



Ohlone College Foundation Update: June 8, 2005
Josephine Ong-Hawkins, Ph.D.
Executive Director

- *Implement fund raising strategies such as President's Circle, Endowments, Planned Giving, and Individual donations to increase funding to the college.*
- *Target innovative educational grants that support the Ohlone College mission and to procure funding from state, federal, foundation and corporate sources.*
- *Invite alumni, corporate and community leaders, neighboring educational institutions, and potential donors to Foundation open houses and Foundation workshops to support fund raising objectives.*
- *Increase College and Foundation visibility through year-round special fund raising events and community outreach.*
- *Develop long range plans for a district capital campaign and asset management.*

Foundation Update: (for the period from February 1 to May 31, 2005)

1. Formulation of a Resource Development Task Force
 - Established major goals
 - Formed a scholarship subcommittee
 - Identify funding opportunities
 - Plan and implement fundraising activities (see event calendar)
2. Increased public awareness
 - TV interviews and promotional spots - Comcast
 - Newspaper articles and ads – Argus, Monitor
3. Hosted the President's Circle Evening of Appreciation – April 6, 2005
 - Honored President's Circle Members and Scholarship Donors
 - President's Circle Sponsorships
 - \$5,000 Chamber singers tour
 - \$1,300 Speech & Forensics tournament
 - \$900 Art Dept. awards
4. Hosted the Newark Center Groundbreaking & Gala – May 24, 2005
 - Successfully presented a memorable program including a promotional video – “Building for the Future”, Keynote address, spectacular multi-cultural dances and scholarship presentations
 - Secured 6 major corporate sponsors and 24 corporate and organizational table sponsors
 - 350 in attendance
 - Established/Solidified community partnerships

5. Advertised and awarded Students Scholarships
 - Formed a campus-wide scholarship committee
 - Created a scholarships web site
 - Advertised scholarships on campus and in student newspaper
 - Awarded **\$19,900** in students scholarships this Spring

 6. Planning and securing speakers for Business Forums
 - LEED Sustainability workshops – CEOs forum, Staff Development - Early Fall, 2005
 - Estate Planning workshops –Donors cultivation and endowment -Early Fall, 2005

 7. Recruiting talents for the International Young Pianist Festival –July 18-31, 2005
 - Gary Soren Smith Center for the Performing Arts

 8. Planning for the 21st Annual Golf Tournament – Sept. 12, 2005
 - Castlewood Country Club

 9. Planning for the 18th Annual Citizen of the Year Luncheon – Oct. 21, 2005
 - Hilton Newark/Fremont
- * Commemorative collage and programs for the board members