

BREWTON-PARKER COLLEGE

ANNUAL FUND & GRANTS OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

DEPARTMENT PURPOSE

The purpose of the Annual Fund & Grants Office is to support the College and the College Advancement Division in achieving the goal of financial stability and institutional viability.

OBJECTIVE

The Director of Annual Fund & Grants will support the College in securing financial stability and institutional viability by maximizing resource development.

ACTION PLAN 1

The Director of Annual Fund & Grants will develop and implement an Annual Fund campaign that will raise unrestricted funds in the amount of \$100,000 per year for five years.

- A.** The Director of Annual Fund & Grants will establish a volunteer leadership team to aid in raising unrestricted funds.
 - 1.** The Director of Annual Fund & Grants will contact potential volunteers through phone calls and personal visits in an effort to enlist their support
 - 2.** Meetings will be set up for the volunteers to help them prepare and carry out the campaign objectives.
- B.** The Director of Annual Fund & Grants will work to expand the donor base of the college by seeking donations from prospects not currently supporting the college.

ASSESSMENT

The Director of Annual Fund & Grants will measure funds raised through each year's Annual Fund campaign against records listed in the Annual Fund Donation File from previous years.

- A1.** The Director of Annual Fund & Grants will maintain a continuing research and cultivation diary of volunteers that have been contacted.
- A2.** The Annual Fund Volunteer Meeting file will contain information about meetings held and attendees present.
- B1.** The Director of Annual Fund & Grants will maintain a continuing research and cultivation diary of new donors.

RESPONSIBILITY

Director of Annual Fund & Grants and Vice President for College Advancement

TIME FRAME

Five years, measured in yearly increments

RESOURCES REQUIRED

Time and budgetary resources

RELATED TO

Institutional Goal No. 2

BREWTON-PARKER COLLEGE

ANNUAL FUND & GRANTS OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

OBJECTIVE

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RESULTS

The Director of Annual Fund resigned just prior to beginning to plan the college's first organized annual fund campaign. Due to financial constraints on the budget, it was decided to delay filling this position until the new budget year July 1, 2003. All other personnel were committed to raising funds to secure matching grants on our new Student Activities Center, so this campaign will be delayed until next year. No funds were raised in this designated campaign.

RESPONSE

We have hired a new annual fund director who will begin working September 1, 2003. This campaign is important in that it gets more people involved with the college as volunteers. It also serves to expand the donor base by reaching many new people who have not contributed to the college in the past.

BREWTON-PARKER COLLEGE

ANNUAL FUND & GRANTS OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2003-04

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RESULTS

With a Chairman, Colon Sammons, and a committee of 22 members, three from BPC and 19 from Toombs and Montgomery County our Annual Fund exceeded the goal of \$100,000. We received pledges of \$17,680 and gifts of \$103,253.20 for a total of \$120,933.20. Meetings were held throughout the campaign. A kick-off luncheon and a victory celebration luncheon were held to honor the campaign committee. The luncheons were paid for by committee members so there were minimal expenses to the campaign. Annual Fund Booklets were distributed to each member and evaluations were received from the committee members

RESPONSE

The same format will be used next year with the addition of solicitation letters being sent to all contacts when the campaign begins.

A new chairman will be selected by September and committee members will be also chosen. Our department has not received the new donors and amount that was received from that list. We did reach new constituents for Brewton-Parker College.

BREWTON-PARKER COLLEGE

ANNUAL FUND & GRANTS OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2004-05

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RESULTS

With a Chairman Gary Campbell, and a committee of 31 members, eleven from BPC and 20 from Toombs and Montgomery County, our Annual Fund exceeded the goal of \$125,000. We received pledges and contributions totaling \$137,220. 100 percent of our trustees contributed to the campaign in addition to their other gifts. 77 percent of our faculty and staff contributed.

A kick-off luncheon was held in Vidalia and two subsequent follow up meetings were held. A victory celebration luncheon was held at BPC to honor the campaign committee. A packet of information was given to each committee member who contained a brief history of the College, brochure for the campaign, list of entire committee, calendar of events, list of people they were to call for contribution, and a copy of the letter that was sent on their behalf.

RESPONSE

The same format will be used next year with the addition of another county added to the campaign. 12 new people donated to the campaign. A chairman and committee members will be selected and committed to this campaign by October, 2005. Our goal will be increased to \$150,000.00

BREWTON-PARKER COLLEGE

ANNUAL FUND & GRANTS OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

OBJECTIVE

The Director of Annual Fund & Grants will support the College in securing financial stability and institutional viability by maximizing resource development.

ACTION PLAN 2

Grant proposals submitted to foundations and corporations will raise \$500,000 per year for a total of \$2,500,000 over five years.

- A. The Office of Annual Fund & Grants will research 100 new foundations and corporations each year.
- B. The Office of Annual Fund & Grants will submit 52 proposals per year.

ASSESSMENT

The Grant Funding File will contain information concerning each proposal submitted and results of that submission so that the Office of Annual Fund and Grants will be able to measure the amount of funds raised through grants each year.

- A. The Director of Annual Fund & Grants will maintain and track the Foundation and Corporation Research File to verify that the required number of foundations and corporations are being researched.
- B. The Director of Annual Fund & Grants will maintain and track the Grant Funding File to verify the number of proposals submitted each year.

RESPONSIBILITY

The Director of Annual Fund & Grants and the Vice President for College Advancement

TIME FRAME

Five years, measured in yearly increments

RESOURCES REQUIRED

Time and budgetary resources

RELATED TO

Institutional Goal No. 2

BREWTON-PARKER COLLEGE

ANNUAL FUND & GRANTS OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

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RESULTS

Ten grant proposals have been submitted with total request of \$690,000. To date we have received pledges in the amount of \$275,000 from two positive responses, \$250,000 of that will be received as part of our matching grant when we have raised \$898,379 on our new Student Activities Center. Five have been denied and three are still pending. We have three pending requesting \$341,667, which we are relatively sure of receiving.

RESPONSE

With the leaving of the proposal writer, it fell to the Vice President for College Advancement and the President to complete proposal work. We will continue to operate in this fashion until September 1, 2003. We feel we are on the right track with proposals and will continue in this manner.

BREWTON-PARKER COLLEGE

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RESULTS & RESPONSES—2003-04

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RESULTS

Fourteen grants were submitted for a total of \$1,635,999.88. Of those, four responded for a total of \$1,330,500. and three are pending. Applications were requested from five additional Foundations but were not received.

J. Bulow Campbell Foundation	\$ 500,000
Goizueta Foundation	500,000
Robert W. Woodruff	250,000
Lettie Pate Whitehead	80,500

RESPONSE

Relationships are most important in working with Foundations. They need to know us better and we need to build relationships which takes time. Our contacts with SunTrust should open new doors for us. Many Foundations have restricted their giving area because of the economy. Training sessions will be held for the faculty this fall to get them involved in program grants.

BREWTON-PARKER COLLEGE**ANNUAL FUND & GRANTS OFFICE
SIX-YEAR STRATEGIC PLAN
2002-03 THROUGH 2007-08****RESULTS & RESPONSES—2004-05****OBJECTIVE**

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RESULTS

The following grants were sent:

Date	Foundation	Purpose	Amount	Response
08/20/04	Stuart & Eulene Murray Found	Fine Arts Building	\$ 2,000,000	Rejected
	NCATE/Kellogg	Consultant, Education	10,000	\$10,000
04/08/04	Watson-Brown	Historic Village	60,405	Rejected
02/14/04	Frances Wood Wilson	Writing Center	30,000	Rejected but funded Scholarships or \$7,000
12/04/04	Langdale Industries	General Support	22,000	Pending
11/11/04	McClellan Foundation	General Support	25,000	Rejected
01/12/05	Rutland Family Foundation	Writing Center	30,000	Pending

Date	Foundation	Purpose	Amount	Response
04/01/04	Alltel	Scholarships	\$ 2,000	Received \$1,000 per semester
01/12/05	Bell South	Annual Fund		
01/26/05	O.C. Hubert Charitable Trust	4 yr Scholars program	500,000 endowment	
Preparing	The Coca Cola Foundation	Scholarship	500,000 endowment	
04/29/05	Georgia Baptist Health Care Ministry	Insurance costs	100,000	
05/10/05	Coca-Cola Foundation	Minority scholarships	500,000	Pending
05/15/05	Tull Charitable Trust	Writing center	35,000	In process
05/20/05	Synovus Foundation	Historic Village	85,000	In process
05/20/05	Alltell Foundation	Scholarships	2,000	Sent 5/24/05

RESPONSE

I meet with the Christianity Dept, Arts and Letters, and the Music Dept. to encourage program grants for their department