annual Solicitations Report:**

Ms. Rogers reviewed the Foundation's Annual Solicitation report. 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. 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.

**Alumni Awards Program:**

Ms. Rogers gave an overview of the Alumni Awards selection process as well as detailed how winners are acknowledged.

**Campaign Steering Committee:**

Mr. Stowers gave an overview of the committee that will need to be formed to guide the upcoming Sound the Siren Campaign. He presented a list of potential candidates for the committee and what will be expected of them in this role as well as explained the timeline of the campaign kickoff.

**Other Items:**

Mr. Stowers presented an idea for a Board engagement event preceding an upcoming basketball game to gauge interest. Previously, the Development Committee had expressed interest in opportunities to invite peers to campus events to steward relationships.

The next Development Committee meeting is January 23, 2024 at 8:00 a.m. in Room 301, building 400.

**Adjournment:**

There being no further business, the meeting adjourned at 9:08 AM.

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Jonathan Ochs, Development Committee Chair

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Date

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Chris Stowers, Secretary

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Date

## MEMORANDUM

**TO:** NWFSC Foundation Board Development Committee

**FROM:** Mr. Chris Stowers, Executive Director

**DATE:** January 23, 2024

**SUBJECT:** New Endowment

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### **Dixie Ferguson Memorial Endowed Scholarship**

The family and friends of the late Dixie Ferguson have pledged gifts totaling \$15,000 to establish the Dixie Ferguson Memorial Scholarship Endowment at Northwest Florida State College. This endowment will provide scholarship support for NWFSC nursing students.

### **Lars Runar Northwest Florida Symphony Orchestra Endowment**

The Lars Runar Northwest Florida Symphony Orchestra Endowment totaling \$250,000 was from the estate of the late Lars Runar. The purpose of this endowment shall be utilized exclusively to support the Northwest Florida Symphony Orchestra, a program of Northwest Florida State College.

### **Lars Runar Arts Endowment**

The Lars Runar Arts Endowment totaling \$120,000 was from the estate of the late Lars Runar. The purpose of this endowment shall be to underwrite exhibitions and instruction in the visual arts in the Mattie Kelly Arts Center Gallery, at Northwest Florida State College.

Documentation for the endowment agreements are attached for review.

### **RECOMMENDATION:**

The NWFSC Foundation Development Committee approves the Dixie Ferguson Memorial Endowment Agreement, the Lars Runar Northwest Florida Symphony Orchestra Endowment Agreement, and the Lars Runar Arts Endowment Agreement for presentation to the Board.



## Dixie Ferguson Memorial Scholarship Endowment Agreement

An ENDOWMENT AGREEMENT, entered into on November 27, 2023, between Thomas E. Ferguson (“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 Dixie N. Ferguson 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 and the Board of Trustees.

### **B. Background**

#### **BACKGROUND AND BIOGRAPHICAL INFORMATION**

With a career in nursing, healthcare administration, and nursing education, Dixie Ferguson was dedicated to excellence in patient care. Dixie graduated from Indiana University School of Nursing and moved to Northwest Florida in the late 1960s. She worked in the Emergency Room at the now HCA FWB-Destin Hospital for many years until she decided to expand her skills with a Masters in Health Administration from the University of Alabama Birmingham. On her return to Florida, she assumed leadership roles at the White-Wilson Medical Clinic, expanding the facility and ensuring the highest standards of care. After a decade in administration, Dixie returned to her true passion delivering direct patient care in the Emergency Room. She worked at HCA FWB-Destin until her retirement from nursing. During her tenure in the Emergency Room, Dixie helped establish the NWFSC School of Nursing and was a member of the founding faculty. After retiring from nursing, Dixie transitioned to teaching. She loved the role of educator, and shared her expertise with the next generation of nurses. Dixie retired from education in 2020, leaving a legacy of knowledge throughout the region.

Dixie’s family wishes to honor her dedication to her patients and her students with a scholarship that supports and encourages students to follow Dixie’s example: deliver the highest standards of care with warmth and empathy.

**C. Transfer of Assets**

The Endowment shall be established upon transfer and acceptance by the Foundation of donated assets totaling **\$15,000**. 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 Dixie N. Ferguson Memorial Scholarship Endowment's payout shall be utilized exclusively for the following purposes:

The Dixie N. Ferguson Memorial Scholarship Endowment will provide scholarship support for nursing students enrolled at Northwest Florida State College. First year award recipients will be eligible for a renewal award, pending verification that they maintained a 2.5 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.

**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 0.75% 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

  
\_\_\_\_\_  
Thomas E. Ferguson

11/27/23  
\_\_\_\_\_  
Date

**NORTHWEST FLORIDA STATE COLLEGE FOUNDATION**

\_\_\_\_\_  
Alan Wood  
*Chair, Northwest Florida State College Foundation*

\_\_\_\_\_  
Date

**ATTEST**

\_\_\_\_\_  
Chris Stowers  
*Executive Director*

\_\_\_\_\_  
Date



**JOSEPH W. PURKA**  
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November 9, 2023

Mr. Chris Stowers, Executive Director  
Northwest Florida State College Foundation  
100 College Blvd. East  
Niceville, Florida 32578

Dear Chris,

Enclosed is a check in the amount of Three Hundred Seventy Thousand Dollars (\$370,000.00). The following is from the Codicil to the Last Will and Testament of Lars E. Runar:

*4.4 I devise all the residue of my estate, but expressly excluding any property over which I have power of appointment, to the NORTHWEST FLORIDA SYMPHONY ORCHESTRA and NORTHWEST FLORIDA STATE COLLEGE ART GALLERY, in such shares and / or amounts as my Personal Representative shall determine, in his sole discretion, based on my desires and intentions as I have communicated them to him.*

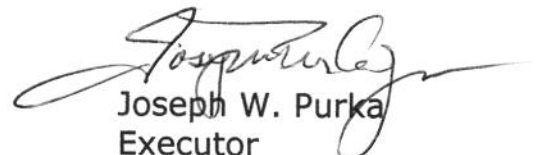
His desires (both written and oral) were as follows:

The remainder shall be divided between the Northwest Florida State College Art Gallery to fund an annual photographic arts display and the Northwest Florida Symphony Orchestra to fund annual concerts.

Since he didn't know how much would be remaining, he didn't specify amounts or percentages although in discussions with him, he indicated somewhere between \$100,000 and \$125,000 for the Art Gallery and the remainder for the Orchestra.

I look forward to your expressed plans for the utilization of this gift.

Sincerely,



Joseph W. Purka  
Executor  
Lars E. Runar Estate

cc: Jeanette Shires  
J. Wren Supak

## MEMORANDUM

TO: NWFSC Foundation Development Committee

FROM: Chris Stowers, Executive Director

DATE: January 23, 2024

SUBJECT: Use of Funds from EBS License Sale

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When the Foundation established the long-term lease with Sprint for the use of the broadband license granted within the Educational Broadcast System, the Foundation leadership at the time decided to place the proceeds of the lease in an unrestricted fund, which was invested. It was named the Innovation Fund.

When the Foundation purchased the College Courtyard Apartments the Innovation Fund was viewed as one of the only sources of potential dollars to meet any catastrophic or large capital needs because of its unrestricted designation. When the decision was made to sell the apartments in 2021, the need for these “rainy day” funds no longer existed.

In the Spring of 2022 the Foundation was preparing to embark on a major gifts initiative to create the Raider Champions Scholarship Endowment which would provide the funding to allow any recent graduate of an Okaloosa or Walton County high school the ability to attend NWFSC at no cost. This “promise” scholarship has been created in many other states and several peer institutions in the Florida College System. In May 2022, the Foundation Board agreed to transfer \$500,000 of the approximately \$700,000 balance of the Innovation Fund to the Raider Champions Scholarship Endowment to support this initiative. (Note: The Raider Champions Scholarship Endowment has no direct tie to athletics.)

Before the major gifts campaign associated with the Raider Champions Scholarship could be fully prepared and launched, College and Foundation leadership engaged in discussions about the future funding needs of the athletic program. Upon further analysis and consideration, the decision was made to shift the primary fundraising focus to support securing long-term funding support for the needs of the athletic program. The “Sound the Siren” Campaign to create the Raider Legacy Fund (endowment) has begun with a goal of \$10 million.

On a parallel timeline, both the College and the Foundation received an unsolicited request from T-Mobile (formerly Sprint) to sell our broadband license. After much negotiation and discussion, both the College and Foundation approved the sale of their respective licenses. The Board of Trustees has directed that the proceeds of the sale of the College’s license be directed to support the Raider Legacy Fund as part of the “Sound the Siren” Campaign.

The sale of the EBS licenses is currently under review by the FCC, which may take several more months. After FCC approval, T-Mobile will remit funds to the Foundation. Next steps are to determine where the proceeds for the Foundation’s EBS licenses will be directed.

In an effort to support the success of the “Sound the Siren” Campaign as well as strategically partner with the college, Foundation staff requests to direct the proceeds of the sale for the Foundation’s broadband license and the remaining balance of the Innovation Fund towards the Raider Legacy Fund. In addition, the funds that were endowed as the Raider Champions Scholarship Endowment will not be sufficient to achieve those goals and are also recommended to be redirected to the Raider Legacy Fund.

The impact of both of these decisions will provide a significant “boost” to the launch of the campaign and signal momentum to donors that will help the Foundation be successful in reaching its goal.

**Recommendation:** The Development Committee approves allocating the following to the *Raider Legacy Fund* to support the “Sound the Siren” Campaign for presentation to the Board:

- Placing the proceeds from the sale of the Foundation’s EBS broadband license (\$875,000),
- The remaining balance of the Innovation Fund (\$216,261.20), and
- The current balance of the Raider Champions Scholarship Endowment (\$526,288.44).

## MEMORANDUM

TO: NWFSC Foundation Development Committee

FROM: Chris Stowers, Executive Director

DATE: January 23, 2024

SUBJECT: Year-to-Date Fundraising Report

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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, 2023. 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 12.31.23	YTD as of 12.31.22	FYE 2023	FYE 2022	FYE 2021
Gifts and Pledges	531,082	271,612	810,911	1,225,312	1,191,253
Memberships	85,150	57,875	58,550	53,775	36,380
Grants	12,250	176,000	276,000	15,975	371,288
Gifts in Kind	129,800	1,213	87,763	50,294	58,737
<b>TOTAL</b>	<b>758,282</b>	<b>506,700</b>	<b>1,233,224</b>	<b>1,345,356</b>	<b>1,657,657</b>
<b>FY 2024 Goal</b>	<b>1,412,224</b>				
<b>Percent to Goal as of 12.31.2023</b>	<b>53.70</b>				

## MEMORANDUM

TO: NWFSC Foundation Board Development Committee

FROM: Conner Rogers, Director of Development

DATE: January 23, 2024

SUBJECT: Annual Solicitations Report

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### 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 Total	FY 2022 TOTAL
Total Board Prospect Base	32	32	35
Division Goal	100%	100%	100%
Number Gifts and Pledges to Date	21	30	35
Percent of goal	67%	94%	100%
Number of Board Members Remaining	11*	2	0

\* 3 Have Spring Gift Renewals + 4 New Board

### 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: 59

Total Giving: \$39,500

**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.

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

<b>FY Year</b>	<b>Gifts &amp; Pledges</b>	<b>Total</b>
<b>2024 YTD</b>	<b>21</b>	<b>\$10,514</b>
2023	9	\$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 2023 winner(s) and past recipients



## MEMORANDUM

TO: NWFSC Foundation Development Committee

FROM: Chris Stowers, Executive Director

DATE: January 23, 2024

SUBJECT: Sound the Siren Campaign Update

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### **Gifts to Date**

We have received two gifts to the campaign to support the Raider Legacy Fund. These gifts total \$30,591 (\$25,000 and \$5,591).

### **Steering Committee**

Ramsey Ross is conducting meetings to extend invitations to volunteers to be a part of the Campaign Steering Committee. College leadership and the Development Committee (at the October 24 meeting) vetted the list of potential committee members. The responses to date have been very positive. The first meeting of the committee is targeted for February 15, 2024.

### **Prospect Research**

Foundation staff is building the list of donor prospects and conducting research about each person.

### **Cultivation Activities**

As donor prospects are identified, an individualized strategy is being developed. This includes what level of cultivation needs to be conducted. The Foundation staff and Athletic Department are planning cultivation events to help invite prospects to learn more about the program and hear the initial message about the campaign.

### **Case for Support**

The printed case for support is still under development with the Strategic Communications department.