

# Relationships: The Foundation of Fundraising



Presented by  
Melanie Reilly, Director of Development

on  
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# Objectives

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Define philanthropy, charitable giving, and the process known as Moves Management



Identify ways you can apply your leadership skills to increase private support of De Anza



# Fundraising 101

# What is Philanthropy?

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- Gifts of time, talent, and treasure to help make life better for other people
- Part of the Foundation's and the District's missions
- A practice that brings joy!
- Based on relationships



# What Is a Charitable Gift?

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- Gifts of cash or checks
- Gifts of securities or stock
- Gifts-In-Kind
- Grants (from family foundations, community foundations, corporate foundations)
- Planned Giving pledges
  - Bequest intention, name as a beneficiary of insurance policy, IRA rollovers, charitable gift annuities
- Event attendance/ticket sales
- Can support existing programs/funds or create new opportunities
  - Matchmaking—align the donors' interest with the needs of the College

Before you seek any of these donation types, loop in the Foundation!



# Donor Relationship Types

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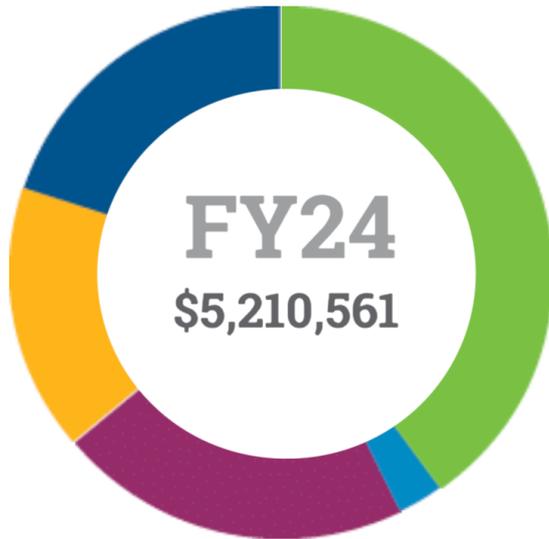
- Individual Giving
  - Can be directed through Donor Advised Funds, bequests, annuities
- Corporate and foundation grants and sponsorship
  - Private grants (vs. public)
- Recurring donors/donor retention for established/ongoing needs or new projects
  - Scholarships, emergency grants, program/Division funds
- New prospects for established/ongoing needs or new projects
- Board/Advisory service & guest speaker volunteers
  - Do you have volunteer needs that will improve outcomes for students?



# Our Funding Sources

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## CONTRIBUTIONS



- Individuals | **40%**
- Alumni | **3%**
- Foundations | **21%**
- Corporations & Organizations | **16%**
- Bequests | **20%**

# Why Is Philanthropy Important to De Anza?

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*“Thank you so much for your generosity! I am a nursing student who just finished my fourth quarter out of six. I am proud to say I have done very well in the program so far, and I plan to continue excelling academically. When I achieve my goal of becoming an RN, I hope to give back by taking care of my community, and I hope one day to give back financially the way that you have. Financial struggles are always a source of anxiety for me since I am a single mom with a young daughter whom I care for on my own. I cannot express my appreciation enough to you for this scholarship that will help me in my nursing journey. It is truly a blessing, and I am forever so grateful.”*

– Nicole, scholarship recipient



# Moving the Relationship Forward: Moves Management

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Activity

You're a Fundraiser!

# You Are the Key

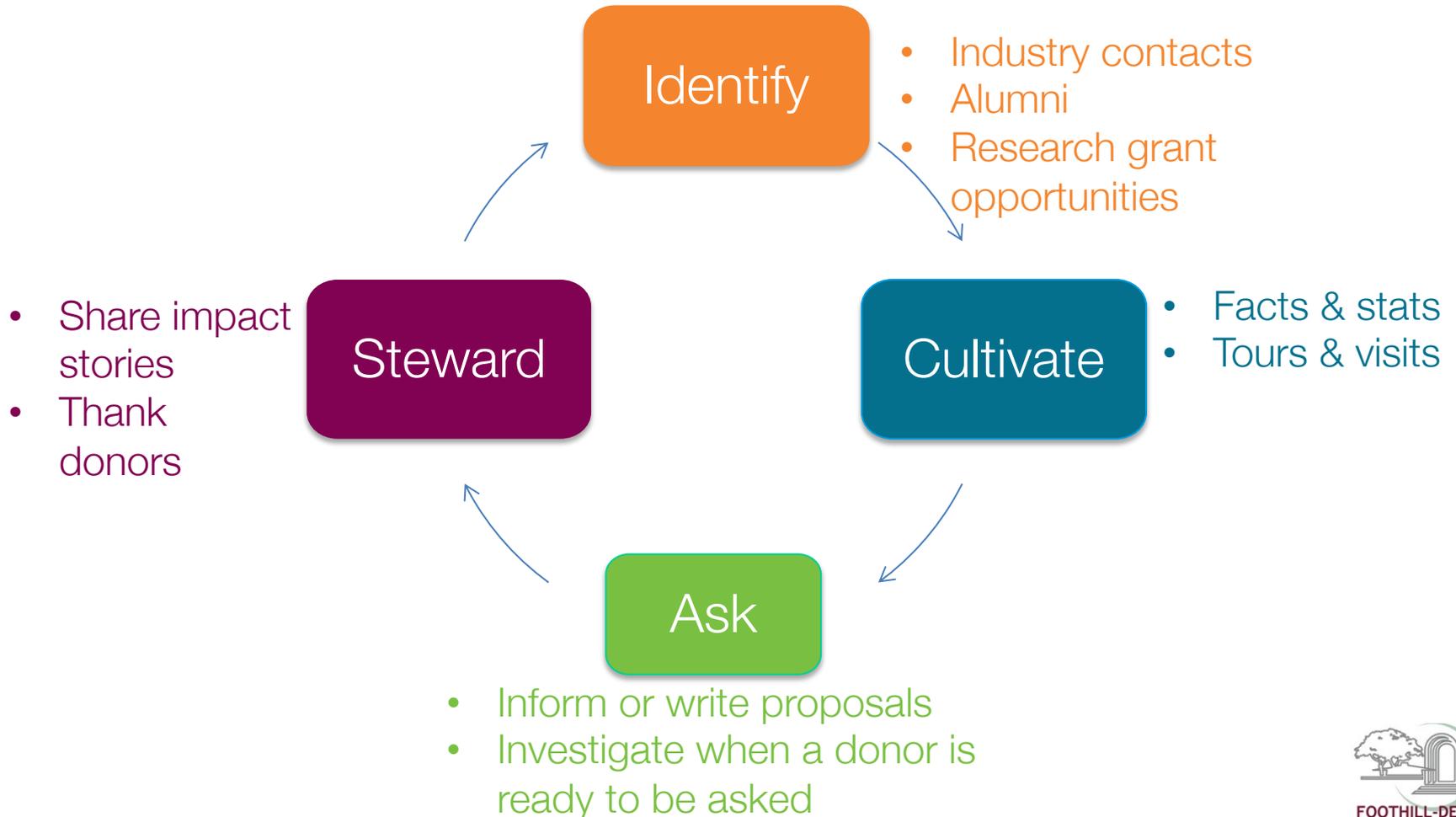


- The faculty, staff, and students who benefit from our donors' philanthropy are subject matter experts and can provide the most meaningful engagement for donors
- You provide the essential donor **engagement** pillars
  - **Access**
    - To beneficiaries and leaders
  - **Information**
    - Inside scoop on your work and student experience
  - **Experiences**
    - Campus visits, facility tours, student interactions



# Moves Management & You

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# Identify Needs and Prospects

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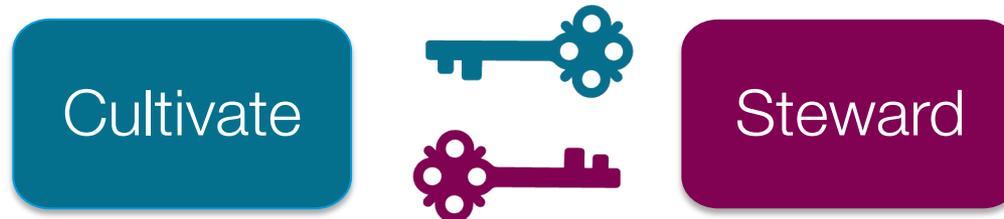
- Keep the Foundation updated on your Division/program
  - Introduce alumni and industry contacts to Melanie
  - Communicate your funding needs and your recent successes to Foundation
    - The Five Practices of Exemplary Leadership, Kouzes & Posner
      - Inspire a Shared Vision: Envision and communicate an uplifting future
        - How do I invite others into a compelling vision that we co-create?



# Cultivate Relationships

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- Provide Subject Matter Expertise
- Attend Face-to-Face Meetings
  - You are the face of donors' philanthropy, representing the spaces, programs, and students that donors want to support
    - Enable Others to Act: Foster trust and collaboration



# Ask and Inform Proposals

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- Provide data or stories to inform proposals that the Foundation will present to individuals or organizations
- Write grant applications for public or private grants
  - Public → Grants Office
  - Private → Foundation
  - Challenge the Process: Experiment, innovate, and seek improved ways



# Spend and Steward

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- Keep us updated as you utilize gifts and spend Foundation funds
- The best donors are existing donors, and donors are unlikely to give again if we have not used and shared the impact of their past donations
  - Encourage the Heart: Recognize, appreciate, and celebrate
- Spend according to donors' intent
  - Budgeteer is Division Dean or program Director
  - If you are unsure about the purpose of the funds, contact the Foundation



# Stay Connected

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- Follow FHDA Foundation on social media
  - [foundation.fhda.edu](http://foundation.fhda.edu)
  - <https://www.facebook.com/FHDAFoundation>
  - <https://www.linkedin.com/showcase/foothill-de-anza-foundation/>
- Connect Melanie to Advisory Boards and other community groups supporting your Division

Identify



Cultivate



Steward



# Thank you!

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Questions?