

How to Establish HACC Foundation Funds Webinar

<https://youtu.be/XwRm0Muitgs>

[A slide appears on screen that reads “Welcome.”]

DR. SKI VOICEOVER:

Well, good afternoon and thank you for joining us this afternoon. My name is Dr. Ski, the president of HACC, and I am extremely happy to be here this afternoon with you. Your engagement today and this afternoon really signifies to me an interest you have in continuing your investment in HACC or and the students and or our employees who are working with our students on a daily basis. Or maybe you're interested in learning more on how you can become a member of our teaching and learning community as a donor, as an investor.

[The slide changes to an image of a group of HACC students with the headline, “Gratitude and Overview of the HACC Foundation.”]

DR. SKI VO:

I'm also grateful that you're here today because it says to me that you're interested in changing lives, destinies and family trees. As you may know, many in our community are positively impacted by the students on our five campuses or through remote and virtual learning as they engage in changing the work environment, changing the environment that the communities exist in. As many of our students find HACC is the onramp to higher education, receive an industry certification that will allow them to either enter the workforce or be promoted, and or our many degree programs that will allow students to transfer to some of the finest four-year institutions in our area and beyond, as well as to enter the workforce, such as our nurses who graduate at some of the highest rates in the state of the national pass rates and move on into hospitals, nursing homes, adult retirement communities. So there's a lot for us to be #proud about. So again, on behalf of the college community, I am grateful for your investment this afternoon. Regarding the Foundation, our foundation started in 1985, and over those years, many, many, many individuals in our community, corporations and others have contributed, have continued to invest in HACC. They have invested in HACC in ways that will allow us to provide scholarships to some students who otherwise wouldn't have thought college to be possible. We've also been able to use those dollars to purchase equipment and other resources in our classroom, such as a fire truck in our well-known fire academy serving Central Pennsylvania. So no matter if it's \$25 or \$25,000, we have individuals who care so much about this institution. And I am so excited that you'll be able to be here today and learn about the impact of many of those funds and find ways for you to join our college community in changing lives, destinies and family trees. So with that, I would like to turn this over to Dr. Linnie Carter, who is our vice president of college advancement and the executive director of the HACC Foundation, who will start us on this conversation of scholarships, emergency assistance funds, and the funds of excellence and the impacts that they have in our institution. So for some I introduce to you, for others I reintroduce to you Dr. Linnie Carter.

DR. LINNIE CARTER VOICEOVER:

Thank you so much, Dr. Ski. Hello, everyone. It is an honor to be here with you this afternoon. Thank you for giving us of your time. Thank you for your investment in people. And thank you for your philanthropy. I am excited to talk with you this evening about three types of funds. The first fund that we'll talk about, scholarship funds. Scholarships of monies given to students to help them to pay for their tuition, books, and fees. Scholarships are not loans and they do not have to be paid back. Scholarships give our students a handout, a hand up and not a handout. They also allow our students to earn a HACC credential without a lot of debt from HACC. And we know how important that is. Again, we want to give our students a hand up and not a handout. On average, we award more than

\$1,000,000 a year to HACC students in the form of scholarships. Please join me at this time in watching a video of a scholarship recipient.

[DR. CARTER appears on screen briefly, then the screen transitions to a video of COURTNEY FOX sitting and talking.]

COURTNEY FOX:

My name is Courtney Fox and I'm a nursing major.

[COURTNEY'S name and "HACC Scholarship Recipient" appear on screen.]

COURTNEY:

I'm taking 19 credit hours. On top of working every single day for at least three hours. And it gets hard sometimes like juggling school and work. I can't do it all by myself. So like this, financial aid is like a little boost to, like, help me like, budget wise, but it's allowing me to work a little less and focus on school more.

[The screen transitions to a white screen with the text, "Visit hacc.edu/scholarships to learn about applying for scholarships. Complete your application at hacc.acadmeicworks.com."

The video ends and DR. CARTER appears on screen with a red background that reads "HACC Donors Rock!"]

DR. CARTER:

The second type of fund is the Emergency Assistance Fund.

[A slide appears on screen with the text, "Description and Impact of Emergency Assistance Funds" accompanied by a photo of a car being towed.]

DR. CARTER VO:

These funds are given to students when they experience crisis and emergencies. For example, these funds can be used for books, bus passes, childcare, auto repairs, home catastrophes like fires and floods, and also rental assistance. We also allow our students to use these monies for utility assistance. Emergency assistance funds cannot be used for tuition because paying your tuition is not an emergency. Like scholarships, these funds do not have to be paid back. Our students may receive up to \$500 to assist with an emergency, and they can apply for these funds twice while they are enrolled at HACC. These funds allow our students to bounce back from emergencies and crises so they can complete their HACC education. On average, we award funding in the five figures each year to HACC students. Please join me in watching a video of an emergency assistance fund recipient.

[DR. CARTER appears on screen, then the screen transitions to a video of RUFINA MEGBAJE sitting and talking.]

RUFINA MEGBAJE:

My name is Rufina and I'm a HACC student. I'm currently studying business and plan to continue my education and accountant after I graduate with my associate's degree. I receive emergency assistance funds from HACC after my home was destroyed in a fire earlier this year. Luckily, my son and I were able to make it out safely, but we lost all of our personal belongings in the fire, including my textbooks. The emergency assistance funds that I received made it possible for me to purchase my supplies and books so I could continue classes. Because of donors like you. I was able to continue my education ahead, even when I lost everything. Your support reminded me that no matter what, there is help out there for those who need it. I can't say how much your generosity means to

me. You extended your hand to me and my son to help us rebuild. Thank you so much and we appreciate all your help.

Hi. My name...

[The video ends and DR. CARTER appears on screen again.]

DR. CARTER:

The third type of fund I want to tell you about this evening is our funds for excellence. These monies allow us to go from good to great, and they help us with mission critical projects. These funds are made available to HACC employees. They can apply for a funding six times a year. And these monies are used to complete projects and initiatives that directly benefit our students. So think about a shark tank. For those of you who watched Shark Tank on a cable, it is a similar process. Employees apply for funds. They come before a HACC Foundation Board committee and they present and they get a yay or nay if they have the funds are approved. We use these monies to enhance technology in our classrooms. We have used this monies to buy laptops, webcams and hot spots for our students when we closed our campuses in March 2020 as part of the global pandemic. We use these monies to create a web-based collegewide student newspaper. We also use Funds for Excellence to pay for equipment for our graphic and interactive design students. We also use monies to pay for equipment for our photography students. If you go to any of our five HACC campuses, you will see proof of how we have used funds for excellence to provide funding for mission critical initiatives. On average, we award hundreds of thousands of dollars every year for mission critical projects. Please join me in watching a video of a Fund for Excellence recipient.

[The screen transitions to a video of CURTIS AUMILLER, HACC Professor, Director, Respiratory Care Program, sitting at table.]

CURTIS AUMILLER:

My name is Curtis Aumiller. I am a professor and program director for the respiratory therapists program at HACC, Central Pennsylvania's Community College. I am also an alumnus of the respiratory therapy program here at HACC.

[Cut to a close-up of CURTIS.]

CURTIS:

So the Fund for Excellence in Healthcare initiative

[Cut to two nurses at bedside of sim man.]

CURTIS VO:

helps our students continue to move forward

[Cut to two surgical technology students in simulation lab.]

CURTIS VO:

and helps to strive for the cutting-edge.

[Cut to four surgical technology students in simulation lab].

CURTIS VO:

Health care technology is constantly changing

[Cut to a vitals screen of sim patient.]

CURTIS VO:

and in order for HACC to keep up

[Cut to a nursing student with a faculty member].

CURTIS VO:

and our students to be the best employees

[Cut to a close-up of a student wearing a hair net and a face mask.]

CURTIS VO:

that they can be,

[Cut to a close-up of CURTIS.]

CURTIS:

we need to make sure that we are having the latest technology for those students to use.

[Cut to an over the shoulder shot of students looking at a sonography screen.]

CURTIS VO:

Students will definitely need these

[Cut to a faculty member pointing to sonography screen.]

CURTIS VO:

new skills for their jobs. As healthcare

[Cut to an invasive cardiovascular technology student in scrubs and a faculty member in a lab coat using equipment.]

CURTIS VO:

continues to advance

[Cut to an invasive cardiovascular technology student in scrubs using equipment.]

CURTIS VO:

and as the

[Cut to an invasive cardiovascular technology screen.]

CURTIS VO:

baby boomers continue to age, the

[Cut to a diagnostic cardiac sonography student using equipment.]

CURTIS VO:

need for health care continues to skyrocket and so

[Cut to a close-up of CURTIS.]

CURTIS:

we want to make sure that we are prepared to meet those demands.

[Cut to a photo of a nursing student working with a mannequin baby.]

CURTIS VO:

So whether we're dealing with premature babies

[Cut to a photo of a nursing student working with a mannequin baby with faculty in the foreground and three additional students in the background].

CURTIS VO:

all the way up through the elderly,

[Cut to a close-up of CURTIS.]

CURTIS:

we really as a society rely on technology and if we cannot provide that technology we're really just hurting ourselves in the future.

[Cut to a close-up of stethoscope on a hospital gown.]

CURTIS VO:

If I or one of my loved ones

[Cut to a panning shot of a nursing student and a faculty member working on a sim man.]

CURTIS VO:

was going to the doctor or going into the hospital I want

[Cut to a shot of two surgical technology students washing their hands.]

CURTIS VO:

the people taking care of them to have the training

[Cut to a panning shot of three surgical technology students working in a simulation lab.]

CURTIS VO:

to have had experience with the equipment

[Cut to a close-up of CURTIS.]

CURTIS:

so that they can take care of me or my loved one in the best way possible. And having this fund

[Cut to a shot of a healthcare career brochure.]

CURTIS VO:

will allow us to ensure that that occurs. Please join me in giving to the

[Cut to close-up of CURTIS.]

CURTIS:

Fund for Excellence in Healthcare here at HACC.
My name is Curtis Miller. I am...

[The video ends and DR. CARTER appears on screen again.]

DR. CARTER:

Thank you. I am now I'm going to tell you how to establish funds: scholarship funds, emergency assistance funds, or Funds for Excellence. Before I do, however, I want to give you an opportunity to ask questions about what you have learned so far. So please enter your question in the chat at the bottom of your screen, or you can enter your question into the Q&A box, and we'll give you a few minutes to do that, and then we'll answer those questions and then we'll proceed with me showing you how to go about it, establishing all three of these funds.

[The screen briefly dips to black before returning to DR. CARTER.]

DR. CARTER:

All right. So, we're going to proceed with teaching you how to establish these funds.

[The HACC Foundation web page appears on screen:

<https://www.hacc.edu/HACCFoundation/NamingOpportunities/index.cfm>]

DR. CARTER VO:

So, this is the Foundation website, and we're going to share this link with you in a follow up email. So, we'll make this easy for you. But I want to start by saying it is all right here. The process to establish these funds is very easy, very user friendly, but it's all on one page. So, we're going to start with the scholarship fund. I'm going to click see more.

[The web page switches to this web page:

<https://www.hacc.edu/HACCFoundation/NamingOpportunities/scholarship-fund-naming-program.cfm>]

DR. CARTER VO:

So, the first up, we have a very user-friendly online form. And the best part about this, and donors give us feedback, is it's very easy to follow. We have it broken out in parts for you, part A, part B, part C, and it is very easy to follow. It gives you a step-by-step instructions. So, the first part, part A, we ask for your information because we want to develop a lifelong relationship with you. This is not a one and done. Once we establish this relationship with you, we keep in touch with you to update you on your scholarship recipients. So, we want to have your name, your address, your telephone number, and your email. Part B, what type of fund do you want to establish in terms of scholarships? Okay. So you click here, three types of ways. The first way is you can establish an endowed named scholarship fund. What that means is you would contribute at least \$35,000 to the HACC Foundation, we would invest those funds for a full year, and at the end of the 12-month period, there would be interest that would accrue. The interest is what we would award in the terms of scholarships. We would then take the money that accrues. And here is the example that you see right here. At 4% interest, we would, we would then have \$1,400 generated at the end of the 12-month period. We would then divide that money between two semesters, \$700 for one semester, \$700 for the other. And because HACC is very economical, that money goes a long way to helping our students to offset the cost of their tuition, books and fees. Let's just say you say, well, you know, I don't want to do that. I want to do another

type of scholarship. We do have donors who say, I want my fund to have an immediate impact. I don't want to wait a full year. Well, we have other ways we can help you. We have an annual named scholarship. This is a scholarship where you would contribute \$3,000 per year for at least five years. So the monies could be awarded for the very next cycle of scholarships. And we do award scholarships for credit programs twice a year. So, these monies could be awarded and you would not have to wait for 12 months. You also could contribute to an existing scholarship fund. We have donors who say, "Hey, can I just give a significant amount to an existing scholarship fund?" And we say, HACC yeah! And there's the combination. For example, we have an alumna who is going to, in the very near future, contribute \$200,000 to the HACC Foundation. She is doing a combination. She does not want to, she does not want to do an endowed fund. She wants a fund to be given to students to give them full-rides. So, she is going to give ten students \$20,000 scholarships to pay for all of their tuition, books and fees. So, she is doing this scholarship, the annual named scholarship, but she's doing it for a significant amount of money. So, you can do that as well. What we want you to do is to feel good about your philanthropy. So, we're willing to work with you to make sure that these, the scholarship fund meets your goals. It makes you feel good about your giving. The fun part then begins with the form. You would go down and you would type in the name of your scholarship. You could do this in honor of someone or in memory. You would then go down for Part C and you would then select do you want it to benefit full-time and part-time students, full-time only or part-time only? We recommend that you select full-time or part-time. In case you were wondering, the overwhelming majority of HACC students are part-time. So to help the most students, we do recommend that you choose the first option. Also, GPA. You can select any GPA. You have to have at least a 2.0 GPA to receive a scholarship from the HACC Foundation. So students below that GPA will not be eligible for any HACC scholarship. Also, we do recommend that you do scholarships for students who have a financial need. Students who are wealthy do not need to receive scholarships from the HACC Foundation. Also, you can decide where you want the scholarship recipients to reside. We serve a 11-county service area. The College does, and we recommend that you select as many as you want to help the most students. So you can select all 11, two of the 11 or one of the 11. It's your decision. Then you go down and you can determine which programs you want to benefit. You want students from our welding program, our nursing program, engineering. To make it easy for you, we have given you a link to all of our programs. We encourage you to click on that link, see the programs that really resonate with you and type those programs in this box. And then we move down to the name of the scholarship fund. What is the name that you want to name the fund? Who do you want it to be in honor of or memory of? If it is named for an organization or individual, we invite you to give us information about it in this box. And of course, if you want us to have a picture or logo, if it's someone you're doing this in memory of or a, we would love for you to give us their picture and upload it here. If it's for an organization, we would love to have your logo to upload it as well. Then we moved to Part E to establish a scholarship fund. Here is the contribution amount. How much are you going to contribute? And if you want to do a pledge, you can, you can do a pledge up to five years. So let's just pretend you want to do a \$35,000 scholarship. You can contribute a certain number of amount of money over a certain number of years, up to five years. And you would fill that information in these four boxes. And then you will go down and you will select how you want to make your contribution. You could click a check and then you would get an instruction right here. You would click a pledge, you would get instructions right here, and you would click an on online. You would get instructions right here. Whatever you select, we give you instructions. And then we move to Part F. May we publicize your contribution? If you want to remain anonymous, you would then select no. If you want us to publicize your contribution, you would select yes. And then we ask you to sign for Part G and you can do this electronically, you type in your name and using, and look at this fancy little thing here. You would type your information, okay, and you would click this if you wanted to start over. It's very easy. It's one-stop shop. You would check for your date and then you would submit the form. Once we get the form, we then contact you and we work with you to then develop what we call a memorandum of understanding. It would be outlining how the money should be used, the eligibility of

the students, what they have to meet, what GPA they have to adhere to, where they must live. And you would then sign the, the MOU, I would sign it and we would then execute it, which means we would then put your scholarship, it would be officially created. We would then market your scholarship so that you would then have students to apply. So that is how you establish a scholarship fund.

[The screen switches to this web page:

<https://www.hacc.edu/HACCFoundation/NamingOpportunities/index.cfm>

Then, DR. CARTER clicks on this web page:

<https://www.hacc.edu/HACCFoundation/NamingOpportunities/emergency-assistance-fund-naming-program.cfm>]

DR. CARTER VO:

Now let's move over to establishing an emergency assistance fund. Very similar process. However, there are some differences. Okay, so for an emergency assistance fund, there are two ways you can do it. You can create a named emergency assistance fund or you can contribute to an existing one. We have quite a few that you can contribute to. Let's focus on how you would establish one. Again, we talked about these monies are used for crises or emergencies. And again, very similar. The minimum gift to establish one is \$35,000. And you would then click that. You would type the name of the fund that you wanted to create. You would tell us if it's in honor or memory of someone, and you would tell us the fund amount that you wanted to contribute and you know that it would be at least \$35,000. You would then determine how you wanted to make that contribution. Whatever you click, it gives you with instructions, and then you would answer questions about if you want it to be anonymous or not, and you would then sign it and submit it. Once we received this, we would then work with you, same process, to determine who you want these monies to benefit. And we would then do a memorandum of understanding for you to sign. We would sign as well, and we would then put your fund, it would be officially established to benefit our students who encounter crises and emergencies. And you'll notice a recurring theme. This is a partnership. So we would walk you through this process from beginning to end. At no point would you be left to figure it out on your own. We would work with you from A to Z and beyond.

[The screen returns to this page:

<https://www.hacc.edu/HACCFoundation/NamingOpportunities/index.cfm>

Then, DR. CARTER clicks on this web page:

<https://www.hacc.edu/HACCFoundation/Donate/FundsforExcellence/index.cfm>]

DR. CARTER VO:

And then the Fund for Excellence, remember we talked about this. These are the funds that allow HACC to be excellent. You know that we have a culture of excellence at HACC. And again, very similar process. Here are all the Funds for Excellence we have, we have ways and these are the funds that allow us to invest in our programs. So if you have a love the York campus, there is one for the York campus. If you have a love for STEM, we have a Fund for Excellence for STEM. And these moneys are used to enhance our STEM, science, technology, engineering and math programs that are related to STEM. These funds are used to make them go from good to great.

[The screen switches to this web page:

<https://www.cognitofrms.com/HACC2/HACCFoundationFundForExcellenceForm>]

DR. CARTER VO:

So here is the online form to establish a Fund for Excellence. Same process. So we're asking you to answer this question. Are you completing this form on behalf of a company or, or the other organization? You would click yes. If you do, you get that information. Let's just click no, you're doing

this as an individual. You would then give us your information, your name, your address, your telephone number, your email. You then will say I want to name one for \$35,000. Again, you can do a pledge. You can do \$35,000 paid over a five-year time period. Is it in memory or honor of someone, you would click yes. And if it is, you could type in this information. You will then tell us how much you wanted to contribute to establish your fund. The \$35,000 is a minimum. You can do more than that. Again, how would you contribute it? You can click the box. It give, whatever you click, on how to get your contribution to us. And then you would go down to the acknowledgment and recognition. And again, same question, do you want it to be publicized or no? And then you would sign and you would click submit.

[The screen switches to DR. CARTER on screen.]

DR. CARTER:

So for all three funds, what we're recommending that you do is think about it, talk it over with your family and then complete the fund. The minute that we get your, the online form, you would complete the online form. The minute we get the online form submission, we will be in contact with you in a matter of a couple of days. And we would then meet with you and walk you through the process from beginning to end. So let's just pretend after talking with us, you say, "Wow, Linnie, I checked these three counties. I really want to support more than those three counties." We can modify your form so that it would reflect what you really intended. So once you do the form, you can absolutely change your mind about the criteria. Okay, so it's not a one and done. Once you do the online form, you absolutely can change your mind in talking with, once you meet with us. So what is next? You submit the online form. We work with you to draft your memorandum of understanding. You sign, we sign. We then promote your contribution. If it's anonymous, we will tell people it exists, but we will not disclose your name and we will then start awarding, awarding the monies to our students. The best part about this is once your fund is established, you get to see firsthand your gift at work. For example, if you establish a scholarship fund, we will share with you thank you letters from your students. We will share with you the fund balance, we would tell you how much money has been spent from your scholarship fund, what the balance is. If you want to continue to contribute to it, you could and we, and you would have an opportunity to actually meet and engage with your scholarship recipients. The same with the Emergency Assistance Funds. Now, what I tell you, the Emergency Assistance Funds are a little different because the students who request money are usually traumatized. We leave, we allow them to determine if they want to meet with you. The reason is sometimes these crises and emergencies are embarrassing for them, as you can imagine. And so some students will decide they want to remain anonymous. And I know that you can respect their wishes. Scholarship recipients are not anonymous. However, Emergency Assistance Fund recipients, if they want to remain anonymous, it is their choice to do so. So we do thank you for understanding that. And for Funds for Excellence, if you create a fund that you want to see firsthand how it transformed a campus, we would love to host you on the campus to see your gift at work. If you just pretend you contributed to renovate a lab at the Gettysburg Campus, it would be our great honor to literally give you a tour on our Gettysburg Campus and see your gift at work. So at this time, we would invite you to type into chat or the Q&A if you have any questions.

[The screen briefly dips to black before returning to DR. CARTER.]

DR. CARTER:

So what are the next steps? After this webinar, we will post this recorded webinar online so you can watch it, share with others, process it. We will also email you with the link to the recording and I will also invite you to meet with me to discuss your next step with establishing a fund: scholarship fund, Emergency Assistance Fund or a Fund for Excellence. I will now turn it over to our phenomenal president, Dr. Ski. Thank you.

[The screen switches to DR. SKI on screen with a red background that reads, "HACC Donors Rock!"]

DR. SKI:

Well, thank you, Dr. Carter. And here is a sitting ovation for you and your team as you serve our students and colleagues during these very interesting times in higher education. I also want to thank you for going over the three funds, the scholarship funds, the Emergency Assistance Funds and the Funds for Excellence. It is so good to be able to have those options and we hear that from our donors constantly, that they really appreciate the options they have to invest in our students. I do want to say that, as Dr. Carter has mentioned, the \$35,000, that can be of, the \$35,000 can be earned over a couple of years. So if you want to give \$7,000 over five years, or if you want to do something over three years, that is possible for you. So it doesn't have to be the \$35,000 all at once. One of the questions that I'm normally asked is why does HACC raise money for students, for equipment, for employees? Because isn't HACC a state supported institution? Well, for some of you who know, HACC at one point was supported by the Commonwealth of Pennsylvania. In the sixties, maybe the seventies. Then in the eighties, nineties and early 2000s, we were assisted. And now I like to say we're located in the Commonwealth of Pennsylvania because only 16% of our \$130 million budget is supported by the Commonwealth of Pennsylvania. And so therefore it's important for us to be able to raise dollars that at one point we used to get from the state, but now we need to raise so as we can remain competitive in our equipment as we teach our students. As you heard Dr. Aumiller say in respiratory care, that it is important we stay up to date with the equipment in our health care world, in our manufacturing world, in so many other environments that we have. The other piece that's important is so many of our students, the average age is 25, but 74% of our students work at least 25 hours a week, and 75% of them are obviously going part-time. And so they have family responsibilities, work, and many of our students work two jobs. So that's why when you heard the gratitude that was expressed by the student, you know, \$500 or \$1,000 to a student means an awful lot for textbooks or and for tuition. And so I seriously hope you will consider investing in our students, because for some of you who are employers, some of those students may be your current employees and some may be your future employees. And so your investment today, tomorrow, in the years to come will make a major difference in our entire service region to keep Central Pennsylvania competitive. I'd also like to say in closing that if any of you have a desire to take an active role in helping us and helping the Foundation Board, members from our community who are committed to helping us raise the funds to invest in our students and your favorite community college, please reach out to us so that we can talk to you about what that means to be a Foundation Board member. Dr. Carter and I look forward to continuing this conversation today, tomorrow, when you're ready. And I do hope that within your circle of friends and employees, that you will be able to help others see why investing in HACC makes such good sense in our community, in this service region that we are in, in Central Pennsylvania, as we transform lives, destinies and family trees. And finally, I hope you will continue to join me and Dr. Carter in being #HACCproud. Thank you all.

[The screen fades to black.]