TO: League Alliance CEOs
FROM: Mark David Milliron
President and CEO
RE: Survey Results: *What Do CEOs Want to Know About . . . Foundations?*
DATE: December 15, 2000

Enclosed are the results of our quarterly survey of League Alliance CEOs about Foundations. Thank you for your good insights.

Here are some highlights of the findings:

- 96 percent of colleges have a foundation and 85 percent operate with a staff of 5 or less
- 96 percent of colleges have a foundation board distinct from their college board of trustees, yet almost 70 percent of community college board of trustees also serve as foundation board members
- 57 percent of community college foundation funds are restricted, 28 percent unrestricted

The most effective fundraising method cited was private donor solicitation, followed by corporate solicitation, and then special events. Regarding the types of donors that contribute to community college foundations, individuals *not* associated with community colleges were cited as contributing the most, followed by foundation board members and trustees, and community college employees. And the top five most frequently used foundation management and/or alumni development software programs were Blackboard’s Raiser’s Edge, Donor Perfect, Paradigm, Donor II, and Peoplesoft.

We hope that you find these data useful, and thank you for your responses and continuing interest in the CEO survey service!
What Do CEOs Want to Know About... FOUNDATIONS?

A Quarterly Survey of League Alliance CEO's

This survey is based on topics submitted by your fellow CEOs as part of the League Alliance CEO survey service.

1. Does your college have a Foundation or are you planning to establish one?
   - YES: 96%
   - NO: 4%
   - PLANNING TO ESTABLISH: 0%

2. How large is your Foundation staff size?
   - 0-5: 85%
   - 6-10: 5%
   - 11-15: 0%
   - 16-25: 0%

3. Does your Foundation have a separate board that is distinct from your college board of trustees?
   - YES: 96%
   - NO: 1%
   - NO ANSWER: 3%

3a. If so, how many members of your community college board serve on the Foundation board?
   - 0-5: 54%
   - 6-10: 2%
   - 11-15: 2%
   - 16-25: 8%
   - 26+: 5%
   - NO ANSWER: 29%

4. To whom does the Foundation director report?
   - President equivalent: 67%
   - Vice President equivalent: 7%
   - Other: 19%
   - NO ANSWER: 7%

5. Are your Foundation's overhead costs paid as part of your college's budget?
   - YES: 66%
   - NO: 25%
   - NO ANSWER: 9%

6. What percent of your (CEO) time is spent fundraising?
   - 0-5%: 19%
   - 6-10%: 28%
   - 11-15%: 9%
   - 20-25%: 17%
   - 30-35%: 9%
   - 36%+: 10%
   - NO ANSWER: 8%

7. What is the total amount of Foundation funds raised in 1999 and what is the current total amount of funds in your foundation?
   - 1999: $0-99,000 = 17%
   - 1999: $100,000-499,000 = 36%
   - 1999: $500,000-999,999 = 17%
   - 1999: $1,000,000-2,499,999 = 16%
   - 1999: $2,500,000-4,999,999 = 4%
   - 1999: $5,000,000+ = 1%
   - TOTAL: $0-99,000 = 5%
   - TOTAL: $100,000-499,000 = 9%
   - TOTAL: $500,000-999,999 = 11%
   - TOTAL: $1,000,000-2,499,999 = 23%
   - TOTAL: $2,500,000-4,999,999 = 27%
   - TOTAL: $5,000,000+ = 15%
   - NO ANSWER: 9%

8. What is the percent difference of restricted vs. unrestricted funds in your Foundation?
   - RESTRICTED FUNDS: 57%
   - UNRESTRICTED FUNDS: 28%
   - NO ANSWER: 15%

9. Do you have an investment policy?
   - YES: 89%
   - NO: 9%
   - NO ANSWER: 2%

10. Are you using Foundation management and/or alumni development software?
    - YES: 64%
    - NO: 32%
    - NO ANSWER: 4%

11. What are your most effective fundraising methods?
    - Private Donor Solicitation = 1
    - Corporate Solicitation = 2
    - Special Events = 3

12. Which segment contributes the most to your Foundation?
    - Individuals not associated with the College = 1
    - College employees = 3
    - Civic and professional organizations = 4

13. Please describe your college?
    - Single College = 51%
    - Institution in Multi-campus environment = 35%
    - Institution in Multi-college environment = 5%
    - Urban = 28%
    - Suburban = 30%
    - Rural = 42%