

Red Deer College Foundation

History

Incorporated July 26, 1982
Registered charity by Revenue Canada

Mission and Goals

The mission of Red Deer College Foundation is to seek financial support that will further the mission of Red Deer College.

The goals of the Red Deer College Foundation are:

- To serve as the fund raising arm of Red Deer College.
- To attract increased financial support for the students and programs at Red Deer College.
- To cultivate a committed volunteer base.

Advancement / Community Relations

College Executive adopted the Advancement Model for Red Deer College in 1998, wherein the Advancement (since changed to Community Relations) through the Associate Vice-President, reports directly to the President and in turn, to the College Board of Governors. Community Relations is responsible for all day to day activities of the Foundation, as well as overall donor relations / stewardship / fundraising / fiduciary and marketing initiatives for Red Deer College. This is an expanded role over prior years.

The Foundation directors agreed to assume a “care-takers” role until the *Taking Charge of Tomorrow...Together* capital campaign was completed. The energy and resources developed from that campaign would then be used to determine the future direction and role of the Foundation. With that task completed, it was timely to establish a strategy for the Foundation and its governance.

To that end, the President and Executive Director, Advancement (the prior title) convened a meeting in early 2002 with Foundation Board members who were in place at the time, as well as participants in the capital campaign. The primary Agenda item was to seek input as to whether the Foundation should be preserved in some way and how, or if, the Board could be “rejuvenated”. Among the key conclusions, it was expressed that the “new” Board would be mandated to engage in activities that were congruent with Board Ends, with an overriding responsibility for offering strategies, guidance, suggestions and engaging volunteer support for fundraising aims.

The College Board of Governors approved the changes proposed, including requisite steps to amend the Foundation By-laws to reflect the revisions.

FOUNDATION BOARD CANDIDATES TERMS OF REFERENCE

The Foundation Board is responsible to provide strategic leadership and support to the College, in consort with President and Associate Vice-President, Community Relations with regard to fundraising activities for the benefit of the College at large. Appointed by the Board of Governors and reporting through the President, members of the Foundation Board will meet quarterly, at minimum and will be accountable for the following Key Result Areas:

- Based on specified needs set out by the Board of Governors and College Leadership Team, identify those projects where the College should best focus its fundraising efforts;
- Provide input and strategies on how to raise money for designated projects and priorities; e.g. Campaign, events, planned giving, annual giving, major gifts;
- Maximizing the benefit of all fundraising events by regularly assessing their timeliness, suitability and overall efficacy relative to the vision of Red Deer College;
- Promotion, cultivation and stewardship of donors, supported by staff of Community Relations Division;
- Promote and develop a volunteer base by engaging key community members who have energy, creativity and connections - whether external via business community, alumni or individuals;
- Other senior advisory roles for the benefit of the College and its connection to the communities we serve.