

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	NO	PLANNING TO ESTABLISH
	96%	4%	0%
2. How large is your Foundation staff size?	0-5 = 85% 6-10 = 2%	11-15 = 0% 16-25 = 0%	26+ = 13%
3. Does your Foundation have a separate board that is distinct from your college board of trustees?	YES	NO	NO ANSWER
	96%	1%	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	NO	NO ANSWER
	66%	25%	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		TOTAL
	\$0-99,000 = 17% \$100,000-499,000 = 36% \$500,00-999,000 = 17% \$1,000,000-2,499,000 = 16% \$2,500,000-4,999,000 = 4% \$5,000,000 + = 1% NO ANSWER = 9%		\$0-99,000 = 5% \$100,000-499,000 = 9% \$500,000-999,000 = 11% \$1,000,000-2,499,000 = 23% \$2,500,000-4,999,000 = 27% \$5,000,000 + = 15% NO ANSWER = 10%
8. What is the percent difference of restricted vs. unrestricted funds in your Foundation?	RESTRICTED FUNDS	UNRESTRICTED FUNDS	NO ANSWER
	57%	28%	15%
9. Do you have an investment policy?	YES	NO	NO ANSWER
	89%	9%	2%
10. Are you using Foundation management and/or alumni development software?	YES	NO	NO ANSWER
	64%	32%	4%
11. What are your most effective fundraising methods? (1=most effective-5=least effective)	Private Donor Solicitation = 1 Corporate Solicitation = 2 Special Events = 3	Planned Giving = 4 Other = 5	
12. Which segment contributes the most to your Foundation? (1=most contributions--6=least contributions)	Individuals <u>not</u> associated with the College = 1 Foundation board members and trustees = 2 College employees = 3 Civic and professional organizations = 4	Alumni = 5 Foundations = 6 (public & private)	
13. Please describe your college? (Please circle all that apply.)	Single College = 51% Institution in Multi-campus environment = 35% Institution in Multi-college environment = 5%	District/ System = 7% Other = 1% No Answer = 1%	
	Urban = 28% Suburban = 30%	Rural = 42%	

Thank you for taking the time to complete this survey.

Survey #19: FOUNDATIONS