



**Pima***Foundation*<sup>™</sup>

# Donor Investment Guide

January 2024 (updates are noted in yellow highlights within document)

# Donor Investment Guide

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## Introduction to Pima Foundation

For over 44 years, Pima Foundation has secured and managed philanthropic contributions thereby expanding access to education for students who attend Pima Community College.

### **Vision:**

A thriving community transformed by Pima Community College.

### **Mission:**

Champion Pima Community College by cultivating relationships for lasting positive impact.

### **Purpose:**

To support Pima Community College by:

- Providing funds to the College and its students for scholarships;
- Providing funds to the College and its departments and units, and to individual members of the College's faculty and staff for purposes which promote or advance the purposes of the College; and
- Carrying on activities or functions which benefit and advance the purposes and objectives of the College.

### **Values:**

- We are open and clear; PCC's students come first.
- We are committed to the vitality and success of PCC's students, faculty and the greater Tucson community.
- We fuel the success of Pima Community College students through scholarships, enhanced academic programs, campus facilities and more.
- We believe fiscal responsibility is critical in supporting our community and building a strong foundation for the future.
- We want our funders to understand how their generous investments impact student success.

*Your support keeps students thriving. Thank you for your generosity.*

## Hillman Foundation Matching Challenge Grant

On December 1, 2021, Pima Foundation and the Connie Hillman Family Foundation entered into an agreement to assist the Foundation in raising funds to support Pima Community College. The three-year challenge requires the Foundation to raise \$10 million in new or increased donations to meet the \$5 million match. The donation is the largest single contribution to date by the Hillman Foundation and, when accomplished, will be the biggest gift to Pima Community College through the Foundation. The total benefit will equal \$15 million when the match is met.

The match is based on the amount a donor contributed during the **base period** (*December 1, 2020 through November 30, 2021*). Examples of the calculation are provided. Should you have questions, please contact our office at 520.206.4646 and we will be happy to assist you. More information may be found at [\*pimafoundation.org/hillman-challenge-campaign/\*](https://pimafoundation.org/hillman-challenge-campaign/)

### **EXAMPLE #1:** *Donor who made no gift during base period (12.1.2020 – 11.30.2021)*

- Gift amount during base period \$0
- Gift between **12.1.2021 – 11.30.2022** \$200
- Amount eligible to be matched **\$100** (50% of gift amount)

### **EXAMPLE #2:** *Donor who made a gift during base period (12.1.2020 – 11.30.2021)*

- Gift amount during base period \$500
- Gift between **12.1.2021 – 11.30.2022** \$750
- Increase in gift amount \$250
- Amount eligible to be matched **\$125** (50% of difference in gift amounts)

Gifts in subsequent years are subject to the **same base period** (*12.1.2020 – 11.30.2021*). Most, but not all gifts to the Foundation are eligible to be matched.

The match period expires on November 30, 2024. We hope you will continue to invest in transforming the lives of PCC students, strengthening the economic outlook for our region and improving the quality of life for individuals and families throughout Southern Arizona.

## Overview of Fund Management

### Types of Funds:

1. Endowed (forever funds) – a portion of earnings are spent annually.
2. General (non-endowed) – entirety of the fund is available for expenditure.

An individual, family or community group may create a general fund or an endowment.

To name a fund, whether general or endowed, there is a minimum gift of \$10,000 required.

### Fund Categories:

1. Unrestricted Funds
  - a. Given by a donor with no restrictions as to the purpose. The Foundation will spend these funds on the areas of greatest need to support our work and the needs of the College.
  - b. Allows flexibility in use.
2. Temporarily Restricted Funds
  - a. Given by a donor for a specific purpose (for example, to support a departmental program, athletics fund or general scholarship).
  - b. Athletics and program funds support areas such as:
    - i. Student recognition
    - ii. Equipment or supplies
    - iii. Test fees
    - iv. Emergency funds
  - c. Scholarships funds are designed to award students based upon stated criteria. Students must apply for scholarship consideration which may include providing information related to:
    - i. Specific program of study
    - ii. Grade point average
    - iii. Financial need
    - iv. Enrollment in courses

### 3. Permanently Restricted Funds (endowments)

- a. An endowment may be established with a lump-sum gift of \$10,000 or be initiated with a lesser gift.
  - i. There is a three-year horizon in which the fund must reach the \$10,000 minimum.
  - ii. If the endowment does not reach the minimum to fully fund the intended purpose, the donor will be asked to choose where the money is to be placed to best meet their goals (funds could be transferred to a different endowment or a general fund supporting scholarships or programmatic needs).
- b. Donor determines the name and use for the endowment and the criteria for disbursing the funds.
- c. The principle is held in perpetuity and invested by the Foundation in a balanced portfolio for optimal total return and a stable source of long-term funding.
- d. The Foundation's Board of Directors determines the annual percentage of the fund's market value that is available to spend annually.
  - i. Calculations are based on a 12-quarter rolling average (three years).
  - ii. Distributions are not made until a fund has been invested for at least four quarters at the minimum endowed level (\$10,000 for at least one year).
  - iii. For the current fiscal year (2023-24):
    1. The spending authority was approved at 5%.
    2. Gift management fees paid to the Foundation are assessed on a sliding scale according to the following schedule:
      - a. \$24,999 and under – 3%
      - b. \$25,000 to \$49,999 – 2.5%
      - c. \$50,000 to \$99,999 – 2%
      - d. \$100,000 to \$499,999 – 1.5%
      - e. \$500,000 to \$999,999 – 1%
      - f. \$1,000,000 and over – 0.5%
  - iv. For fiscal year 2024-25, the spending authority was approved at 5% and gift management fees were approved by the Board of Directors on October 25, 2023, as described above.

## Establishing a Fund

Funds may be established by a donor at any time during the year.

Pima Foundation works with donors to:

1. Determine the type of fund to be established (general or endowed; scholarship or program)
2. Identify the preferred criteria for disbursement of funds
3. Prepare paperwork necessary to establish the fund

Donors may make lump-sum payments into an established fund or, in the case of an endowment, build to the \$10,000 minimum over time (three years). If an endowed fund does not meet the minimum within three years, the donor will be contacted to determine where to direct the existing principle for use.

For those interested in soliciting contributions from others (family, friends and professional networks), the Foundation can create a unique on-line link connected to a specific fund that interfaces with the Foundation's secure website for direct processing of contribution(s).

At any time, a gift may be made to add value to general or endowed funds. The Foundation gladly accepts contributions via our website (<https://pimafoundation.org/donate>) or by check made payable to Pima Foundation and mailed to (please note our new suite number):

Pima Foundation  
4905C E Broadway #246  
Tucson Arizona 85709-1320

To ensure the gift is directed to the appropriate fund, we ask that the memo line of a check indicate the preferred fund. With on-line contributions, a notation in the comment box will provide the information we need to acknowledge your gift properly.

All gifts received by Pima Foundation are acknowledged in writing.

## Scholarship Awarding Process

Students who are admitted to Pima Community College have a variety of funding opportunities available. Assistance may be offered in the form of:

1. Federally funded financial aid (i.e. Pell Grants, work study, subsidized loans)
2. Institutional tuition waivers
3. Pima Foundation scholarships
4. Third party awards (these are not managed by either the College nor the Foundation but are offered by external organizations to support student educational goals)

Scholarships may cover tuition and fees or other costs of education. For many Pima Community College students, the barrier to attending college is related to housing, transportation, child care or other expenses above tuition. A majority of PCC students are eligible for need-based financial assistance. Scholarships provide essential support to our most needy students by minimizing the amount of student loans an individual must secure. Pima also enrolls academically-talented students who may receive scholarships based upon merit, regardless of financial need.

### **Student Access to Scholarships:**

Upon admission to the College, PCC students are granted access to a password-protected portal. The “MyPima” account is a critical component of a student’s engagement with the College. All aspects of the “business” of being a Pima student are conducted in this arena.

Student data is integrated with PCC’s scholarship management portal, ScholarshipUniverse. All students are encouraged to actively engage in ScholarshipUniverse by answering a series of questions that matches their profile to potential scholarships for which they may be eligible to apply. When opportunities are available, students who meet the stated criteria for a scholarship will have information directed to their individual MyPima email account. If there is additional documentation needed to finalize the application, the student will be prompted to complete the necessary items for consideration. To view scholarships, visit **[Pima.ScholarshipUniverse.com/Public](https://Pima.ScholarshipUniverse.com/Public)**



## **Scholarship Application, Notification and Award Timeline:**

- Fall Term –
  - Scholarship applications open on ScholarshipUniverse in February
  - Scholarship notification takes place beginning in April and continuing through August
  - Scholarship awards are usually placed on student accounts in September or October
- Spring Term –
  - Scholarship applications open on ScholarshipUniverse in October or November
  - Scholarship notification takes place in December and January
  - Scholarship awards are placed on student accounts in February

All scholarship decisions are made by the Office of Financial Aid & Scholarships and / or the Scholarship Review Committee based upon donor criteria established with the Foundation. Student awardees are notified of awards by the Office of Financial Aid & Scholarships. Awards are disbursed to student accounts after the College “drop deadline” each term to ensure the student continues to meet the criteria necessary to receive the funds. For example, enrollment in a specific program of study or minimum number of units must be maintained to be eligible to receive a number of awards. Students who have changed programs or are no longer enrolled full-time may no longer be eligible to receive a specific scholarship, per the criteria established by the donor.

### **Renewable Scholarships:**

Some scholarships are renewable based upon stated criteria and may be renewed for a specific period of time (usually one, two or three semesters). Students who meet the renewal criteria are awarded such funds based upon their initial application and do not need to reapply for renewal of an award they received.

## Donor Engagement

### Communication

*Gift Acknowledgement:* All gifts received by Pima Foundation are acknowledged to the donor in writing. At the end of each calendar year, a cumulative gift letter is mailed documenting all contributions received from January 1 through December 31. These letters will be mailed by January 31 so you may consult your tax advisor to determine how your gifts impact your annual tax liability.

*Scholarship Information:* Each term in which a scholarship is awarded provides the Foundation with an opportunity to inform donors of the recipient(s) of their award. Information will be provided regarding student name, program of study and award amount. Letters are emailed or mailed in approximately October and February.

*Endowment Information:* Donors who initiated endowments will receive a quarterly statement indicating the fund activity during the prior quarter. As an example, the information will include:

<b>Balance as of March 31, 2021</b>	<b>\$ 26,419.35</b>
Contributions	\$ 250.00
Dividends	\$ 314.26
Gains (Losses) - realized & unrealized	\$ 1,113.24
Investment Fees	\$ (38.79)
Endowment Distribution (Scholarship Funds Awarded)	\$ 0
Gift Management Fees	\$ (284.13)
<b>Balance as of June 30, 2021</b>	<b>\$ 27,773.93</b>

*Newsletters & Annual Reports:* Electronic newsletters and annual reporting documents will be distributed to donors and friends of the Foundation regularly. These pieces of correspondence will inform constituents of activities occurring at both the College and the Foundation.

*Event Invitations:* On occasion, donors will be invited to events that support the College and the Foundation. Examples include donor appreciation events, scholar recognition, fund raising activities and opportunities available to the public such as graduation, among others.

## Other Opportunities

*Donating Vehicles:* Pima Foundation works with a third-party vendor to accept vehicle donations. If you have a car, truck, boat or recreational vehicle you would like to contribute, please work directly with our new partner, CARS (855.500.RIDE or 855.500.7433 or visit their website at <https://careasy.org/nonprofit/pimacommunitycollegefoundation>) to initiate the process. When working with CARS, be sure to indicate your intention to benefit Pima Foundation. More information about this service may be found at our website by visiting [\*\*https://pimafoundation.org/donate/car-donations/\*\*](https://pimafoundation.org/donate/car-donations/)

*Making a Planned Gift:* Leaving a legacy gift to the Foundation is another way to contribute. There are a variety of options available to donors who wish to designate Pima Foundation as a beneficiary. Planned gifts are an important tool to support future sustainability for the College and the Foundation.

To assist estate attorneys and financial planners in creating the legal documents, more information may be found at [\*\*https://pimafoundation.org/donate/planned-gifts/\*\*](https://pimafoundation.org/donate/planned-gifts/) Please contact the Foundation for additional assistance.

# Resources



Our gratitude toward Pima Foundation donors is immense. Because of your generosity, deserving students transform their lives by achieving their educational dreams and goals. We are here to serve you. Please let us know how we may help.

## *Contact Us:*

- 520.206.4646 (Monday through Friday 8:30am – 5:00pm)
- **[PimaFoundation.org](https://PimaFoundation.org)**
- **[Info@PimaFoundation.org](mailto:Info@PimaFoundation.org)**
- 4905C E Broadway #246 | Tucson Arizona 85709-1320
- Tax Identification Number 86-0345089
- Social Media Channels – Facebook, Instagram, LinkedIn and X (formerly Twitter)

## *Foundation Staff:*

- Marcy Euler, *President & CEO* | **[Marcy@PimaFoundation.org](mailto:Marcy@PimaFoundation.org)**
- Saby Andino, *Director of Operations* | **[Saby@PimaFoundation.org](mailto:Saby@PimaFoundation.org)**
- Diana Cannon, *Assistant Director of Philanthropy & Transformational Gift Officer* | **[Diana@PimaFoundation.org](mailto:Diana@PimaFoundation.org)**
- Savannah Franco, *Social Media Coordinator* | **[Savannah@PimaFoundation.org](mailto:Savannah@PimaFoundation.org)**
- Lance Jones, *Director of Philanthropy* | **[Lance@PimaFoundation.org](mailto:Lance@PimaFoundation.org)**
- Krissy King, *Systems Administrator* | **[Krissy@PimaFoundation.org](mailto:Krissy@PimaFoundation.org)**
- Zulma Tapia, *Donor & Alumni Relations Coordinator* | **[Zulma@PimaFoundation.org](mailto:Zulma@PimaFoundation.org)**

## *Additional Information ([pimafoundation.org/about/finances/](https://pimafoundation.org/about/finances/)):*

- Annual Reports (**2021-22**, 2020-21 & 2018-2020), Audited Financial Statements (**2022-23**, 2021-22, 2020-21) & 990 Filings (**2021**, 2020, and 2019 available on website).

## *Investment Manager for the Foundation ([affinitytucson.com](https://affinitytucson.com)):*

- Affinity Wealth Management – a locally owned company that has been managing Foundation assets since 2012 (securities and advisory services offered through LPL Financial, a Registered Investment Advisor, Member FINRA / SIPC).
  - On August 1, 2018, the Foundation's portfolio value was approximately \$7.48M.
  - **As of December 31, 2023, the Foundation's portfolio value is \$15.4M.**



PCC is the single-most important workforce development agency in the region. Educating vast numbers of students who come from ethnic-minority backgrounds, who are the first in their family to attend college and who are often financially-disadvantaged, Pima is poised to transform lives through the power of education. Gifts to the Foundation help the College deliver on their promise to improve the quality of life for individuals and enhance the economic vitality of Tucson and Southern Arizona.

*General Information ([pima.edu](http://pima.edu)):*

- Founded in 1969, PCC has been serving Pima County and the Southern Arizona region for over 50 years.
- Interim Chancellor Dr. Dolores Duran-Cerda has been leading the College since July 1, 2023.
- Student Profile:
  - Headcount (unduplicated from 2021-22 academic year) – 31,449
  - 70% attend part-time
  - 57% female
  - 48% Hispanic / Latino; 36.5% White, non-Hispanic
  - 42% over the age of 24
- Designated as a Minority Serving Institution with a special emphasis as a Hispanic Serving Institution (by the Hispanic Association of Colleges & Universities).
- 150 transfer and occupational programs are offered.
  - In 2022, the following awards were conferred:
    - 1,816 Associate Degrees
    - 2,298 Certificates
    - 48 Center for Training & Development (CTD) Certificates
    - 153 Post-Degree Certificates
- 55+ High Schools partner with PCC in offering Dual Enrollment courses which allow students to earn college credit while completing courses in high school.
- Adult Basic Education for College and Career (ABECC) serves thousands of individuals in our community as they work toward earning their High School Equivalency so they may move into a better paying job.
- Fall 2023 enrollment is up approximately 4%.
- Designated as a top 5 Exemplary US Community Colleges by Harvard University.
- The Aspen Institute has recognized PCC as a top 150 Community College.

- In 2022, Forbes Magazine identified Pima Community College as the 5<sup>th</sup> best employer in the state of Arizona (PCC was the highest-ranking employer in Tucson). In 2023, PCC was the 11<sup>th</sup> best employer in the state and maintained its position as highest-ranking employer in Tucson. In both years, PCC was recognized ahead of all higher education institutions serving Arizona.
- PCC has achieved a Moody's Bond Rating of Aa2.
- The University of Arizona enrolls more transfer students from Pima Community College than from any other institution.
- 75% of PCC students receive need based financial aid.
- There are 16 students in an average class at PCC.
- Pima Community College is five times less expensive than the three state universities.