History of the HCC Foundation

The Houston Community College Foundation was established in 1976 as a separate 501(c)(3) tax-exempt, nonprofit organization under the U.S. Internal Revenue Code in order to accept private gifts from individuals, foundations and corporations.

Purpose of existence

An approved 501(c)(3) exemption allows donors to HCC to receive a charitable deduction for their gift. We reduce their taxable income by providing them a means to support our organization with personal donations given, and thus reducing their personal (corporate) income taxes.
Our Mission at the Foundation

The HCC Foundation will provide outstanding service to our community, internal and external, through valued relationships, efficient financial investments and personal guidance to enhance the donor and student educational experience.

We support HCC student success!
Our Vision at the Foundation

Pursue community funding to provide financial support for all HCC students and programs.
Impact on HCC Students and Faculty

How we help our HCC Family
What We Do

Development

• Friendraising – HCCF Board, Chancellor, Administrators, Faculty, Staff
• Fundraising – Scholarships, programs
• Stewardship

Scholarships

• Awarding – Scholarship specialist
• Maintenance

HCC Alumni Association

• Alumni Advisory Council
• Increase presence in Houston
• Increase affinity to Houston Community College
The Houston Community College Foundation supports HCC’s mission by providing financial assistance to increase student success in three key areas.

Student Scholarships and Endowments
• Student scholarships are the primary focus of the HCC Foundation’s fundraising efforts.
• The Foundation’s long-term goal is to build a scholarship endowment sufficient to award a scholarship to all HCC students who need assistance as they embark on their college career.

Faculty Grants and Awards
• The HCC Foundation recognizes our faculty members’ key role in achieving HCC’s mission.
• We support faculty efforts by providing grants for projects that have direct impact to advance student learning at HCC.

Capital Projects
• The HCC Foundation provides financial assistance to Houston Community College capital projects as needed.
HCC Foundation: For Student Success

- **Scholarships**
  - **General Scholarships**
    Online application open first Monday in January through first Friday in June for the following academic year.
    - Encourage students to apply
    - More than 160 different scholarships
  - **Opportunity 14 Scholarships**
    - Need base tied to Pell Grant and Texas State Grant
  - **Workforce Scholarships**
    - Available for workforce students, continuous online application
Working Together

Where HCCF currently receives funding
HCCF Funding Sources (FY 2014)

Corporations
$1,654,171 (69%)

Individuals
$296,325 (12%)

Foundations
$336,357 (19%)
Giving USA 2014: $335.17 Billion by contribution source

- Individuals: $240.60, 72%
- Corporations: $17.88, 5%
- Foundations: $48.96, 15%
- Bequests: $27.73, 8%
Where are donors giving

- Education 85%
- Basic Needs 81%
- Arts and Culture 70%
- Health 67%
- Religious 66%
- Youth and Family 65%
Giving largest gifts to

- Religious 33%
- Education 27%
- Arts and Culture 7%
- Health 7%
## Motivation for Charitable Giving

<table>
<thead>
<tr>
<th>Motivation</th>
<th>% of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make a difference</td>
<td>73%</td>
</tr>
<tr>
<td>Personal satisfaction</td>
<td>73%</td>
</tr>
<tr>
<td>Support same cause annually</td>
<td>66%</td>
</tr>
<tr>
<td>Give back to your community</td>
<td>62%</td>
</tr>
<tr>
<td>Board Member or Volunteer</td>
<td>61%</td>
</tr>
<tr>
<td>Political/Philosophical Belief</td>
<td>49%</td>
</tr>
<tr>
<td>Issues that affect them/close to them</td>
<td>44%</td>
</tr>
<tr>
<td>Motivation</td>
<td>% of donors</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Spontaneously to a need</td>
<td>43%</td>
</tr>
<tr>
<td>Religious Belief</td>
<td>40%</td>
</tr>
<tr>
<td>Honor another</td>
<td>39%</td>
</tr>
<tr>
<td>Tax benefit</td>
<td>34%</td>
</tr>
<tr>
<td>Set example for future generations</td>
<td>33%</td>
</tr>
<tr>
<td>When asked</td>
<td>28%</td>
</tr>
<tr>
<td>Social norms, business interests</td>
<td>10%</td>
</tr>
</tbody>
</table>
It is important that an organization will...

<table>
<thead>
<tr>
<th>Response</th>
<th>% of donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend appropriately on general admin</td>
<td>81%</td>
</tr>
<tr>
<td>Demonstrate sound business practices and full financial disclosure</td>
<td>80%</td>
</tr>
<tr>
<td>Honor request for privacy/anonymity</td>
<td>78%</td>
</tr>
<tr>
<td>Acknowledge donation/tax receipt</td>
<td>76%</td>
</tr>
<tr>
<td>Do not distribute their name to others</td>
<td>74%</td>
</tr>
</tbody>
</table>
It is important that an organization will...

<table>
<thead>
<tr>
<th>Response</th>
<th>% of donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honor request on using gift</td>
<td>68%</td>
</tr>
<tr>
<td>Acknowledge gift with a thank-you note</td>
<td>52%</td>
</tr>
<tr>
<td>Communicate impact of gift with detailed information about meeting objectives</td>
<td>34%</td>
</tr>
<tr>
<td>Provide ongoing communications</td>
<td>32%</td>
</tr>
<tr>
<td>Offer board membership or other volunteer involvement</td>
<td>8%</td>
</tr>
</tbody>
</table>
Why do major gift donors stop giving...

<table>
<thead>
<tr>
<th>Response</th>
<th>% of donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Too frequent solicitations / ask for inappropriate amount</td>
<td>42%</td>
</tr>
<tr>
<td>Changed philanthropic focus</td>
<td>35%</td>
</tr>
<tr>
<td>Organization was not effective</td>
<td>18%</td>
</tr>
<tr>
<td>Organizational leadership change</td>
<td>16%</td>
</tr>
<tr>
<td>Program/Purpose completed</td>
<td>13%</td>
</tr>
</tbody>
</table>
Women and Men Giving

- **95%** female-headed households give more and are more likely to give than **75%** male-headed households ($100,000+)

- **78%** wealthy women versus **63%** wealthy men are motivated by desire to give back to community

- **46%** wealthy women **versus 32%** wealthy men giving is influenced by an organization ability to communicate impact
We are not interested in funding a ‘wish list.’ We want our giving to make a significant difference.
- donor Mr. X
The Seven Faces of Philanthropy

- Communitarians: 26%
- Devout: 21%
- Investors: 15%
- Socialites: 11%
- Repayers: 10%
- Altruists: 9%
- Dynasts: 8%

HCC
HOUSTON COMMUNITY COLLEGE FOUNDATION
The Communitarian (26%)
“Doing good makes good sense.”

The Devout (21%)
“Doing good is God’s will.”

The Investor (15%)
“Doing good makes good business sense.”
The Socialite (11%)  
“Doing good is fun.”

The Repayer (10%)  
“Doing good in return.”

The Altruist (9%)  
“Doing good feels right.”

The Dynast (8%)  
“Doing good is a family tradition.”
The Seven Faces of Philanthropy

- Investors: 15%
- Devout: 21%
- Socialites: 11%
- Repayers: 10%
- Altruists: 9%
- Dynasts: 8%
- Communitarians: 26%
Factors in Realizing Major Gifts

• A “close” and “personal” relationship

• A compelling vision, plan and record

• A clear statement of what the gift will accomplish

• Articulate leaders with the resolve to ask

• A desire for a partnership and shared values
“Corporations are no longer just giving away money as loose[ly] as they used to.... They’re looking for a more holistic relationships and partnerships...”
Working Together

How the HCC Foundation partners with you
Come talk with us. We are here for the students and for you!

Let us help you with potential supporters.

YOU are the subject matter EXPERT in your area. We are the fundraisers.

Participate in the Faculty & Staff campaign.

Working Together
The HCC Foundation works to make sure that industry knows the value of HCC and are well informed about our students.

**HCC Partners with industry to:**
- Develop Curriculum
- Recruit Faculty
- Raise Scholarship and Program Support
- Identify Career Placement opportunities for students

**The Foundation:**
- Helps identify companies to approach and/or works with faculty and staff to reach out to currently engaged companies and organizations
- Works collaboratively to identify if a prospect is a viable partner
- Helps to coordinate cultivating the prospect to HCC programs, faculty and students
- Helps build the relationship and ensure engagement
- Creates a plan to solicit a prospect once a viable partnership has been established
- Engages the partner to ensure longevity of support
Foundations and Corporations

The HCC Foundations works to cultivate, solicit and steward gifts from:

- Corporations Directly
- Corporate Foundations
- Family Foundations
- Private Equity Funds
- Private Foundations

We also work collaboratively with the HCC Grants Office on federal grants as needed.
Corporate Partnerships

Abacus Plumbing and HVAC  Air Liquide
Arena Energy  ASME
AutoNation  BMC
CenterPoint Energy  Chase Bank
Direct Energy  Durotech
Dow  ExxonMobil
General Electric  GHP
Glazier Foods Company  Goodman Manufacturing
Goya Foods  Group 1 Automotive
Gulf States Toyota  Klotz Engineering
Memorial Hermann  Nexen
PetroSkills  PVF – Pipes, Valves, Fitting
Samsung  Seminole Energy Services
Randalls  Valero
UPS  UYL
Sample Foundation Proposals

- ASME
- Assistance League of Houston
- Bank of America
- Brown Foundation
- David and Jean Wiley Foundation
- Disabled American Veterans
- Felix and Angela Morales Foundation
- H-E-B
- Houston Endowment
- Houston Livestock Show & Rodeo
- May and Stanley Smith
- NRG Foundation
- Strake Foundation
- TG Charley Wootan Scholarship Grant
The Robert Garner Firefighter Foundation made a $7.5 million pledge for the naming of the Robert Garner Firefighter Academy at HCC.

The MOU Signing took place on May 11, 2015.
Local Partnership Work!

Accolades from Ann Golden – Anne Sullivan McCormick Firefighter Scholarship

We are thankful for the Houston Community College Foundation and Public Safety Institute for allowing our Foundation to help fulfill Anne’s dreams for expanding the role of women in fire protection. This scholarship allows Anne’s legacy to continue and for countless lives to be significantly impacted with scholarship support.
Accolades from Adele & Creekmore Fath Charitable Foundation Grant recipient:

To my believer,
Thank you from the bottom of my heart for believing in making opportunities happen. Because of you, I have a better chance in life for me and my son. Thank you so much for caring.
Deidre Young
Accolades from The Kresge Foundation:

“We are pleased to read of HCC’s continued success with veterans, the parent academy and credit evaluation. As you noted, Houston is one of the nation’s largest cities and plays a critical role in America’s goal of dramatically increasing the number of college graduates.”
HCC Alumni Association
Mission

The Houston Community College Alumni Association promotes meaningful engagement and continuing relationships between HCC and its alumni through programming and membership. The HCC Alumni Association strives to support, serve, inform, and involve alumni to the College, ensuring they have a lifetime connection to HCC and its mission.

HCCAA Advisory Council

The HCC Alumni Association Advisory Council is comprised of 15 volunteer members from industries across the Greater Houston Area, representing Houston’s workforce.
We have more than 90,000 HCC alumni in the Houston area!
HCC Alumni Association

Community Outreach – Eagle Proud

HCC AA encourages HCC alumni to show their Eagle Pride and give back to the College and the Houston community.

We are showing Houston industry what HCC alumni provide to the city through an engaged alumni program.
Two key HCCF Fundraising Events for Student Success!
Saturday, April 16, 2016 - Hilton Americas

Crystal Eagle Individual Honoree: 
Susan D. Sarofim

Crystal Eagle Corporate Honoree: 
Memorial Hermann Health System
HCC Faculty & Staff Campaign – Helping HCC Students Soar!

* An easy way to help students at HCC. New this year – you can sign up online for payroll deduction to make your gift.

* We raised **over $78,000** for our students last year!

* Donations support student success at the HCC Foundation.

* Be a part of the 2015 Faculty & Staff Campaign which kicks off July 15th and runs through August 31st.

* **We are striving to increase participation!**
Helping HCC Students Soar
2015 HCC Faculty and Staff Campaign
JULY 15 – AUGUST 31, 2015

Help HCC Students soar to achieve their full potential with a gift to the HCC Faculty & Staff Campaign. Your gift will help students continue their education at HCC and to prepare themselves and their families for a better life.

Learn more at hccsfoundation.org/帮助studentssoar
Meet the Staff

Carme Williams, CFRE
Executive Director

Wood Anthony
Accountant

Sophia Lopez
Office Manager

Cynthia Bowen
Prospect Researcher

Patrick Morton
PT Web Graphic Designer

Felicia Brooks
Scholarship Specialist

Cydney Peters
Director of Foundation Development & Communications

Beatrice Emanuel-Sims
Director of Development, Workforce Instruction
Workforce Instruction

Sylvia Romero
Board Services Assistant

Zandra Henderson
Alumni Specialist

DongQuan Su
Donor Database Coordinator
Make Contact

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Like us on Facebook “HCC Foundation”

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