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May 2025 - AOC Foundation Development Committee Report

- Nino Amoroso, Chair

Committee Members:

- Guy Albanese
- Erik Bamford
- Larry Rzepka

Topics:

- Launch of our 2025 Annual Fund Campaign to AOC membership in the Spring to start educating them on the need to donate.
- Corporate Advisory Council – determine giving level for participation (by invitation) and potential meeting schedule, etc.
- Discussion on how prepared our we to take on a major fundraising event and what form that might take. Options were discussed.
- Begin researching potential grant support from foundations, corporations and individuals. Develop a prospect research component.

2025 Annual Fund Campaign



Launched our first spring annual fund campaign to our individual members of AOC. For the first time, donations can be restricted to 6 different finds: General Fund, Scholarship Fund, Awards & Recognition Fund, EMS/STEM Activities Fund, Community Education Fund or Special Projects Fund. We anticipate this “ask” going out every other month until the end of the year. (May, July, September, & November)

Since this is new to our members, it will take some time before they get comfortable with us making our case for donations above & beyond their membership dues.

We anticipate a more targeted approach to our corporate members so as not to compete for the revenue AOC receives through sponsorships, exhibits and their Partners Program. Launch anticipated at the end of June/beginning July time frame.

SPECIAL NOTE: We will be notified after June 9, 2025, regarding the status of our CFC application.

2025 Annual Fund Campaign

REMINDER! It is imperative that ALL Board of Governors/Board of Directors consider donating to our annual fund campaign. No matter the amount, our goal is 100% participation. This will be an important statistic to include in our future grant proposals to major foundations. Many will ask what percentage of our Board donate back to the organization. To make it easy for you, I have included a QR code to take you to our donation page. Thank you!



Corporate Advisory Council



The AOC Educational Foundation is developing a Corporate Advisory Council to serve in an advisory and information-exchange capacity to the AOC Foundation's Board of Governors. Membership will consist of a representative designated from a corporation that has donated either an unrestricted or restricted gift of at least \$10,000 on an annual basis to the Foundation.

Purpose: To build a closer relationship between like-minded corporations and the Foundation (and AOC Association members) who have a strong interest in electromagnetic warfare (EW) and spectrum operations internationally. This concept strongly supports the Foundation's vision of fostering a global exchange of ideas, philosophies, and information among government, defense, industry, and academia, and spanning air, land, maritime, space, and cyber maneuver spaces.

Meetings: The Corporate Advisory Council will meet twice per year in a formal capacity but will also engage in smaller discussions on occasion with designated AOC Foundation's Committee members as needed.

Major Fundraising Event



The Committee has weighed the idea of planning and developing our first major fundraising event. There are many types of these events, and they can be lucrative. Unfortunately, the AOC Education Foundation does not have a history of donor support for these type of events. We have not attempted to do this in the past, so we do not have any data yet to suggest that we could get enough sponsorship monies to underwrite our efforts OR whether our membership would be willing to pay any type of additional ticket price to attend.

Instead of trying to holding any type of large dinner/banquet, etc., it has been suggested that we instead consider hosting a live lecture series in Washington DC potentially beginning this Fall 2025. Much smaller in scale but very impactful in building the Foundation's "footprint" and reputation. Something like a "Breakfast Briefing"...limited seating, speakers/topics would attract sponsors, attendance would have to RSVP; AOC members, industry and Washington "movers & shakers" would make a point of trying to attend. Possibly do one per month or four this fall.

Prospect Research



Prospect research will be key to trying to identify major donors (corporations, foundations, etc.) who might have an interest in supporting our mission. We have recently purchased an online subscription to the “Foundation Directory Online” which is a major tool nonprofits use to identify potential grant prospects that we could send proposals to.

Obviously, we need operating funds for the Foundation, but major unrestricted gifts are difficult to find in today’s philanthropic market. Which means we must build in our overhead expenses when soliciting underwriting for our programs and projects. As a result, we need to start identifying our funding priorities not only for the balance of this year but next year as well. Once they have been identified, our prospect research will become more targeted and effective.

On June 10th, we will be conducting an in-house workshop with the Strategy Committee to start identifying these priorities.