



## Questions & Responses for RFP Feasibility Study

1. Will the Foundation consider other services which are typically not included in traditional feasibility studies? For instance, will the Foundation consider a marketing assessment to help determine broad communication strategies for the campaign including the public phase? **Yes, the Foundation will consider services not typical to a feasibility study, as long as the firm addresses the statement of work, meets the minimum qualifications and provides the requested proposal contents included in the RFP document.**
2. To what degree has the Foundation worked with the College to identify strategic funding priorities? **At this point, TJC has had contributors and Foundation board members participate in various focus groups as part of developing the strategic and master plans. Results of both have been presented to the full board of the Foundation.**
3. When was the Foundation's last campaign? What was the goal and was it reached? **The Foundation's latest campaign raised more than \$8.5 million (the goal, plus stretch) toward re-developing a municipal auditorium into a comprehensive performing arts center with two accompanying outdoor plazas. The campaign ran 3 ½ years and concluded during spring of 2021. Currently, we are funding \$3 million for a building project and should conclude this fall.**
4. What is the largest gift received by the Foundation from an individual? **\$19.1 million from the Gatewood family (\$18.1 million from the estate of Virginia Gatewood and \$1 million from the liquidation of the Gatewood-Hawkins Foundation).**
5. How large is the current endowment, and what percentage is restricted? **Per audit for last fiscal year, total endowment was \$83.3 million with 91% restricted.**
6. Approximately how many constituent records are in the database, and what fundraising database does the foundation use? **Approximately 150,000. We use Banner Advance but are converting to Raiser's Edge.**
7. Where are the majority of anticipated prospects for Campaign Planning conversations likely to be located? **State of Texas predominantly the East Texas region.**

8. Does the Foundation have an expected budget or range for conducting the planning study? **There is no set budget or expected range at this point.**
9. Can you clarify the submission deadline for proposals? We see both August 4<sup>th</sup> and 7<sup>th</sup> listed as deadlines. **8/7 is the deadline for submittal of the proposal.**
10. Do you have expanded details about the proposed campaign menu regarding what the fundraising efforts would be utilized for? Is it all elements in the Strategic Plan and Master Plan? **We are currently determining those priorities, which will come from the strategic and master plans. We will provide RFP finalists with a scenario for funding priorities including a proposed amount needed through fundraising. This scenario will become the basis of an executive summary to be prepared by finalists.**
11. Do you have a range for the desired dollar goal that you are seeking to test? **At this point, we are considering a \$25 million fundraising campaign as part of an overall \$100 million initiative that will be a combination of a tax payer supported bond (last bond for TJC was presented and passed during 2012), maintenance tax note funding (allowable for TJC's tax district to fund renovations and upgrades to current facilities) and private fundraising.**
12. For the statement of work which item (#1-#8) do you want the deliverables covered under in the contents of the proposal? **Yes, you will need to address what deliverables you will provide if selected as the consultant.**
13. Is there flexibility in the timeline, as some of the items that are noted in the Statement of Work will usually occur after the study has been completed as the study will inform these elements. **Yes, the timeline on pages five and six only addresses the process for selecting a consultant.**