

Peralta Colleges Foundation

2016 Year in Review



January

- The Peralta Colleges Foundation launched **PERALTA PROMISE**, our effort as part of the community-wide Oakland Promise Initiative to ensure that every Oakland Unified School District student graduates high school with the expectations, resources and skills to complete college and be successful in the career of his or her choice. By Fall 2016, the Foundation expects to raise more than \$70,000 to support student access by providing the first semester at a Peralta College for **free** to qualifying students.
- The Foundation's Board of Directors held its annual **Board Retreat** and identified key priorities for the Foundation including: implementing an employee giving campaign to help ensure the Foundation's financial sustainability; aligning the scholarship program with the Career and Technical Education (CTE) programs at the Colleges and focusing on the job industries/sectors showing the greatest potential for growth; and cultivating internal and external partnerships and corporate relationships.



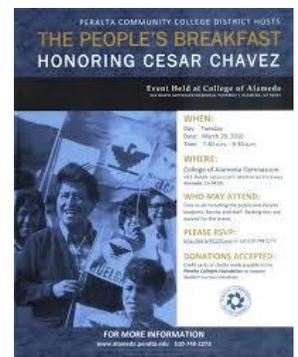
February

- In an effort to reflect the evolution of the Foundation while honoring its past, the Foundation re-branded by hiring an Oakland independent graphic designer who updated the corporate marks. The **new logo** features the graphic elements and colors of logos for the Peralta Community College District and each of the Peralta Colleges: Berkeley City College, College of Alameda, Laney College and Merritt College.
- The Foundation renewed its partnership with **Follett Bookstores** for annual support and for providing students in need with gift cards for books and supplies.
- The Foundation extended its agreement with **Blackbaud** for continued use and expanded fundraising database and resource development support through **Raiser's Edge**. Online giving, events management and email outreach are leveraged through this critical relationship.



March

- Newly formed Board Committees for **Governance** and **Foundation Sustainability** met. These committees join the well-established Finance Committee and Scholarship Committee and focus primarily on organizational effectiveness and resource development.
- The Foundation opened a fund to support District-wide student success initiatives and coordinated donations at **The People's Breakfast Honoring Cesar E. Chavez at College of Alameda**.



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April

- In keeping with the Board’s priority to bolster Foundation support from within the District, the Foundation launched the **Peralta Gives** campaign, an employee giving effort through payroll deduction for faculty and staff.
- The Foundation participated in a District-wide meeting with the **Port of Oakland** to explore expanded partnership opportunities, scholarship and internship opportunities for students.
- The Foundation supported the Laney College **Eco-Fest Sustainability Festival** with sponsor management and fund support.

PERALTA  GIVES



May

- **Swing for Student Success, the 2016 Golf Tournament** took place on Monday, May 2 at Sequoyah Country Club in Oakland. More than 100 PCF supporters sponsored, participated, donated or volunteered at the event and helped raise over \$40,000 to support Peralta College students.
- **Oaklandish**—the local fashion line and retail store promoting civic pride by showcasing symbols of Oakland—selected the Peralta Colleges Foundation as “Non-profit Partner of the Month.” Oaklandish generously donated 10% of store sales on Saturday, May 21 to the Foundation to support student academic success.



June

- The Board of Directors established the **Peralta Future Fund**, a quasi-endowed fund that will generate ongoing resources to support infrastructure/operating expenses in addition to student scholarships. With a goal of raising \$4M over the next 8 years, this fund will not only increase the Foundation’s impact, it will provide stability and long-term organizational sustainability.
- The Foundation awarded more than **\$75,000 in scholarship support in the Spring 2016 cycle**, a 7% increase over the Fall cycle. Launching six new scholarships increased the total number of award recipients to 115 dedicated students, the highest number awarded since 2012.

PERALTA  FUTURE FUND



Peralta Colleges Foundation 2016 Year in Review

July

- The Foundation participated in a District-wide meeting with the **East Bay Municipal Utility District (EBMUD)** to explore expanded partnerships, scholarship opportunities and internship prospects for students. Likely collaborations include a focus on Career Technical Education programs for EBMUD employees and prospective employees. The Foundation will support the District's Workforce Development and Continuing Education Department on this project.
- Led by the newly created **Foundation Sustainability Committee**, twelve **Career Technical Education Scholarship Funds** are launched including funds to support students pursuing careers in healthcare and biosciences, building and construction, transportation and logistics and many more of California's fastest growing industries.



August

- Peralta Colleges Foundation is invited by Chancellor Laguerre to work on a project to explore a partnership with Patten University to address **housing insecurity for Peralta Colleges students**. The Foundation begins work with Scion Group – a leading owner/operator of student housing nationwide – and Peralta Community College District senior staff to undertake a housing needs assessment and market demand study.



September

- **AT&T contributed \$35,000 to the Foundation for THE PERALTA PROMISE**, the Foundation's commitment to providing more students with access to post-secondary education and persistence services so they can complete college prepared for a successful career. **Oakland Mayor Libby Schaaf** formally announced AT&T's donation at a press conference on Wednesday, September 7 at Oakland City Hall.
- The Foundation's Board of Directors held its **Annual Meeting** and appointed corporate leaders and Peralta Colleges alumni **Michele Horaney, Sean McKaig, Christie Pitts** and **Michael Rich** to the **Board of Directors**. The Executive Committee was also appointed and includes Susan Rosenthal, President; Gay Plair Cobb, Vice President; Sydney Firestone, Treasurer and Sbeydeh Viveros-Walton, Secretary.
- Peralta Colleges Foundation joins senior Peralta Community College District leadership, Laney College Interim President Patricia Stanley, and the Culinary Arts Department staff on a project to create **The Laney College Culinary Arts Institute** as the epicenter of culinary education in the San Francisco Bay Area.



Peralta Colleges Foundation 2016 Year in Review

October

- The Foundation entered into an agreement with **Next Gen Web Solutions** for online scholarship management services. Next Gen's Scholarship Manager provides comprehensive scholarship program management including student profiles through smart applications, online review and awarding. The Spring 2017 Scholarship Cycle will launch with Scholarship Manager.
- On Thursday, October 20, the Foundation hosted its Annual Scholarship Celebration, **Access to Opportunity**, at the Oakland Scottish Rite Center. More than 200 scholarship funders, scholarship recipients, Peralta Colleges faculty and staff, supporters and volunteers gathered to raise scholarship funds to support the students of College of Alameda, Berkeley City College, Laney College, and Merritt College. This year's **Celebration raised over \$50,000 through sponsorship support, individual registrations, in-kind donations and auction proceeds.**



November

- The Peralta Colleges Foundation Board appointed Peralta Colleges alumni **Rebecca Carpenter** and **Adam Sanchez** to the Board of Directors.
- On **#GivingTuesday**, the Foundation joined the nationwide initiative to encourage philanthropy and celebrate generosity worldwide. Held this year on November 29, #GivingTuesday launched the Foundation's Year-End fundraising campaign to support students pursuing their educational goals.



December

- **The Peralta Colleges Foundation received \$160,000 from The James Irvine Foundation for a College-wide project to promote college-level math readiness in the East Bay.** This implementation grant follows a \$150,000 planning grant received last year.
- In the Fall 2016 Scholarship Cycle, **the Foundation awarded \$58,000 in scholarship support.** Several scholarships were offered for the first time including the Karen Lynn Garrison Memorial Scholarship for nursing, the Edward Jones Educational Scholarship Award for business, and the Ahmed & Munira Shami Scholarship for foster youth.
- The **Foundation's Year End Campaign** exceeds expectations – **raising more than \$20,000 for student scholarships and supporting programs.**



Save the Date: Spring 2017

Swing for Student Success, the Peralta Colleges Foundation Annual Golf Tournament fundraiser will be held Monday, May 8, 2017 at Sequoyah Country Club in Oakland.