



September 8, 2022
REQUEST FOR PROPOSAL

Ventura College Foundation is seeking counsel to:

- Phase one of a three-part plan.
 - Phase one—Conduct feasibility study towards the planning of a major campaign.
 - Phase two—Develop a campaign plan with budget, training, any additional hiring
 - Phase three—Campaign council, major gifts cultivation and solicitation (silent and public parts)
- Recommendations for fundraising goals, campaign priorities, campaign timeline, silent phase prospects, campaign budget, campaign staffing needs
- The result of the feasibility study will include:
 - Audit community engagement and interest
 - Determine realistic campaign goals
 - Recommended phasing and project timeline
 - Development campaign case for support
 - Provide a written report and findings and recommended strategies
 - Present findings and recommendations to board of directors

Background Information:

The Ventura College Foundation is looking to leverage its 40th anniversary in 2023-2024 academic year and the 100th anniversary of Ventura College in 2025-2026 academic year to enhance its institutional capacity building in order to execute a successful major campaign. Possible Ventura College Foundation board campaign priorities include: Student housing (capital project with \$62 million already funded by the State with \$3-5 million additional funding still needed), basic needs support, career education enhancements, VC Promise Grant funding (tuition assistance).

Ventura College, which has been providing high-quality education services since 1925 and is accredited by the *Accrediting Commission for Community and Junior Colleges of the Western Association of Schools and Colleges*, is the core institution of post-secondary education and higher learning in Ventura. The college works closely and collaboratively with local elementary schools, middle schools, and high schools and provides concrete “pathways” to earning certificates and degrees and to transferring to four-year colleges and universities. Ventura College currently provides education services to more than 10,000 students per year and provides higher learning and cultural opportunities to members of the community at large. The mission of Ventura College places students at the center of their learning experience, supporting them in achieving their personal, academic, and career goals in an anti-racist, liberating, and inclusive environment. The College is an open access educational institution that supports our diverse community helping them transform their own lives by offering degrees, certificates, transfer, and workforce preparation opportunities.



The Ventura College Foundation is a Ventura County Community College District authorized auxiliary organization and a financially independent 501 (c)(3) charitable organization. Established in 1983 and governed by a 21-member Board of Directors, the Ventura College Foundation is one of the most successful community college foundations in California and has raised more than \$46.7 million for Ventura College and the college's students. Currently, the 2022-23 annual operating budget is \$3.2 million budget with \$26 million in investments under management and \$2.5 million in endowments managed by the Foundation of California Community Colleges and the Ventura County Community Foundation. The VC Foundation holds nine months of operating expenses in reserve with sufficient additional reserve to fund this feasibility study. It's major sources of fundraising revenue include individuals (59%), corporations (27%), and foundations (14%). In fiscal year 2021-22, the foundation raised \$1 million in fundraising revenue without a significant estate gift. Also, significant unrestricted revenue comes from the foundation's Weekend Marketplace (swap meet) which averages a net \$1 million annually.

The mission of the Ventura College Foundation is to transform students' lives through education by providing innovative and vital resources and financial support. The organization collaborates with Ventura College to enhance human potential, civic engagement, careers, and academic success of students enabling their effective impact and legacy on the college, local workforce, and community. This mission is achieved through the foundation's three primary programs: 1) the Scholarship Program, which provides more than 400 scholarships (totaling more than \$650,000 in educational aid) to continuing and transferring Ventura College students each year as a reward for academic excellence; 2) the Textbook Lending Library, which enables students to check-out (on a first-come, first-served basis) and use for an entire semester one or more textbooks each semester at no cost to the student; and 3) other direct student support programs on campus including the VC Promise grants, basic needs support, and enhancing education programs with industry leaders who share a commitment to ensuring that all students have access to a high-quality and affordable postsecondary education.

Timeline:

Our schedule is:

- Thurs. 9/8/22 RFP issued.
- Thurs. 9/15/22 Recipient questions due.
- Mon. 9/19/22 Response to questions issued
- Mon. 10/3/22 Proposals due digitally no later than 6pm Pacific Time.
- Fri. 10/7/22 Interviewees selected and notified.
- Wed. 10/12-Fri. 10/14 Presentations by selected candidates.
- Mon. 10/24-Tues.11/2 Consultant selected and notified



Proposal Submission Requirements:

Ventura College Foundation is the final decision maker regarding selection of the fundraising consultant and reserves the right to reject any or all proposals. Please submit one electronic copy of your proposal as outlined below:

- Cover letter
- Individual/Company's qualifications for campaign feasibility and consultancy for similar sized schools or organizations, highlighting any work done that reflects expertise and special knowledge of the philanthropic landscape and donor base in the region
- Biographies of the proposed project team to include names, titles, qualification and experience
- Proposed timeline for work
- Proposed fees with a detailed breakdown of consulting fees, reimbursable expenses (travel), and any proposed additional services for Ventura College Foundation consideration
- Three (3) professional references, preferably highlighting work within Ventura County
- Decline to respond - if you wish to decline this invitation, please notify us in writing or email at your earliest convenience

Evaluation Criteria:

Proposals will be evaluated on the quality, clarity, and approach to the opportunity, along with relevant experience and references and clarity of project fee structure.

Contact for Submission:

Please direct questions and submissions to:

Anne Paul King
Executive Director
aking@vcccd.edu
805-289-6160

Notes:

1. The RFP and addenda are available online at <https://venturacollegefoundation.org/financial-governing-documents/>
2. Any changes to the RFP will be posted online by October 8, 2021. Applicants are responsible for checking the website to ensure they are working from the most current RFP information
3. All questions pertaining to the RFP must be submitted in writing via email. Please send questions via email using the subject line "VCF Campaign Feasibility RFP" to aking@vcccd.edu