

OFIC 2016-17: IN REVIEW



THE OHIO FOUNDATION
of
INDEPENDENT COLLEGES

A Banner Year for OFIC!

With a continued focus on fundraising for student scholarships, we've impacted hundreds of students — and placed a continued emphasis on campus-to-career opportunities. OFIC has continued to promote the importance of Ohio's independent colleges and universities and their role in building a strong economy for the state. Read below for more details about our exciting accomplishments!

FUNDRAISING IMPACT

\$4,434,683 Campaign Attainment

1,094 Scholarships Awarded:

896 Ohio Scholars Program

198 Scholarship Management Resources



Students gather at the 2017 OFIC CareerFest

Campus-to-Career Focus

2017 saw increased activity in regard to leveraging corporate connections for career pathways for students and other workforce development initiatives.

Campus-to-career is now playing a key role at OFIC. With this increased focus, OFIC (through a Council of Independent Colleges grant we were rewarded last year) partnered with GradLeaders to create the OFIC Connect job/internship board and uncovered new discounts for a wide range of career center management solutions to improve our member campuses' service to their students. We also have expanded our successful annual winter CareerFest in Columbus to include a Cleveland event in the fall to provide additional opportunities for our students and donors to find connections and address corporate hiring needs. At our 2017 Columbus event, we had 120 businesses, corporations, government agencies and nearly 700 students attend from 30 of our campuses to discuss internship and employment opportunities.

Increased Collaboration

In 2017, OFIC hosted a number of programs to facilitate collaboration among member institutions, including:

- The University Presidents Forum in September, hosted by Ashland University, focused on enrollment and the role of athletics with guest speaker Dr. Jeffrey Docking, president of Adrian College and co-author of "Crisis in Higher Education: A Plan to Save Small Liberal Arts Colleges in America."
- The annual OFIC Diversity Forum with guest speaker and workshop facilitator Lisa Gutierrez, Vice President of Diversity and Inclusion at Cardinal Health. This session inspired those in attendance to think differently about what diversity and inclusion really means, feel more confident in building relationships with their colleagues, constituencies, stakeholders, and customers, and make diversity and inclusion actionable in their daily work.
- The OFIC Campus Chief Financial Officer Forum, hosted by Capital University, to discuss new collaborative opportunities, and an open session on how OFIC can improve services and programs for our members.

\$300,000 Scholarship Commitment



This year, the Ohio Bankers League established a partnership with OFIC to help their member banks build better communities through scholarships. The three-year OBL scholarship program investment of \$300,000 establishes an endowment and provides current scholarships at OFIC member colleges and universities. It allows Ohio banks to help make higher education more affordable for students, while increasing awareness of careers in the banking industry.

This connectivity could provide students with summer internship opportunities and potentially careers at an Ohio bank. Through the endowed scholarship gift and resulting career connections, this program will help shape the future of the banking industry.



Ongoing Promotion of Independent Colleges and Universities

The Evening of Excellence, our annual event to honor distinguished alumni of our colleges and universities, was a major event for OFIC this year to continue to make a strong case for independent higher education in Ohio. Our focus from previous years of honoring attendees moved to a full-on display of what makes independent higher education special and allowed for increased fundraising opportunities.

There were two new inductees to the OFIC Hall of Excellence: Robert Smith, Partner, HPM Partners LLC, Ohio Northern University, Class of 1975, and Mark Thresher, Executive Vice President and Chief Financial Officer, Nationwide, Otterbein University, Class of 1978. The Earl F. Morris Trustee Award was presented to Helen Crider Smith, Ohio Wesleyan Life Trustee and Class of 1956.



Huntington Bank was recognized at the Evening of Excellence as the OFIC Legacy Donor for their longtime support of OFIC and our students. Since their first gift in 1956, Huntington Bank has provided over \$1.4M in support of our colleges and universities and as of this year, over 565 scholarships for students at our institutions.

Through the CIC capacity building grant, OFIC partnered with a marketing firm to develop refreshed branding and three new marketing themes to present our case for support.

- OFIC Multiplies Your Investment in Higher Education
- Your Investment has a Local Impact
- Invest in the Future of Your Workforce

OFIC also developed a partnership with Ohio Business Magazine for a cover feature in a statewide, 4-color glossy magazine format to highlight the work of OFIC and the successes found on our member campuses.



Financial Review

Reported on cash basis

CAMPAIGN

Goal	\$4,400,000
Attainment	\$4,434,683

SOURCES OF CAMPAIGN INCOME

	NUMBER	DOLLARS
Corporations	265	\$2,582,300
Corporate Foundations	18	\$533,405
Foundations	61	\$1,065,036
Individuals	79	\$80,795
OFIC Endowment	1	\$173,147
TOTAL	424	\$4,434,683

SCHOLARSHIP PROGRAMS

Total Dollars	\$3,227,780
Scholarships Distributed	\$2,702,646
Average Scholarship Amount	\$2,470

ENDOWMENT

AS OF JUNE 30:	MARKET VALUE
2016	\$4,019,317
2017	\$4,271,829

CAMPAIGN INCOME DESIGNATIONS

Annual Scholarship Program	\$2,732,011
Endowed Scholarships	\$325,521
Endowed Scholarship Earnings	\$170,248
Undesignated Support	\$582,011
Donor Designated Support	\$17,800
Rebate Program	\$381,600
Gifts-In-Kind	\$112,600
Event Sponsorships	\$52,392
Program Support	\$35,000
Marketing Initiatives	\$25,500
TOTAL	\$4,434,683

Let's Talk

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