



Foundation Annual Board Meeting

Executive and Finance & Investment **Session: 2:30 p.m.**

Wednesday – April 30, 2014

Meeting Location(See map)
Desert Willow Golf Resort

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

Our Mission:

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

Our Vision:

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

Core Values:

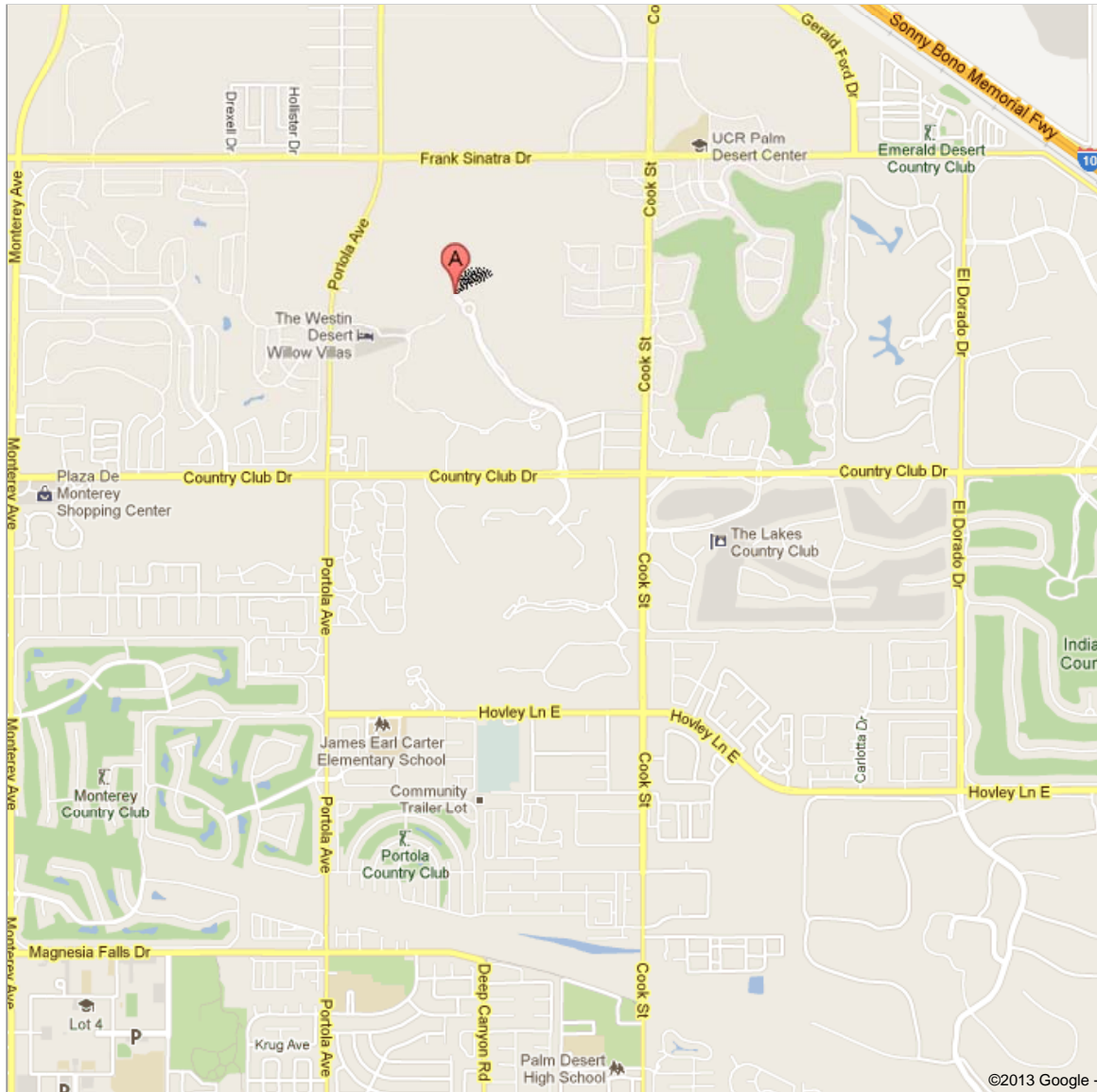
- ✓ Accountability
- ✓ Integrity
- ✓ Service Excellence
- ✓ Trust



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- A. **Desert Willow Golf Resort**
38-995 Desert Willow Dr, Palm Desert, CA
(760) 346-7060
68 reviews



Executive & Finance Investment Committee Meeting

Wednesday, April 30, 2014
Desert Willow Resort
2:30p.m. – 3:00p.m.

AGENDA

(Board action required)**

- 1) Call to Order
- 2) Public Invitation to speak as per the Brown Act
- 3) Finance and Investment Committee report – Suz Hunt
 - a) Review of Financials – March, 2014 Page: 1
 - b) Review of 2014-2015 Operating Budget Page: 9
 - c) Review of Consolidation of Unrestricted Funds & Reserve Account..... Page: 11
- 4) New Business
- 5) Adjournment-----Next meeting: May 28, 2014

COLLEGE OF THE DESERT FOUNDATION

FINANCIAL SUMMARY

March 31, 2014

Key Financial Information

	March 2014	March 2013
Total Net Assets:	\$ 26,749,932	\$ 24,132,098
 Total Revenue Received July 1, 2013-March 31, 2014:		\$ 4,168,839
Permanently Restricted:		\$ 218,190
Temporarily Restricted:		\$ 1,730,290
Unrestricted:		\$ 2,220,359
 Total Revenue received in March 2014:	\$ 1,393,967	
 Total Funds transferred to College for Use:		
July 1, 2013 – March 31, 2014:		\$ 702,457
Scholarships:		\$ 392,545
Programs:		\$ 309,912
 Total Funds in endowments: March 2014:		\$ 18,389,653
 Total Funds in Unrestricted Funds:		\$ 2,167,567
Carry over from July 2013---balance as of March 2014:		\$ 1,577,390
Ackerman Fund (Unrestricted) Balance: March 2014:		\$ 81,834

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF FINANCIAL POSITION
MARCH 31, 2014
WITH COMPARATIVE TOTALS FOR MARCH 31, 2013

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2014	2013
ASSETS					
Cash and cash equivalents	\$ 878,719	\$ 622,700	\$ -	\$ 1,501,419	\$ 1,275,241
Investments	600,000	4,930,552	17,328,832	22,859,384	21,030,449
Pledges receivable	760,000	55,000	718,791	1,533,791	1,440,590
Accrued interest receivable	12,464	30,312	5,164	47,940	60,003
Property and equipment, net	5,045	6,000	-	11,045	5,091
FCCC - Scholarship Endowment	-	14,666	336,549	351,215	351,010
Split interest agreements	-	531,649	-	531,649	506,383
TOTAL ASSETS	\$ 2,256,228	\$ 6,190,879	\$18,389,336	\$26,836,443	\$24,668,767
LIABILITIES					
Accounts payable	\$ 88,661	\$ -	\$ -	\$ 88,661	\$ 536,669
Accrued expenses	-	(1,833)	(317)	(2,150)	-
TOTAL LIABILITIES	88,661	(1,833)	(317)	86,511	536,669
NET ASSETS	2,167,567	6,192,712	18,389,653	26,749,932	24,132,098
Unrestricted:					
Undesignated	1,567,567	-	-	1,567,567	676,672
Board designated	600,000	-	-	600,000	600,000
Temporarily restricted	-	6,192,712	-	6,192,712	6,156,108
Permanently restricted	-	-	18,389,653	18,389,653	16,699,318
NET ASSETS	2,167,567	6,192,712	18,389,653	26,749,932	24,132,098
TOTAL LIABILITIES AND NET ASSET:	\$ 2,256,228	\$ 6,190,879	\$18,389,336	\$26,836,443	\$24,668,767

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR CURRENT MONTH ENDED MARCH 31, 2014
WITH COMPARATIVE TOTALS FOR MARCH 31, 2013

CURRENT MONTH

	CURRENT MONTH			Totals (Memorandum Only)	
	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	2014	2013
REVENUE AND SUPPORT					
Interest	\$ -	\$ -	\$ -	\$ -	\$ 137,563
Donations	1,063,650	11,540	200	1,075,390	23,775
Annual Fund	1,000	-	-	1,000	-
Academic Angels Donations	2,500	-	-	2,500	350
Capital Campaign	-	-	35,050	35,050	50
Management Services	-	-	-	-	171,591
Grants	-	-	67,311	67,311	-
President's Circle	12,000	-	-	12,000	7,250
Scholarship Donations	1,620	48,000	42,425	92,045	87,467
Special Events (net)	108,671	-	-	108,671	1,849
TOTAL REVENUE AND SUPPORT	1,189,441	59,540	144,986	1,393,967	429,895
EXPENDITURES					
Contributions to college	115,855	66,728	-	182,583	13,906
Operating expenses	139,279	-	-	139,279	236,813
Refunds	-	60	-	60	(300)
Scholarships	-	9,875	-	9,875	20,784
TOTAL EXPENDITURES	255,134	76,663	-	331,797	271,203
EXCESS OF REVENUE AND SUPPORT OVER EXPENDITURES BEFORE OTHER INCOME AND EXPENSES					
	934,307	(17,123)	144,986	1,062,170	158,692
OTHER INCOME AND EXPENSES					
Investment gain/(loss), net of investment expenses	-	-	-	-	514,810
INCREASE (DECREASE) IN NET ASSETS	\$ 934,307	\$ (17,123)	\$ 144,986	\$ 1,062,170	\$ 673,502

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR NINE MONTHS ENDED MARCH 31, 2014
WITH COMPARATIVE TOTALS FOR MARCH 31, 2013

YEAR TO DATE

	YEAR TO DATE			Totals	
	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	(Memorandum Only) 2014 2013	
REVENUE AND SUPPORT					
Interest	\$ 71,340	\$ 324,079	\$ 7,301	\$ 402,720	\$ 470,685
Donations	1,095,937	50,341	200	1,146,478	69,897
Annual Fund	16,910	-	-	16,910	9,775
Academic Angels Donations	19,500	4,805	-	24,305	13,915
COD Alumni donations	-	-	-	-	55,600
Grants	6,000	77,951	67,311	151,262	117,014
Estate Gifts	213,417	-	139	213,556	446
Capital Campaign	-	-	46,627	46,627	35,250
Management Services	165,999	-	-	165,999	247,418
Membership	7,500	-	-	7,500	1,000
Other Income	4,888	390	-	5,278	11,885
President's Circle	78,076	-	-	78,076	63,551
Scholarship Donations	1,620	391,906	73,094	466,620	569,850
Special Events (net)	310,363	2,000	-	312,363	291,025
TOTAL REVENUE AND SUPPORT	1,991,550	851,472	194,672	3,037,694	1,957,311
EXPENDITURES					
Contributions to College	178,696	131,216	-	309,912	205,225
Interfund transfers	382	13,687	(14,069)	-	-
Operating expenses	854,550	203,329	5,810	1,063,689	1,043,005
Refunds	-	60	-	60	72,441
Scholarships	-	392,545	-	392,545	428,389
TOTAL EXPENDITURES	1,033,628	740,837	(8,259)	1,766,206	1,749,060
EXCESS OF REVENUE AND SUPPORT OVER EXPENDITURES BEFORE OTHER INCOME AND EXPENSES					
	957,922	110,635	202,931	1,271,488	208,251
OTHER INCOME AND EXPENSES					
Investment gain/(loss), net of investment expenses	228,809	878,818	23,518	1,131,145	1,083,576
INCREASE (DECREASE) IN NET ASSETS	\$ 1,186,731	\$ 989,453	\$ 226,449	\$ 2,402,633	\$ 1,291,827

**COLLEGE OF THE DESERT FOUNDATION
SUMMARY REPORT
FOR CURRENT MONTH ENDED 03/31/2014
WITH COMPARATIVE TOTALS FOR YTD 03/31/2013**

	One Month Actual	YTD Actual	Total Annual Budget	Variance %	Budget Remaining	3/31/2013
Revenue						
President's Circle	12,000	85,576	160,000	53.5%	74,424	64,551
Annual Fund/Direct Mail	1,000	16,910	30,000	56.4%	13,090	9,775
Academic Angel/Membership	2,500	19,500	20,000	97.5%	500	11,915
Academic Angel Special Events	12,153	106,789	60,000	178.0%	(46,789)	63,735
Grants - Direct Revenue	-	6,000	150,000	4.0%	144,000	-
Title V Grant	-	-	24,000	0.0%	24,000	-
Marketing Reimbursement	-	-	30,000	0.0%	30,000	-
Individual Gifts	1,065,270	1,310,974	210,000	624.3%	(1,100,974)	37,398
McCallum Events (net)						
Stepping Out for COD	96,518	221,979	240,000	92.5%	18,021	163,160
Other	-	(18,405)	-	0.0%	18,405	52,543
Interest	-	71,340	125,000	57.1%	53,660	111,661
Other Income	-	4,888	-	0.0%	(4,888)	-
Management Services	-	165,999	300,000	55.3%	134,001	250,085
Total Revenue	1,189,441	1,991,550	1,349,000	147.6%	(642,550)	764,823
Expenditures						
President's Circle	80	3,921	5,000	78.4%	1,079	9,181
Academic Angel/Membership	46	678	-	0.0%	(678)	6,158
Auditor	-	16,750	20,000	83.8%	3,250	19,750
Bank Charges	1,363	6,884	5,000	137.7%	(1,884)	5,491
Board/Staff Training	5,555	16,233	12,000	135.3%	(4,233)	1,975
Community Outreach	20,836	90,378	154,700	58.4%	64,322	148,393
Repairs & Maintenance	64	1,395	2,000	69.8%	605	583
Campus Tours	798	2,150	5,000	43.0%	2,850	-
Donor/Scholarship Reception	-	5,000	5,000	100.0%	-	4,701
Donor Development	20,677	26,456	30,000	88.2%	3,544	58,526
Equipment Lease	336	2,689	8,000	33.6%	5,311	4,356
Insurance D & O	-	6,209	6,300	98.6%	91	5,219
Major Gifts	-	-	3,000	0.0%	3,000	-
Membership Dues	250	1,125	2,000	56.3%	875	875
Office Supplies & Equipment	472	13,023	16,000	81.4%	2,977	6,695
Other	-	481	6,000	8.0%	5,519	1,983
Postage	-	3,762	5,000	75.2%	1,238	98
President's Fund	-	3,334	20,000	16.7%	16,666	4,687
Printing/Design/Graphics	726	15,658	17,000	92.1%	1,342	13,839
Service Contracts	35	4,928	6,500	75.8%	1,572	3,555
Staff Mileage Reimburse	-	-	3,000	0.0%	3,000	-
Subscriptions & Publications	-	1,664	2,000	83.2%	336	55
Telephone	122	899	1,500	59.9%	601	893
Wages & Benefits	50,940	372,451	665,000	56.0%	292,549	453,294
Independent Contractors						
Roemer & Harnik	1,954	19,301	25,000	77.2%	5,699	40,735
MMGC CPA	-	48,200	80,000	60.3%	31,800	19,800
Peter Sturgeon	-	21,000	-	0.0%	(21,000)	56,509
Bookkeeping	2,960	42,430	48,000	88.4%	5,570	35,670
Kay Hazen & Co.	24,000	98,005	144,000	68.1%	45,995	48,560
Casey Strachan	8,000	27,499	48,000	57.3%	20,501	-
Other	-	-	-	0.0%	-	-
Website	65	2,047	4,000	51.2%	1,953	1,495
Total Expenditures before Contributions	139,279	854,550	1,349,000	63.3%	405,885	953,076
Contributions to College	115,855	178,696				
Realized/Unrealized Gains	-	(228,809)				
Interfund transfer	-	382				
Total Expenditures	255,134	804,819				
Excess or (Deficit)	934,307	1,186,731				
General Fund Carryover		390,659				
Total excess at 03/31/2014		1,577,390				
Ackerman Fund		81,834				

College of the Desert Foundation
Schedule Events
As of 03/31/2014

	Revenues	Expenditures	Total
Balances:			
Fall Luncheon			
Special Event Income	13,900.00	0.00	13,900.00
Postage	0.00	(1,028.61)	(1,028.61)
Printing/Design/Graphics	0.00	(1,265.91)	(1,265.91)
Special Event Expenses	<u>0.00</u>	<u>(7,592.54)</u>	<u>(7,592.54)</u>
Total Fall Luncheon	13,900.00	(9,887.06)	4,012.94
Spring Luncheon			
Special Event Income	9,150.00	0.00	9,150.00
Postage	0.00	(160.26)	(160.26)
Printing/Design/Graphics	0.00	(672.61)	(672.61)
Special Event Expenses	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Spring Luncheon	9,150.00	(832.87)	8,317.13
Coeta Barker Tea			
Special Event Income	5,375.00	0.00	5,375.00
Printing/Design/Graphics	0.00	(164.82)	(164.82)
Marketing	<u>0.00</u>	<u>(188.96)</u>	<u>(188.96)</u>
Total Chili Cook off	5,375.00	(353.78)	5,021.22
Chili Cook off			
Special Event Income	119,210.00	0.00	119,210.00
Special Event Expenses	0.00	(27,387.00)	(27,387.00)
Academic Angel Expense	0.00	(369.62)	(369.62)
Postage	0.00	(351.34)	(351.34)
Printing/Design/Graphics	0.00	(621.00)	(621.00)
Office Supplies & Equipment	0.00	(42.32)	(42.32)
Board & Staff Training	0.00	(101.05)	(101.05)
Recognition	<u>0.00</u>	<u>(900.00)</u>	<u>(900.00)</u>
Total Chili Cook off	119,210.00	(29,772.33)	89,437.67
Stepping Out for COD			
Special Event Income	362,960.00	0.00	362,960.00
Special Event Expenses	0.00	(113,525.00)	(113,525.00)
Postage	0.00	(3,326.34)	(3,326.34)
Printing/Design/Graphics	0.00	(598.00)	(598.00)
Marketing	<u>0.00</u>	<u>(21,532.00)</u>	<u>(21,532.00)</u>
Total Stepping Out for COD	362,960.00	(138,981.34)	223,978.66
Misc. Events	0.00	(18,405.00)	(18,405.00)
Total Balances:	<u>510,595.00</u>	<u>(198,232.38)</u>	<u>312,362.62</u>

Revenue and Expenditure Comparison

	Total Revenues to Foundation	Operating Expense Actual	Wages & Salaries
Fiscal Year 2009-2010	1,145,189	984,251	627,590
Fiscal Year 2010-2011	2,479,240	811,422	600,238
Fiscal Year 2011-2012	3,344,880	805,598	544,915
Fiscal Year 2012-2013	3,983,966	1,052,951	411,159
Fiscal Year 2013-2014	4,168,839	854,550	372,451

	Contributions to College	Scholarships	Programs
Fiscal Year 2009-2010	1,689,721	656,010	1,033,711
Fiscal Year 2010-2011	1,345,889	547,082	798,807
Fiscal Year 2011-2012	1,934,770	581,156	1,353,614
Fiscal Year 2012-2013	1,334,432	524,775	809,657
Fiscal Year 2013-2014 through 03/31/2014	702,457	392,545	309,912

	3/31/2014	3/31/2014	Change from Prior Fiscal Year
Total Net Assets	26,749,932	24,132,098	2,617,834
Total Endowments	18,389,653	16,699,318	1,690,335

	Fiscal YTD thru 03/31/2014	Same Period Last Fiscal year	Change from Prior Fiscal Year
Operating Revenue:	1,991,550	764,823	1,226,727
Operating Expenses	854,550	953,076	(98,526)
Scholarships to College	392,545	428,389	(35,844)
Programs to College	309,912	205,225	104,687
Total Funds to College	702,457	633,614	68,843

Board of Directors
College of the Desert Foundation

Subject: Proposed 2014-15 Operating Budget

Dear Members of Foundation Board,

Attached is the proposed Operating budget for Fiscal Year 2014-15. The proposed operating budget for Fiscal year 2014-15 is \$1,365,000. While it contains an increase of \$17,000 from last year's total of \$1,348,000, it is the first fiscal year when we will have a full complement of professional fundraising staff and support. In December of 2013, a short 4 months ago, Peter Sturgeon and Jan Hawkins were hired as the two Development Directors for the Foundation. This fulfills the adopted organizational structure reviewed and approved by the Board of Directors last year at the annual Board meeting.

While the calendar of events is not finalized in detail, I have made certain program assumptions in order to construct next year's operating budget. These assumptions are:

- **Messaging and Marketing:** The plan is to continue to focus on student and alumnae success stories. While specifics are being developed, we will continue the arrangement with the Desert Sun for our stories in the Desert Scene section, weather page ads, and ads focusing on donor recognition and advertizing our fundraising events. We are also exploring television ads and a potential infomercial. A cornerstone of seeking younger membership in the Foundation is social media---Facebook, Twitter, etc.
- **State of the College & Annual Report:** Working with the Office of the President, we will in the fall, have a State of the College event on campus where we will present the annual report for the College and Foundation. This will be our kick-off event for the season, and all donors and supporters of the College will be invited to attend. At this event, the President will outline his vision for the coming years for the College of the Desert.
- **Foundation Events:** In planning the next fundraising season, the Women of Distinction and the Stepping Out for COD events will be the cornerstone of next year's major events.
- **Membership Drives:** One important element of next year will be to conduct membership drives for President's Circle and also the Academic Angels. These strategies and specific plans will need to be developed in the coming months.
- **Campaign/Annual Giving:** The Foundation met and exceeded the goal for the Changing Lives campaign in a 30 day period. The campaign was based on identified College priority needs, and once again this coming year, the Foundation staff will work with the College to identify next year's funding priority needs. In this way, the Foundation staff will develop an overall year long fundraising campaign.
- **Community Outreach:** We will continue the campus tours, and also supplement these with an outreach program to the community.
- **Planned Giving:** This coming year, the staff will seek assistance of the Board, Academic Angels and the Planned Giving Advisory Committee to conduct outreach on the College Planned Giving Program.
- **Independent Contractor Assistance:** Independent contractors including Brian Harnik (legal), MMGC (CPA), Gigi Muth (data management/Donor Perfect), Kay Hazen Assoc. (Marketing & messaging program for the College and Foundation), and Casey Strachan (web management/social media/Facebook) These consultants provide specific work products to accomplish the work program for the Foundation.

I would request that the Foundation Board of Directors adopt the attached Operating budget for the fiscal year 2014-15.

Respectfully submitted,
James Hummer, Executive Director

04/23/14

COLLEGE OF THE DESERT FOUNDATION
Proposed Budget
04/08/2014
WITH COMPARATIVE TOTALS FOR YTD 01/31/2013

		Month Actual	YTD Actual	2013-14 Budget	Proposed 2014/15 Budget	Comments		
	Revenue							
1	President's Circle	12,000	70,076	160,000	\$180,000	180 Annual Members		
2	Annual Fund/Direct	2,310	15,710	30,000	75,000	TBD		
3	Academic	250	17,000	20,000	25,000	80 Annual Members		
4	Academic Angel	(6,585)	88,076	60,000	100,000	TBD		
5	Grants - Direct	5,000	5,000	150,000	150,000	corporate and family foundations		
6		-	-	24,000				
7		-	-	30,000				
8	Individual Gifts	4,200	225,953	210,000	200,000	Individual & Planned Gifts		
9								
10		-	-	-				
11	Stepping Out for	36,715	85,056	240,000	165,000	Net profit target		
12	Other Events	-	(1,806)	-	15,000	Net profits other events TBA		
13	Interest	-	71,340	125,000	120,000			
14	Other Income	-	4,888	-	35,000	Other events--phone a thon etc		
15	Management	-	155,778	300,000	300,000			
	Total Revenue	53,890	737,071	1,349,000	\$1,365,000	Proposed Total Revenues		
	Expenditures							
16	President's Circle	-	3,055	5,000	10,000			
17	Academic Angels	562	1,002	-	10,000			
18	Auditor	-	16,750	20,000	20,000			
19	Bank Charges	900	3,436	5,000	5,000			
20	Board/Staff Training	3,570	5,003	5,000	5,000			
21	Community	19,024	63,933	180,000	60,000	State of the College: \$50,000, \$10,000 other		
22	Annual Report		-	-				
23	Annual Fund		-	-				
24	Repairs &	-	1,267	2,000	2,000			
25		352	352	5,000				
26	Donor/Scholarship	1,487	3,431	5,000	5,000			
27	Donor Development	3,599	4,313	30,000	30,000			
28	Equipment	336	2,017	8,000	6,500			
29	Other		-	-				
30	Insurance D & O	5,619	6,209	5,000	6,500			
31	Marketing &	-	-	3,000	150,000			
32	Membership Dues	-	875	2,000	2,000			
33	Office Supplies &	4,861	10,728	10,000	11,000			
34	Other	(112)	481	6,000				
35	Planned Giving		-	-				
36	Postage	-	3,762	3,000	5,000			
37	President's Fund	-	2,792	20,000	15,000			
38		2,221	10,854	10,000	15,000			
39	Recognition		-	-				
40	Service Contracts	229	4,792	4,500	6,000			
41	Staff Mileage	-	-	3,000	3,000			
42	Subscriptions &	1,365	1,664	2,000	2,000			
43	Telephone	159	680	1,500	1,500			
44	Wages & Benefits	55,048	265,590	665,000	654,500			
45	Independent							
46	Roemer & Harnik	1,068	16,587	25,000	20,000			
47	MMGC CPA	6,000	36,000	80,000	80,000			
48		-	-	-				
49	Bookkeeping-Donor Perfect,	7,800	27,380	48,000	48,000			
50	Kay Hazen Retainer	36,000	64,448	144,000	144,000			
51	Casey Strachan	12,000	19,499	48,000	48,000			
52			-	-				
53		188	1,982	4,000				
	Total Expenditures before Contributions	162,276	578,882	1,349,000	1,365,000	Total proposed expenditures		
	Date: 04/07/2014							

Proposed Unrestricted
Fund Allocation

(In Whole Numbers)

	<u>CURRENT</u>	<u>PROPOSED</u>
Balances:		
Unrestricted		
General Fund	\$ 1,171,224	\$ 1,682,044
Board Designated - Reserve	-	500,000
Board Designated - Nursing	500,000	-
Academic Angel Fund	304,366	-
Auxiliary Board Designated Fund	100,000	-
Board Designated - President's Fund	8,905	-
Board Designated - MAC	2,346	-
Board Designated - OEEV	58,369	-
AAngel Board Designated - CCO	<u>36,834</u>	<u>-</u>
 Total Balances:	 <u>\$ 2,182,044</u>	 <u>\$ 2,182,044</u>