

**Office of Institutional Advancement**  
**Presented by Suzanne Christ**  
**Coordinator of Institutional Advancement**

Over the last several months, the Office of Institutional Advancement at Kaskaskia College has continued to work hard at building relationships and friendships within the communities we serve in the hopes of raising philanthropic resources to assist the college in raising money for students through Foundation Scholarships and the Special Assistance fund, as well as funding for facilities that will enhance the growth of the college.

Again this year, the Kaskaskia College Foundation purchased 60 poinsettias to be delivered in December to individuals and corporations that have shown support in the past of \$10,000 or more. With the exception of a few out of state deliveries, most of these poinsettias were delivered personally by KC staff as a way of personally wishing the donors Happy Holidays and an opportunity to personally thank them for their past support. The response received from the recipients when making the delivery was very heartwarming as many conveyed their appreciation for KC and all we do for the students and the citizens in our area.

**Foundation Scholarships:**

- The scholarship directory for academic year 2011/12 will soon be released to the students. Scholarship applications will be due to financial aid in March. Last year, the Foundation awarded 180 scholarships totaling over \$107,000.
- The Special Assistance Fund was established by an anonymous donor a few years ago who identified a need to provide our students with various types of assistance to help them to stay in school. This past fall, more students took advantage of this fund than ever before. The Foundation provided assistance through automobile repairs, gas cards, and bus passes. In most cases, these students would have dropped out of school without this assistance. In response to this need, the donor graciously contributed another \$5,000 to this fund.
- The Foundation Golf Tournament held this past June, realized a profit of over \$15,000 that will be awarded in the form of scholarships to KC students next fall. The next Foundation Golf Tournament is being planned for Friday, June 26<sup>th</sup> at the Salem Country Club.
- In September, the Kaskaskia College Foundation hosted their annual scholarship dinner. This year 435 individuals attended the event, making it the largest in history. Several new Title III scholarships evolved from this event.

**Sports & Wellness:**

- The Office of Institutional Advancement continues to work closely with the task force chairs to identify and target potential donors through mailings, luncheons, phonathons, and personal contacts.
- A major campaign has been launched that will hopefully result in additional brick sales with the bricks selling for \$150 each. The Advancement Office serves as a clearinghouse for all of the letters of request from each task force to insure individuals are not receiving multiple mailings.

**Veteran's Tribute Project:**

- The Office of Institutional Advancement continues to work closely with the committee members for this project to achieve our goal of \$1,000,000 in campaign contributions.
- The Advancement Office continues to assist with mailings, providing committee members with necessary marketing materials, as well as tracking and acknowledging campaign contributions.

**Arboretum:**

- The Office of Institutional Advancement worked with the grounds and maintenance crew to ensure that new trees for the Arboretum were planted in accordance with donor wishes.
- This fall 40 new trees were planted on the main campus, six trees at the Vandalia campus, and four trees at the Salem campus.
- Plans are underway for our fourth annual Arbor Day Celebration to be held in April.
- A request has been submitted to the Arbor Day Foundation for Kaskaskia College to be approved as a Tree Campus USA.

**Alumni & Friends:**

- The Office of Institutional Advancement has spent a great deal of time and effort in assisting with the revitalization of the Alumni & Friends Association.
- The KC Family Reunion & Open House held on October 9<sup>th</sup> was orchestrated by the Advancement Office as was the Todd Allen Show held in the fall 2009 and the John Foppe speaking event held in spring 2010. Thanks to those fundraising efforts, the Alumni Association contributed \$15,000 to Title III to be matched dollar for dollar, and also increased their scholarship awards from two awards totaling \$750 to six awards at \$500 each for a total of \$3,000.
- The Advancement Office also worked closely with committee members on the Alumni Cookbook as a fundraiser for the fall 2010 with a goal to sell 500 cookbooks at \$20 each and raise in excess of \$5,000.
- The Office of Institutional Advancement will continue to assist the Alumni & Friends Association to achieve their membership and endowment goals through hosting special events, and showcasing the college and the programs we offer.