

MEMORANDUM

TO: NWFS Foundation Board of Directors

FROM: Ms. Cindy Frakes, Vice Chair

DATE: October 29, 2024

SUBJECT: Fundraising and Solicitations Report

NWF State College Foundation’s *Continuous Improvement Plan* goal is to increase annual support (gifts, memberships, new pledges, and in-kind donations) to the Foundation, by 5% based on a rolling three-year average, resulting in a minimum of \$1,233,393 raised by June 30, 2025. The chart below shows a year-to-date comparison for September 30, 2024 to September 30, 2023, as well as the total amount raised for the prior three years.

Revenue Type	YTD as of 9.30.24	YTD as of 9.30.23	FYE 2024	FYE 2023	FYE 2022
Gifts and Pledges	181,983	187,150	700,300	810,911	1,225,312
Memberships	29,800	38,950	86,450	58,550	53,775
Grants	0	0	27,250	276,000	15,975
Gifts in Kind	0	24,800	131,400	87,763	50,294
TOTAL	211,783	250,900	945,400	1,233,224	1,345,356
FY 2025 Goal	1,233,393				
Percent to Goal as of 9.30.24	17%				

Board Division

Board participation in the Annual Fund creates and reinforces a culture of giving that is not attainable by volunteering alone.

Foundation Board and Trustee Gifts and Pledge Payments

	FY 2025 YTD	FY 2024 YTD	FY 2023 YTD
Total Board Prospect Base	35	32	32
Division Goal	100%	100%	100%
Number Gifts and Pledges to Date	14	30	30
Percent of goal	40%	94%	94%
Number of Board Members Remaining	21	2	2

Faculty & Staff Campaign

The purpose of the annual NWFSC Faculty & Staff Campaign is to give employees an opportunity to support the college in its mission to provide quality educational programs and services. The campaign ran from August 16th through October 3rd.

Fiscal Year	Solicitations	Gifts & Pledges	% Participation	Avg. Gift	Total
2025	317	111	35%	\$312	\$34,659
2024	310	116	37%	\$383	\$44,848
2023	307	82	27%	\$436	\$35,791
2022	281	99	35%	\$373	\$36,922
2021	291	93	32%	\$372	\$34,638
2020	308	221	72%	\$253	\$55,989
2019	312	157	50%	\$249	\$45,849

President's Circle

Funds to the President's Circle are unrestricted and provide the college flexibility to use funds where needed most. All members whose memberships were expired or up for renewal have been mailed letters asking them to renew. Faculty and Staff are always encouraged to join as well.

President's Circle Membership

Current Members: 55

Total Giving: \$37,200

First Generation Matching Grant

The First Generation Matching Grant (FGMG) is a need-based program providing financial aid to Florida undergraduate residents who demonstrate financial need and whose parents have not earned a baccalaureate degree.

The State of Florida has earmarked an allocation of \$20,626 to support Northwest Florida State College first generation students. The state-to-private match is 2:1 which could potentially provide \$30,462 in scholarship funds for NWFSC first-generation in college students. The amount required to receive the full allocation is \$10,313. To date **\$11,391** has been raised.

Certification of private contributions for FGMG is due on or before December 1, 2024.

FY Year	Gifts & Pledges	Total
2025	29	\$11,391
2024	23	\$9,514
2023	3	\$1,600