Saddleback College Foundation

The Case for Support for the Stadium Renovation Project
Athletic Stadium Renovation

• **Our Vision:**
  – A renovated stadium at Saddleback College would:
    • Provide a 10,000 seat venue for athletic, cultural and social events.
    • Serve the entire 40,000+ Saddleback student-body.
    • Offer our local high schools with a safe, secure, modern, and local facility, large enough to host CIF and CCCAA playoff and championship events.
    • Become a true Community Center where other local charitable and community activities could take place.
Athletic Stadium Rendering
Athletic Stadium Rendering
Athletic Stadium Rendering – Phase 1
## Athletic Stadium Renovation

### Detailed Project Budget

#### Direct Costs
- Construction: $6,300,000
- Site Preparation: $1,850,000
- Landscaping: $875,000
- FFE: $630,000
- Surveying: $100,000
- Project Management: included
- Architectural, Engineering, Design & Inspections: included
- Permits & Fees: included
- Contingencies: included
- **Total Direct Cost**: $9,755,000

#### Indirect Costs
- Fundraising & Annual Support Subsidy: $245,000

#### Total Indirect Costs: $245,000

#### Total Project Costs: $10,000,000

### Fundraising Goal

- **Potential Funding Sources**: $9,500,000
  *to be leveraged by private fundraising goal*
- **Balance Required**: $500,000
- **Proposed Saddleback College Foundation Capital Campaign Goal**: $500,000
  *includes the $62K spent on the studies to date*
Essential Elements for Capital Campaign Success

- Case for Support
- Field of Potential Donors
- Volunteer Leadership
Essential Elements for Capital Campaign Success

• **Case for Support**
  – Urgent & Compelling
  – Budget
    • Demonstrate that project can be accomplished
    • Must make sense to potential donor
  – Goal
    • Challenging but Achievable
Essential Elements for Capital Campaign Success

• **Scale of Gifts Must Be Established**
  - It is essential to establish a *scale of gifts* that is in line with the overall funds required.
    • Major contributor prospects must relate their commitments to the total campaign goal. If the goal is to be achieved, giving must be proportionate to the size of the goal.
    • Failure to establish and adopt a realistic standard of giving will frequently result in *token gifts*—i.e., gifts well below the capacity of prospects to give—making it highly unlikely that the campaign goal will be achieved.

• **Campaigns Follow the 90/10 Rule**
  - It is a generally accepted maxim that 90 percent of the goal must and will come from no more than *10 percent of the donors*.

• **Gifts Secured Must Match Gift Chart To Achieve Goal**
  - Many campaigns fall short of their goal because the top gifts do not match the *top gifts* required on the gift chart.

• **100% Board Commitment**
  - All board members must make a gift/pledge to the campaign
  - Additionally a main task of the Board during a capital campaign is to assist in the *identification, cultivation and solicitation* of prospects who can give at the levels needed to achieve the goal.
Key Steps for Fundraising Success

• Successful Capital Campaign Follow Key Steps:
  – Conduct a Goal Feasibility Study
  – Cultivate top-level donors
  – Secure 100% board & top leadership commitment
    • Pledges restricted to the particular project
    • Made over a multi-year period
    • Demonstrates board support
Our Next Steps—
Best Practices in Action

• For a Successful Capital Campaign we must:
  – Develop a Campaign General Plan
    • Chart of Gifts
    • Timeline
    • Gifts Qualifying Statement
    • Statement of Intent / Pledge Statement
    • Recognition Opportunities
  – Start with the Foundation Board
    • Solicit the board for their commitments
    • Need 100% board commitment before we approach other supporters
  – Conduct a Prospect Review & Identification Process
  – Begin a Prospect Cultivation Process
## Plan to Achieve Goal

### Planned Schedule of Gifts Needed to Achieve $500,000 Goal

<table>
<thead>
<tr>
<th># of Gifts</th>
<th>In The Range Of</th>
<th>Will</th>
<th>Produce</th>
<th>Cumulative Production</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$100,000 and above</td>
<td>$100,000</td>
<td>$100,000</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>50,000 - 99,999</td>
<td>$100,000</td>
<td>$200,000</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Sub-Totals</td>
<td></td>
<td>$200,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>25,000 - 49,999</td>
<td>$125,000</td>
<td>$325,000</td>
<td>65.0%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>10,000 - 24,999</td>
<td>$80,000</td>
<td>$405,000</td>
<td>81.0%</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Sub-Totals</td>
<td></td>
<td>$205,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>5,000 - 9,999</td>
<td>$70,000</td>
<td>$475,000</td>
<td>95.0%</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Sub-Totals</td>
<td></td>
<td>$70,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>many</td>
<td>Gifts Under $5,000</td>
<td>$25,000</td>
<td>$500,000</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Grand Totals</td>
<td>$500,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Actual # of gifts / pledges reported or anticipated as of 2/1/2013

<table>
<thead>
<tr>
<th>Gifts reported to date</th>
<th>Number Gifts still needed</th>
<th>Prospects Needed (2/1/2013)</th>
<th>Number of Prospects Identified*</th>
<th>Additional Prospects Needed**</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>0</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>8</td>
<td>24</td>
<td>24</td>
<td>39</td>
</tr>
<tr>
<td>0</td>
<td>14</td>
<td>42</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>0</td>
<td>30</td>
<td>87</td>
<td>87</td>
<td>87</td>
</tr>
</tbody>
</table>

### Totals (above $5K)

- Gifts reported: 0
- Number Gifts still needed: 30
- Prospects Needed: 87
- Number of Prospects Identified*: 87
- Additional Prospects Needed**: 0
<table>
<thead>
<tr>
<th>Month</th>
<th>Number</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Jan</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Feb</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Mar</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Apr</td>
<td>23</td>
<td>24</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Board & Leadership Gifts Committee**
- Planning
- Implementation
- Wrap Up / As Needed

**Prospect Review**
- Planning

**Campaign Cabinet**
- Planning

**Cultivation Committee**
- Planning

**Pacesetter Gifts Committee**
- Gifts of $50,000 and above
- Planning

**Major Gifts Committee**
- Gifts of $50,000 - $49,999
- Planning

**Community Giving**
- Gifts of $5,000 and below
- Planning

**Timeline**
- Planning
- Implementation
- Wrap Up / As Needed