



**BOARD OF DIRECTORS - Regular Meeting**

Wednesday, September 6, 2023, 4:30 – 6:00pm

Ventura College and Zoom Meeting Link

<https://vcccd-edu.zoom.us/j/81225258025?pwd=SGs4dIM1THZONHdDdm9nK0JlU1Kdz09&from=addon>

**AGENDA**

4:30 p.m. **A** **CALL TO ORDER** KREUTZ

**PUBLIC COMMENTS:** This is an opportunity for members of the public to address the Ventura College Foundation Board of Directors.

4:40 p.m. **B** **WELCOME** KREUTZ

4:45 p.m. **C** **ITEMS ADDED OR CHANGED IN THE AGENDA SINCE CONSENT AGENDA WAS APPROVED BY THE EXECUTIVE COMMITTEE** KREUTZ

1. Q4 2022-2023 Balance Sheet vs. Prior Year (p. 25-26)
2. Q4 2022-2023 Profit and Loss vs. Prior Year (p. 27-30)
3. Q4 2022-2023 Variance Report (p. 31-32)
4. 2023-24 Reserve Calculations (p. 33)

4:50 p.m. **D** **CONSENT AGENDA – Single action for approval of items listed below:** KREUTZ

1. 6-28-2023 Full Board Meeting Minutes (p. 6-9)
2. Q4 2022-2023 Fundraising Reports Reconciled (p. 10-11)
3. Q1 2023-24 Planned Giving Report (p. 12-13)
4. Q1 2023-2024 PR & Social Media Report (p. 14-24)
5. 8-14-2023 Ad Hoc DEI Committee Minutes (p. 34-35)

4:55 p.m. **E** **ITEMS REMOVED FROM THE CONSENT AGENDA FOR FURTHER DISCUSSION** KREUTZ

5:00 p.m. **F** **MISSION MOMENT: Student Story, Octavius Lincon** HARVEY

**COMMITTEE REPORTS**

5:05 p.m. **G** **SCHOLARSHIP & GRANTS COMMITTEE** CHEROT

- Career Education Scholarship Application Open Sept 1<sup>st</sup>
- General Scholarship Application Open Oct 1<sup>st</sup>

5:10 p.m. **H** **PROGRAM SUSTAINABILITY– 4th Quarter 2022-23 Fundraising Reports** FLORES/KING

- **40<sup>th</sup> Anniversary Gala, October 20, 2023 Museum of Ventura County**

- 5:15 p.m. **I FINANCE**  
 ➤ *FY22-23 Q4 Quarter Financials & 2023-24 Reserve Calculations* ORMAN  
 ➤ *Bank of the Sierra and Montecito Bank & Trust Accounts*
- 5:20 p.m. **J MARKETPLACE** VAN NIEUWBURG
- 5:30 p.m. **K DEI COMMITTEE** BEILIN/CHEROT
- 5:40 p.m. **L INVESTMENT COMMITTEE** COLLIN
- 5:45 p.m. **M GOVERNANCE COMMITTEE** VAN NIEUWBURG
- 5:50 p.m. **N OTHER BUSINESS** KREUTZ  
 ➤ Board Chair – Report  
 ▪ Items approved on behalf of the board at 8-23-2023 Executive Committee Meeting  
 ▪ June 14, 2023 Executive Committee Meeting Minutes  
 ▪ September 6, 2023 Full Board Meeting Agenda  
 ➤ College President – Report HOFFMANS  
 ➤ ASVC President - Report HUFF  
 ➤ Executive Director – Report KING
- 6:30 p.m. **O ADJOURNMENT** KREUTZ

### **INFORMATIONAL ITEMS**

1. 6-14-23 Executive Committee Meeting Minutes (p. 3-5)
2. 6-28-2023 Full Board Meeting Minutes (p. 6-9)
3. Q4 2022-2023 Fundraising Reports Reconciled (p. 10-11)
4. Q1 2023-2024 Planned Giving Report (p. 12-13)
5. Q1 2023-2024 PR & Social Media Report (p. 14-24)
6. Q4 2022-2023 Balance Sheet vs. Prior Year (p. 25-26)
7. Q4 2022-2023 Profit and Loss vs. Prior Year (p. 27-30)
8. Q4 2022-2023 Variance Report (p. 31-32)
9. 2023-24 Reserve Calculations (p. 33)
10. 8-14-2023 Ad Hoc DEI Committee Minutes (p. 34-35)

### **UPCOMING 2023-24 BOARD MEETINGS & EVENTS**

- a. **President Circle Kick Off Event:** Wed Sept 13<sup>th</sup> 3:15-5pm Health Sciences Center, plz RSVP Today
- b. **40<sup>th</sup> Anniversary Gala:** Fri October 20<sup>th</sup>, 4:15-8:30pm Ventura County Museum, plz RSVP Today
- c. **Scholarship & Grants Committee:** Tuesdays 5:15-6:15pm, 9/12, 11/7, 1/9, 3/12, 5/14
- d. **Full Board meetings:** Wednesdays 4:30-6pm, 12/13, 3/27, 6/19
- e. **Annual Board Retreat:** Thursday 2-6pm, 1/25
- f. **Executive Committee meetings:** Wednesdays 4:30-5:30pm, 10/11, 11/29, 3/13, 6/5
- g. Program Sustainability, DEI, Marketplace, Governance, Audit, Finance & Investment Committees Meetings TBD, stay tuned!

**Ventura College Foundation**  
**Executive Committee Meeting**  
Wednesday, June 14, 2023, 5:15 – 6:45pm  
MCW 312, Ventura College  
**Minutes**

Committee Members Present: Bob Beilin, Amy Cherot, Abra Flores, Anne Paul King, Mike Orman, Ed Summers, Rob van Nieuwburg

Mr. Orman, Board Treasurer called the meeting to order at 5:18 pm with a quorum confirmed by Ms. King.

Ms. Orman, per the Brown Act requirements, informed the Executive Committee that Vice Chair Kreutz had submitted an appropriate written request in advance to join the meeting virtually and called for a vote to approve her participation.

**Motion:** Approval for board member, Ms. Kreutz, to join the meeting virtually. Mr. van Nieuwburg moved, Dr. Beilin seconded. **MSC**

**CONSENT ITEMS FOR EXECUTIVE COMMITTEE**

**Motion:** Approve 1<sup>st</sup> and 3<sup>rd</sup> consent items in Executive Committee Meeting packet; Ms. King asked to pull 2<sup>nd</sup> item. Mr. van Nieuwburg moved, Dr. Beilin seconded. **MSC**

1. 3-23-2023 Executive Committee Minutes (p. 4-5)
3. 6-28-23 Full Board Agenda (p. 9-11)

Ms. King asked that the 4-6-2023 Full Board Meeting Minutes (p. 6-8) be amended to include the names of the board members authorized to be signers on our two new board authorized bank accounts as banks require copies of the minutes with this detail to open the new accounts.

**Motion:** Approve to amend the 4-6-2023 full board meeting minutes that authorize the opening of two new bank accounts to include the following language: “the authorized signers on the Montecito Bank and Trust accounts are Mr. Orman-Treasurer, Ms. Abra Flores-Secretary, Dr. Hoffmans-VC President, and Ms. King-Executive Director. The authorized signers on the Bank of the Sierra are Ms. Kruetz-Vice Chair, Ms. Abra Flores-Secretary, Dr. Hoffmans-VC President, and Ms. King, Executive Director.” Ms. King moved, Dr. Beilin seconded. **MSC**

**FULL BOARD MEETING CONSENT AGENDA**

**Motion:** Approve full-board meeting consent agenda. Mr. van Nieuwburg moved, Mr. Summers seconded. Dr. Beilin abstained. **MSC**

**FULL BOARD MEETING CONSENT AGENDA**

4. 5-11-23 Board Feasibility Study Report Meeting Minutes and Study (p. 12-22)
5. 5-2-23 Scholarships and Grants Committee Meeting Minutes (p. 23-25)
6. 4-11-2023 Program Sustainability Committee Meeting Minutes (p. 26-28)
7. 5-16-2023 Program Sustainability Committee Meeting Minutes (p. 29-30)
8. Q3 2022-2023 Fundraising Report (p. 31-34)
9. June 2023 Marketing & PR Reports (p. 35-45)
10. 3-21-23 Finance/Budget Committee Minutes (p. 46-47)
11. 6-7-23 Finance/Budget Committee Minutes (p. 48-49)
12. 3-31-23 Q3 Balance Sheet (p. 50-51)
13. 3-31-23 Q3 Profit & Loss vs. Budget Report (p. 53-55)
14. 3-31-23 Q3 Budget Variance Report (p. 56-57)
15. 5-25-23 Investment Committee Minutes (p. 60)
16. 5-22-23 Governance Committee Minutes (p. 84)

17. **Motion A:** Accept the March 31, 2023 financials and variance report as presented. (p. 50-57)
18. **Motion B:** Approve the 2023-24 budget as presented (p. 58-64)
19. **Motion C:** Accept 2021-22 Schedule of Commensurate Return as presented. (p. 66-67)
20. **Motion D:** Based on the legal opinion and recommendations provided by legal counsel, approve change of investment strategy of Pool 2, which holds the Martin Hansen Estate gift, to the board approved long-term growth strategies for Pool 1, where most foundation scholarship endowments are held. See attached legal opinion and recommendations dated 6-10-23 and the Hansen Estate documentation. (p. 76-94)

### **2023-24 SLATE**

**Motion:** Recommendation that the full board approve the 2023-24 Slate of Officers, Committee Chairs and Directors of the Board; welcome new board members Lydia Mathews-Morales and 2023-34 ASVC President Mark Huff. Ms. Flores moved, Ms. Cherot seconded. **MSC**

### **MAJOR FUNDRAISING CAMPAIGN**

**Motion:** Recommendation that the full board approve a major fundraising campaign as presented and recommended in the attached comprehensive capital campaign feasibility study, and accept the proposal to hire Netzel Grigsby & Associates as campaign counsel for this campaign, see attached proposal. (Separate attachment with packet). Mr. van Nieuwburg moved, Mr. Summers seconded. **MSC**

### **SCHOLARSHIP & GRANTS COMMITTEE**

Ms. Cherot reported the scholarship awards ceremony was on Thurs, May 18<sup>th</sup>. Ms. Cherot plans to review the reader scoring rubric over the fall.

### **PROGRAM SUSTAINABILITY**

Mr. Summers reported that we are waiting for \$25K in grant funds for the Promise to come in still. Banks have changed their granting requirements. Some require volunteers to consider funding now. Bank of the Sierra has a new Community Reinvestment Act officer and staff has a meeting set with them which is positive. Staff will engage more bank volunteers.

### **MARKETPLACE**

Mr. van Nieuwburg reported that the annual vendor appreciation BBQ was last weekend and was a success. He and Ms. Kraus and her husband volunteered on behalf of the board along with staff to serve over 400 vendors and their workers. Ms. King said that she will offer this opportunity to all board members next year.

### **FINANCE/BUDGET COMMITTEE**

Mr. Orman identified a typo to be fixed in the packet and reported that the committee recommends approval of the 2023-24 budget and Q3 financials.

### **INVESTMENT COMMITTEE**

Ms. King reported our investment performance and referred to the report in the packet. Ms. King explained our estate attorney's, Mr. Mark Lester's, legal opinion regarding the change of Pool 2's investment strategy and that this documentation is in the packet. Mr. Summers reported that the committee recommended that the minimum donation to establish an endowment be moved from \$22,500 to \$25,000 and asked that the committee's recommendation be added to the full board agenda. Ms. King said she would do that.

### **GOVERNANCE COMMITTEE**

Mr. van Nieuwburg reported that there was nothing more to report other than the work to create the slate that has been presented.

**DEI ADVISORY COMMITTEE**

Dr. Beilin said that there was no report at this time.

**BOARD CHAIR, PRESIDENT'S and EXECUTIVE DIRECTOR REPORTS**

Ms. Kreutz thanked Mr. Orman for running the meeting. Ms. King reported that she has no additional report at this time and Dr. Hoffmans would give her report at the full board meeting.

Mr. Orman adjourned the public session at 6:32pm.

**CLOSED SESSION-EXECUTIVE DIRECTOR'S ANNUAL REVIEW AND CONTRACT**

Mr. Orman opened the closed session at 6:33pm.

Ms. King summarized her self-assessment presented in the closed session packet and referred to Dr. Hoffman's annual review of her performance, also in the packet, and identified where Ms. King's and Dr. Hoffman's assessments differed.

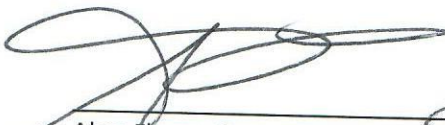
**MOTION:** Approve recommendation to the full board to enthusiastically accept Ms. King's self-assessment, Dr. Hoffman's review of Ms. King's performance, and to approve Ms. King's 2-year contract. Mr. van Nieuwburg moved, Dr. Beilin seconded, Ms. King abstained. **MSC**

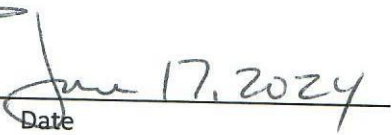
The closed session was adjourned at 6:44 pm.

Mr. Orman opened the public session at 6:45 pm, reported on the language of the closed session motion and voting results.

The public meeting was adjourned at 6:47 pm.

*Minutes submitted by Anne Paul King.*

  
Abra Flores, Secretary

  
Date

**Ventura College Foundation**  
**BOARD OF DIRECTORS MEETING**

Wednesday, June 28, 2023, 5:15 – 6:45pm  
Ventura College MCW 312

**MINUTES**

A regular meeting of the Board of Directors of the above corporation was held on **Wednesday, June 28, 2023, at 5:15 p.m.** The purpose of this meeting was to conduct general business. A quorum was declared present based on the presence of the following directors:

Directors Present: (14) **Robert Beilin, Debe Bylo, Cathy Bojorquez, Ken Collin, Ellyn Dembowski, Mark Dufresne, Kim Hoffmans, Anne Paul King, Nicole Kreutz, Jill Lim, Mike Orman, Eleanor Tillquist, Harald Wulff, Rob van Nieuwburg**

Staff Present: Julie Harvey, Gerry Pantoja, Micsin Martinez, Esme Juarez

**CALL TO ORDER**

Board Vice Chair Nicole Kreutz called the meeting to order at 5:19 p.m. There were no public comments.

**WELCOME MEMBERS OF THE PUBLIC AND PUBLIC COMMENTS**

Mr. Casarez, father to student speaker, George Casarez, expressed that he is proud of his son and happy to be present.

**APPROVE CONSENT ITEMS SUBMITTED AFTER EXECUTIVE COMMITTEE REVIEW**

**MOTION:** Approve the consent items added after 6/14/23 Executive Committee meeting (all listed below). Mr. van Nieuwburg moved, Ms. Dembowski seconded. **MSC.**

1. 6-13-2023 Program Sustainability Committee Meeting Minutes (p. 4-5)

**APPROVAL OF CONSENT ITEMS**

**MOTION:** Approve the consent items recommended to the full board by the Executive Committee in a single motion (all listed below). Ms. King explained Motion D in the consent agenda. Mr. van Nieuwburg moved, Ms. Dembowski seconded. **MSC.**

2. 5-11-23 Board Feasibility Study Report Meeting Minutes (p. 11)
3. 5-11-23 Board Feasibility Study Report (p. 12-21)
4. 5-2-23 Scholarships and Grants Committee Meeting Minutes (p. 54-56)
5. 4-11-2023 Program Sustainability Committee Minutes (p. 57-59)
6. 5-16-2023 Program Sustainability Committee Minutes (p. 60-61)
7. Q3 2022-2023 Fundraising Report (p. 62-65)
8. June 2023 Marketing & PR Reports (p. 66-76)
9. 3-21-23 Finance/Budget Committee Minutes (p. 77-78)
10. 6-7-23 Finance/Budget Committee Minutes (p. 79-80)
11. 3-31-23 Q3 Balance Sheet (p. 81-82)
12. 3-31-23 Q3 Profit & Loss vs. Budget Report (p. 83-86)
13. 3-31-23 Q3 Budget Variance Report (p. 87-88)
14. 5-25-23 Investment Committee Minutes (p. 99)
15. 5-22-23 Governance Committee Minutes (p. 134)
16. Motion A: Accept the March 31, 2023 financials and variance report as presented. (p. 77-88)
17. Motion B: Approve the 2023-24 budget as presented (p. 89-96)
18. Motion C: Accept 2021-22 Schedule of Commensurate Return as presented. (p. 97-98)

19. Motion D: Based on the legal opinion and recommendations provided by legal counsel, approve change of investment strategy of Pool 2, which holds the Martin Hansen Estate gift, to the board approved long-term growth strategies for Pool 1, where most foundation scholarship endowments are held. See attached legal opinion and recommendations and the Hansen Estate documentation. (p. 115-133)

#### **RECOGNITION OF MARKETPLACE STAFF LEAD HUMBERTO GOMEZ FOR 20 YEARS OF SERVICE TO THE FOUNDATION**

Ms. King, Ms. Juarez and Mr. van Nieuwburg acknowledge the 20 years of service Sr. Gomez has given to the Ventura College Foundation Weekend Marketplace. He has been significant contributor to the success of the Marketplace, an important leader on the staff team, and an important colleague to supervisor Ms. Juarez. His efforts and commitment during COVID were critical to the Marketplace's capacity to stay compliant and open. Ms. King shared that Sr. Gomez was acknowledged at the Annual Vendor BBQ in front of 400 vendors and vendor workers as well as the entire foundation-marketplace staff teams. His certificate of appreciation and recognition was on display at this meeting.

#### **STUDENT SPEAKER-GEORGE CASAREZ**

Mr. Casarez shared his story of his challenging journey that led to his ultimate success at Ventura College and that led to his awarding of scholarship from the foundation in 2022 and 2023. This was the inspiring speech he gave at the 2023 VCF Scholarship Awards Ceremony and at the annual vendor thank you BBQ. The board members applauded his hard work; George answered questions from the board.

#### **APPROVAL OF THE 2023-24**

**Motion:** Approve the 2023-24 Slate of Officers, Committee Chairs and Directors of the Board, including welcoming new board members Lydia Mathews-Morales and 2023-34 ASVC President Mark Huff. Ms. Dembowski moved, Dr. Hoffmans seconded. **MSC.**

#### **NEW BOARD MEMBER CONGRATULATIONS AND SELF-INTRODUCTIONS**

Ms. Kreutz welcomed new board members Lydia Mathews-Morales and 2023-34 ASVC President Mark Huff who each introduced themselves.

#### **APPROVAL OF NEW ENDOWMENT FUNDING MINIMUM**

**Motion:** Approval to increase the minimum donation to establish an endowment to \$25,000 from the current minimum level of \$22,300. Mr. Orman moved, Ms. Dembowski seconded. **MSC**

#### **APPROVAL OF A MAJOR FUNDRAISING CAMPAIGN**

Ms. King asked the board to think big as this will enable significant growth in our support for student success. Ms. Kreutz thanked the staff and board committees for their work to get to this moment. Dr. Hoffmans emphasized that this will strengthen the Promise and Basic Need support for students in perpetuity. Mr. Orman acknowledged the large amount of work that has been done to get to this vote and that now the fun begins. Ms. King thanked Mr. Orman for his leadership throughout the process.

**Motion:** Approve a major fundraising campaign as presented and recommended in the attached comprehensive capital campaign feasibility study, and accept the proposal to hire Netzel Grigsby & Associates as campaign counsel for this campaign, see attached proposal. Mr. van Nieuwburg moved, Ms. Dembowski seconded. **MSC**

#### **COMMITTEE, STAFF, AND ADMINISTRATIVE REPORTS:**

##### **DEI Advisory Committee:**

Dr. Beilin announced that the next meeting is scheduled for July 27, 2023. Mr. Huff requested to be on the committee. Ms. King will include Mr. Huff in committee communication and meeting notices.

##### **Scholarship and Grants Committee:**

Ms. Martinez reported on the 2022-23 scholarship program and event: 439 scholarships were awarded to 235 students, totaling \$670,406 awarded to students across all three application cycles. She thanked the volunteers and donors that

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made this possible. Thank you letters from students will start to be distributed to donors in the coming weeks. The Ag, Advance Manufacturing and Diesel students needed an extra application period to ensure that enough students applied for the scholarships that were funded this year. Ms. Martinez announced that she will work with the dean and department chairs to improve application rates for these programs in the next year.

**Program Sustainability Committee:**

Mr. Pantoja acknowledged that we will reach 80% of the fundraising goal this year. Some grants did not come as expected. Additionally, many of the athletic contributions that are now processed through our Eteams vendor cannot be counted in our totals as they were last year but are coming in non-the-less. Ms. King said that a lot of work was spent to bring in first-time donors to meet the Promise goal and for sponsorship of the VC Diversity in Culture Festival. New donations take significant more time to raise then to renew donor giving.

**Marketplace:**

Mr. van Nieuwburg reported the success of the annual vendor thank you BBQ. He acknowledged Ms. Juarez for great job as a supervisor and Sr. Gomez for his years of service. Ms. Kraus reported that the vendor community is grateful to the foundation for our thanking them via the vendor BBQ and she reported that student, Mr. Casarez, did a great job as a speaker at the vendor BBQ. Four hundred vendors and vendor workers were served at the BBQ.

**Finance and Budget Committees:**

Mr. Orman reported an increase in assets in Q3 as well as an increase of \$1.2M in net equity. He acknowledged the annual and campaign budgets were approved.

**Investment Committee:**

Mr. Collin acknowledged the market is improving and said our investment firm, Miracle Mile Advisors, and are doing a good job especially given current market forces.

**Governance Committee:**

Ms. Kreutz acknowledged that the board approved the slate that the committee recommended.

**Board Chair Report:**

Ms. Kreutz thanked Ms. Dembowski for her service as board chair. Mr. Colin acknowledged Ms. Dembowski for her work to increase vendor participation at the Marketplace on Saturdays.

**College President:**

Dr. Hoffmans reported that 2000 students graduated and encouraged the board to attend the ceremony next year. She reported on outreach efforts with Piru Elementary to foster expectations to go to college. The VC Beach Volleyball team is 2<sup>nd</sup> in the state. Ms. Bojorquez reviewed progress made toward building the affordable student housing project as well as progress to build outdoor shade structures throughout campus this summer. Ms. Bojorquez announced plans to convert the old manufacturing area in the WAM building into a diesel lab and the summer project to improve/fix the bleachers in the gym. Mr. Wulff asked for the cost of the house project which was confirmed by Ms. Bojorquez as costing an additional \$10M on top of the \$65M given by the state and county combined. This extra \$10M will be financed. The floor plans may need to change and the architect may need to be creative to reduce costs. Mr. Huff asked if students are part of the meetings on the project. Ms. Bojorquez agreed to be sure that Mr. Huff and the ASVC board will receive invites to the FOG work group on campus.

**Executive Director:**

Ms. King thanked the board for their support for her contract and throughout the last year.



Ms. Kreutz adjourned the public meeting at 6:46pm. Ms. King, staff and guest were asked to wait outside of the meeting room.

**CLOSED SESSION**

Ms. King's two-year contract was discussed and voted on in closed session.

**PUBLIC MEETING-- REPORT ON ANY ACTION TAKEN CLOSED SESSION**

Ms. Kreutz reconvened the public session at 6:51pm and reported unanimous approval for Ms. King's two-year contract.

With no further business, the meeting was adjourned at 6:52 pm.

*Minutes were recorded by Anne Paul King*



07/12/2024

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*Signed by Rob van Nieuwburg, Vice Chair*

*Date*

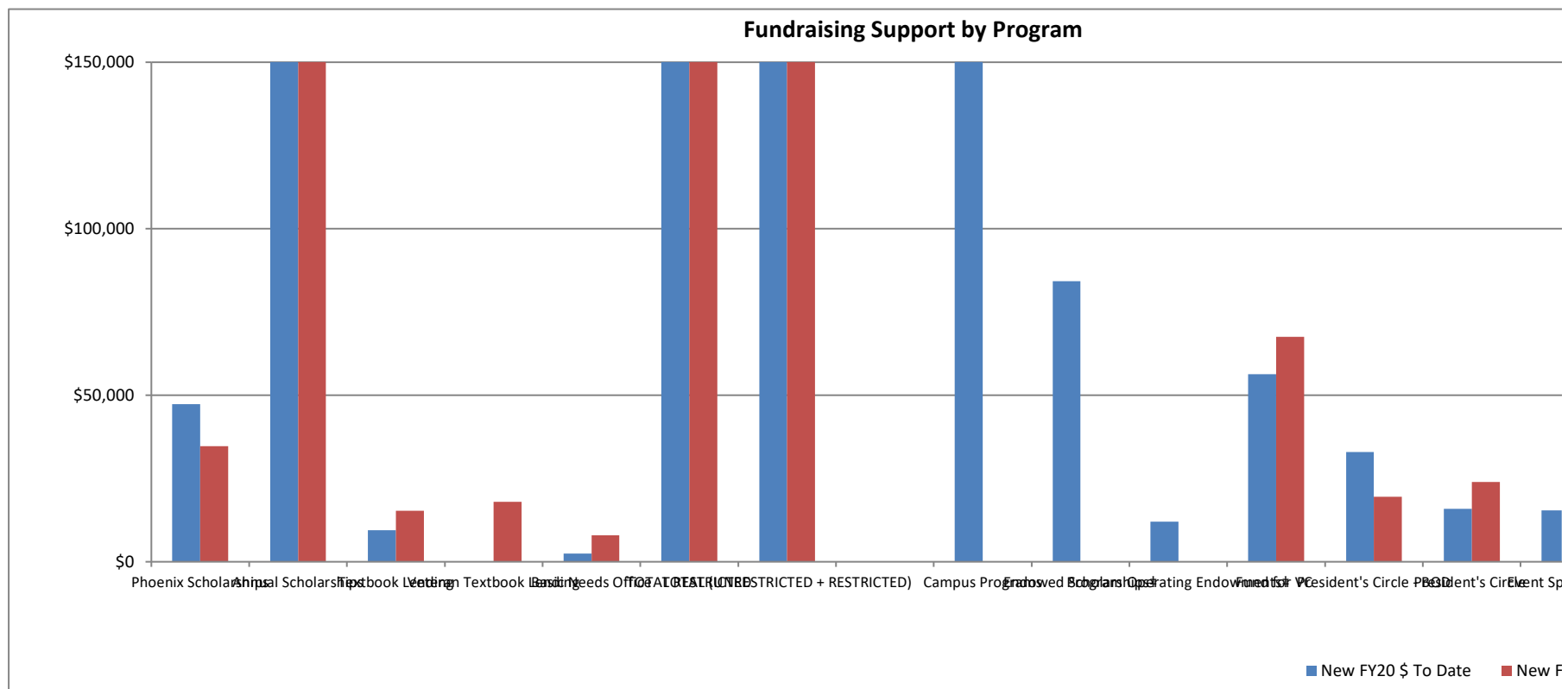
**VENTURA COLLEGE FOUNDATION GIFT REPORT**  
**RECONCILED**

FY 2022/2023

**FY 2022/2023 OVERVIEW**  
**Q1-Q4 7/1/2022 - 6/30/2023**

	Total Gifts/Pledges Raised*	# Donors <sup>†</sup>	# Gifts <sup>†</sup>	Total New FY23 Dollars Raised <sup>‡</sup>	New FY23 Dollars Goal	% New FY23 Dollars Raised Toward Goal
Fund for VC	\$56,383	88	133	\$56,383	\$67,500	84%
President's Circle - BOD	\$33,000	19	19	\$33,000	\$19,500	169%
President's Circle	\$15,900	20	45	\$15,900	\$24,000	66%
Event Sponsorship	\$15,425	12	12	\$15,425	\$21,500	72%
<b>TOTAL UNRESTRICTED</b>	<b>\$120,708</b>	<b>139</b>	<b>209</b>	<b>\$120,708</b>	<b>\$132,500</b>	<b>91%</b>
Promise	\$56,548	91	110	\$56,548	\$83,500	68%
Phoenix Scholarships	\$47,320	9	9	\$47,320	\$34,700	136%
Annual Scholarships	\$158,533	105	240	\$158,533	\$164,530	96%
Textbook Lending	\$9,455	17	53	\$9,455	\$15,300	62%
Veteran Textbook Lending	\$0	0	0	\$0	\$18,000	0%
Basic Needs Office	\$2,475	13	15	\$2,475	\$7,950	31%
<b>TOTAL RESTRICTED</b>	<b>\$274,331</b>	<b>235</b>	<b>427</b>	<b>\$274,331</b>	<b>\$323,980</b>	<b>85%</b>
<b>TOTAL (UNRESTRICTED + RESTRICTED)</b>	<b>\$395,039</b>	<b>374</b>	<b>636</b>	<b>\$395,039</b>	<b>\$456,480</b>	<b>87%</b>
Campus Programs	\$178,897	508	766	\$178,897		
Endowed Scholarships <sup>‡</sup>	\$84,259	30	80	\$84,259		
Program Operating Endowments <sup>‡</sup>	\$12,002	62	106	\$12,002		
40th Event Sponsorship	\$7,000	4	4	\$7,000		
<b>TOTAL RESTRICTED (No goals)</b>	<b>\$282,158</b>	<b>604</b>	<b>956</b>	<b>\$275,158</b>		
<b>COMPLETE TOTALS</b>	<b>\$677,197</b>	<b>978</b>	<b>1592</b>	<b>\$670,197</b>		

*†Includes monthly employee payroll deductions*  
*‡Does not include pledge payments due in future FY*  
*\$Funds raised towards endowment principal, not earnings*



	Gifts/Pledges	# Donors	# Gifts
<b>TOTALS</b>	\$677,197	978	1,592
<b>By Source*</b>			
Individuals	\$389,687	710	1,789
Corporations	\$155,359	49	66
Foundations	\$79,994	14	40
<b>By Purpose</b>			
Restricted	\$556,489	839	1,383
Unrestricted	\$120,708	139	209

**Legal/Hard credit only**

\* Source Totals do not match reconciled total due to soft cred

VENTURA COLLEGE FOUNDATION GIFT REPORT

FY 2022/23

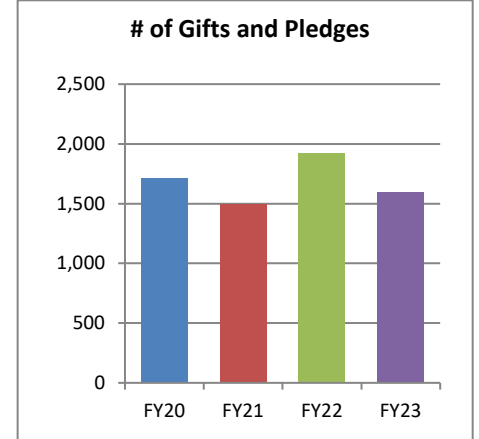
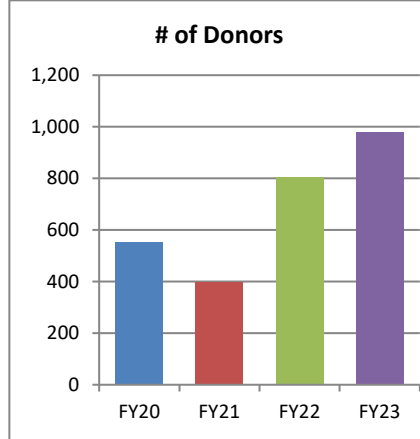
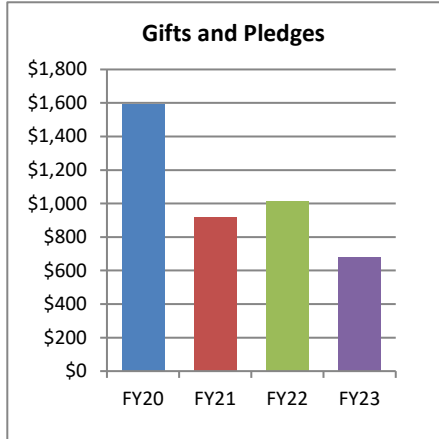
**3-YEAR VIEW**

As of 6/30/2023

	FY20 Q1-Q4	FY21 Q1-Q4	FY22 Q1-Q4	FY23 Q1-Q4
	\$1,591,208	\$914,896	\$1,012,184	\$677,197
# of Donors	554	399	803	978
# of Gifts/Pledges	1710	1494	1921	1592
<b>Year-End Totals</b>	<b>\$1,591,208</b>	<b>\$914,896</b>	<b>\$1,012,184</b>	<b>\$677,197</b>

**\*GIFTS AND PLEDGES**

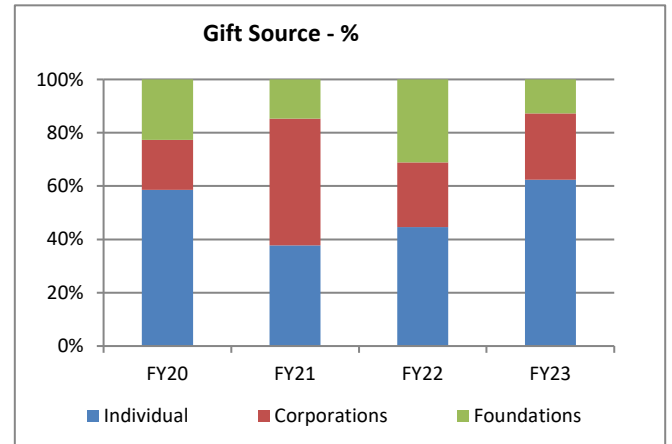
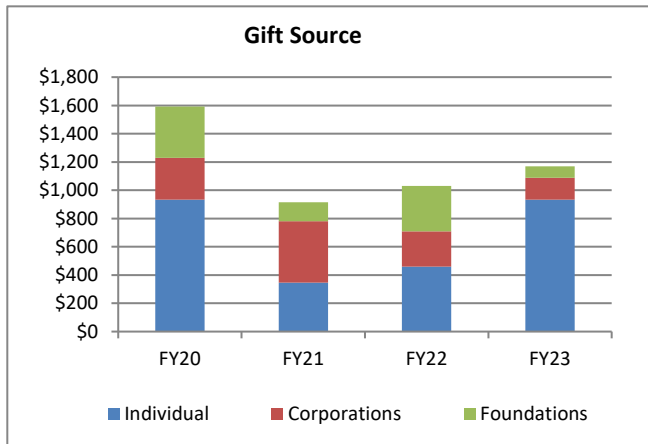
In \$1,000s



	FY20 Q1-Q4	FY21 Q1-Q4	FY22 Q1-Q4	FY23 Q1-Q4
Individual	\$932,699	\$345,801	\$459,314	\$389,687
Corporations	\$297,396	\$434,602	\$250,091	\$155,359
Foundations	\$361,160	\$134,460	\$321,279	\$79,994

**SOURCE**

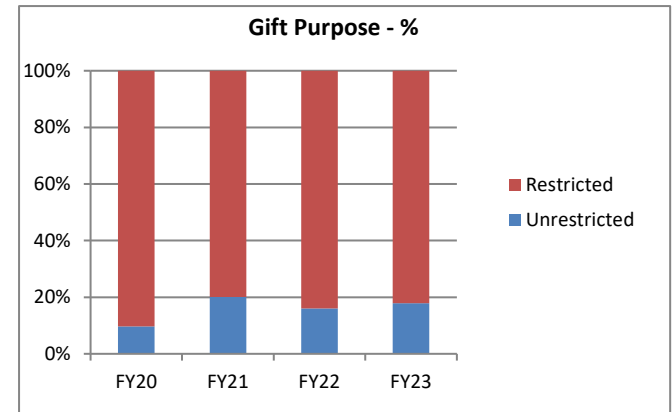
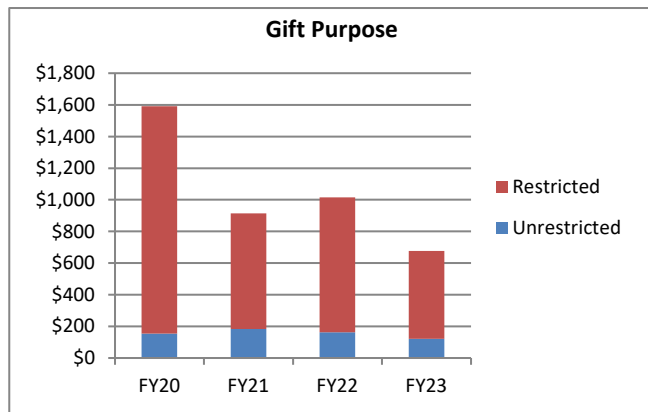
In \$1,000s



	FY20 Q1-Q4	FY21 Q1-Q4	FY22 Q1-Q4	FY23 Q1-Q4
<b>Unrestricted</b>	\$153,887	\$183,437	\$163,451	\$120,708
<b>Restricted</b>	\$1,437,367	\$731,460	\$852,287	\$556,489

**PURPOSE**

In \$1,000s



Includes monthly employee payroll deductions  
Includes pledges payable over 5 years

**Program Sustainability Committee: ANTICIPATED PLANNED GIFTS**  
As of August 18, 2023

**CONFIRMED ANTICIPATED PLANNED GIFTS (Irrevocable)**

<u>Amount</u>	<u>Donor</u>	<u>Type of Planned Gift</u>	<u>Designation</u>
\$17,759	<i>Amy Cherot</i>	Charitable Gift Annuity	Unrestricted
\$12,500*	Mark L. Goldenson	Deferred CGA	Nursing Program
\$152,746	Robert Milton	Charitable Gift Annuity	Unrestricted
<b>\$183,005</b>	<b>SUB-TOTAL</b>		

\*Fund is managed by Ventura County Community Foundation, with residual estimated from current value of \$30,038 as of September 30, 2014. No further information is available.

**PENDING/PROBABLE PLANNED GIFTS (Revocable)**

<u>Anticipated Amount</u>	<u>Donor</u>	<u>Type of Planned Gift</u>	<u>Designation</u>	<u>Date Est.</u>
TBD	Sanford Weiss	Bequest	TBD	
\$500,000	John Lupton	Bequest	Endwmnt-75% Schlrshp, 25% Txtbk	
\$500,000	Barbara Wise	Bequest	Promise/Textbook/Scholships	9/4/15
\$500,000	Jack Halpert	Bequest	TBD	
\$300,000	D. Townsend & S. Pallas	Bequest/Tertiary	Baseball Program	
\$250,000	Vella Buchanan	Bequest	Unrestricted	
\$250,000	Virginia Stout	Bequest	Promise Program	
\$100-\$200K	Ruth O. Johnson	Bequest	Music Dept.	2/11/19
\$100,000	Kathleen Schrader	Bequest	Nursing/Paramedic Programs	
\$100,000	Carl Boggs	Bequest	Scholarships	
\$50,000	Ruth Hemming	Life Insurance Policy	TBD	
\$50,000	Irene Henry	Life Insurance Policy	Endowed Scholarship	10/11/13
\$40,000	Gerry Olsen	Bequest	Endowed Scholarship	
\$25,000	Paula Bendinelli	Bequest	Endowed Scholarship	8/10/21
35% Residue; approx. \$285,000	Don Hatala	Bequest (est. \$250K)	Scholarships - STEM	7/30/14
TBD	Bill Scarpino	Bequest	Support for Veteran Students	8/17/21
TBD	James Dunn	Bequest	Wendy Dunn Memorial Scholarship	9/2/20
<i>TBD</i>	<i>Abra Flores</i>	<i>Bequest</i>	<i>Theatre/Costume Design Scholarship</i>	

**Notes:** *Italics:* Indicates VCF Board member. **Bold:** Indicates new information.

**Program Sustainability Committee: ANTICIPATED PLANNED GIFTS  
As of August 18, 2023**

TBD	John Woolley	Bequest	Unrestricted	
<i>TBD</i>	<i>Ellyn Dembowski</i>	<i>Bequest</i>	<i>TBD</i>	
TBD	Jeff Ferguson	Bequest	50% Art Dept/50% Music Endwmnt	
TBD	Joyce Evans	Bequest	TBD	
TBD	Donald Greenberg	Bequest	TBD	
TBD	Don Belless	Bequest or Annuity	Nursing Scholarships	
20% Residue	Robert Milton Estate	Bequest	Unrestricted	
TBD	Barbara Caulfield	Annuity	VCOMT	
TBD	Norbert Tan	Bequest	Unrestricted	
<b>\$3,000,000</b>	<b>SUB-TOTAL</b>			

**APPROX. TOTAL: \$3,100,000+ identified (30 individuals including 5 VCF current or former board members)**

**Notes:** *Italics:* Indicates VCF Board member. **Bold:** Indicates new information.



## MARKETING & MEDIA REPORT

June 1, 2023 – August 16, 2023 - Media Placements

### **New Board Members Announced by the Ventura College Foundation**

Sent to Media July 14, 2023

*AmericanTowns.com/Ventura* – July 14, 2023

<https://www.americantowns.com/news/board-chair-vicechair-and-new-board-members-announced-by-ventura-college-foundation-31592800-ventura-ca.html>

*Amigos805* – July 17, 2023

<https://amigos805.com/board-chair-vice-chair-and-new-board-members-announced-by-ventura-college-foundation/>

*Moorpark Patch* – July 16, 2023

<https://patch.com/california/moorpark/new-board-members-announced-ventura-college-foundation>

*PRLog* – July 14, 2023 – 231 Views

<https://www.prlog.org/12974011-board-chair-vice-chair-and-new-board-members-announced-by-ventura-college-foundation.html>

*Ventura Breeze News & Notes* – July 26, 2023

<https://venturabreeze.com/2023/07/26/board-chair-vice-chair-and-new-board-members-announced-by-ventura-college-foundation/>

*Ventura Chamber of Commerce* – July 14, 2023

<https://ventura.chambermaster.com/news/details/board-chair-vice-chair-and-new-board-members-announced-by-ventura-college-foundation-07-14-2023>

### **Ventura College Foundation Distributes Over \$670,000 In Scholarships**

Sent to Media May 30, 2023

*Pacific Coast Business Times* – June 12, 2023

<https://www.pacbiztimes.com/2023/06/12/good-works-ventura-college-foundation-distributes-670k-in-scholarships/>

## Advertisements:

*Rotary Club of Ventura 4<sup>th</sup> of July Fireworks Sponsor Ad – July 4, 2023*



**40 YEARS**  
OF MAKING DREAMS COME TRUE  
VENTURA COLLEGE  
FOUNDATION

**HELP US  
CELEBRATE  
40 YEARS  
OF SERVICE  
TO STUDENTS**

**Save The Date!**  
**40TH GALA**  
**FRI. OCT. 20, 2023** [LEARN MORE](#)

4667 Telegraph Rd. | Ventura, CA 93003  
VCFoundation@vcccd.edu | 805.289.6461  
[VenturaCollegeFoundation.org](http://VenturaCollegeFoundation.org)

## Other PR/Marketing Mentions: Board Member Special Mentions

### ***Ventura College President Kim Hoffmans announces retirement***

*VC Star – August 1, 2023*

<https://www.vcstar.com/story/news/education/schoolwatch/2023/08/01/ventura-college-president-announces-retirement-in-2024/70502434007/>

### ***Ohana's Lim named Outstanding DVM***

*VC Reporter – June 29, 2023*

[https://www.vcreporter.com/news/news-in-brief-week-of-june-29-2023/article\\_a7225aee-16a5-11ee-89b7-c36542affd50.html](https://www.vcreporter.com/news/news-in-brief-week-of-june-29-2023/article_a7225aee-16a5-11ee-89b7-c36542affd50.html)

### ***California Veterinary Medical Association's RVT's Outstanding DVM of the Year named***

*DVM360.com – June 14, 2023*

<https://www.dvm360.com/view/california-veterinary-medical-association-s-rvt-s-outstanding-dvm-of-the-year-named>



# VC Foundation Marketing/Communications Projects – June 3, 2023 – August 16, 2023

## 40<sup>th</sup> Anniversary Gala Print Invitation

### LAYING THE FOUNDATION FOR SUCCESS

Since 1983, the Ventura College Foundation has been committed to removing financial barriers so Ventura College students can pursue their educational dreams. Over the years, the Foundation has raised nearly \$48 million for Ventura College and its students. During this time, our board and staff leadership have been trailblazers, which made the Foundation one of the finest and most successful in the state.

This year, we celebrate the individual successes of Ventura College students alongside the decades of board leadership that has had a mission to empower students. Forty years means millions of dollars have been awarded to tens of thousands of students who have been impacted by the Foundation's programs and your philanthropic generosity.



### VENTURA COLLEGE FOUNDATION BOARD LEADERSHIP

Nicole Kreutz, Board Chair	J. Boomer Butler, C.P.A.
Rob van Nieuwburg, Vice Chair	Amy Cherot
Abra Flores, Secretary	Ken Collin
Mike Orman, Treasurer	Mark Dufresne
Elynn Dembowski, Immediate Past Board Chair	Anne Paul King
Kim Hoffmans, R.N., Ed.D., Ventura College President	Liz Kraus
Mark Huff, Ventura College ASVC President	Matt LaVere, Esq.
Robert Beilin, Ph.D.	Lydia Matthews-Morales
Cathy Bojorquez	Jill Muraoka Lim, D.V.M.
Debe Bylo	Ed Summers
	Eleanor Tillquist
	Harald Wulff

### HONORARY EVENT COMMITTEE

Betsy Chess  
 Kimberly Hoffmans, R.N., Ed.D.  
 Bill and Elise Kearney  
 Supervisor Matt LaVere, Esq.  
 Chancellor Rick MacLennan, Ed.D.  
 Dianne McKay  
 Richard Taylor, Esq. and Kris Taylor  
 Lester and Mae Tong  
 John L. Woolley, Ed.D. and Sharon Watts Woolley



4667 Telegraph Rd, Ventura, CA 93003 | 805.289.6461  
 VCFoundation@vcccd.edu | VenturaCollegeFoundation.org

Ventura College Foundation is a 501(c)3 organization. Federal Tax I.D. #: 77-0037747

### YOU'RE INVITED TO THE VENTURA COLLEGE FOUNDATION'S

## 40<sup>TH</sup> ANNIVERSARY GALA

FRIDAY, OCTOBER 20, 2023  
 5:00-8:00 PM

Museum of Ventura County  
 100 East Main Street, Ventura, CA



### THE VENTURA COLLEGE FOUNDATION CORDIALLY INVITES YOU TO OUR 40<sup>TH</sup> ANNIVERSARY GALA

Join us in celebrating 40 years of student success and raising funds to support the important work of the Ventura College Foundation!



FRIDAY, OCTOBER 20, 2023  
 5:00-8:00 PM  
 Museum of Ventura County

- LIVE MUSIC**  
by the Ventura College Jazz Band
- CHECK-IN AND COCKTAIL HOUR**  
Outdoor Museum Plaza at 5:00 p.m.  
Guests will receive a complimentary drink ticket – Cash Bar
- GOURMET DINNER**  
In the Martin V. and Martha K. Smith Pavilion at 6:00 p.m.  
Menu Options:  
• Grilled Pacific Salmon & Chicken Marsala  
• Pasta Puttanesca (Vegan/GF)
- COCKTAIL/BUSINESS ATTIRE**  
or your favorite decade cocktail attire from the 1980's on
- COMPLIMENTARY PARKING**  
If you need special parking accommodations, please call Stephanie Montenegro at (805) 289-6122

### THANK YOU TO OUR EARLY EVENT SUPPORTERS

- NAVIGATOR
- 
- BUCCANEER
- 
- BILL & ELISE KEARNEY
- RICHARD TAYLOR, ESQ. AND KRIS TAYLOR
- JOHN L. WOOLLEY, ED.D. AND SHARON WATTS WOOLLEY

### KINDLY RSVP BY OCTOBER 6 SEATING IS LIMITED!

See enclosed card for ticket information

Please contact Stephanie Montenegro with any questions at [smontenegro@vcccd.edu](mailto:smontenegro@vcccd.edu) or (805) 289-6122





# 40<sup>th</sup> Anniversary Gala Email Invitation

[https://mailchi.mp/vccd/40th-anniversary-gala-invite-12775035?e=\[UNIQUID\]](https://mailchi.mp/vccd/40th-anniversary-gala-invite-12775035?e=[UNIQUID])

# 40<sup>th</sup> Anniversary Sponsorship Brochure Kit

Ventura College Foundation  
4667 Telegraph Rd, Ventura, CA 93003  
805.289.6161 | vcfoundation@vccd.edu

Questions?  
Contact: Gerry Pantoja  
805.289.6156 | gpantoja@vccd.edu

**40TH ANNIVERSARY GALA EVENT  
SPONSORSHIP OPPORTUNITIES**

**40 YEARS VENTURA COLLEGE FOUNDATION**  
OF MAKING DREAMS COME TRUE

## 40 YEARS OF MAKING DREAMS COME TRUE

Since 1983, the Ventura College Foundation has been committed to providing access to education for students who otherwise could not afford it.

Each and every year, the Foundation creatively collaborates with Ventura College to enhance the academic success, civic engagement, and careers of its students. This year, we celebrate the individual successes of Ventura College students alongside the decades of board leadership that has had a mission to assist students with their educational dreams.

Forty years means tens of thousands of students have been impacted by the Foundation's programs and our donor's philanthropic generosity. Millions of dollars have been awarded

to students focused on gaining an education that could help them rise from poverty or achieve the future they always dreamed of.

On Friday, October 20, 2023, from 5-8 p.m. at the Museum of Ventura County, the Foundation will be hosting our 40th Anniversary Gala event! We will enjoy dinner, libations, and music as we celebrate 40 years of helping students achieve their educational goals. A variety of sponsorship levels are available to individuals, corporations, and foundations alike. All participating sponsors will enjoy an array of exclusive benefits. The four different sponsorship levels begin at \$1,500 for Buccaneer Sponsors and extend up to \$7,500 for Captain Sponsors.

## SPONSORSHIP LEVELS & BENEFITS



### CAPTAIN SPONSOR | \$7,500

(Fair Market Value: \$440)

- Opportunity to make live remarks at the event (2 minute max)
- Prominent full-color, full-page ad in event program (Vertical 7.5" wide x 10" high; Full Page Bleed: 9.125" wide x 11.625" high)
- Premiere seating for 8 guests
- Pre-recorded 40th Anniversary wishes/remarks (90 seconds) for the VC Foundation's 40th Celebration on Event Website, Event Email & Social Media Channels
- Sponsor Spotlight in an e-blast & social media



### PIRATE SPONSOR | \$5,000

(Fair Market Value: \$390)

- Full-color, full-page ad in event program (Vertical 7.5" wide x 10" high; Full Page Bleed: 9.125" wide x 11.625" high)
- Premiere Seating for 6 guests
- Pre-recorded 40th Anniversary wishes/remarks (1 minute) to be displayed on the 40th Anniversary Gala Event Website & in Social Media
- Sponsor Spotlight in an e-blast & social media



### NAVIGATOR SPONSOR | \$2,500

(Fair Market Value: \$220)

- Full-color, half-page ad in event program (Vertical 3.625" wide x 10" high or Horizontal 7.5" wide x 4.875" high)
- Preferred Seating for 4 guests



### BUCCANEER SPONSOR | \$1,500

(Fair Market Value: \$110)

- Full-color, quarter-page ad in event program (Vertical 3.625" wide x 4.875" high)
- Preferred Seating for 2 guests

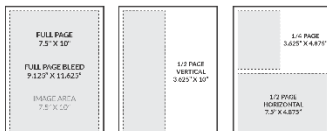
### EXCLUSIVE BENEFITS FOR ALL SPONSORS:

- Unique opportunity to express your support of higher education and the challenges students in Ventura County face in pursuing their dreams.
- Increased visibility in the community as an individual or organization connected with this important mission.
- Logo on all VCF 40th Anniversary Gala Event Materials including, but not limited to: Event Invitations, Event Advertisements, Event Email Reminders, Event Signage, Print Program, Slide Show Presentations, Attendee Feedback Survey, Mention in Press Releases, Social Media.
- Verbal Recognition at the 40th Anniversary Gala
- Use of VCF Foundation logo (upon request) to promote philanthropic support.

## SPONSORSHIP PRINT SPECS

### AD SIZES IN INCHES

- FULL PAGE**  
7.5" wide x 10" high
- FULL PAGE BLEED**  
9.125" wide x 11.625" high
- 1/2 PAGE VERTICAL**  
3.625" wide x 10" high
- 1/3 PAGE HORIZONTAL**  
7.5" wide x 4.875" high
- 1/4 PAGE**  
3.625" wide x 4.875" high



### ACCEPTED ARTWORK & LOGO FILES

300dpi.jpg, outlined/flattened.pdf, or eps

Ventura College Foundation 40th Anniversary Sponsorship Opportunities



# President's Circle Appeal Letter



Office of the President

## PRESIDENT'S CIRCLE 2022-23

Anonymous Donors  
Shirley A. Anderson  
Denise Baylor  
Dr. Robert Beilin  
and Ms. Ester Agopian  
Catherine and  
Daniel Bojorquez  
Boomer Butler  
Deborah Bylo  
Amy T. Cherot  
Kenneth S. Collin  
Ellyn Dembowski  
and Jim Dembowski  
Mark Dufresne  
Abra Flores and  
Ed Burnett  
Myron G. Harrison  
Julie A. Harvey  
Dr. Ruth Hemming  
Dr. Kim D. Hoffmans and  
Mr. Charles A. Hoffmans  
William and Elise Kearney  
Anne Paul King  
Elizabeth and Dave Kraus  
Nicole and Brandon  
Kreutz  
Supervisor Matt W.  
LaVere and Ms. Alicia  
LaVere  
Dr. Jill M. Lim D.V.M.  
Barbara Meister  
(continued on next page)

August 3, 2023

Primary Addressee  
Organization  
Preferred Address 1  
Preferred Address 2  
Preferred City, Preferred State Preferred Zip

Dear Primary Salutation,

Warm greetings to you, we hope you are having an enjoyable summer and this letter finds you and your loved ones well!

**As we approach the start of the 2023-24 academic year in a matter of weeks, we wanted to take a moment again to express my sincerest gratitude for your generous support and ongoing commitment as a valued member of the President's Circle in 2022-23.** As a member of the President's Circle, you play an integral role in driving the VC Foundation's mission forward and empowering the students we serve. We're truly honored to count you in our "circle of very special friends."

In October, we're delighted to commemorate the VC Foundation's 40th Anniversary! Can you believe it? What a momentous milestone! **For 40 years, our board and staff leadership have been trailblazers, which made the VC Foundation one of the most successful Community College Foundations in the state.**

Recently we took time to reflect on the profound impact the VC Foundation has had through four decades of remarkable service and unwavering dedication to the students and programs of Ventura College. **We're acutely aware that this incredible impact on tens of thousands of students is only because of you— the generous philanthropic partners who stand with us.**

Let us celebrate together, and remember there is still work to be done to remove financial barriers and provide equitable opportunities for students to succeed while at VC and beyond.

**To ensure we can grow this critical student support into the next decade, we'd like to personally invite you to increase or renew your unrestricted support through the President's Circle in 2023-24.**

**Since 2019, this group has raised over \$278,000 in unrestricted funds that has enabled the Ventura College Foundation to remain flexible in addressing emerging needs, special programs, and unexpected opportunities that lack support from state funding.** Your renewal of support will enable us to reach new heights and tackle challenges head-on with renewed vigor and determination.

(continued on the back)

4667 Telegraph Rd. | Ventura, CA | 805.289.6461 | VenturaCollegeFoundation.org

## PRESIDENT'S CIRCLE

2022-2023

(continued)

Mike and Loretta Merewether  
Michael Orman  
Rene and Angela Rodriguez  
Mary and Salvatore Saputo  
Kenneth P. Schoenfeld  
Edward Summers  
Eleanor Tillquist  
Lester Tong and Mae Wan Tong  
Kim Van De Venter  
Robert van Nieuwburg  
Ventura County Credit Union  
Todd and Julie Wagner  
Andrew and Rosanne Welcher  
Dr. John L. Woolley and Mrs. Sharon Watts Woolley  
Harald and Birgit Wulff

President's Circle members have made an investment in the mission of the Ventura College Foundation through an unrestricted annual gift of \$1,000 or more during July 1, 2022 - June 30, 2023.

Enclosed with this letter, you will find a remit card for your convenience. Additionally, should you have questions on how to become a member in 2023-24, or wish to explore the option of giving your gift through a recurring monthly gift, stock/mutual shares, a donor-advised fund, or Qualified Charitable Distribution from an IRA, **please contact Gerry Pantoja, Director of Philanthropy, at [gpantoja@vcccd.edu](mailto:gpantoja@vcccd.edu) or 805-289-6158 or Anne Paul King, Executive Director, at [aking@vcccd.edu](mailto:aking@vcccd.edu) or 805-289-6160.**

**As we celebrate the last five years of the President's Circle, we thank you once again for your unwavering commitment and generosity.** Your support opens a world of possibilities, allowing students to pursue their dreams and gain the skills they need to succeed.

With heartfelt gratitude,



Kimberly Hoffmans, R.N., Ed.D.  
President  
Ventura College

Nicole Kreutz  
Board Chair  
Ventura College Foundation

Anne Paul King  
Executive Director  
Ventura College Foundation

**P.S.—** Your gift to the President's Circle is not only an investment into today's students, but you will provide opportunities for tomorrow's workforce and their future generations.

## SAVE THE DATE!



### PRESIDENT'S CIRCLE 2023 KICK-OFF EVENT & VC CAREER EDUCATION BRIEFING

Wednesday, September 13, 2023  
3:30-5:00 p.m.

at Ventura College's Health Sciences Center (HSC)  
4667 Telegraph Rd, Ventura, CA

To RSVP or for event questions, please contact Stephanie Montenegro at 805.289.6122 or [smontenegro@vcccd.edu](mailto:smontenegro@vcccd.edu)



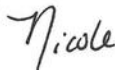
## A PERSONAL NOTE FROM NICOLE KREUTZ

Chair, Ventura College Foundation Board of Directors & VC Alumnus

*"Being an alumnus of Ventura College, I have seen firsthand how the power of education gives economic resilience to every member of our community. I also know that the Ventura College campus and students rely on the VC Foundation's VC Promise tuition assistance funding, VC Basic Needs support, our 425+ scholarship offerings, and textbook & lending library resources to achieve their educational goals.*

*On behalf of the VC Foundation's Board of Directors, we appreciate the generous support of our President's Circle donors. Ventura College empowers each and every one of our students in the pursuit of their passion. Yet we would not and could not exist without the generous giving of our community.*

*This type of generous giving has fueled our President's Circle for the past five years and enables resilient futures for our students. This is why I'm a proud President's Circle Member and I hope you will join me!"*



Please complete contact/gift information on the back →



## VC Foundation Marketing/Communications Projects – June 3, 2023 – August 16, 2023

### **Student, Campus, & Donor Outreach Promotional Items**

- New VC Foundation Staff Polo Shirts & Jackets Ordered
- New Logoed VC Foundation Table Cloths for 40<sup>th</sup>, Outreach & President's Circle
- Updated VC Foundation Magnetic Name Badges for Board & Staff
- New Logoed Pens, Highlighters, & Post-It Notes Ordered
- President's Circle Pins Ordered
- 40<sup>th</sup> Anniversary Logo Stickers Ordered

### **Website Updates/New Projects**

- 40<sup>th</sup> Anniversary Page Updated <https://venturacollegefoundation.org/40th-anniversary/>
- 40<sup>th</sup> Anniversary Event Ticket/Table Page  
[https://fundraise.givesmart.com/e/m\\_DTag?vid=zn1c8](https://fundraise.givesmart.com/e/m_DTag?vid=zn1c8)

### **Presentations**

- All-Campus Day VC Foundation 2022-23 Impact, Employee Giving Report, & Employee Giving Pitch

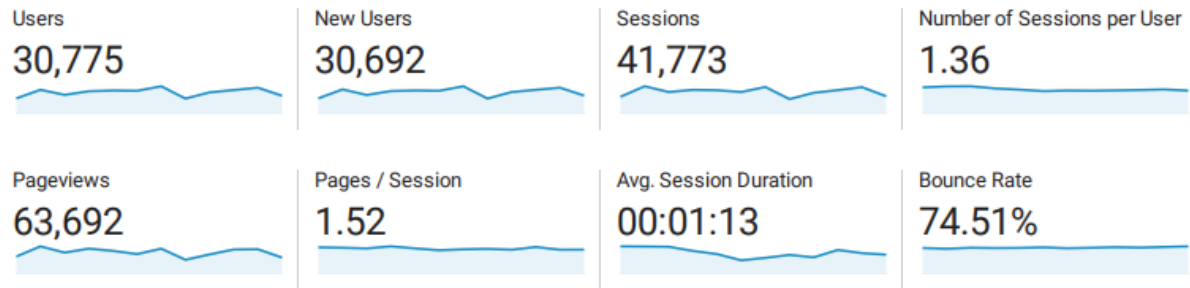
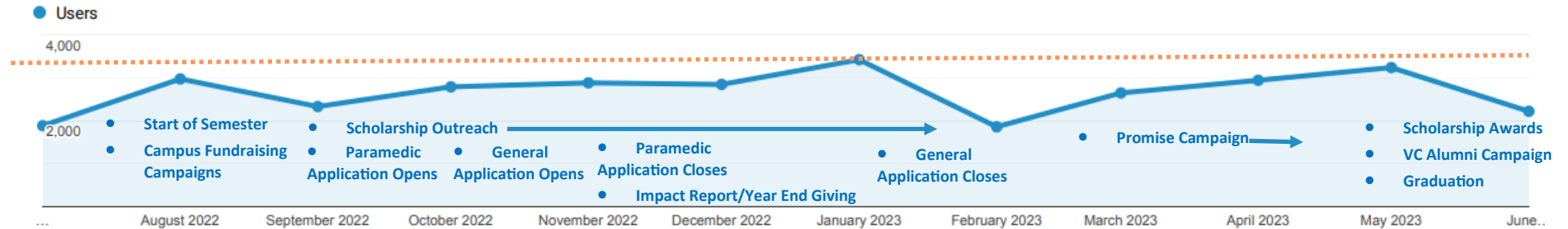
### **VCCCD Marketing & Outreach Coordination**

- Meeting with Damien Pena, VCCCD Director of Marketing & Outreach to coordinate & learn about VCCCD Marketing & Outreach Activities & VC Foundation Projects

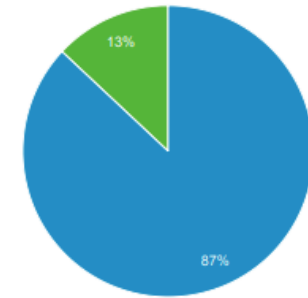
### **Public Relations**

- New bios created & uploaded for New VC Foundation Board Members
- Invitations to 40<sup>th</sup> Gala for Elected Officials & Requests for Certificates of Recognition/Proclamations in honor of the VC Foundation's 40<sup>th</sup> Year of Service to Ventura College
- Crisis Communications Plan presented in Draft Form
- Nomination of Gerry Pantoja to Pacific Coast Business Times' 40 Under 40 Award

## FY 2022-23 Google Analytics VC Foundation Website Audience Overview (July 1, 2022-June 30, 2023)



■ New Visitor ■ Returning Visitor



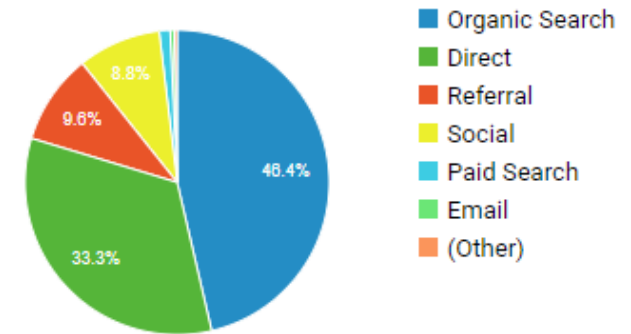
## Year Over Year (YOY) User Audience

	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23	YOY Growth	YOY (+/-) %
<b>Users</b>	14,369	22,953	24,552	30,775	+6,223	20%
<b>New Users</b>	14,376	22,504	24,578	30,692	+6,114	20%
<b>Number of Sessions Per User</b>	1.39	1.33	1.37	1.36	-0.02	-1%
<b>Sessions</b>	19,928	30,627	33,705	41,773	+8,068	19%
<b>Pageviews</b>	32,381	46,719	51,633	63,692	+12,059	19%
<b>Pages /Session</b>	1.62	1.53	1.53	1.52	-0.06	-1%
<b>Avg. Session Duration</b>	0:01:12	0:01:10	0:1:13	0:01:13	-0.06	0%
<b>Bounce Rate (Nonprofits Avg. 60-70%)</b>	70.18%	74.89%	73.02%	74.51%	+1.85	2%

## FY 2022-23 Google Analytics VC Foundation Website Top Acquisition Channels (July 1, 2022–June 30, 2023)

Source / Medium	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
<b>Top 10 Ways Users are Coming to Site</b>	<b>30,775</b> % of Total: 100.00% (30,775)	<b>30,700</b> % of Total: 100.03% (30,692)	<b>41,773</b> % of Total: 100.00% (41,773)	<b>74.51%</b> Avg for View: 74.51% (0.00%)	<b>1.52</b> Avg for View: 1.52 (0.00%)	<b>00:01:13</b> Avg for View: 00:01:13 (0.00%)
1. google / organic	13,323 (42.19%)	13,018 (42.40%)	17,492 (41.87%)	77.72%	1.45	00:01:04
2. (direct) / (none)	10,458 (33.11%)	10,414 (33.92%)	13,509 (32.34%)	73.38%	1.44	00:01:01
3. venturacollege.edu / referral	1,701 (5.39%)	1,578 (5.14%)	2,231 (5.34%)	62.39%	1.78	00:01:21
4. l.instagram.com / referral	775 (2.45%)	768 (2.50%)	944 (2.26%)	78.92%	1.29	00:00:33
5. sogou / organic	752 (2.38%)	752 (2.45%)	752 (1.80%)	100.00%	1.00	00:00:00
6. m.facebook.com / referral	733 (2.32%)	728 (2.37%)	799 (1.91%)	85.11%	1.26	00:00:31
7. m.yelp.com / referral	437 (1.38%)	409 (1.33%)	503 (1.20%)	82.11%	1.29	00:00:53
8. facebook / cpc	362 (1.15%)	359 (1.17%)	409 (0.98%)	87.78%	1.12	00:00:18
9. bing / organic	293 (0.93%)	266 (0.87%)	420 (1.01%)	49.52%	2.00	00:01:39
10. vcccd.edu / referral	276 (0.87%)	253 (0.82%)	343 (0.82%)	55.69%	2.12	00:01:58

Top Channels



### Top Acquisition Channels—Definitions:

**Organic Search** = “Google Search”

**Direct** = Typing in Link or Clicking on Bookmark

**Referral** = Sites that “referred” visitors to our site

**Social** = Traffic coming to our website from social media

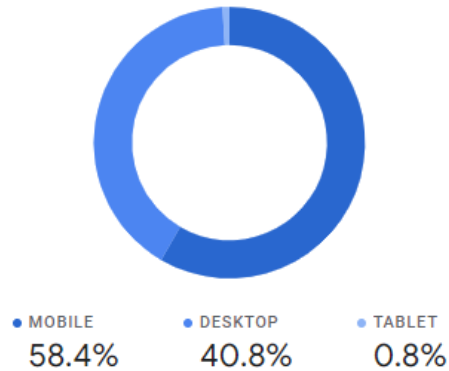
**Paid Search** = Traffic coming from paid placement, pay per click, and sometimes search engine marketing, paid search marketing allows advertisers to pay to be listed within the search engine results pages for specific keywords or phrases.

**Email** = Traffic to your website that came from an email message.

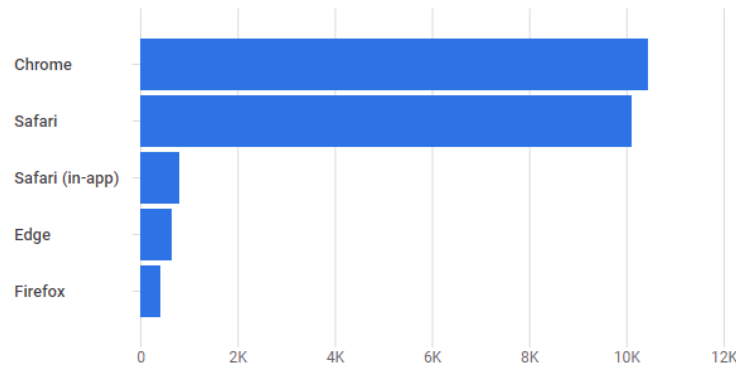
**Other** = Traffic that has an acquisition source or medium that is not recognized within Google's default system.

FY 2022-23 Google Analytics VC Foundation Website Audience Overview (July 1, 2022–June 30, 2023)

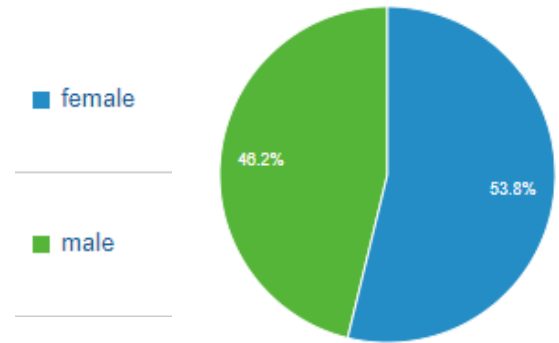
## DEVICE OF USERS 2022-23



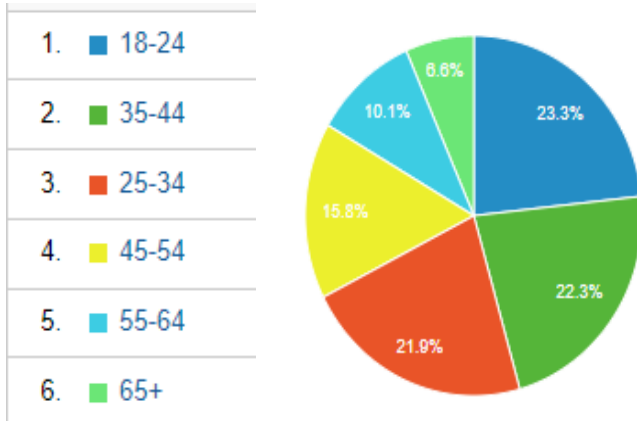
Users by Browser



## GENDER OF USERS 2022-23



## AGE OF USERS 2022-23



Landing page	Sessions	Users	New users
<b>Top 10 Landing Pages 2022-23</b>	<b>30,282</b> 100% of total	<b>22,733</b> 100% of total	<b>22,781</b> 100% of total
1 Home Page	9,763	7,410	7,150
2 /weekend-marketplace-2	8,990	7,265	7,229
3 /scholarships	4,055	3,142	3,016
4 (not set)	1,680	1,041	0
5 /donate	775	721	697
6 /vc-promise	689	645	620
7 /contact	393	361	319
8 /graduate-alumni-signup	329	268	255
9 /join-our-team	305	282	276
10 /foundation-staff	236	187	161

FY 2022-23 Google Analytics VC Foundation Website Audience Engagement (July 1, 2022–June 30, 2023)

## Top 10 Pages—Pages with Most Views Year Over Year

	FY 2019-20		FY 2020-21		FY 2021-22		FY 2022-23 YTD	
1	Home	6,203	COVID Mrktplace	11,057	Marketplace	14,499	Marketplace	12,581
2	Marketplace	4,299	Home	7,559	Home	11,128	Home	9,311
3	Scholarships	3,321	Marketplace	5,001	Scholarships	4,829	Scholarships	7,032
4	VC Promise	2,464	Scholarships	4,515	VC Promise	1,550	Donate	1,673
5	COVID Marketplace	2,162	Covid Updates	3,053	Donate	1,262	VC Promise	1,016
6	Textbook	2,052	Textbook	1,644	Award Events 21	748	Fdn. Staff	946
7	Covid Updates	1,656	VC Promise	1,956	Fdn. Staff	664	Contact	835
8	Getting Started	1,528	Donate	978	Giving	657	Giving	748
9	Award Events 20	982	Award Events 21	888	Contact	617	Join Our Team	588
10	Contact	578	Blackbaud Breach	831	Day of Giving	576	Graduate/Alumni Signup	573



## VENTURA COLLEGE FOUNDATION CONSOLIDATED

### Balance Sheet As of June 30, 2023 Unaudited

	As of Jun 30, 2023	As of Jun 30, 2022	Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Bank Accounts</b>				
Campus - 0687	\$ 5,529.56	\$ 11,835.59	\$ (6,306.03)	-53.28%
Scholarships - 3202	333,069.22	241,391.49	91,677.73	37.98%
<b>Money Market - 5773</b>				
Restricted Funds	17,549.69	18,502.81	(953.12)	-5.15%
Unrestricted Funds	330,258.32	495,795.87	(165,537.55)	-33.39%
<b>Money Market - 5773</b>	<b>\$ 347,808.01</b>	<b>\$ 514,298.68</b>	<b>\$ (166,490.67)</b>	<b>-32.37%</b>
<b>VCF Operating - 8003</b>				
Restricted Funds	698.99	8,453.03	(7,754.04)	-91.73%
Unrestricted Funds	53,738.85	73,618.75	(19,879.90)	-27.00%
<b>VCF Operating - 8003</b>	<b>\$ 54,437.84</b>	<b>\$ 82,071.78</b>	<b>\$ (27,633.94)</b>	<b>-33.67%</b>
Union Bank - FSA - 6321	455.55	2,584.44	(2,128.89)	-82.37%
Petty Cash	480.00	480.00	-	-
Montecito Bank & Trust Unrestricted Operating	250,010.27	-	250,010.27	-
<b>Total Bank Accounts</b>	<b>\$ 991,790.45</b>	<b>\$ 852,661.98</b>	<b>\$ 139,128.47</b>	<b>16.32%</b>
Pledges Receivable	107,962.86	177,463.54	(69,500.68)	-39.16%
<b>Other Current Assets</b>				
Prepaid Expense	36,509.87	34,872.65	1,637.22	4.69%
Suspense	20.00	17.00	3.00	17.65%
Other Current Assets	-	33,755.61	(33,755.61)	-100.00%
Unemployment Self-Insured Trust Deposit	15,875.85	7,850.52	8,025.33	102.23%
<b>Total Other Current Assets</b>	<b>\$ 52,405.72</b>	<b>\$ 76,495.78</b>	<b>\$ (24,090.06)</b>	<b>-31.49%</b>
<b>Total Current Assets</b>	<b>\$ 1,152,159.03</b>	<b>\$ 1,106,621.30</b>	<b>\$ 45,537.73</b>	<b>4.12%</b>
<b>Fixed Assets</b>				
Fixed Assets, Gross	200,144.13	192,704.53	7,439.60	3.86%
Accumulated Depreciation	(164,123.83)	(159,866.31)	(4,257.52)	-2.66%
<b>Total Fixed Assets</b>	<b>\$ 36,020.30</b>	<b>\$ 32,838.22</b>	<b>\$ 3,182.08</b>	<b>9.69%</b>
<b>Other Assets</b>				
Charitable Gift Annuities	271,310.38	271,310.38	-	0.00%
Deposits	1,938.00	1,938.00	-	0.00%
<b>Investments</b>				
FCCC - Osher Endowment Donor Restricted	597,278.90	571,858.35	25,420.55	4.45%
FCCC - Osher Endowment Board Designated	439,064.09	422,117.05	16,947.04	4.01%
<b>Total FCCC - Osher Endowment Donor Restricted</b>	<b>\$ 1,036,342.99</b>	<b>\$ 993,975.40</b>	<b>\$ 42,367.59</b>	<b>4.26%</b>
<b>Investment Pools 1</b>				
Pool 1 - Unrestricted Funds	8,922,233.83	8,473,785.40	448,448.43	5.29%
Pool 1 - Board designated	25,674.56	8,334.44	17,340.12	208.05%
Pool 1 - Board designated	158,706.55	144,334.49	14,372.06	9.96%
<b>Total Investment Pools 1</b>	<b>\$ 9,106,614.94</b>	<b>\$ 8,626,454.33</b>	<b>\$ 480,160.61</b>	<b>5.57%</b>
Investment Pool 2 - Hansen Pool 2	560,884.46	545,049.63	15,834.83	2.91%
Investment - Pool 3 Unrestricted	22,650.82	424,728.57	(402,077.75)	-94.67%
Pool 3 Donor Restricted	313,798.27	346,894.55	(33,096.28)	-9.54%
Pool 3 BOD Designated Reserve	568,276.84	490,763.64	77,513.20	15.79%
<b>Total Investment - Pool 3</b>	<b>\$ 904,725.93</b>	<b>\$ 1,262,386.76</b>	<b>\$ (357,660.83)</b>	<b>-28.33%</b>
Investment - Pool 4 Miriam Schwab Endowment	13,677,348.96	13,024,185.68	653,163.28	5.02%
Investment - Pool 5 Yunker Endowment	2,166,470.12	2,080,096.62	86,373.50	4.15%
Investment Pool 6 Risk Reserves	720,682.89	383,533.59	337,149.30	87.91%
<b>Total Investments</b>	<b>\$ 28,173,070.29</b>	<b>\$ 26,915,682.01</b>	<b>\$ 1,257,388.28</b>	<b>4.67%</b>
<b>Total Other Assets</b>	<b>\$ 28,446,318.67</b>	<b>\$ 27,188,930.39</b>	<b>\$ 1,257,388.28</b>	<b>4.62%</b>
<b>TOTAL ASSETS</b>	<b>\$ 29,634,498.00</b>	<b>\$ 28,328,389.91</b>	<b>\$ 1,306,108.09</b>	<b>4.61%</b>
<b>LIABILITIES AND EQUITY</b>				
<b>Liabilities</b>				

**VENTURA COLLEGE FOUNDATION CONSOLIDATED**

**Balance Sheet  
As of June 30, 2023  
Unaudited**

	<u>As of Jun 30, 2023</u>	<u>As of Jun 30, 2022</u>	<u>Change</u>	<u>% Change</u>
<b>Current Liabilities</b>				
Scholarships and Accounts Payable	\$ 830,573.37	\$ 892,775.30	\$ (62,201.93)	-6.97%
<b>Other Current Liabilities</b>				
Other Current Liabilities	-	32,634.69	(32,634.69)	-100.00%
Deferred Revenue	73,552.00	62,423.00	11,129.00	17.83%
Accrued Payroll	28,673.61	20,779.98	7,893.63	37.99%
Accrued Vacation	27,372.72	29,149.34	(1,776.62)	-6.09%
Aflac Payable	-	9.54	(9.54)	-100.00%
Calpers Payable	-	161.99	(161.99)	-100.00%
FSA Payable	644.55	1,073.42	(428.87)	-39.95%
<b>Total Other Current Liabilities</b>	<b>\$ 130,242.88</b>	<b>\$ 146,231.96</b>	<b>\$ (15,989.08)</b>	<b>-10.93%</b>
<b>Total Current Liabilities</b>	<b>\$ 960,816.25</b>	<b>\$ 1,039,007.26</b>	<b>\$ (78,191.01)</b>	<b>-7.53%</b>
<b>Long-Term Liabilities</b>				
Unfunded Pension Liability	373,880.00	78,040.00	295,840.00	379.09%
Loan Payable	9,462.91	20,818.39	(11,355.48)	-54.55%
<b>Total Long-Term Liabilities</b>	<b>\$ 383,342.91</b>	<b>\$ 98,858.39</b>	<b>\$ 284,484.52</b>	<b>287.77%</b>
<b>Total Liabilities</b>	<b>\$ 1,344,159.16</b>	<b>\$ 1,137,865.65</b>	<b>\$ 206,293.51</b>	<b>18.13%</b>
<b>Equity</b>				
Net Assets at Beginning of Year	27,190,524.26	31,267,321.76	(4,076,797.50)	-13.04%
Net Income (Change in Net Assets)	1,099,814.58	(4,076,797.50)	5,176,612.08	126.98%
<b>Total Equity</b>	<b>\$ 28,290,338.84</b>	<b>\$ 27,190,524.26</b>	<b>\$ 1,099,814.58</b>	<b>4.04%</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 29,634,498.00</b>	<b>\$ 28,328,389.91</b>	<b>\$ 1,306,108.09</b>	<b>4.61%</b>

**VENTURA COLLEGE FOUNDATION CONSOLIDATED**

P&L - Actual vs. Budget

For the Year July 2022 - June 2023

Unaudited

	Actual	Budget	\$ Variance	% Variance
<b>Income</b>				
<b>4000 DONATIONS</b>				
4200 Donations - Unrestricted	125,208.32	132,500.00	(7,291.68)	-5.50%
4300 Donations - Perm Restricted	98,030.25	-	98,030.25	
4400 Donations - Temp Restricted				
4410 Phoenix	47,319.79	34,700.00	12,619.79	36.37%
4430 Annual	206,278.33	223,530.00	(17,251.67)	-7.72%
4432 Osher Donations	42,467.00	55,770.00	(13,303.00)	-23.85%
4435 Promise	56,547.87	83,500.08	(26,952.21)	-32.28%
4436 Vet Promise	(35,154.00)	-	(35,154.00)	
4437 Textbook lending	44,609.00	33,300.00	11,309.00	33.96%
4440 Campus	183,872.26	89,500.00	94,372.26	105.44%
<b>Total 4400 Donations - Temp Restricted</b>	<b>\$ 545,940.25</b>	<b>\$ 520,300.08</b>	<b>\$ 25,640.17</b>	<b>4.93%</b>
7053 Sustainability Gift Expense	(40,961.67)	(27,452.96)	(13,508.71)	49.21%
<b>Total 4000 DONATIONS</b>	<b>\$ 728,217.15</b>	<b>\$ 625,347.12</b>	<b>\$ 102,870.03</b>	<b>16.45%</b>
5000 Market Place Revenue	1,346,964.00	1,374,100.00	(27,136.00)	-1.97%
5020 VIP MP Parking	179,609.00	210,600.00	(30,991.00)	-14.72%
<b>Total 5000 Market Place Revenue</b>	<b>\$ 1,526,573.00</b>	<b>\$ 1,584,700.00</b>	<b>\$ (58,127.00)</b>	<b>-3.67%</b>
5100 Interest Income	701.93	372.00	329.93	88.69%
5200 In-Kind Rent & Services	102,204.68	91,000.00	11,204.68	12.31%
5300 In-Kind Donations- Goods	193,378.09	-	193,378.09	
5400 Other Income	83,966.36	76,415.00	7,551.36	9.88%
5440 Scholarship Endowment Admin Fee Revenue	30,943.30	28,128.00	2,815.30	10.01%
5450 Sustainability gift revenue	40,961.67	27,452.96	13,508.71	49.21%
<b>Total Income</b>	<b>\$ 2,706,946.18</b>	<b>\$ 2,433,415.08</b>	<b>\$ 273,531.10</b>	<b>11.24%</b>
<b>Gross Profit</b>	<b>\$ 2,706,946.18</b>	<b>\$ 2,433,415.08</b>	<b>\$ 273,531.10</b>	<b>11.24%</b>
<b>Expenses</b>				
<b>6000 PROGRAMMATIC</b>				
<b>6100 SCHOLARSHIPS</b>				
4500 Unclaimed Scholarships (forfeitures)	(39,312.85)	(20,000.00)	(19,312.85)	96.56%
6152 Annual	250,450.00	273,827.00	(23,377.00)	-8.54%
6160 Phoenix Scholarships (Annual)	40,495.00	32,730.00	7,765.00	23.72%
6165 Annual Osher	13,200.00	-	13,200.00	
8300 Endowed Scholarships	237,073.00	240,512.00	(3,439.00)	-1.43%
8310 Endowed-Regular Phoenix	43,800.00	41,634.00	2,166.00	5.20%
8320 Endowed Scholarships- Osher	79,844.00	61,038.00	18,806.00	30.81%
8325 Endowed Scholarships- Osher Phoenix	15,544.00	12,162.00	3,382.00	27.81%
8355 Unclaimed Scholarships Re-Awarded	-	20,000.00	(20,000.00)	-100.00%
<b>Total 6100 SCHOLARSHIPS</b>	<b>\$ 641,093.15</b>	<b>\$ 661,903.00</b>	<b>\$ (20,809.85)</b>	<b>-3.14%</b>
<b>6200 GRANTS</b>				
6210 Ventura College Promise	75,000.00	75,000.00	-	0.00%
6220 Textbook/Lending Library Grant	2,116.83	13,770.00	(11,653.17)	-84.63%
6225 Vet Promise Textbook Expense	46,788.00	16,200.00	30,588.00	188.81%
<b>Total 6200 GRANTS</b>	<b>\$ 123,904.83</b>	<b>\$ 104,970.00</b>	<b>\$ 18,934.83</b>	<b>18.04%</b>
<b>6300 OTHER PROGRAM EXPENSES</b>				
6330 Bad Debts	33,400.00	-	33,400.00	
6370 Campus Expense	835,831.24	682,433.00	153,398.24	22.48%
6375 Campus In-Kind Expense	193,240.94	-	193,240.94	
8400 Program Endowment Disbursement	149,987.74	149,795.00	192.74	0.13%
8420 Scholarship Endowment Admin Fee Expense	30,943.30	28,128.00	2,815.30	10.01%
<b>Total 6300 OTHER PROGRAM EXPENSES</b>	<b>\$ 1,243,403.22</b>	<b>\$ 860,356.00</b>	<b>\$ 383,047.22</b>	<b>44.52%</b>
<b>Total 6000 PROGRAMMATIC</b>	<b>\$ 2,008,401.20</b>	<b>\$ 1,627,229.00</b>	<b>\$ 381,172.20</b>	<b>23.42%</b>
<b>7000 ADMINISTRATION</b>				
7002 Bank Charges	63.00	240.00	(177.00)	-73.75%
7004 CalPERS	10,006.24	11,406.72	(1,400.48)	-12.28%
7006 Board Expense	198.73	1,000.00	(801.27)	-80.13%
7008 Computer Expense	600.00	6,365.00	(5,765.00)	-90.57%

**VENTURA COLLEGE FOUNDATION CONSOLIDATED**

P&L - Actual vs. Budget

For the Year July 2022 - June 2023

Unaudited

	<u>Actual</u>	<u>Budget</u>	<u>\$ Variance</u>	<u>% Variance</u>
7010 Professional Development	348.23	3,000.00	(2,651.77)	-88.39%
7012 Depreciation	708.72	707.00	1.72	0.24%
7016 Employee Appreciation	1,905.58	1,000.00	905.58	90.56%
7018 Employee Benefits	13,100.95	18,354.48	(5,253.53)	-28.62%
7019 Fraud Expense	892.91	-	892.91	
7020 In-Kind Expense	537.15	-	537.15	
7022 Insurance	8,102.58	11,568.48	(3,465.90)	-29.96%
7024 Licenses & Fees	947.11	1,046.00	(98.89)	-9.45%
7026 Office Expense	2,498.88	2,721.00	(222.12)	-8.16%
7028 Mileage	-	120.00	(120.00)	-100.00%
7030 Miscellaneous Meetings	125.95	2,000.00	(1,874.05)	-93.70%
7032 Printing	356.73	248.00	108.73	43.84%
7034 Payroll Service	19,140.13	21,840.00	(2,699.87)	-12.36%
7035 Salaries	88,170.78	122,853.60	(34,682.82)	-28.23%
7036 Payroll Taxes	7,146.84	9,447.48	(2,300.64)	-24.35%
7038 Postage	382.57	440.00	(57.43)	-13.05%
7044 Professional Services	45,025.00	20,800.00	24,225.00	116.47%
7045 In-Kind Rent	5,863.16	5,220.00	643.16	12.32%
7048 Unemployment Insurance Expense	328.33	2,111.32	(1,782.99)	-84.45%
7052 Small Equipment	1,494.68	1,000.00	494.68	49.47%
7056 Workers' Compensation	862.85	849.96	12.89	1.52%
7060 Exec. Director Special Fund	2,895.90	5,000.00	(2,104.10)	-42.08%
<b>Total 7000 ADMINISTRATION</b>	<b>\$ 211,703.00</b>	<b>\$ 249,339.04</b>	<b>\$ (37,636.04)</b>	<b>-15.09%</b>
<b>7500 DEVELOPMENT</b>				
7504 CalPERS	25,797.41	29,349.70	(3,552.29)	-12.10%
7506 Board Expense	1,043.91	5,700.00	(4,656.09)	-81.69%
7508 Computer Expense	6,238.36	10,832.32	(4,593.96)	-42.41%
7509 Direct Marketing	16,003.66	21,811.36	(5,807.70)	-26.63%
7510 Professional Development	10,721.76	20,175.00	(9,453.24)	-46.86%
7511 Donor Meetings	3,144.40	5,879.88	(2,735.48)	-46.52%
7512 Donor Recognition	2,215.51	4,500.00	(2,284.49)	-50.77%
7513 Misc Meetings	61.70	-	61.70	
7514 Dues & Subscriptions	6,897.17	6,704.00	193.17	2.88%
7518 Employee Benefits	37,092.00	57,154.44	(20,062.44)	-35.10%
7520 Insurance	2,081.29	2,405.40	(324.11)	-13.47%
7522 Merchant Fees - Online Donation	1,478.89	1,360.00	118.89	8.74%
7524 Mileage	388.78	3,300.00	(2,911.22)	-88.22%
7526 Office Expense	1,923.91	4,064.00	(2,140.09)	-52.66%
7528 Professional Services	68,409.33	18,100.02	50,309.31	277.95%
7530 Marketing	32,547.68	39,450.49	(6,902.81)	-17.50%
7531 In-Kind Rent	11,508.44	10,181.00	1,327.44	13.04%
7532 Printing & Graphic Design	772.62	5,533.32	(4,760.70)	-86.04%
7535 Salaries	207,941.99	281,318.16	(73,376.17)	-26.08%
7536 Payroll Taxes	17,136.96	21,633.36	(4,496.40)	-20.78%
7538 Postage	89.80	900.00	(810.20)	-90.02%
7541 Special Events	10,615.63	1,935.00	8,680.63	448.61%
7550 Unemployment Insurance Expense	750.83	10,011.28	(9,260.45)	-92.50%
7552 Scholarship Awards Events	168.00	-	168.00	
7555 President's Special Fund	7,019.18	12,874.96	(5,855.78)	-45.48%
7556 Workers' Compensation	862.85	849.96	12.89	1.52%
7560 Exec. Director Special Fund	2,796.78	5,000.00	(2,203.22)	-44.06%
<b>Total 7500 DEVELOPMENT</b>	<b>\$ 475,708.84</b>	<b>\$ 581,023.65</b>	<b>\$ (105,314.81)</b>	<b>-18.13%</b>
<b>7500 PROGRAMS</b>				
7504 CalPERS	12,108.93	13,797.42	(1,688.49)	-12.24%
7508 Computer Expense	3,119.21	4,416.16	(1,296.95)	-29.37%
7509 Direct Marketing	9,258.61	9,417.65	(159.04)	-1.69%
7518 Employee Benefits	22,472.45	30,457.44	(7,984.99)	-26.22%

**VENTURA COLLEGE FOUNDATION CONSOLIDATED**

P&L - Actual vs. Budget

For the Year July 2022 - June 2023

Unaudited

	<u>Actual</u>	<u>Budget</u>	<u>\$ Variance</u>	<u>% Variance</u>
7520 Insurance	2,081.29	2,405.40	(324.11)	-13.47%
7524 Mileage	-	100.00	(100.00)	-100.00%
7526 Office Expense	191.80	260.00	(68.20)	-26.23%
7528 Professional Services	10,250.00	4,470.00	5,780.00	129.31%
7530 Marketing	16,564.64	21,615.99	(5,051.35)	-23.37%
7531 In-Kind Rent	10,113.64	8,395.00	1,718.64	20.47%
7532 Printing & Graphic Design	60.88	2,033.32	(1,972.44)	-97.01%
7535 Salaries	101,477.51	130,189.32	(28,711.81)	-22.05%
7536 Payroll Taxes	7,967.89	10,011.60	(2,043.71)	-20.41%
7538 Postage	-	10.00	(10.00)	-100.00%
7541 Special Events	-	350.00	(350.00)	-100.00%
7550 Unemployment Insurance Expense	348.69	2,111.32	(1,762.63)	-83.48%
7556 Workers' Compensation	862.85	849.96	12.89	1.52%
<b>Total 7500 PROGRAMS</b>	<b>\$ 196,878.39</b>	<b>\$ 240,890.58</b>	<b>\$ (44,012.19)</b>	<b>-18.27%</b>
<b>7500 SCHOLARSHIPS</b>				
7502 Bank Charges	60.00	240.00	(180.00)	-75.00%
7504 CalPERS	12,108.93	13,797.42	(1,688.49)	-12.24%
7508 Computer Expense	12,943.32	13,311.16	(367.84)	-2.76%
7509 Direct Marketing	5,605.82	10,035.16	(4,429.34)	-44.14%
7510 Professional Development	915.96	2,195.00	(1,279.04)	-58.27%
7514 Dues & Subscriptions	518.00	510.00	8.00	1.57%
7518 Employee Benefits	22,472.45	30,457.44	(7,984.99)	-26.22%
7520 Insurance	2,081.29	2,405.40	(324.11)	-13.47%
7524 Mileage	-	200.00	(200.00)	-100.00%
7526 Office Expense	191.79	380.00	(188.21)	-49.53%
7528 Professional Services	13,275.00	7,670.00	5,605.00	73.08%
7530 Marketing	17,573.14	21,615.99	(4,042.85)	-18.70%
7531 In-Kind Rent	11,883.67	10,271.00	1,612.67	15.70%
7532 Printing & Graphic Design	39.87	2,033.32	(1,993.45)	-98.04%
7535 Salaries	111,204.89	132,330.96	(21,126.07)	-15.96%
7536 Payroll Taxes	8,736.88	10,176.24	(1,439.36)	-14.14%
7538 Postage	-	40.00	(40.00)	-100.00%
7544 Volunteer Expenses	-	450.00	(450.00)	-100.00%
7550 Unemployment Insurance Expense	351.24	2,111.32	(1,760.08)	-83.36%
7552 Scholarship Awards Events	16,479.78	13,300.00	3,179.78	23.91%
7556 Workers' Compensation	862.85	849.96	12.89	1.52%
<b>Total 7500 SCHOLARSHIPS</b>	<b>\$ 237,304.88</b>	<b>\$ 274,380.37</b>	<b>\$ (37,075.49)</b>	<b>-13.51%</b>
<b>8000 MARKET PLACE</b>				
8004 CalPERS	15,047.10	17,131.12	(2,084.02)	-12.17%
8006 Computer Expense	4,080.00	4,440.00	(360.00)	-8.11%
8008 Courier Service	8,371.91	8,700.00	(328.09)	-3.77%
8012 CC Processing Merchant Fees	9,141.22	6,240.00	2,901.22	46.49%
8014 Depreciation	3,548.80	1,895.65	1,653.15	87.21%
8016 Employee Appreciation	1,930.57	2,000.00	(69.43)	-3.47%
8018 Employee Benefits	24,280.57	33,011.04	(8,730.47)	-26.45%
8020 Insurance	19,080.46	20,691.36	(1,610.90)	-7.79%
8023 Marketing	14,389.52	23,577.50	(9,187.98)	-38.97%
8024 Licenses & Fees	714.00	654.00	60.00	9.17%
8026 Office Expense	970.03	1,080.00	(109.97)	-10.18%
8030 Repairs & Maintenance	26,693.70	20,400.00	6,293.70	30.85%
8031 In-Kind Rent	57,020.77	56,933.00	87.77	0.15%
8032 Printing & Signage	1,924.85	4,340.00	(2,415.15)	-55.65%
8034 Security	70,767.51	69,163.00	1,604.51	2.32%
8035 Salaries	250,084.94	287,062.92	(36,977.98)	-12.88%
8036 Payroll Taxes	19,746.07	22,075.08	(2,329.01)	-10.55%
8037 Small Equipment	1,610.88	600.00	1,010.88	168.48%
8038 Street Sweeping	23,772.53	12,000.00	11,772.53	98.10%

**VENTURA COLLEGE FOUNDATION CONSOLIDATED**

P&L - Actual vs. Budget

For the Year July 2022 - June 2023

Unaudited

	<u>Actual</u>	<u>Budget</u>	<u>\$ Variance</u>	<u>% Variance</u>
8039 Professional Services	9,735.00	-	9,735.00	
8040 Supplies	29,894.41	14,400.00	15,494.41	107.60%
8042 Trash	26,053.46	24,800.00	1,253.46	5.05%
8044 Vendor Appreciation	6,451.56	6,000.00	451.56	7.53%
8046 Telephone	2,595.00	3,240.00	(645.00)	-19.91%
8056 Workers' Compensation	10,354.08	10,199.28	154.80	1.52%
8509 Direct Marketing	1,704.44	2,795.00	(1,090.56)	-39.02%
8550 Unemployment Claims Expense	766.10	2,111.32	(1,345.22)	-63.71%
<b>Total 8000 MARKET PLACE</b>	<b>\$ 640,729.48</b>	<b>\$ 655,540.27</b>	<b>\$ (14,810.79)</b>	<b>-2.26%</b>
<b>Total Expenses</b>	<b>\$ 3,770,725.79</b>	<b>\$ 3,628,402.91</b>	<b>\$ 142,322.88</b>	<b>3.92%</b>
<b>Net Operating Income</b>	<b>\$ (1,063,779.61)</b>	<b>\$ (1,194,987.83)</b>	<b>\$ 131,208.22</b>	<b>-10.98%</b>
<b>Other Income</b>				
5500 Investment Income				
5520 Change in Market Value	1,949,761.32	1,163,646.08	786,115.24	67.56%
5540 Interest & Dividends	631,064.19	538,756.00	92,308.19	17.13%
<b>Total 5500 Investment Income</b>	<b>\$ 2,580,825.51</b>	<b>\$ 1,702,402.08</b>	<b>\$ 878,423.43</b>	<b>51.60%</b>
5600 Change in Pension Obligation	(295,840.00)	-	(295,840.00)	
<b>Total Other Income</b>	<b>\$ 2,284,985.51</b>	<b>\$ 1,702,402.08</b>	<b>\$ 582,583.43</b>	<b>34.22%</b>
<b>Other Expenses</b>				
8500 Investment Fees				
8505 Manager Fee (CCCSE)	3,441.32	5,000.00	(1,558.68)	-31.17%
8510 Manager Fee	117,950.00	126,180.00	(8,230.00)	-6.52%
<b>Total 8500 Investment Fees</b>	<b>\$ 121,391.32</b>	<b>\$ 131,180.00</b>	<b>\$ (9,788.68)</b>	<b>-7.46%</b>
<b>Total Other Expenses</b>	<b>\$ 121,391.32</b>	<b>\$ 131,180.00</b>	<b>\$ (9,788.68)</b>	<b>-7.46%</b>
<b>Net Other Income</b>	<b>\$ 2,163,594.19</b>	<b>\$ 1,571,222.08</b>	<b>\$ 592,372.11</b>	<b>37.70%</b>
<b>Net Income</b>	<b>\$ 1,099,814.58</b>	<b>\$ 376,234.25</b>	<b>\$ 723,580.33</b>	<b>192.32%</b>

**VENTURA COLLEGE FOUNDATION  
VARIANCE ANALYSIS: BUDGET VS ACTUAL  
JULY 1, 2022 THROUGH JUNE 30, 2023  
UNAUDITED ANALYSIS**

***Threshold: Income statement item is \$10,000 and 10% over or under budget.***

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**REVENUES**

- **4300 Permanently Restricted Donations (not budgeted) \$98,030:** \$22k from Jeannette Bauer for scholarship endowment; \$5k from American Legion Post 339 for scholarship endowment; \$24k from Aera Energy for scholarship endowment; \$22k from Saliha Sha for scholarship endowment.
- **4410 Phoenix Temp Restricted Donations – Over budget \$12,620 and 36.37%:** \$14k pledge from Tyrone Heritage Foundation; \$10k pledge from Richard Taylor; \$12k pledge from Dr. Joyce Mason Evans & David Evans.
- **4432 Osher Temp Restricted Donations – Under budget (\$13,300) and (23.85%):** The budgeted amount, and the amounts booked at the time of the donation, are estimated, and have been reconciled at year end when we received the documentation from FCCC/Osher.
- **4435 Promise Temp Restricted Donations – Under budget (\$26,952) and (32.28%):** We did not receive expected grants from all foundations and businesses as anticipated.
- **4436 Vet Promise – (not budgeted) (\$35,154):** The balance of the W&H Scarpino Vet Promise Funds were transferred to Veterans Textbooks 4437 Textbook Lending.
- **4440 Campus Temp Restricted Donations – Over budget \$94,372 and 105.44%:** Three \$6k receipts for Jordana Ybarra-Telias Emergency Grant; \$24k pledge for VC Athletics Program; \$25k pledge for Nursing Program; \$7k for Paramedics. The athletic fundraising was more successful than expected.
- **7053 Sustainability Gift Expense/5450 Sustainability Gift Revenue – Over budget \$13,509 and 49.21%:** Mostly due to sustainability fees on permanently restricted donations, which are not budgeted.
- **5200 In-Kind Rent & Services – Over budget \$11,205 and 12.31%:** Only rent and IT services from the College are budgeted. \$2k from Ojai Valley directory for advertising space; \$1,350 from Trinity Wheeler Photography; \$1,800 from X-Treme Global.
- **5300 In-Kind Donations-Goods – (not budgeted) \$193,378:** There is no budget for in-kind expenses. This amount is mainly due to a \$184k in-kind donation from Gibbs International Truck Centers, Inc. for facility use, trucks for diagnosis, and tools and equipment.

**EXPENSES**

- **4500 Unclaimed Scholarships (forfeitures) – Over budget \$19,313 and 96.56%:** This amount is double the amount as in the prior year. In our review of the account, half of the students had to forfeit the scholarship(s) due to no longer meeting the requirements. The other half of the students did not claim the awards. Multiple outreaches were made to these students through email, phone calls and text messages leading up to the deadline given to the students.
- **8320 Endowed Scholarships-Osher – Over budget \$18,806 and 30.81%:** We dispersed more funds than what we had budgeted for.
- **8355 Unclaimed Scholarships Re-Awarded – Under budget (\$20,000) and (100.0%):** We are not using this budget line any longer. They go back into the individual scholarships.
- **6220 Textbook/Lending Library Grant – Under budget (\$11,653) and (84.63%):** This was paid out through the Veteran's textbook line item.
- **6225 Vet Promise Textbook Expense – Over budget \$30,588 and 188.81%:** Received invoice from VC for Vet Textbooks for 2020-2023, paid for from prior year's revenue.

- **6330 Bad Debts – (not budgeted) \$33,400:** \$22k is Joyce & David Evans. Other write-offs are \$4k Nuris Dante; \$4k Mike Montoya; \$2k James Newton; \$2k Peter Tshing. \$1k from Rob van Nieuwburg was given to Promise instead.
- **6370 Campus Expense – Over budget \$153,398 and 22.48%:** \$12k for Jordana Ybarra-Telias Emergency Grant; \$10k Paramedic; \$25k for Nursing Grant; \$7,200 for Athletics Trust. The balance of this increase is because more athletics teams than anticipated opted to utilize the foundation mobile cause crowd funding service. The Miriam Schwab distribution also increased this year due to an increase in market value in the previous year.
- **6375 Campus In-Kind Expense – (not budgeted) \$193,241:** There is no budget for in-kind expenses. This amount is mainly due to a \$184k in-kind donation from Gibbs International Truck Centers, Inc. for facility use, trucks for diagnosis, and tools and equipment.
- **ADMINISTRATION OVERHEAD – Under budget (\$37,636) and (15.09%)**
  - **(\$5,765) Computer Expense** – We had budgeted for computers for the new employees that we were going to hire in Q1, but they were not hired.
  - **(\$43,637) Salaries, Payroll Taxes, Benefits** – Due to being understaffed for the entire year.
  - **\$24,225 Professional Services** – Most of this is due to Feddersen & Company services, which was not budgeted for at the time due to Juli B. working at the time of budget preparation.
- **DEVELOPMENT OVERHEAD – Under budget (\$105,315) and (18.13%)**
  - **(\$5,808) Direct Marketing** – Due to staff vacancies and current staff carrying additional responsibilities, the Gratitude Report that was budgeted for needed to be reduced to an Impact Report this year. Portions of the Gratitude report are expensed to Development, Scholarship, Programs, and Marketplace.
  - **(\$9,453) Professional Development** – Amount budgeted was not used during the year.
  - **(\$110,747) Salaries, Payroll Taxes, Benefits** – Due to being understaffed for the entire year.
  - **\$50,309 Professional Services** – Due to the feasibility study.
- **PROGRAMS – Under budget (\$44,012) and (18.27%)**
  - **(\$42,192) Salaries, Payroll Taxes, Benefits** – Due to being understaffed for the entire year.
- **SCHOLARSHIPS – Under budget (\$37,075) and (13.51%)**
  - **(\$33,999) Salaries, Payroll Taxes, Benefits** – Due to being understaffed for the entire year.
- **MARKETPLACE – Under budget (\$14,811) and (2.26%)**
  - **(\$50,121) Salaries, Payroll Taxes, Benefits** – Due to being understaffed for the entire year.
  - **\$11,772 Street Sweeping** – Was budgeted for \$1k/month. Actual expense is \$2k/month.
  - **\$9,735 Professional Services** – Most of this is due to Feddersen & Company services, which was not budgeted for at the time due to Juli B. working at the time of budget preparation.
  - **\$15,494 Supplies** – Payment of prior restroom supplies which was under accrued in the 6/30/22 year.

## INVESTMENT INCOME

- **Change in Market Value – Over budget \$786,115 and 67.56%** The market gained almost \$1.2M in the 3<sup>rd</sup> quarter.
- **Interest & Dividends – Over budget \$92,308 and 17.13%**



**VENTURA COLLEGE FOUNDATION  
RESERVES CALCULATION  
FISCAL YEAR 2023-2024**

<b>WORKING CAPITAL RESERVE (Pool 3)</b>	480,020
<b>RISK RESERVES (Pool 6)</b>	767,495
<b>GROWTH RESERVES (Pool 3)</b>	20,000
<b>CAPITAL RESERVES -</b>	- NONE RECOMMENDED AT THIS TIME
<b>BOARD DESIGNATED RESERVES</b>	- NONE RECOMMENDED AT THIS TIME
<b>TOTAL RECOMMENDED RESERVES AT 7/1/23</b>	<b>1,267,515</b>
<b>UNRESTRICTED CASH AT 7/1/23 (unreconciled/unaudited):</b>	
OPERATING BANK	53,551
MONEY MARKET BANK	329,887
POOL 1*	10,000
POOL 3	590,928
POOL 6 (risk reserves)	720,683
	<u>1,705,048</u>
	<u>1,267,515</u>
EXCESS OF UNRESTRICTED CASH OVER RECOMMENDED RESERVES	437,533
*APPROXIMATED	
<b>Pool 6 shortage to be transferred</b>	<b>46,811.86</b>

Ventura College Foundation Board of Directors  
**DEI ADVISORY COMMITTEE**  
Monday, August 14, 2023, 5:00-6:00 p.m.  
Foundation Conference Room, 71 Day Road, Ventura College

**MINUTES**

Directors Present: Bob Beilin-Co Chair, Mark Huff, Anne Paul King, Liz Kraus, Nicole Kreutz, Harald Wulff, Rob van Nieuwburg  
Community Member: Jessica Flores Esquibel (student)  
VCF Staff Present: Julie Harvey

**New Business-Report of Hate Speech Symbols for Sale at Marketplace**

Dr. Beilin asked Ms. King to brief the committee on the recent complaint from a customer. Ms. King provided the committee with the following documents:

- a. 8-13-23 Marketplace weekend report on the encounter between the customer and vendor as reported by Ms. Juarez, Marketplace Supervisor, and Campus Police on scene.
- b. VCCCD Board of Trustee and Administrative Policies #3430 on harassment that include mention of hate speech.
- c. Talking points developed by VCF PR Consultant for the college leadership, this committee, and VCF staff regarding the issue.
- d. United Nations website pages defining hate speech, how it is conveyed, that it is discriminatory and pejorative, and that it calls out real or perceived aggregate assumptions about groups and individuals based on their religion, ethnicity, nationality, race, color, descent and gender. There is no universal definition of hate speech according to the website as well.

Ms. King reported that current Marketplace policy does not include any policy regarding whether a vendor can sell items related to hate speech. A long list of other items are prohibited for sale by vendors. Though the rules never intended to invite the sale of items related to hate speech, the vendor is compliant with foundation rules and the law. In talking with the vendor in question Ms. King confirmed that the vendor had removed some items from his collection as requested by the customer who complained to him. The customer came back two weeks later and complained about additional items for sale in the booth. The vendor and Ms. Juarez reported that the vendor called on Ms. Juarez for help during this second visit by the customer as the vendor felt unsafe due to the customers actions and words while in his booth. This encounter was documented in the weekly marketplace report.

Ms. King asked that any policy be specific and measurable, that it would be fairly applied to all vendors, and that there would be attention paid to how this policy would be policed. Ms. King asked that the board request a college and district policy on hate speech so that the foundations, employees and vendors would not be the object of retaliation if members of the public viewed any

enforcement of new policies on hate speech as violating free-speech or politically motivated. Ms. King reported that aggression and retaliation had been experienced by Ms. King, marketplace staff and vendors during COVID when the foundation enforced a mask mandate. Mr. Beilin suggested that the board make a request to the college and the district to create a specific hate speech policy.

Ms. King reported that the customer has requested and confirmed a meeting with the college president regarding their complaint later in the week. Dr. Beilin asked to be included in the meeting given that the customer explicitly said that they wanted to remain anonymous to the foundation staff leadership. Ms. King said she would work with the office of the college president to include Dr. Beilin in that meeting to represent the board/foundation.

The committee engaged in a robust discussion on many issues related to the issue.

Mr. Huff said that students are able to bring concerns to the ASVC board which would in turn advocate for student needs with the administration.

The next meeting of the committee was set for August 30<sup>th</sup> from 5-6pm. The agenda for this meeting will include:

1. Looking at a draft of a complaint form that might be used at the Marketplace so that the foundation board could address complaints without requiring staff to police policies on top of their current responsibilities. Ms. Kreutz, Mr. van Nieuwburg, Dr. Beilin volunteered to work on this. Mr. Huff volunteered to put the form into an electronic format.
2. Drafting a procedure for the board to follow in addressing marketplace complaints especially regarding DEI or operational issues.
3. Drafting a procedure by the board to assess whether symbols are symbols of hate speech.
4. Language on hate speech to be added to the vendor agreement.

*MINUTES RECORDED BY ANNE PAUL KING*