

## SANTA MONICA COLLEGE FOUNDATION

**Organizational Structure.** The Foundation has a thoughtful team of professionals to better serve and fulfill the goals, objectives, and mission of the institution. SMC Foundation manages 294 scholarship accounts and 185 program funds, including 36 endowed program funds and 149 annual program funds. SMCF implemented a new financial database system in Q1. The conversion was one of the Foundation's major priorities for the year. The shift to QuickBooks Online reduced the Foundation's annual operating costs; the money saved was re-invested to support other programs. During Q1, the Foundation staffing was reduced by two persons: the anticipated departure of the administrative assistant (headed to graduate school) and the CFO. With fiscal uncertainty due to the pandemic, the active decision to maintain a reduced team without compromising the integrity of the foundation's operations, remained intact. Thus, SMCF reduced overhead costs through the balance of the fiscal year. Additionally, SMCF secured grant funds that covered a portion of its operational costs, again. The intentional reduced forecasting proved fruitful, ending the year fiscal year in the black. SMCF continues to provide annual statements to program fund account holders to demonstrate strong stewardship and professionalism, while maintaining transparency and service with the Superintendent/President's office and all senior staff with a direct correlation to said programs. These reports are prepared and submitted at the start of the Fall semester.

*Board Priority: Fiscal and Facilities #15; Community and Government Relationships #16.*

**Board of Directors Engagement** (*This is a partial list of engagement*). SMC Foundation Board Chair Margaret Sohagi, and her husband Dr. Lauren Reager (SMC Alum) championed SMC and stewarded significant resources in support of the annual holiday fundraising campaign. Spring Aspers, SMC Alum and President, Sony Pictures Music Group, stewarded a partnership with SMC, creating a direct path to paid student internships starting Spring 2022. Dr. Tiffany Grunwald, SMC Alum and Division Chief of Plastic & Reconstructive Surgery at Providence Saint John's Health Center used her professional platform to secure entry level staff in partnership with SMC's workforce and economic development department, connecting to the nursing program for candidates. In addition to supporting Giving Thanks(giving) with goods and services from his Santa Monica restaurant Ashland & Hill, Mark Verge (SMC Alum) raised funds and support for the SMC basketball program.

*Board Goals & Priority: Community and Government Relationships #16.*

**Revenue.** Despite the financial narrative so many nonprofits experienced and continue to face during the pandemic, SMC Foundation identified meaningful ways to seek and secure support from individuals, corporations, and private foundations. As a result, the Foundation only saw a one percent decrease in total dollars raised, year over year (\$4.731M vs \$4.738M). However, there was a 52 percent increase in the amount of unrestricted funds raised (\$235K vs \$154K). Support from grants also increased significantly from \$105K to \$985K. The team also continued the Foundation's largest fundraising campaign (the Meal Project) which raised \$1.28M for food security in 2020-21.

*Board Priority: Fiscal and Facilities #8, #11, #15.*

**Student Scholarships.** A record \$1.1M was awarded in 2020-21 to 555 students. Scholarships ranged in size from \$250 to \$30,000. One of the highlights this year was the ability to award 12 students with the Foundation's highest award: The Carol H. and Kevin W. Sharer Scholarship for Education. The eligibility for the award includes transferring to a UC or CSU, STEM, teaching, or business majors, and clear direction into the workforce. Each scholarship covers last-dollar expenses for two years of transfer education and range from \$15,000–\$30,000. This is the second cohort to receive the Sharer Scholars award.

*Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

**New Annual Scholarships and Endowed Scholarship Growth.** A number of existing donors raised their scholarship award amounts and we added 14 new scholarships, including four endowed gifts. These include: The Lisa Davis and Jeanette Blaydes Scholarship; The Beverly Mutchnik Endowed Scholarship; The Clyde Smith Memorial Endowed Scholarship; The CalCPA Scholarship; The Eleanor Espensen Endowed Scholarship; The Hope Scholarship; The Dan Dickey Memorial Endowed Scholarship; You Can Do It' Scholarship for Students Transitioned from Noncredit to Credit Classes; the Daughters of the American Revolution (DAR) Santa Monica Chapter Scholarship for Veteran Students; the Borodin Scholarship; the "8427" Scholarship; the Hollywood Foreign Press Association Journalism Scholarship; the Technology Management Consultants, Inc. Scholarship; and the Mark Ivener Law Pathway Scholarship.

*Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

**Housing Insecurity.** SMCF contracted with Los Angeles Room & Board (LARB), who opened their student housing facility, called The Opportunity House, in Westwood, CA. The 11,000 sq. ft. home is located across the street from UCLA. The proprietors of the former sorority house have entered into a five-year licensing agreement. LARB converted the space into a 50-bed home for very-low-income college students, with priority enrollment designated to serve current and former foster youth students, and homeless students attending college at a highly reduced rate of \$300 per month all inclusive. The Opportunity House opened its doors September 2020 amid the pandemic to 18 students, half of whom were Santa Monica College students. Today, 12 SMC students call Opportunity House home, thanks to the partnership and one-time sponsorship of \$50,000 from the SMC Foundation.

*Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

**Supporting City of Santa Monica, Community Corp. of Santa Monica, Virginia Avenue Park, PAL, and the Boys and Girls Club of Santa Monica.** Throughout much of Q1 and Q2, SMCF provided food support to the various named partners, specifically fresh produce boxes. For 12-14 weeks, SMCF's weekly distribution included 1,200 Sunrise Produce Boxes to our neighbors to address the need for support. Building on the relationship, SMCF led the team of City, BGCSM, and VAP staff with a special event, known as Giving Thanks(giving). Over 1,400 students and community members received holiday groceries, recipes, and how-to videos to celebrate the day. A drive-thru distribution line accommodated the guests, greeted by over 150 event staff. SMCF leveraged the event to raise funds for food security and cover 100 percent of the costs associated with the giveaway. Additionally, SMCF confirmed 12 corporate partners who stepped up to support the effort including Ashland Hill, GoGo Squeez, Jacmar Foodservice Distribution, Costco, Danone Foods, Everytable, Hunger Not Impossible, Suja Juice, the Butterend Cakery, Vicente Foods, Vintage Grocers, and Whole Foods Market.

*Board Priority: Community and Government Relationships #20.*

**Emeritus Program.** The advancement team works closely with the Emeritus program on their annual appeals, fundraising initiatives, donor relations, and estate planning, to ensure an ongoing stream of philanthropy and stewardship. Despite the pandemic year, the SMCF team worked closely with the Emeritus program associate dean to ensure students who required extra assistance with food security were supported through a customized, fully funded Meal Project program.

*Board Priority: Community and Government Relationships #16, #19.*

**Commerce & Creativity.** Since March 21, 2020, SMCF has led the efforts to serve students with a critical replacement option, in the absence of SMC's traditional campus food programs. Meal Project is a multi-pronged food service program for students who are food insecure. Currently, there are three facets to the Meal Project: 1) Meal Project–Everytable, a delivery service that directly provides seven healthy, fresh

meals along with snacks and smoothies to students each week. 2) Meal Project–Bento, a text-based platform that allows students to secure fresh meals free of charge, like placing a to-go order. Students receive up to seven complimentary meals per week on demand; 3) Meal-Project-Food Pantry is a weekly drive-thru service for students inclusive of fresh produce, grains, proteins, and shelf-stable food, thanks to multiple partners including FoodCycle, Westside Food Bank, Jian Isaac Bread, **Suja Juice, Sunrise Produce**, and Vicente Foods. A team of SMC employees volunteer their time to help fulfill and produce the weekly event that attracts students who travel by car, bicycle, public transportation, and walking. To date, more than 600,000 lbs. of free food have been distributed to our students for the past 16 months and over 230,000 meals have been provided through Meal Project. All Meal Project programs requiring financing are sponsored in full by SMCF.

*Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

**Summer/Autumn Sharing.** Sunrise Produce™ is one of SMCF's food pantry partners. Thanks to a USDA grant, the produce distributor provides 1,200 free individually packaged, fresh produce boxes (15 lbs. each). Every SMC student who visits the drive-through pantry was guaranteed to receive a box, as do SMC, KCRW, and Broad Stage employees who reserved online in advance. Further, several Santa Monica-based nonprofits including the Boys and Girls Club, the Salvation Army, The People Concern, YMCA, St. Joseph's Center, CLARE Matrix, and several other neighborhood supporters receive an allotment of boxes for their families. The weekly distribution first started in May 2020 and continued through October 2020.

*Board Priority: Community and Government Relationships #16, # 17, #20.*

**Equity.** SMCF sponsored 12 SMC employees' attendance to the A2MEND conference (African American Male Education Network & Development). Department chairs, counseling faculty, classified employees, and administrators took part in the three-day conference in February 2021. Following the conference, a debrief meeting was held to discuss and identify strategies and tools from the conference to consider implementing at SMC. Interim Dean of Equity, Pathways, and Inclusion helped to identify interested participants.

*Board Priority: Educational Advancement, Quality and Equity: #1.*

## **THE BROAD STAGE**

Over the past season, in response to the closure of our theaters as a result of the pandemic, The Broad Stage (TBS) refashioned itself into a provider of original online content, offering both ticketed and admission-free programs, as well as special experiences for members. We were also able to offer a first-time drive-in film festival to audiences in partnership with Dance Camera West and continued our longstanding partnership with SMC to offer an array of classes and workshops for students and faculty. Our report details a few highlights of this unforgettable year:

- From October 20–November 15, 2021, TBS presented illusionist, mentalist, and performance artist Scott Silven in *The Journey*, an interactive experience exploring the transformative power of place and what it means to be home.
- In partnership with Center Theatre Group, TBS presented Kristina Wong for Public Office from October 30–November 29, a 75-minute comedic performance that crossed the aesthetics of campaign rallies, church revivals and solo theatre shows to tell the story of what it means to run for local office, the history of voting, and the impact artists can have on democracy.