

# Questions frequently asked questions

## **1. Why is NOW the right time for MCC to lead a Major Gifts Campaign?**

Right now, there are critical needs in our community that are not being met. For example, there is a significant overall health care worker shortage. Because of our successful leadership experience collaborating with the community to meet past needs, Montcalm Community College is well-positioned to address current and future needs through its programs and services. The College has created a thoughtful plan to collaboratively address community challenges in partnership with individuals, organizations, foundations, and businesses.

## **2. What are the campaign's economic benefits?**

Educating students in Montcalm County will help grow the local economy. Campaign initiatives focused on learning environment improvements, program enhancements, and student success will prepare more individuals for greater earning power through a high-quality college education. For every \$1 invested in Montcalm Community College, a student gains \$4.90 in lifetime earnings. Regional employers will benefit from access to a local, skilled workforce – enabling them to be more competitive in the global market. Recent economic impact study results showed that MCC creates a significant positive impact on the business community and generates a return on investment to its major stakeholder groups – students, taxpayers, and society.

## **3. Where does the College obtain its funding?**

As a public education institution, MCC is often viewed as having diverse sources of funding and needing little private support. The College maintains a total operating budget of approximately \$16 million. Revenues include a blend of sources including state funding, tuition and fees, private donations, grants, and millage. These revenues are used for operations. State capital outlay funding is unavailable. Therefore, private resources are needed for these special initiatives.

## **4. Why aren't Foundation assets enough?**

For four decades, the College has benefitted from its relationship with the MCC Foundation. During this time, the Foundation has diligently stewarded gifts resulting in significant assets. Because most Foundation gifts have been given with specific instructions from donors, the MCC Foundation Board must honor gift intent. Additionally, most Foundation funds are also endowed, meaning the Foundation Board must comply with its spending policy which limits annual spending so that the funds grow over time.

## **5. How long is this campaign and how long can I pledge?**

The "Transforming Lives, Empowering People" major gifts campaign is designed as a two-year campaign. Your investment can be pledged over a five-year period if you wish.

## **6. How will my campaign investment be managed?**

Your campaign investment will be managed by the Montcalm Community College Foundation. The College has a strong relationship with the MCC Foundation, which is a 501c3 nonprofit organization. Once processed, you will receive an official gift receipt for your contribution that can be used for tax purposes.

