

Update on COMFSM's 25th Anniversary Major Activities

September 12, 2017

Introduction: This update will focus on two major programs and their-related activities; both connected to the 25th anniversary events and intertwined namely the Anniversary Magazine and the On-Going Fundraising.

Next month, October 2017, will mark exactly six (6) months to April 2nd-3rd, when the two-day event takes place. Sometimes during the first part of November, the magazine will be submitted to the printer in Guam for printing. This will require all articles, ads and statements be submitted to the production team for final review and editing. By the end October, the Chairs of the four Sub-Committees, (Krystilyn Atkinson for Sports and Cultural; Ginger Mida for Fundraising; Grilly Jack for Logistics and Manny Mori/Kasio Mida for Programs), would have fully constituted their sub-committees and begin their ground work.

1. The Anniversary Magazine: The primary purpose of the magazine has always been to highlight the historical background of the College, its milestone achievements and an outlook for the next 25 years. The secondary purpose continues to be a fundraising tool to raise money for the Endowment Fund, through the placement of advertisements in the Anniversary Magazine, and also to solicit in-kind contributions, through sponsorship and co-sponsorship, of both services and goods/materials. **Table 1 below**, summarizes solid commitments by the donors and advertisers for cash donations and in-kind contributions; **Table 2**, is a "Fishing Expedition List" which summarizes pledges for cash donations and in-kind contributions which will be pursued jointly by the IAEA Office and campuses' staff. Our strategy is to move as many of the names appeared in Table 2, to Table 1. Amounts of less than \$1,500.00 received from donors and contributors will be graciously acknowledged by placing them on the Donors List

The 2nd mock draft of the magazine will be available to all the state campuses including the main campus within a week and a half. We are hopeful that the campus' deans and director will use the 2nd mock draft in pursuing existing and added names to the list in Table 2.

TABLE 1: Donations and in-kind contributions

No.	Company/Organization	AD size	Cash/Donation Commitment	In-Kind	Payment Status	
1	Bank of Guam	Back-cover	\$ 5,000.00	Unknown		\$5,000.00
2	Tan Siu Lin Foundation	Inside front-page	\$10,000.00			\$10,000.00
3	McDonalds (JCA Guam)	Spread	\$ 8,000.00		Full	\$ 8,000.00
4	Matson	Full-page	\$ 7,500.00*	\$2,500.00	Full*	\$10,000.00
7	Fran Hezel	Full-page	\$ 5,000.00			\$ 5,000.00
8	United Airlines	Full-page	\$ 5,000.00			\$ 5,000.00
9	Triple J	Full-page	\$ 3,000.00	\$2,000.00*	Partial	\$ 5,000.00
10	Raymond James	Full—page	\$ 5,000.00			\$ 5,000.00
11	Black Corporation	Full-page	\$ 2,500.00		full	\$ 2,500.00
12	MRA	Full-page	\$ 5,000.00		full	\$ 5,000.00
13	Ramp-Mida	Full-page	\$ 5,000.00			\$ 5,000.00
14	BOFSM	Spread-page	\$ 10,000.00			\$10,000.00
15	FSMDB	Half-page	\$ 3,000.00		Full	\$3,000.000
16	NFC	Full-page	\$ 5,000.00			\$5,000.00
17	Petro Corp	Full-page	\$ 8,000.00	\$2,000.00		\$10,000.00
18	Deloitte	Donors page	\$ 500.00		Full	\$ 500.00
19	Lyons	Donors page	\$ 1,000.00		Full	\$ 1,000.00
20	Moylan Insurance	Half-page	\$ 2,500.00		Full	\$ 2,500.00
21	IOM and IAEA (joint)*	Spread-page	\$ 4,000.00			\$ 4,000.00
22	Genesis	Half-page	\$ 2,500.00			\$ 2,500.00
		Total	\$97,500.00	\$6,500.00		\$104,000.00

Guam – in blue
Local- in black

Table 2: “Fishing Expedition” List of Prospective Donors/Contributors

No.	Company/Organization	AD size	Cash/Donation Commitment	In-Kind		
				Type	Value	
1	Medpharm	Half-page		T-Shirts	\$ 2,500.00	
2	Triple B	Half-page		Shipping services	\$ 2,500.00	
3	US Embassy	unknown				
4	Chinese Embassy	unknown				
7	Tuna Commission	unknown				
8	South Pacific Commission(SPC)	Unknown				
9	Adams Brothers(ACE)	unknown				
10	Etscheit Enterprise					
11	LPG Pohnpei	unknown				
12	NORMA					
13	FSM Telecommunication					
14	Yoshie	unknown				
15	Saki- Pohnpei					
16	INS					
17	Black Sand Co.	unknown				
18	Palm Terrace					
19	Mangrove Bay	unknown				
20	Panuelo Enterprise					
21	Seven Stars					
22	Ocean View					
23	Yvonne					
24	Joy Hotel					

25	Amcres					
26	Cliff Rainbow					
27	Kaselehlie Diner					
28	Dr. Isaac Clinic					
29	Rotary Club					
30	FSM Olypmic Committee					
31	Pohnpei Port Authority					
32	PUC					
33	White Sand					
34	EMC					
35	Cupids					
36	Sea Breeze					
37	ETC, etc, etc.....					

2. Fundraising: As mentioned in the introductory above, the intertwined fundraising is still on-going. Our focus now is to send billings to the advertisers to pay up although we recognize that some of them will hold out on their payments until they receive their copies of the magazine. So far the result of the billing process has been mixed; some paid while others did not even bother to acknowledge. We are quite certain that 95% of the names appeared in Table 1 above will eventually pay. Our latest target now is to generate at least \$100K, \$40K more than the original target of \$60K. The bad news is that we are way off the mark from meeting our challenge to raise a minimum of \$500K, unless the National Government rescues us through a matching of a 1 to 1 ratio. This bleak view is based on the unknown factor from our state campuses.

Miss Ginger Mida and her fundraising committee will have to work twice as hard to bring us closer to meeting half of our overall target. Our office is going to double its efforts to migrate names from Table 2 to Table 1, for the Main and the Pohnpei campus. We are convinced the National Government can make a pledge of \$2.0 million dollar gift to the College on the occasion of its 25th Anniversary with a workout pay down arrangement of \$28,000.00 a month or \$334,000.00 a

year for 6 years. A successful strategy to gain the support of the National Government to pledge a \$2.0 million gift will depend on how skillful we are in developing a lobbying strategy for both the members of Congress and the Executive.