THE Legacy CAMPAIGN

CASE FOR SUPPORT

INVEST in those who FOLLOW
SSCC: Where Students Succeed

Snead State Community College is the people’s college. Since opening our doors in 1898, we have educated and trained more than 100,000 students. These students are our family members, friends, neighbors, colleagues, employees, and business and community leaders. Our students mirror our communities.

What do they have in common? They live in northeast Alabama, and they want a brighter future. They strive to achieve their version of the American dream.

What do we desire for them? We are committed to their success.

*Snead State Community College (SSCC) affirms the following:*

**Our Commitment to Students** through providing quality, accessible instruction; resources; and support services to enhance their growth and development.

**Our Commitment to Faculty and Staff** through providing a workplace and learning environment characterized by integrity, clear communications, open exchange of ideas, involvement in decision making, and respect for all individuals.

**Our Commitment to Community** through enhancing the economic vitality and quality of life for all citizens of the community.

**Our Commitment to Excellence** through providing the highest quality facilities, services, and programs as we possibly can.

SSCC graduates contribute to all aspects of our community – they teach our children, repair and program computers, sell goods and services, care for the sick, provide financial and business services, develop and run their own businesses, manage manufacturing plants, and embrace public service. When they succeed, our community is a richer place. That’s what student success is all about.
A Unique Community

As you are well aware, Snead State Community College occupies a unique place in our community. We welcome all those who want to learn and make their own lives—and the lives of those around them—better. Helping them to achieve this goal takes teamwork and a commitment to do what it takes to give them the resources they need to succeed.

We ask you to consider joining us in this effort by participating in the Legacy Campaign. We ask for your investment in your family, friends, neighbors, fellow business owners, and community leaders as we work together for excellence in our region. We ask you to invest in your community’s college. We know that we will all see the benefits for years to come.

Financial Barriers

Students attending college face many financial barriers. Their average annual expenses include:

- Tuition - $4,260
- Books - $1,800
- Personal Expenses - $8,604 (including gas, supplies, and living in the dorm)

A Message from Snead State President Dr. Robert Exley

A Legacy of Excellence. This is the tradition established by its founders to which Snead State Community College has remained true.

As we move forward into the coming decades of this new century, we see a vibrant role in providing hope for our community, hope for an improved quality of life for our children and families, hope for a more productive and cohesive local community, and hope for a tomorrow based on shared values and high integrity.

We see Snead State as our community’s college where local education, workforce and economic development needs are met as well as a convening place for cultural arts and community programs. We will achieve this through staying true to our heritage while enhancing and expanding our scholarship funds, campus facilities, educational programs, and community partnerships.

As you review this information about the Legacy “Invest in Those Who Follow” Campaign, ask yourself what role you can play in taking Snead State Community College to the next level of excellence.
A Vision for the Future

We believe that a college education is not just for the wealthy or for those who demonstrate past academic success. Rather, we believe that education and training for any one of us benefits all of us. Those who can benefit and who are willing to put forth the effort are welcomed and encouraged. However, far too many students simply do not have the financial resources to take advantage of these opportunities. One solution for these students is for Snead State to significantly increase its Foundation Endowed Scholarship Fund.

Endowment Fund

Simply put, an endowed scholarship fund provides a mechanism whereby your gift is secured in perpetuity and only a portion of the earnings from the gift are awarded each year in the form of scholarships. The fund is managed so that a portion of the annual earnings – say 25% – is always added to the principle, and in this way the principle continuously grows.

The need for the endowed scholarship funds is more important than ever before. The Snead State Community College Foundation has two types of endowed scholarship funds that are available to you.

One, for a contribution of $25,000 or more, the donor can have a restricted and named scholarship fund. With a restricted and named scholarship endowment, the donor provides the guidelines for how the College is to award the scholarship.

Two, donations less than $25,000 will be secured in an unrestricted endowed scholarship fund for the College to use at its discretion.

Both funds are opportunities for you to enrich a student’s life with the gift of a quality education.
Modernization of the Bevill Center

Built in 1992, the Bevill Center serves the local community and the college Fine Arts Department in a variety of ways including theatrical performances, musical performances, etc. The current facility is in need of a complete modernization to assure ADA compliance and safety of students and visitors. An enhanced facility will open the door for new and exciting opportunities for our students while providing a quality facility for our College and community. The proposed modernization of the Bevill Center will include:

- State-of-the-art technology
- Enhanced accessibility
- Two-story entry gallery
- Expanded stage
- Black Box theatre

This facility is the single largest public auditorium in Marshall County and is used by multiple community and city/county groups.
Ways to Give

Cash

Cash gifts make an immediate impact and enhance scholarship and program support. The College is especially grateful for unrestricted gifts because they allow flexibility in meeting needs not otherwise funded. Checks should be made payable to the Snead State Community College Foundation.

Planned Gifts

Planned gifts include gifts from wills, trusts, and life insurance. Through these deferred gifts, individuals can ensure the continued strength of Snead State Community College. Such gifts enable the College to make long-range plans in support of its academic mission and goals.

Matching Gifts

Many donations to the College qualify for a matching gift. Often corporations have matching gift programs for their employees and retirees. Details on corporate matching programs may be obtained from your company’s employee benefits office.

Pledges

A commitment to the Snead State Community College Foundation may be paid over a period of one to three years. Periodic payments may be made in the form of cash or appreciated property, such as securities. Many people find that by spreading payments over a period of time, they can make a larger commitment.
Frequently Asked Questions

Q Why does Snead State Community College need to raise private dollars?

A Snead State Community College is fortunate to receive support from the State of Alabama; however, that support has continued to steadily decline. There is a limited amount of state funding that we can use to provide scholarships in the form of waivers for students. In other words, when Snead State awards a student an institutional scholarship/waiver, this is not additional funding we have for the student to use, but instead is tuition and fee revenue that we simply do not collect from the student. At the current time, nearly 96% of all scholarships awarded at Snead State fall within this category. One goal of this campaign is to grow the Snead State Foundation Endowment so more scholarships can be awarded through this avenue to our students. Snead State is also fortunate to have the single largest public auditorium in Marshall County that is used by multiple community and city/county groups. The current facility is in need of a complete modernization to assure ADA compliance and safety of students and visitors. An enhanced facility will open the door for new and exciting opportunities for our students while providing a quality facility for our College and community.

Q Why is SSCC beginning a campaign now?

A With the arrival of Dr. Robert Exley in January 2008 as the president of Snead State, a comprehensive evaluation of the College’s scholarship program was completed and a Campus Master Plan was developed. The evaluation revealed that less than 5 percent of all scholarship awarded at SSCC are funded from private sources. The executive leadership of the College as well as the Foundation Board of Directors agreed it is imperative that we significantly increase these resources. Built in 1992, the Bevill Center serves the local community and the college Fine Arts Department in a variety of ways including theatrical performances, musical performances, etc. The current facility is in need of a complete modernization to assure ADA compliance and safety of students and visitors. An enhanced facility will open the door for new and exciting opportunities for our students while providing a quality facility for our College and community. A pre-campaign study that included personal interviews and mail surveys ranked the Bevill Center modernization as the first priority.

Q What are the campaign’s major areas of focus?

A There are two simple areas of focus – to significantly increase the Snead State Foundation Endowment so that we can award more scholarships to students and the modernization...
Frequently Asked Questions Continued

of the Tom Bevill Continuing Education Center.

Q How can I make an investment in the campaign?

A Gifts can be made in the form of cash, securities, personal property, or other designated pledges. Donors should discuss investments with their tax consultants or financial advisors, as well as with Legacy Campaign officials, to determine the kind of donation that will best fit their personal circumstances and most benefit themselves and Snead State Community College.

Q Will the campaign accept multi-year commitments?

A Pledges enable contributors to realize optimal tax savings and to make a more significant impact for SSCC than might be possible with a one-time donation. This campaign will continue for a one to three-year pledge period. All investments will be gratefully received and properly acknowledged.

Q Why should I give to SSCC?

A “Invest in Those Who Follow.” Snead State Community College has had the privilege of igniting the fires of possibilities for thousands of students over the past 100-plus years, and your gift assures that we can continue to do this for countless more in the future. SSCC is a major contributor to economic development in the region, preparing students for the workforce with a wide range of degree and certificate programs to meet business and industry needs. The SSCC Legacy Campaign is an integral part of fulfilling the College’s mission.

We also believe that a college education is not just for the wealthy or for those who demonstrate past academic success. Rather, we believe that education and training for any one of us benefits all of us. Those who can benefit and who are willing to put forth the effort are welcomed and encouraged.

Q Are named giving opportunities available during the campaign?

A Yes, named giving opportunities are available, and a list of these has been prepared. Please discuss your wishes in this area with our President.

Q Is my campaign contribution to the SSCC Foundation tax deductible?

A Yes. The Snead State Community College Foundation is a nonprofit organization designated by the Internal Revenue Service as a 501(c)(3) charitable organization. A receipt will be furnished for each gift.
Snead State Foundation  
Legacy Campaign  
Steering Committee

- Dr. Robert Exley  
  President, Snead State Community College
- Mr. Tom Gilbreath  
  Snead State Foundation
- Mr. Jack Hancock  
  Snead State Foundation
- Ms. Mary Wells Malone
- Ms. Joan Noel  
  Snead State Advisory Board
- Ms. Margaret Mastin
- Ms. Anita Exley
- Mr. Johnny Brewer  
  Snead State Instructor
- Ms. Kelli Conley  
  Administrative Assistant to the President
- Ms. Melissa Rice  
  Director of Grants Development
- Mr. Mark Richard  
  Chief Financial Officer
- Mr. Jarrod Shields  
  Snead State Instructor
- Ms. Marie Smith  
  Director of Federal TRiO Programs
- Ms. Shelley Smith  
  Director of Marketing/Public Relations
- Mr. George Walker  
  Snead State Maintenance
- Ms. Tonya Clowdus  
  Assistant to the CAO

Thank you for your support of Snead State Community College.

Please make checks payable to the Snead State Foundation, P.O. Box 734, Boaz, AL 35957.

Snead State Foundation  
Legacy Campaign  
Steering Committee
Snead State Foundation
Donor Societies

Parsons Society

The Parsons Society is so named for the College’s nickname. The Parsons nickname represents the rich heritage of the College’s affiliation with the Methodist Episcopal Church and later with the North Alabama Conference of the Methodist Church prior to becoming a member of the Alabama two-year college system.

This society recognizes donors at Snead State Community College whose cumulative contributions and/or irrevocable planned gifts range from $500 to $9,999.

Parsons Society members are honored at an annual event.

John H. Snead Society

The John H. Snead Society is named for the Boaz businessman and friend of education, who contributed land, money, and leadership to the Seminary. In 1906, the name of the Seminary was changed to the John H. Snead Seminary in his honor. The John H. Snead Seminary remained one of Alabama’s strong secondary schools for almost a fourth of a century.

This society recognizes donors at Snead State Community College whose cumulative contributions and/or irrevocable planned gifts range from $10,000 to $24,999.

John H. Snead Society members are honored at an annual event.

1898 Society

The 1898 Society is named for the year that the school originated when the Boaz Seminary was authorized by the Methodist Episcopal Church making Snead State Community College the oldest College in the Alabama Community College System to award associate degrees.

This society recognizes donors at Snead State Community College whose cumulative contributions and/or irrevocable planned gifts reach or exceed $25,000.

1898 Society members are honored at an annual event.
Legacy Campaign

"Invest in Those Who Follow"

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