



FOUNDATION &
ALUMNI ASSOCIATION

ADVANCEMENT PHILOSOPHY:

A PARTNERSHIP



Today's Outline

Part 1:

Campus Leadership and The Foundation

Dr. Bill Scroggins, President/CEO

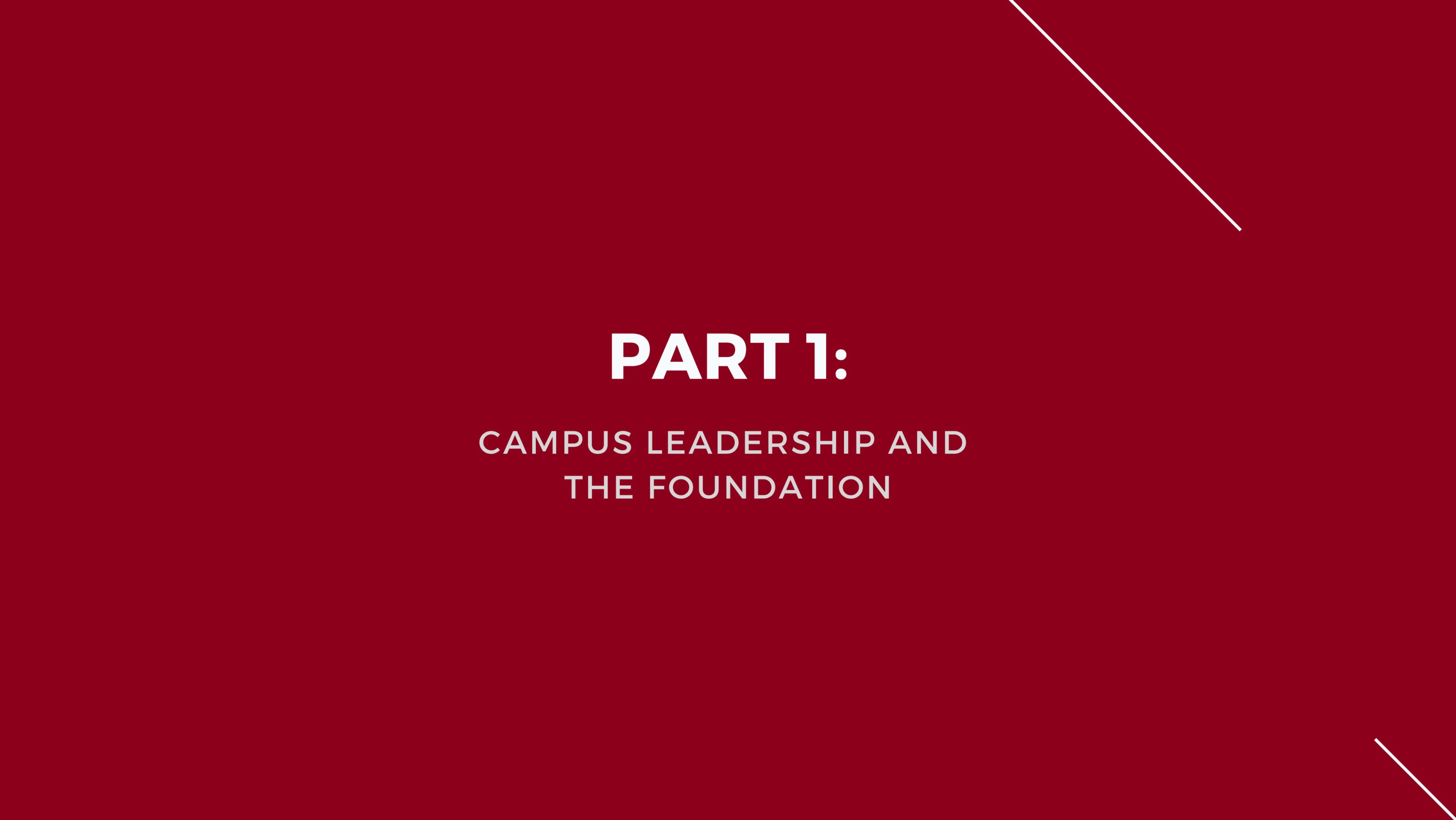
Bill Lambert JD, Executive Director, Foundation

Part 2

The Foundation and Brand Manager

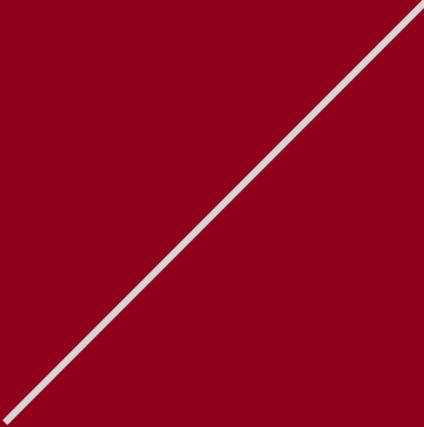
Dr. Danee Pye, Common People United

Marisa Fierro, Director of Development and Alumni Relations, Foundation



PART 1:

**CAMPUS LEADERSHIP AND
THE FOUNDATION**



**A successful
Advancement
operation requires a
commitment from
campus leadership to
engage in holistic
efforts to advance the
mission of the College
and the Foundation.**



Campus leadership appreciating the value of personalized interactions and access to VIP experiences enhances the work we do.



Creating an atmosphere that promotes giving



Being an active participant in creating and executing prospect strategies, including:

- Leading tours of the campus
- Connecting the mission of the College to philanthropy
- Making the ask
- Stewardship



Advancement Philosophy

The President embraces and leads an advancement philosophy that values the importance of time. This extends to his cabinet and other campus leadership. Everyone can have a role in engaging potential donors!

BOARD PRESENCE

FINANCIAL SUPPORT

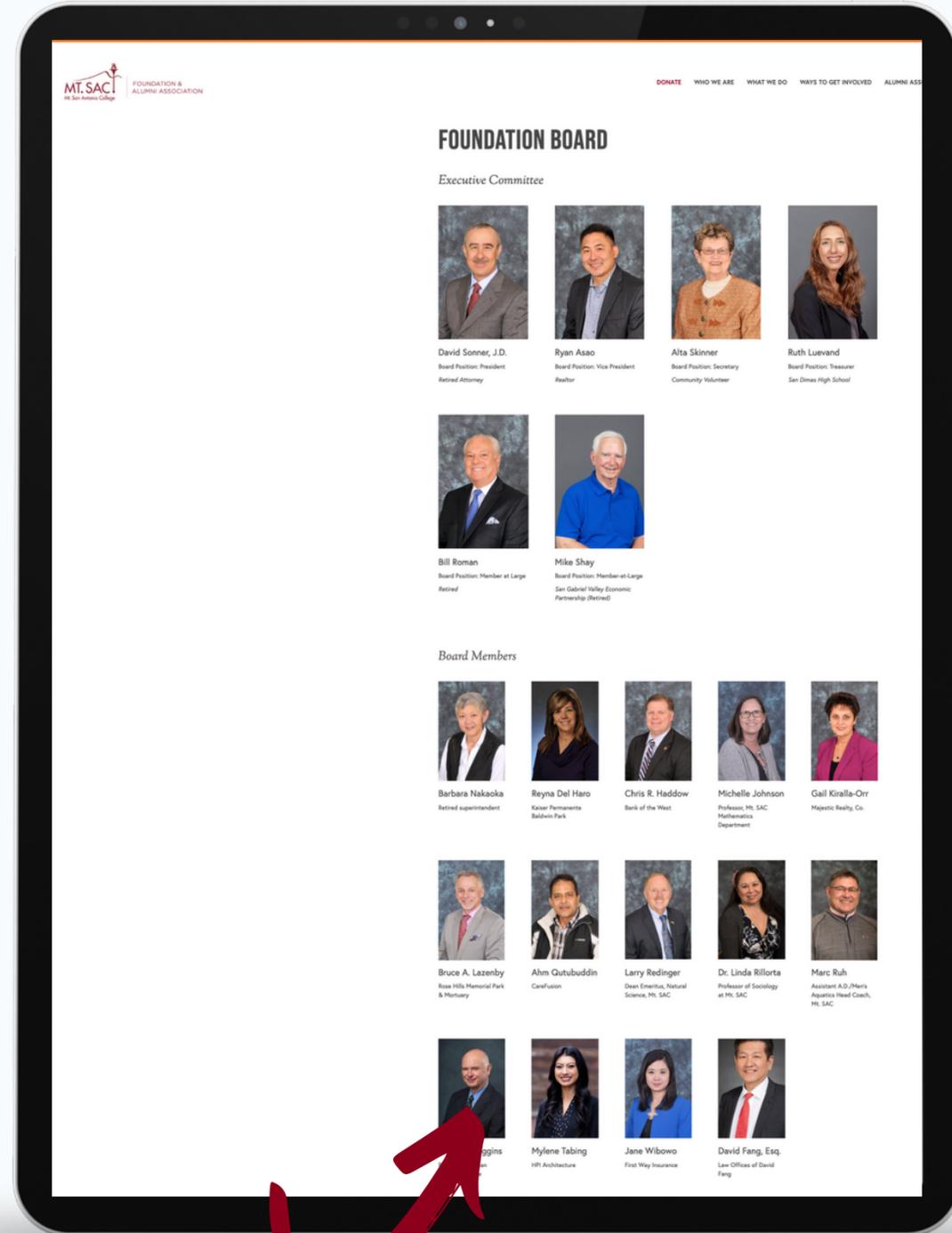
INFORMATION SHARING

COMMUNICATIONS

COLLABORATION

THE FOUNDATION HOME

INFRASTRUCTURE

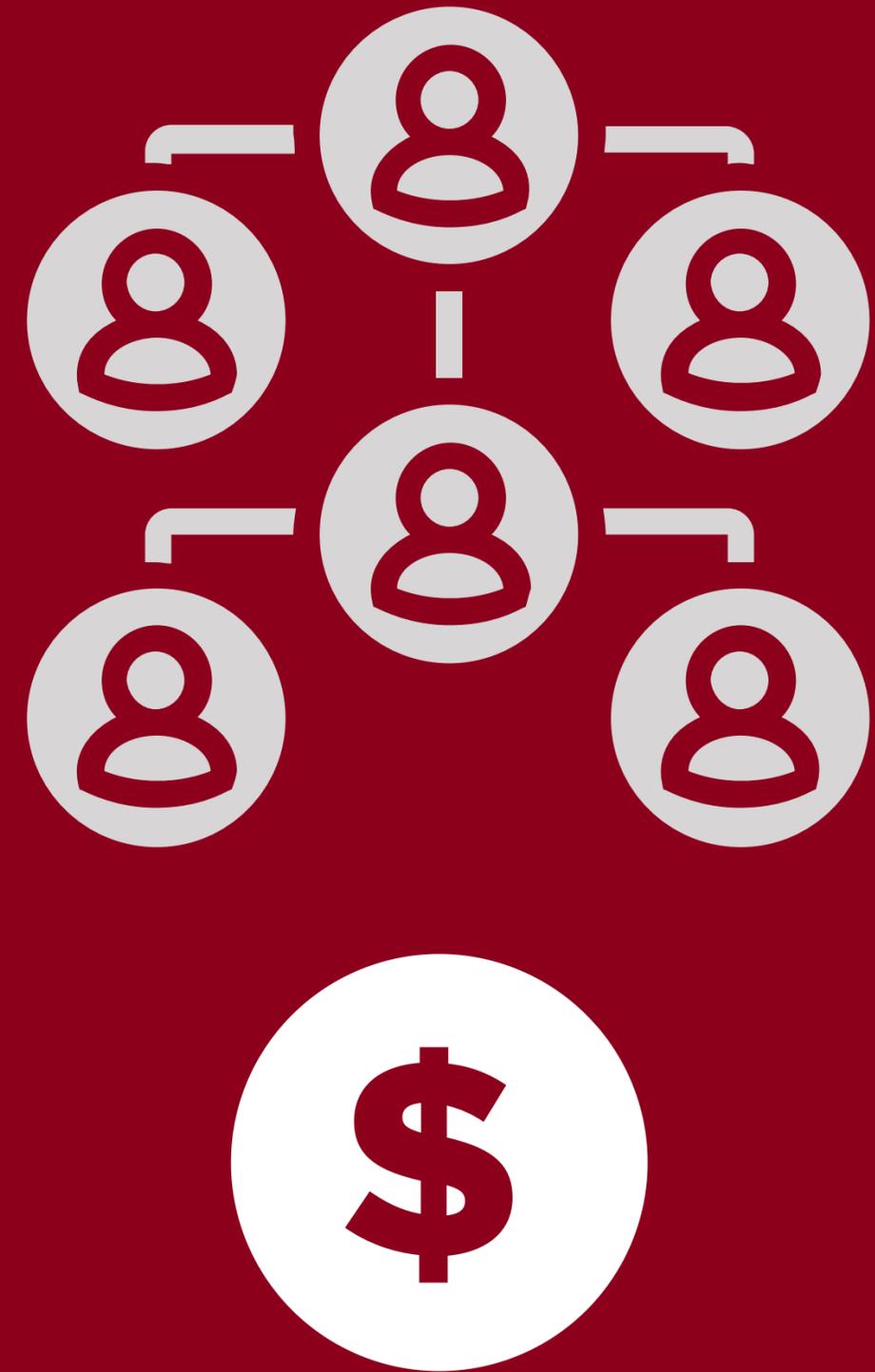


BOARD PRESENCE

The President is a voting member of the Foundation Board. And he is a part of the Board agenda by providing quarterly campus updates at every meeting

FINANCIAL SUPPORT

Funding for Foundation positions provides essential stability to the operation.



INFORMATION SHARING

Sharing information from IT with Foundation and Alumni Association, and receiving information from HR allows for outreach to faculty, staff, and alumni.



Foundation and Alumni Association

BY THE NUMBERS



\$560,698
Scholarship Dollars

583
Awards Presented

400
Student Recipients

\$1,626,674
Total Dollars Raised

1,519
Total Donors

24 | Mt. San Antonio College

Foundation Board President's Message



As Dr. Scroggins prepares to retire, I would like to thank him for his tremendous work as the ninth president and CEO of Mt. San Antonio College. His impact has been extensive. However, many in our community might be unaware of his role in some of the big changes on campus over the last decade. We at the Foundation like to call this the "Scroggins effect."

While serving on the Foundation board, I have seen his positive influence, including his work to improve student success through the introduction of guided educational pathways. For me, though, the biggest Scroggins effect was Measure GO, the \$750 million education bond to update Mt. SAC's buildings and infrastructure. I am proud that the Foundation was an early partner with Dr. Scroggins and was the campaign's largest donor.

I am happy to report that the Mt. SAC Foundation again had a successful year. We had 1,519 donors and raised more than \$1.6 million. Our donors supported 583 scholarship awards, directly helping Mt. SAC students train for their careers, realize their dreams, and become productive members of our community. In the past 10 years, we have seen a 301% increase in the number of donors, from 378 in 2012 to 1,519 this year. We have seen tremendous growth in scholarships too: since 2012, the number of scholarship awards has grown by 140% and the total dollars by 242%.

Those scholarships are particularly important because it is hard for many Mt. SAC students to attend college without financial aid. More than 80% of our students receive some kind of financial aid to help them pay for tuition, supplies, and living costs.

On behalf of the Mt. SAC Foundation, I would like to thank our numerous donors for their generous gifts last year. Those gifts had a big impact on the lives of many Mt. SAC students, their families, and our community.

I encourage you to join me in supporting the Mt. SAC Foundation's good work in the future.

David Sonner
President, Mt. SAC Foundation



2022 Scholarship Recap

After two years of virtual recognitions, the Scholarship Ceremony welcomed back students, families, and donors at Pacific Palms Resort in the City of Industry. While the pandemic forced some students to make difficult decisions about continuing their education, the Scholarship Program remained a reliable source of support to carry others through difficult times. The generosity of our donors continues to grow each year providing more opportunities for Mt. SAC students.

The Foundation added 17 new scholarships to those awarded in June.

Over the last 10 years the Foundation has experienced a 140% increase in the number of awards and a 242% increase in scholarship dollars awarded to students. This year, 583 awards were presented, totaling \$560,698 in scholarship aid to 400 student recipients.

With gratitude and appreciation, the Foundation would like to thank all the individuals, organizations, and foundations who demonstrate their commitment to a Mt. SAC education by supporting the scholarship program.

A DECADE OF GROWING SUPPORT

242
Percentage increase in scholarship dollars since 2012

140
Percentage increase in number of scholarship awards since 2012

Associated Students' Scholarship Commitment Embodies Mt. SAC Ethos

The spirit of giving runs throughout all branches of the Mt. SAC community, and it is especially gratifying to see it thriving inside Associated Students (AS), the college's student government. In fact, AS is one of the Foundation's major donors, and provided \$922,750 across 83 scholarships and book awards in 2021-22. "The AS commitment to scholarships has been strong over my time here. They have increased the amount of funding as well as created many new scholarships over the years," says Leslie Hennings, who has been the administrative specialist for AS since 2011.

Associated Students' role on campus is multi-faceted, but all of their work is governed by six principles: co-curricular engagement; civic engagement and advocacy; diversity, equity, inclusion, social justice, anti-racism, and access (DEISAA); leadership development; recognition of service; and retention and transfer. It is easy to identify that supporting students is at the core of AS's work, and that mission is directly in line with its scholarship initiative. AS's generous batch of scholarships is funded through the \$11 student representation and activities fee that each student has the option of paying. The fee also funds activities, clubs, leadership opportunities, cultural events, discounted tickets, and many other co-

curricular programs and services.

AS members have a hands-on role in managing these scholarships through budget meetings and review of scholarship applications. These dedicated students know that it is important for Mt. SAC students to support each other through this fee, which enhances the entire campus experience. The efficient and judicious use of that fee is a significant responsibility, says AS President An Ha. "It is empowering to know that as a student, I have the right to positively influence students' college experiences and contribute my voice at the college through both small-scale and large-scale changes," she says.

The relationship between AS and the students it serves exemplifies the attitude that makes Mt. SAC special. It is students helping students to make their college the best it can be, not just for themselves but also for everyone who comes after them. Mt. SAC serves a diverse population, and these scholarship opportunities are available for every type of student. "Students should always know that they come first, and Mt. SAC does a great job of supporting students across all walks of life," says John Yu, AS Senate Chair and STEM Senator.

—Katie Pruitt



An Ha, AS President

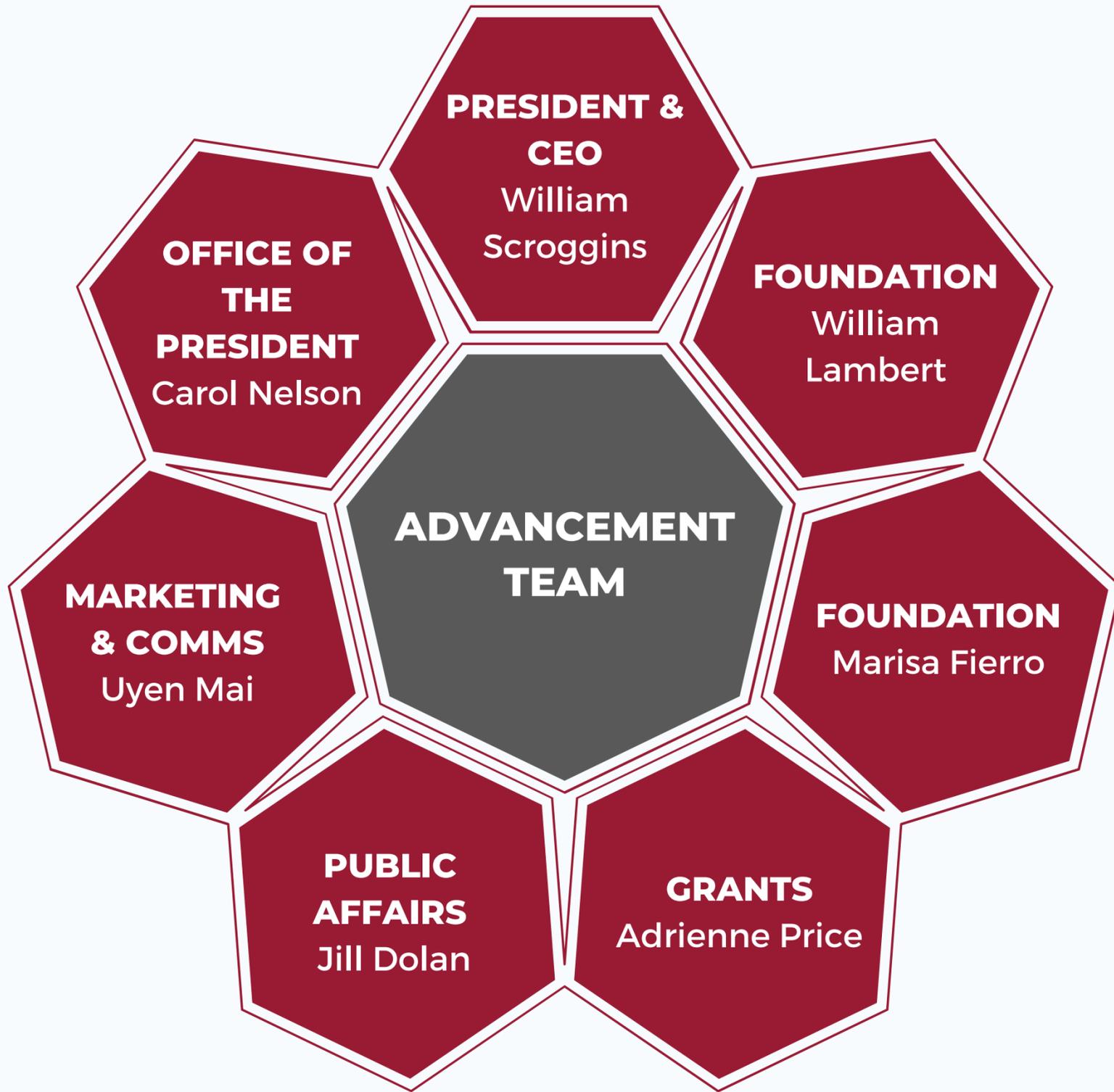


John Yu, AS Senate Chair and STEM Senator

2022 Mt. SAC Magazine | 25

COMMUNICATION

Annual Magazine dedicates 1/3 of its content to the Foundation and Alumni Association.



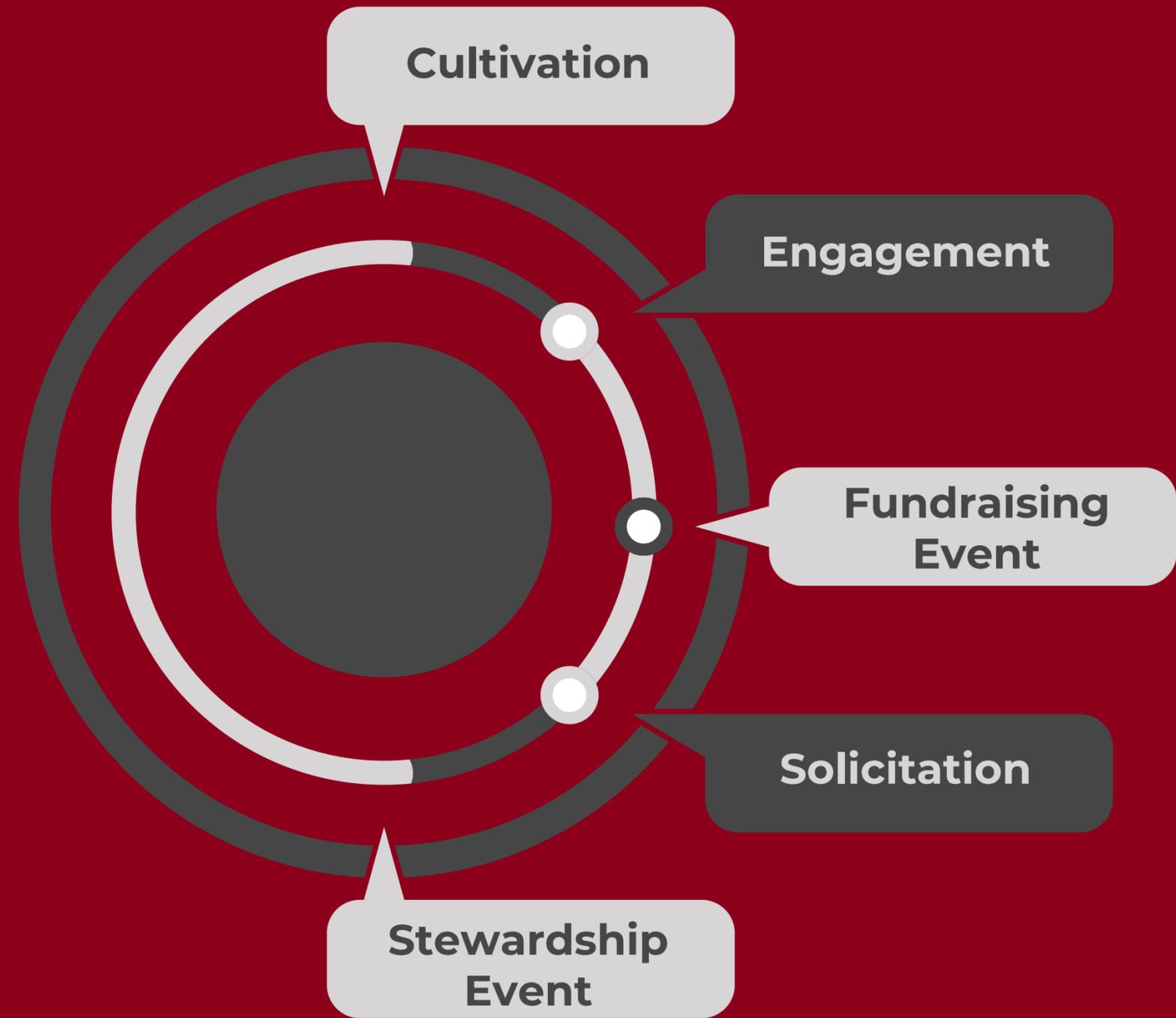
LEADERSHIP COLLABORATION

Monthly Advancement meetings include all offices that report to the Office of the President.

FOUNDATION

As part of the commitment to supporting the Foundation's goals, we have a dedicated space on campus where we can work, meet with donors, host meetings, and hold events.





GIVING CYCLE

— SAVE *the* DATE —

Fall  *President's
Breakfast*

OCT 28 • 8:00-9:15 AM

— *Virtual Event* —

 FOUNDATION & ALUMNI ASSOCIATION



Cultivation:

President's Breakfast

Every Fall and Spring Semester, the President hosts a breakfast for leaders in the local and alumni community.



Engagement Event:

Wassail Holiday Dinner & Concert

Highly anticipated annual celebration with
the choral program.



Fundraising Event:

Kepler Distinguished Lecture and Scholarship Dinner

An evening to celebrate astronomy, underwritten by the President. This event brings world-class scientists to campus, provides an opportunity for students to present their research, and raises funds to support the scholarship.



Solicitation:

Major Gifts

The President is involved in all major gift solicitations and views his role as the Chief Development Officer for the campus..



Stewardship:

Scholarship Ceremony and Donor Reception

This event brings together scholarship donors, campus representatives, recipients, and their families to celebrate student achievement and generosity of our many donors. Largest event with 1,200 attendees.

HERITAGE HALL

Building a performance environment

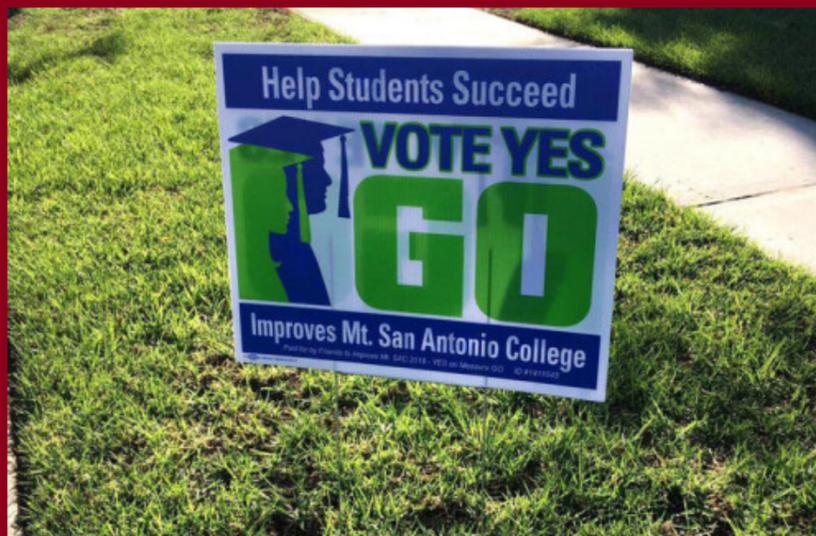
This building project was a successful collaborative campaign between the College and the Foundation. The College led the building construction, and the Foundation secured sponsorships for what became ***The Doug Smith Museum of Mt. SAC Athletics History*** and ***The Ruh Family Education Center***.





FINANCIAL SUPPORT

The Foundation was the lead donor in the effort



BOARD SUPPORT

A Foundation board member co-chaired the Bond Campaign.

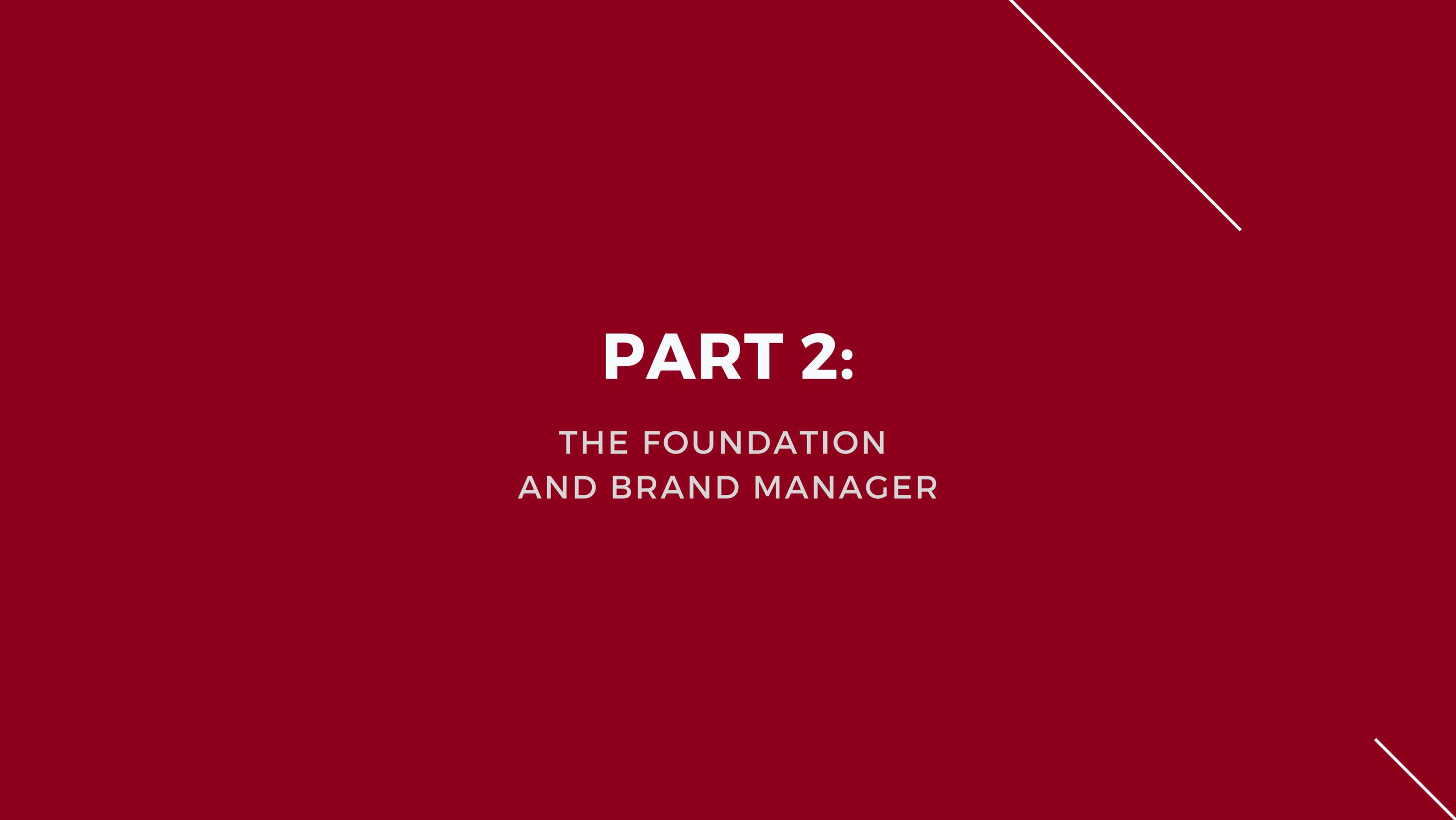


SUCCESS

Our combined efforts led to successful passage of the \$750 M educational bond

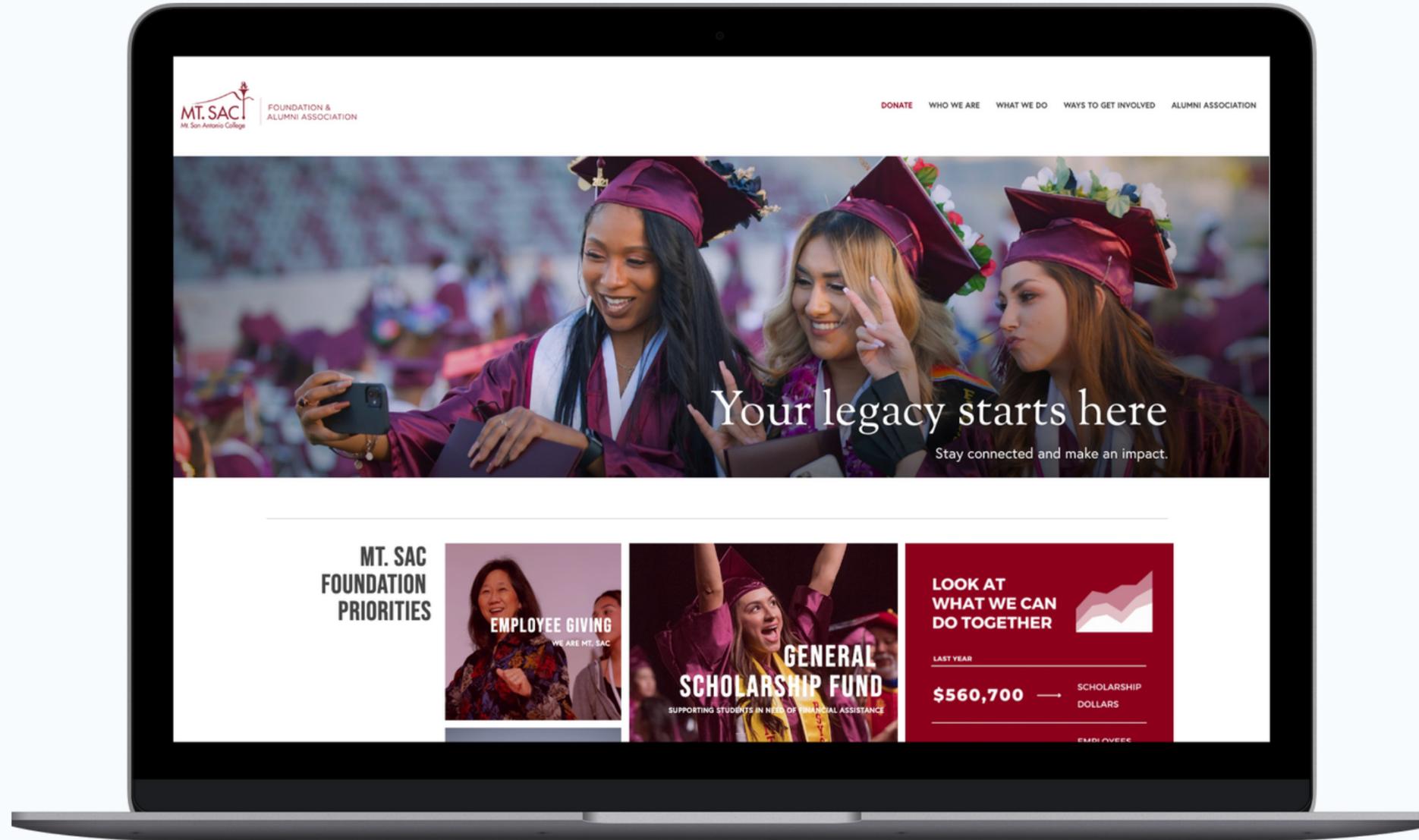
FOUNDATION ROLE: MEASURE GO

A measure on the 2018 ballot to fund future Mt. SAC building projects..



PART 2:

THE FOUNDATION
AND BRAND MANAGER



Digital Presence

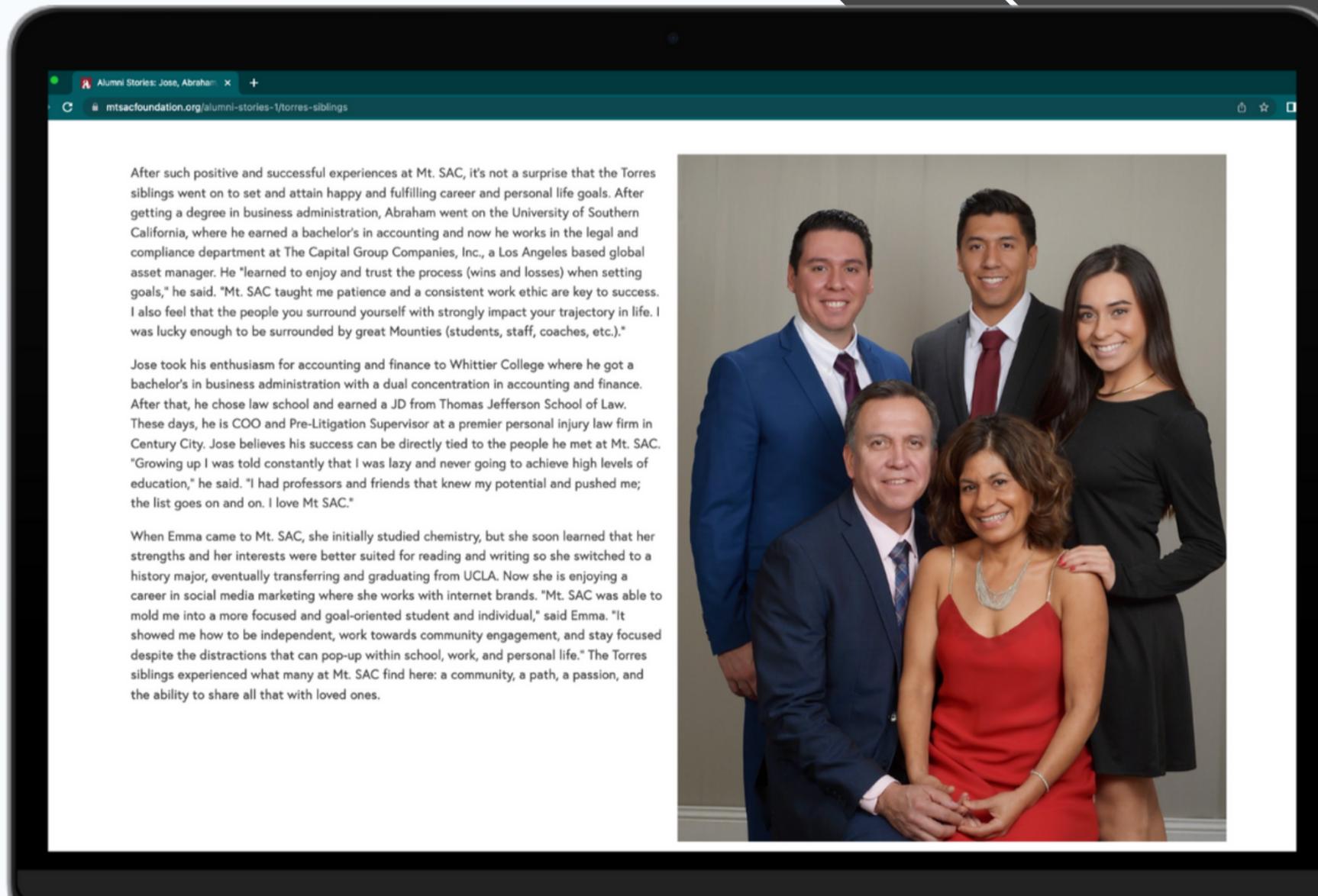
mtsacfoundation.org

The Mt. SAC Foundation relaunched its webpage in 2018. For this rebranding process, we worked with an alumna-led business to focus on sharing compelling stories about students, alumni, and donors.

Alumni Profiles

EXAMPLE: THE TORRES FAMILY

Spotlighting alumni profiles helps to demonstrate impact, update our records, and keep alumni connected to the college community in a meaningful way..



Alumnus of the Year

We proudly honor one alumnus each year, including invitations to the campus to tour and meet with students. We also spotlight them on the website, and it culminates with a celebration at the annual commencement ceremony.

COREY HAMABATA



Corey Hamabata, Businessman/Hall of Fame Inductee

Corey Hamabata knows a thing or two about success on and off the wrestling mat. Following his high school wrestling career, Corey came to Mt. San Antonio College to pursue his interest in firefighting and continue wrestling competitively. In 2005, Corey put together one of the greatest seasons in Mt. SAC wrestling history, capping off his sophomore season with an undefeated record and California Community College state championships.

Following his incredible 2005 season, Corey was recruited by a number of university programs, and ultimately chose Cornell University in New York. In 2008, he graduated with a Bachelor of Arts degree in Economics and received the wrestling team's Donald Dickason Academic Award for success in the classroom.

After graduation, Corey took his experience and knowledge into the business world, working in the hotel sector for various corporations in Chicago, Los Angeles, Singapore and Hong Kong. He rose to the top ranks within the hotel and hospitality industry serving as a senior vice president of JLL's Hotels and Hospitality group in Hong Kong. More recently, Corey was named managing director for Rockpool Capital, an integrated wealth management firm, where he will lead its real estate investment practice and build out a specialized hospitality real estate investment platform in Asia Pacific.

In honor of his accomplishments at Mt. SAC, Corey was inducted into the 2022 Athletics Hall of Fame. During the ceremony, he reflected on his experiences in athletics and in his career, coming to the conclusion that the arc of performance is not based on whether a person succeeds or fails in reaching goals. "Each thing that you attempt to do, whether you succeed or whether you fail in that attempt, it's all a note. Each note in and of itself might be significant, it might be insignificant. But it's not until you look at it all from up high, looking down, that you can see the symphony that's playing out ahead of you."

For his accomplishments and ongoing commitment to excellence, we are proud to honor Corey Hamabata as our 2022 Alumnus of the Year.

Leveraging Corporate Matching for the WIN!

When Wesley Yao first arrived at Mt. SAC as a water polo player, he could not have dreamed how the next two years would determine the course of his entire life. Through the WIN, a program that offers academic support for student-athletes, Wesley learned how to apply the same passion he used in the pool to academics. Fast forward and now Wesley is in a solid career with an employer who supports and encourages philanthropy, and he is eager to contribute to the place that helped him become the person he is today.

Like so many Mt. SAC alums, Wesley is the child of immigrants, and it means everything for him to succeed and make

his parents proud. The path on which the WIN put him on changed the trajectory of his life. It was there that he began considering exploring a STEM

career. When he arrived at Mt. SAC, he tested into intermediate math, but as his math skills and confidence improved, he kept taking more advanced classes until he was in calculus. By the time he left Mt. SAC, he was not only a water polo player but also an honors student, a 2009 Student of Distinction, and a future software engineer.

When the WIN began 20 years ago, it was the first of its kind at a community college.

Four-year institutions had support programs for student-athletes, but no other community colleges had implemented them. Mt. SAC was already turning athletes into Division I caliber players, and wanted to turn that same attention to the student aspect of being a student-athlete. Today, the WIN program is available to all students and provides not just tutoring and studying services, but on-site

counseling, computer access, resumé help, and much more.

These days, when a community college wants to start an academic support program for student-athletes, they use the WIN as a model.

Wesley gives all the credit for his success to the WIN, but the program's director, Erica Ledezma, is quick to point out that Wesley worked very hard to earn everything he has, as do all the students who come through the WIN. She explains that the student-athletes who come to Mt. SAC are gifted at their sports, and while they've been taught how to excel athletically, they haven't necessarily been shown how to apply that same drive in the classroom. The WIN bridges that gap and



shows student-athletes that they have to practice math the same as they have to practice their sport, Erica says.

While being a software engineer is a demanding career, Wesley knows it would be harder if not for Mt. SAC. He is grateful for the skills of hard work, time management, prioritizing, and believing in his abilities that being a student-athlete and studying at the WIN instilled in him. Wesley is employed at Microsoft, and he is eager to take advantage of the company's philanthropic matching program. He says he feels fortunate to work for an organization that prioritizes giving of time and money. Volunteering is built into the culture, and Wesley has been tutoring low-income children in the Seattle area. His gift to the WIN is a two-to-one match, and it will help the WIN change the lives of many people just like Wesley.

"Erica Ledezma and her program opened the doors for me to be where I am today. I attribute every piece of good fortune for me to her and the program and I'm forever an ally."

— Wesley Yao



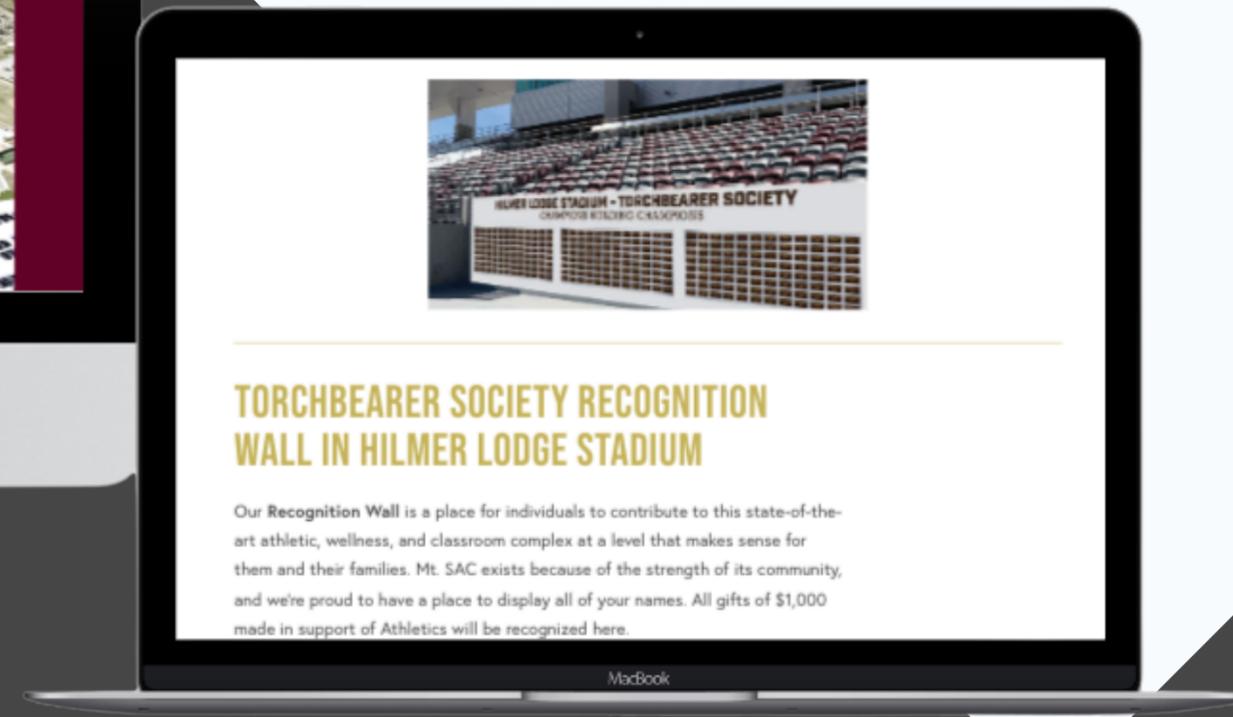
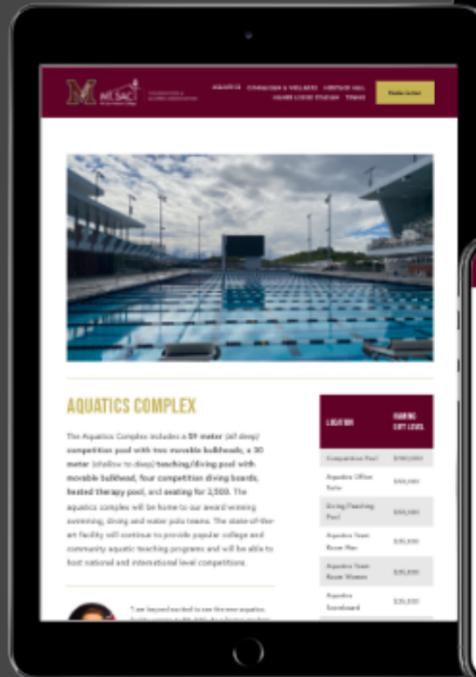
Donor Profiles

EXAMPLE:
WESLEY YAO

Highlighting donors whenever and wherever we can is a public thank you to our donors, and a way to showcase all the ways to give to Mt. SAC, like through our corporate matching program.

Athletics Fundraising Materials

In collaboration with Athletics, we created advancement materials to encourage major gifts to specific areas of the new athletics complex.



Scholarship Program Pages

Scholarships are the backbone of our annual giving program and are highlighted prominently throughout our website.

2023 Scholarships

Each year, the Foundation joins the College in celebrating more than 400 scholarship recipients. We're so grateful to the donors whose generous gifts make these scholarships possible, and we're proud of the student recipients who inspire us through their enthusiasm, hard work, and determination.

[DONATE TO THE SCHOLARSHIP FUND](#) [DONATE TO A NAMED SCHOLARSHIP](#)



NEW SCHOLARSHIPS FOR 2021-22



Sherry Neilia Barber Memorial Scholarship



Tasse Godinez Garmon Memorial Scholarship



Promise+Plus Program Transfer Scholarship



Promise+Plus Program First Year Scholarship

Digital Storytelling

EXAMPLE:

#HUMANSOFMTSAC

In 2021, we started a video series focused on telling the unique stories of people within the Mt. SAC community, including students, staff, and alumni. We started by recording remotely and are excited to continue this series on campus in 2023.



Will Mt. SAC get you ready
for what's next?

NEXT:
MEETING OF THE MINDS
CONFERENCE PRESENTERS

BOB BURDENSKI & JOHN TAYLOR