

Collaborating for Fundraising Success

Leading Forward: Practices to Build
and Sustain Fundraising Capacity

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Faculty

- **David Bass**, executive director philanthropic governance, AGB
- **Lisa Gilbert**, former CFO and CEO, Clark College Foundation
- **Anne Paul King**, executive director, Ventura College Foundation
- **Betheny L. Reid**, CEO and principal, Betheny L. Reid & Associates

Lisa Gilbert



- 24 years of executive experience as Chief Financial Officer (8 years) and Chief Executive Officer (16 years) at Clark College Foundation in Vancouver, WA.
- Currently sharing her experience with the higher education and nonprofit communities working with eAdvancement.

Anne Paul King



- Current executive director of the Ventura College Foundation (VCF).
- Over 33 years in the nonprofit sector and is a dedicated advocate for education.
- President of the Network for California Community College Foundations.
- The AFP Santa Barbara/Ventura Professional Fundraiser of the Year in 2019.

Betheny L. Reid



- CEO Betheny L. Reid & Associates, LLC
- Twenty five years in executive leadership in higher education advancement and management development
- Presenter for American Association for Community Colleges, the League for Innovation in Community Colleges and CASE; Founding chair for the CASE Center for Community College Advancement
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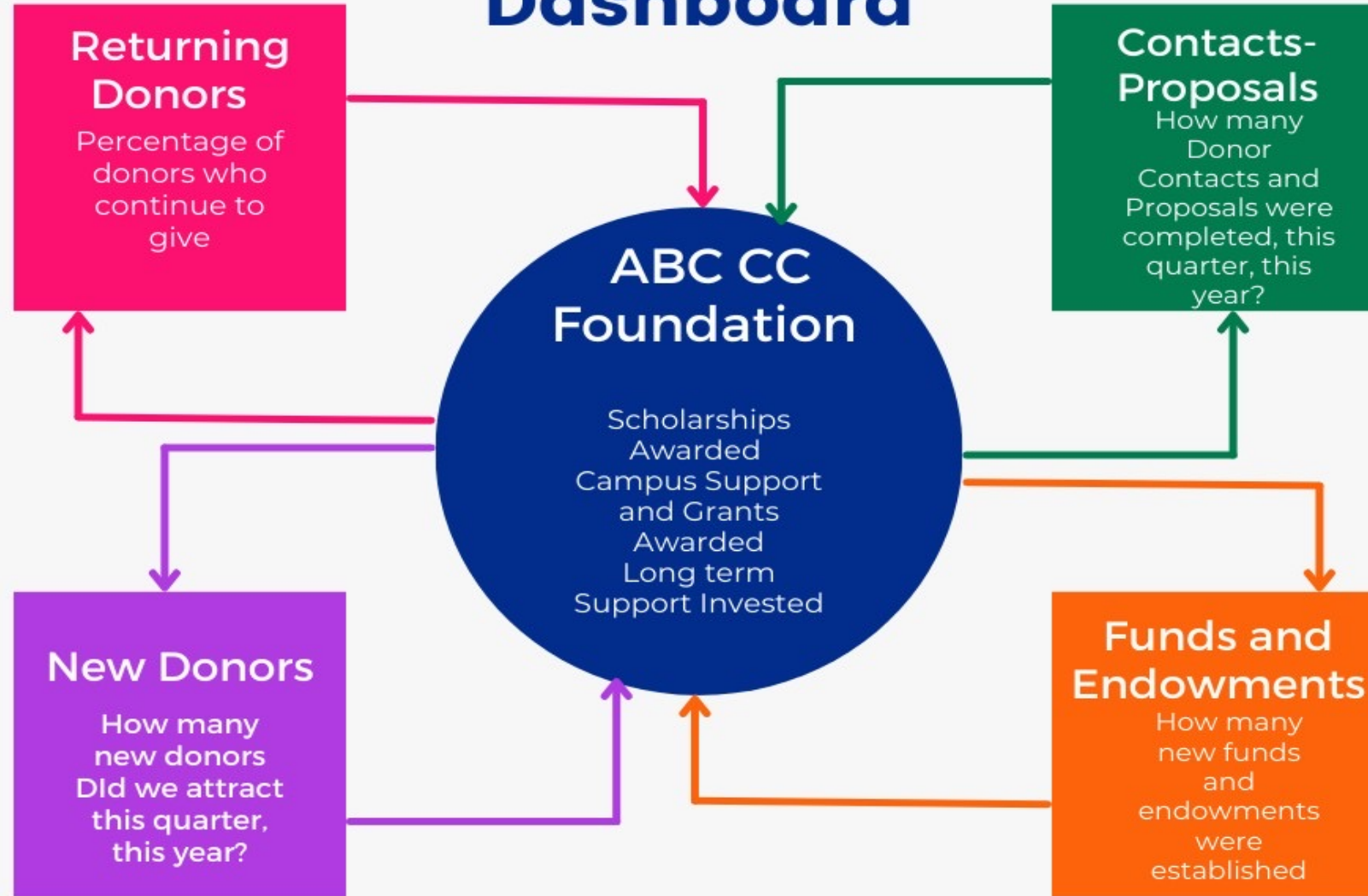
Discussion

Practices to Build and Sustain Fundraising Capacity

Benchmarking Advancement

- Focus first on internal benchmarking
 - Year over year trends can help demonstrate the impact of investment, make the case for capacity building, and highlight the effect of interruptions in funding
- Use industry standard counting practices
 - CASE Global Reporting Standards and Alumni Engagement Metrics
 - Enable peer-to-peer benchmarking
 - Integrated into Blackbaud
- ROI is a compelling metric, but a low ROI can mean that you are only harvesting low-hanging fruit and leaving opportunities uncultivated

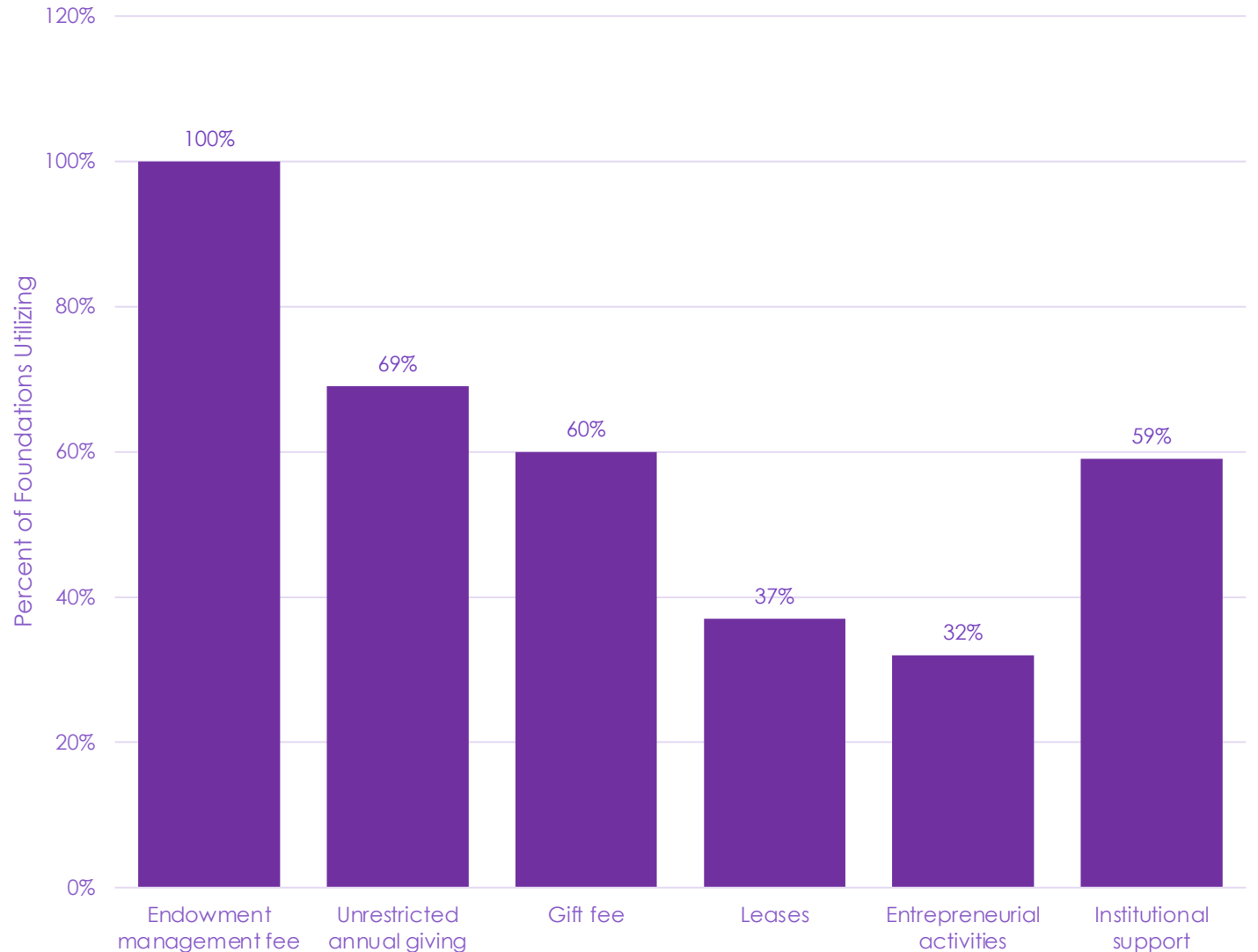
Individual Foundation- Internal KPI Dashboard



Foundation Business Models

<https://agb.org/wp-content/uploads/2022/01/AGB-and-SEI-Research-Study-2022-FINAL.pdf>

Foundation Funding Sources



Resources

- [Online Orientation for Community College Foundation Board Members](#) – *Coming Soon*
- [Updated Illustrative Memorandum of Understanding between an Institution and a Foundation](#) including a model adapted for Community Colleges and new guidance on the MOU process. – *Coming Soon*
- [Recordings of all sessions from the 2024 Seminar Series on Partnering for Fundraising Success](#)
- [Foundations for the Future: The Fundraising Role of Foundation Boards at Public Colleges and Universities – AGB](#)
- [Institution-Foundation Partnership Toolkit](#)
- [Board Professional Certificate Program](#)

Questions

AGB Foundation Leadership Forum

AGB Foundation Leadership Forum

January 29–31, 2025, Marriott Marquise, Washington, DC

The Forum brings together teams including board members, senior foundation staff, and institution leaders. Most participants attend as part of a team that might include the foundation CEO; the board chair, chair-elect, and other members of the foundation board; the institution president; and other foundation or campus staff.

- **For board members**, the program provides a unique opportunity to learn about fundamentals of foundation governance, gain an understanding of best practices embraced by other foundations, and meet and learn from board leaders from other foundations.
- **For staff leaders**, the conference affords an opportunity to connect with professional peers from across the country, learn about emerging issues and innovative practices, and spend time with the board members who will be essential partners in leading their foundations.
- **For teams**, the Forum helps volunteer and professional leaders develop a shared understanding of the challenges and opportunities facing the sector, identify shared strategic priorities, and frame plans to enhance the governance, operations, and impact of their foundation.

Stay Connected!

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