

SETTING THE STAGE FOR GIVING

PROJECT PROFILE

Project: Sinclair Community College Foundation

Location: Dayton, Ohio

Campaign Goal: \$12 Million

Campaign Result: \$13+ Million



History:

Founded in 1887, Sinclair Community College has a current enrollment of 24,000 students and is among the largest community college campuses in the United States. As a comprehensive community college, Sinclair offers a variety of important services:

- Direct-to-work career programs (such as health and engineering programs)
- Custom training classes for business workers
- A full-service conference and banquet center
- Expert consulting and assistance to numerous community initiatives

Annually, Sinclair Community College's extended services touch the lives of more than 110,000 individuals through college courses, training sessions and conference center events. Over the course of its distinguished history, Sinclair has always fulfilled the needs of the Miami Valley area community -- from workforce training to providing a cost-effective first two years of bachelor's degree -- focusing all the while on keeping education costs affordable and accessible to all students by offering numerous scholarship opportunities.

Challenges:

In recent years, the changing economy on both the national and Miami Valley area levels has led to a demographic shift in Sinclair Community College's enrollment trends. This was demonstrated by an increased number of middle-class students utilizing Sinclair as their college choice and a greater number of individuals within the work force using Sinclair to gain and improve skills necessary to succeed in an increasingly competitive job market. This enrollment shift placed a huge demand on campus resources, in turn impacting the underserved student population that Sinclair had traditionally served. At about the same time, public funding provided by the State of Ohio to Sinclair Community College was cut three times in three years -- forcing Sinclair to raise tuition three times within a two year period.

Solutions:

The Hodge Group conducted a development assessment study on behalf of the Sinclair Community College Foundation. The tested case for endowment would offer much needed scholarships for access to and retention in Sinclair Community College courses, with particular emphasis to be given to students in at-risk populations. Armed with the knowledge gained during the study, THG was able to collaborate with the Sinclair Community College Foundation team to create a campaign based on education and awareness -- making it possible to focus the support of its constituents on creating endowment. Once Sinclair began to share the impact that these funds would have on its students, they were able to build engagement throughout the community to gain widespread support of individuals/corporations/foundations to make significant gifts to address the monetary needs of the area and met the challenge of providing funds for endowment.

The Hodge Group began the planning and preparation activities for Sinclair Community College's \$12 million *Changing Lives* campaign. This enrichment campaign focused on the three R's -- Readiness, Resources and Retention. Sinclair already had an experienced, well-respected Foundation team. THG was able to utilize their talents in annual and programmatic funding to educate and focus their efforts in creating Sinclair's first major comprehensive campaign. THG was able to change the paradigm of "traditional" fundraising at Sinclair Community College, creating a culture of philanthropy within the College's vast constituency to meet and surpass their aggressive goal.

Since its founding in 1887, Sinclair Community College has served as a catalyst in the economic evolution of the Miami Valley area. With the far-reaching results of this successful campaign, a better-trained and highly skilled workforce will make the Dayton metropolitan area more attractive to corporations seeking plant and production locations. Access to a valuable education from Sinclair Community College will continue to be made available to all individuals regardless of their economic situation. To date, more than \$13 million has been raised for Sinclair's *Changing Lives* campaign.

"Our experience has resulted in increased fundraising success. They take care to become acquainted with volunteers and community members and that helps fundraising go smoothly."

*Marianne Gorczyca, CFRE
Executive Director
Sinclair Foundation/Alumni Affairs
Sinclair Community College*

THE HODGE GROUP



setting the stage for giving