

The Optics Institute of Southern California

Fundraising & Capacity Building Steering Committee Meeting

Wednesday June 16, 2004, 1 – 3:00 pm
Discovery Science Center
Santa Ana, California

Donn M. Silberman
Director

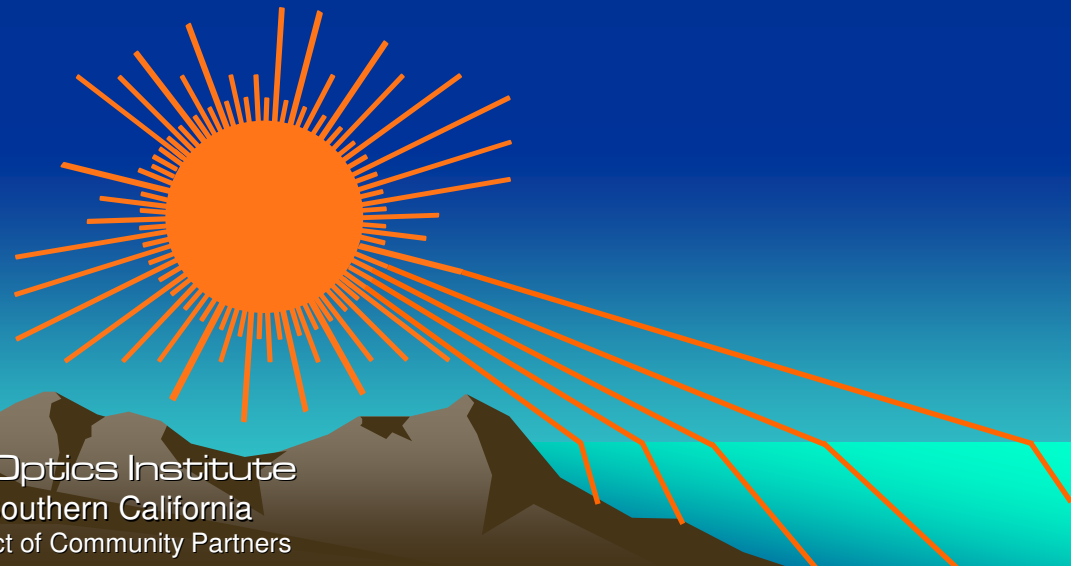
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Objectives for this meeting

- I. Start to Build an Active Advisory Board
 - Will become BOD when we spin out from CP.

- II. Figure out an effective Fundraising Plan.

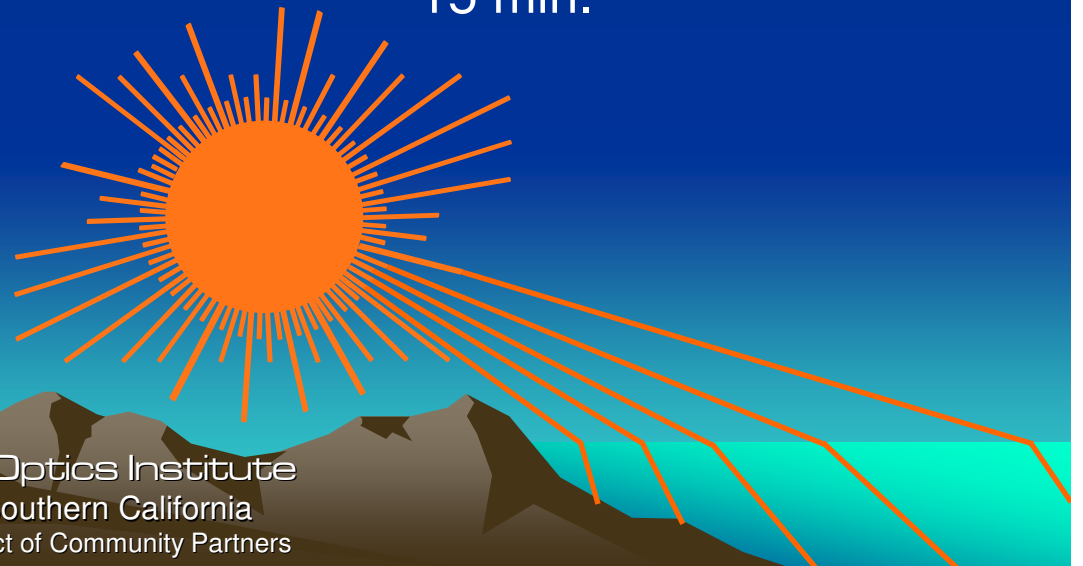


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Steering Committee Agenda

- Introductions 15 min.
- Big Picture Strategy – Vision & Mission 5 min.
- Building an active Board of Directors 20 min.
- Effective Fundraising - Intro 5 min.
- What OISC programs need funding? 20 min.
- Effective Fundraising - Planning 15 min.
- Open Forum & Discussion 15 min.
- Action Items & Next Steps 15 min.



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Introductions

Who are you and why are you here??

1. Donn Silberman, *The Optics Institute of Southern California* , Chair
2. Joe Adams, *Discovery Science Center, President*
3. Sharon Ballidis, *Ballidis Group President, Fundraising Consultant*
4. Tim Day, *New Focus, Co-Founder & Consultant with DayLight Solutions*
5. Karen Johnson, *Discovery Science Center, Founder (Retired)*
6. Roy McCord, *Irvine Valley College, Laser Electro-Optics & Astronomy*
7. Eric Medina, *Community Partners, OISC Project Liaison*
8. Gary Spiegel, *Newport Corp., VP Sales & Marketing*
9. Judy Swayne, *Orange County Community Foundation, Founder (Retired)*

1. Arnie Bazensky, *Schott Glass Technologies, OISC Secy.*
2. Mia Castillo , *THINK Together, Manager of Development*
3. Larry DeShazer, *Irvine Valley College, CACT, OISC Treasurer*
4. Tom Ha, *G&M Compliance, OISC Fundraising Volunteer*

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Big Picture Strategy

- **Vision** – Help the US regain its long term leadership in (optical) science & technology.
- **Mission** – Get kids of all ages interested in (optical) science & technology careers.

Need to work on the
Vision & Mission
statements!

How do we measure our success??
Set goals one program at a time!!



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I. Building an active Board

1. What skills do we need on the Board?

- a) What positions do we need?
- b) What functions will each position serve?

2. What do we ask these people to do?

- a) Fundraising – Content – Materials – Facilities – Administration

3. How do we attract and enroll top people?

- Build a list of prospective members.
- Prioritize the list.
- How do we ask these people to join? (Advisory Board)
 - What do we say to them?
 - What requirements should we have?
 - Written? Unwritten?

See Board info in packet.

Use flip-chart to write down some answers.

II. Effective Fundraising

1. What do we need funds for?

- Specific programs and operations
 - Planned Programs (now)
 - Proposed Programs (near term)
- Specific \$\$ goals for each.

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1. What OISC programs need funding?

- **Planned Programs (now)**

- General Operations \$200K / yr = \$17K/mo ASAP
 - Budget available for review
- Speed of Light Exhibit \$100K Aug 04
(need \$25K ASAP for design of theme posters)
- OPTRICKS Suitcases \$ 12K Aug 04
- THINK Together Science \$ 69K Sept 04 – Mar 05
- Dis. Sci. Ctr. OPTRICKS \$ 20K Sept 04

TOTAL \$401K

- **Proposed Programs (near term)**

- Optics Demos w/ projector \$10K Nov. 04
- Holography Exhibit + workshops \$20K Nov. 04
- Science Fair Optics Projects \$ 5K TBD 04
- Laser Light Shows + workshops \$30K Feb. 05
- SPIE Career CD \$?K TBD

More details for each program available.

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II. Effective Fundraising

1. What do we need funds for?

- Specific \$\$ goals for programs and operations.
 - Details on following slides

2. Who will work on our fundraising campaigns?

- Planning and execution.

3. Who will we ask for funding?

- Make a list
- prioritize it
- Choose the best OISC people to make contact

Use flip-chart to write down some answers for 2 & 3.

Speed of Light Exhibit needs funds

- General Fundraising Opportunity - Exhibit
 - “The Speed of Light” @ The Irvine Ranch
 - Irvine City Hall – Oct. 2004
 - Reach 100's of students & adults over 3 weeks
 - John Wayne Airport Optics Exhibit – Summer 2005
 - Reach 1000's of people over 6 months and beyond
 - Working “Speed of Light” measurement system
 - Newport to donate major system components
 - Advanced Laser Technologies to lend us scanning polygon system
 - Need Scale Model of Michelson's Irvine Ranch Experiment
 - Graphic Designer for Theme Posters – **need \$25K ASAP (OSA?)**
 - Ultimate Printing to donate / subsidize poster printing

\$100K
(July 2004)

See Donor Packet with lots of details.

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Example Fundraising Sponsorships

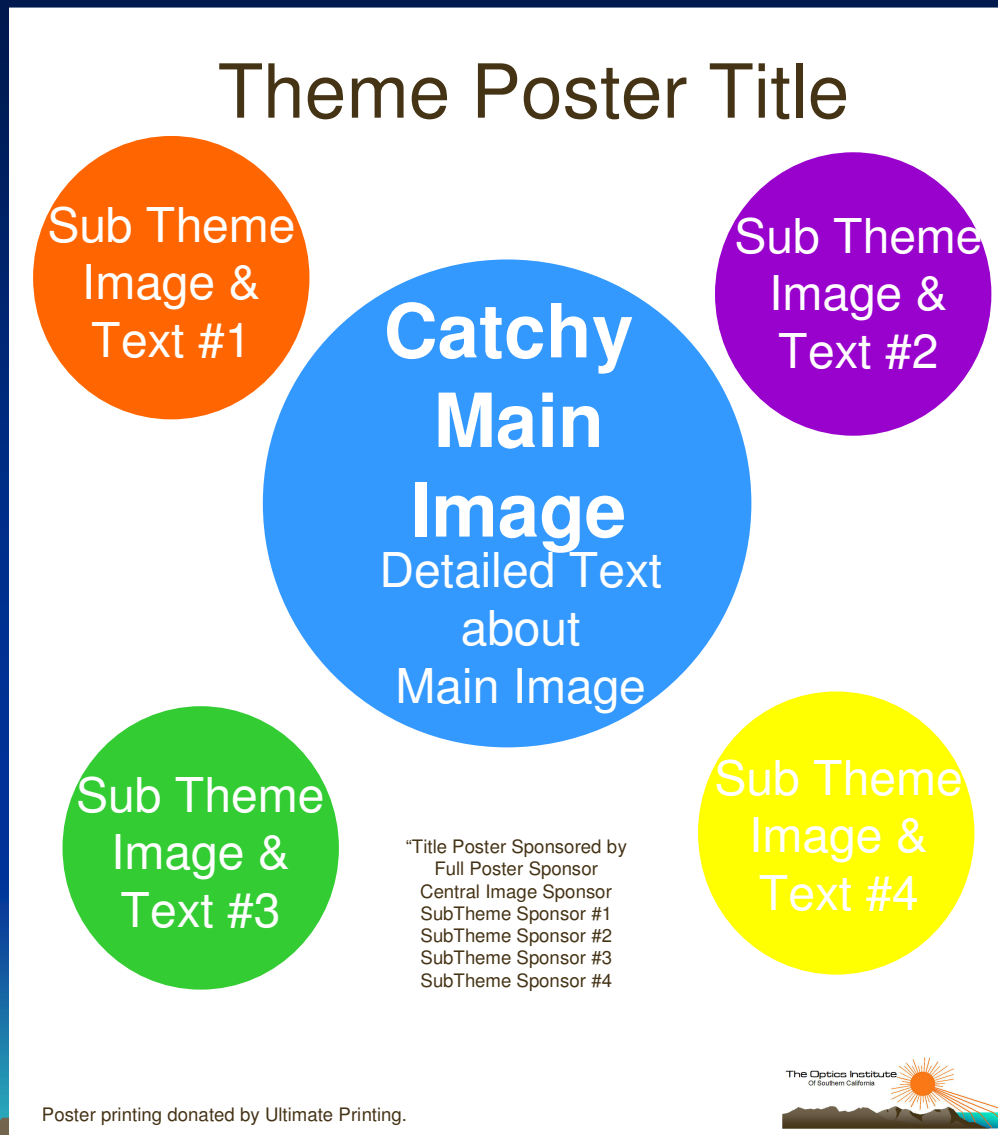
The Speed of Light Exhibit

- Scale Model of the Irvine Ranch Experiment \$15,000
- Hands-On modern version of the experiment \$15,000
- One Theme Panel to explain exhibit \$15,000
- Theme panels to promote optics industries \$15,000
 - Whole 5' wide x 6' high panels \$15,000
 - Central Image & Theme \$ 5,000
 - Corner Image & Theme \$ 2,500
- Theme panel content can be supplied by sponsors.
- OISC will provide graphic formatting and layout coordination.
- Up to 30 Theme panels will be available for sponsorship.
- Could be 15 actual panels x 2 (duplicate) = 30 display cases at John Wayne Airport.

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Speed of Light Theme Poster Fundraising Opportunities



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Planned programs needing funds

THINK Together - Science 2004 - 2005

\$69K – Start up

- **Teen (Science) Optics Clubs (12) \$24K start up**
 - Optics Benches – Pasco 8500 - \$660 each (Sept. – Oct 2004)
 - Average 3 benches per site
 - OISC will have **\$1750** from SPIE in Aug 2004
- **Expanded 2004-2005 program (45 sites) \$45K start up**
 - Color My World – Ave. \$500 per site (Sept. – Oct. 2004)
 - Light & Optics Series – Ave. \$500 per site (Feb. – Mar. 2005)
 - Average - \$5 per student – 100 students per site

Reach ~4500 students

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Planned programs needing funds

- Optics Exhibits
 - Discovery Science Center
 - OPTRICKS Demos **\$20K (TBD)**
 - OSSC has \$1000 from OSA + DSC will have \$1750 from SPIE Aug 04
- OPTRICKS Suitcase – the next level - **\$12K (Aug 04)**
 - 400 Theme Packet Sets - \$1000 reaches 400 Students
 - OPTRICKS Suitcase (no Theme Packets) \$100
 - Volunteer time to assemble
 - 2004 – 2005 Goal
 - 20 Suitcases + 100 Theme Packet Sets each = \$7K
 - Refill 100 Theme Packet Sets x 20 = \$5K

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Proposed programs needing funds

- Optics Demos with an overhead projector
 - Design & manufacture materials - \$10K (Nov. 04)
- Holography Exhibit \$20K (Nov. 04)
 - Workshops – how to make holograms yourself
- Laser Light Shows put to music \$30K (Feb. 05)
 - workshops for teenagers on how to make their own laser light shows

The above can all generate revenue.

-
- Science Fair Optics Projects \$ 5K (Aug. 04)
 - OSSD has \$850 from OSA for this program
 - SPIE Career CD \$?K
 - Current new CD is not too good – OISC can make it much better

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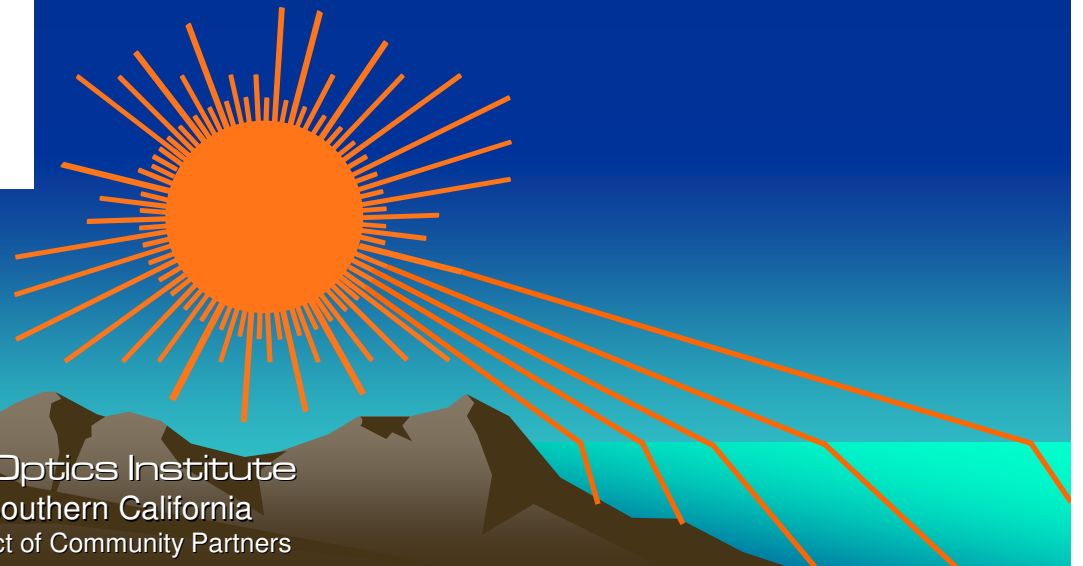
The Cube Comes Alive!!



Real video images using new scanning technologies from Advanced Laser Technology's View Beam Company.

A project to be initiated later TBD!

Est. late 2005 - 2006 & \$2million
\$1mil from manufacturing partner??



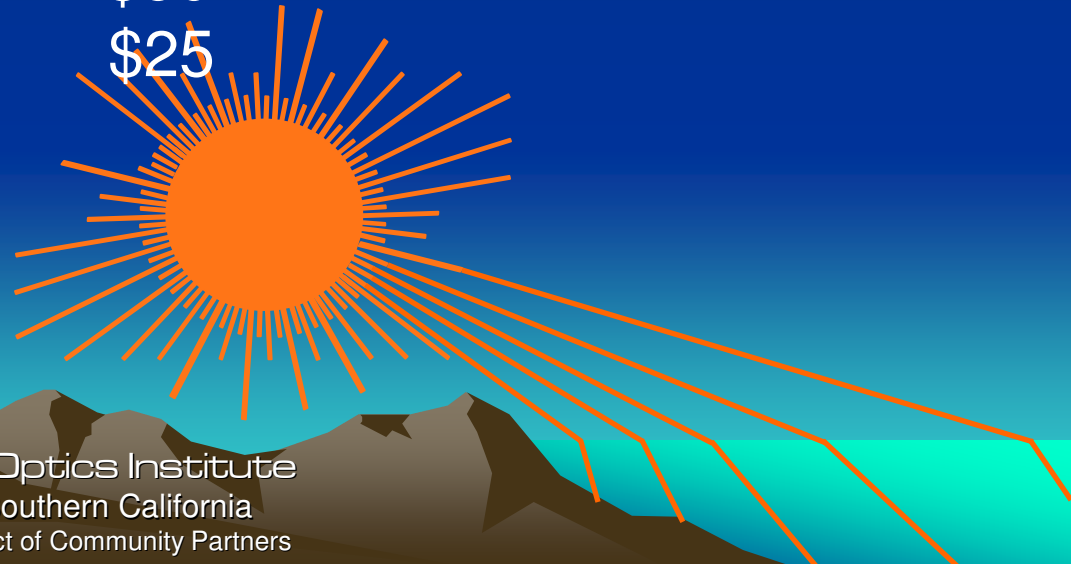
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Fundraising

Annual Membership Support

- Founding Sponsor \$5000
- Benefactor \$2500
- Supporter \$1000
- Corporate \$500
- Company \$250
- Associate \$100
- Individual \$50
- Student \$25



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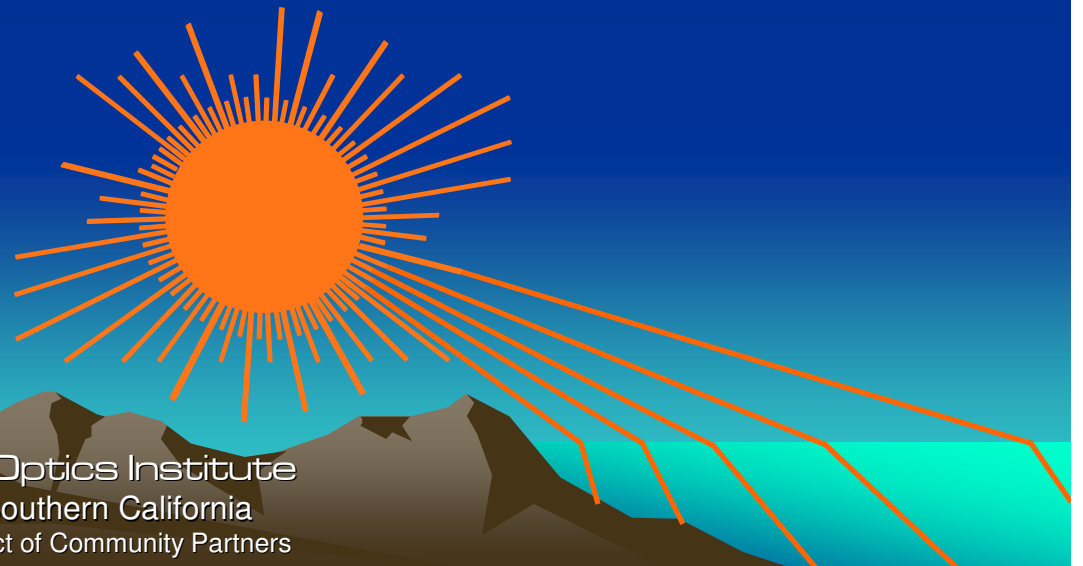
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Open Forum & Discussion

- How would you like to help next?

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Follow up & Next Steps

- “To Do’s” from today’s meeting.
- Suggestions to improve this meeting.
- Schedule our next meeting.
 - When & how often?

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Thank You



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More Key People

- Paul Vandeventer, Community Partners
- Alan Willner, Prof. USC, Pres. Elect. LEOS
- Sandy Sawchuk, Prof. USC, Director OSA
- Elizabeth Rogan, Exec. Director, OSA
- Eugene Arthurs, Exec. Director, SPIE
- Jim Wyant, Prof., Dir. Opt. Sci. Ctr. UofA
- Wayne Knox, Prof. Dir., Institute of Optics, UofR
- Dominique Wilson, Consultant, Sandia Nat'l Labs
- Dennis Hallow, PR, So. Cal. Col. Optometry
- Bruce Tromberg, Dir. Beckman Laser Institute

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Optics Exhibits

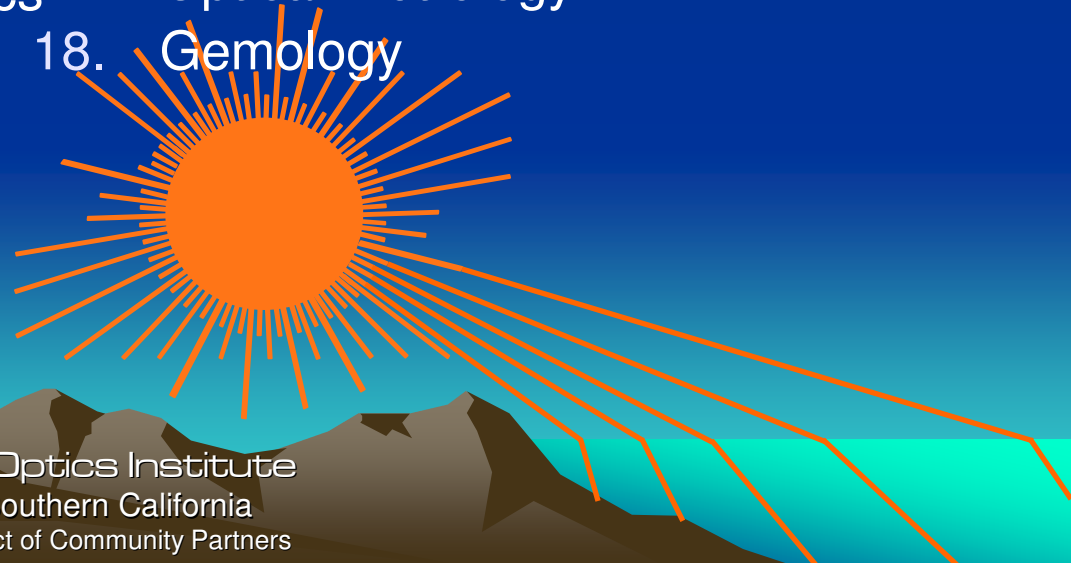
- Exhibits at:
 - Irvine City Hall – Spring 2004 (~\$100K)
 - “The Speed of Light”@ The Irvine Ranch
 - Discovery (and other) Science Center(s)
 - John Wayne Airport - Sept. 2005 (~\$500K incl above)
 - 30 wall display cases 12’ wide x 6’ tall x 3” deep near gates
 - 4 free standing cases 38” x 38” x 18” tall near food court
 - 2 free standing cases 6’ x 2’ near the security lines
- Why??
 - Famous optics experiment took place locally
 - Michelson Ave is main entrance to airport
 - Increase public awareness of optics
 - It’s not just eye glasses!!

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Some Prospective Panel Themes

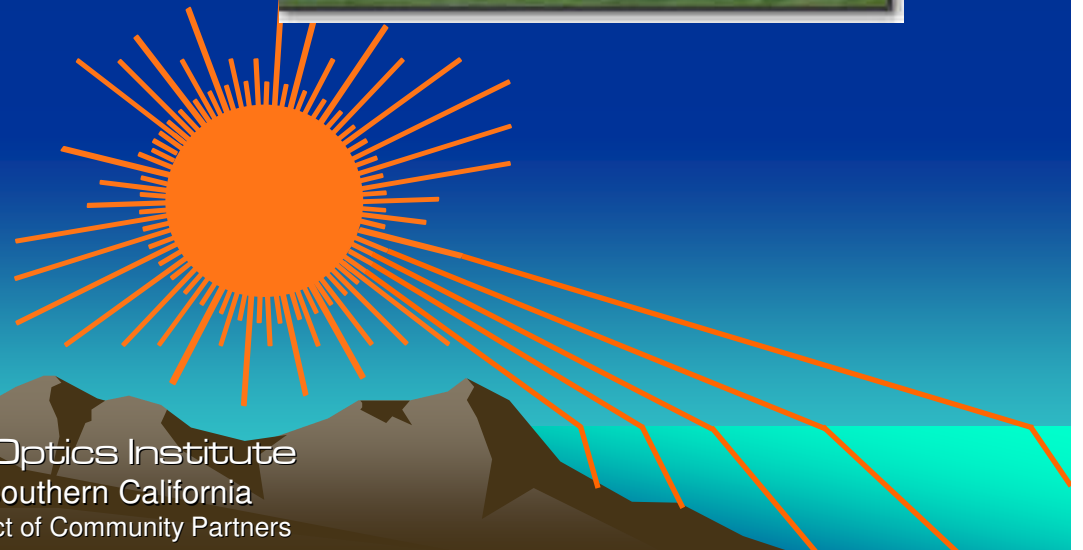
1. Optometry
2. Astronomy
3. Microscopy
4. Photography
5. Scanning Techs
6. Photolithography
7. Telecommunications
8. Fundamental Physics / Optics
9. Lighting
10. Transportation
11. Art
12. Medical Lasers
13. Industrial Lasers
14. Optics Design & Mfg
15. Energy
16. Color
17. Optical Metrology
18. Gemology



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Irvine City Hall



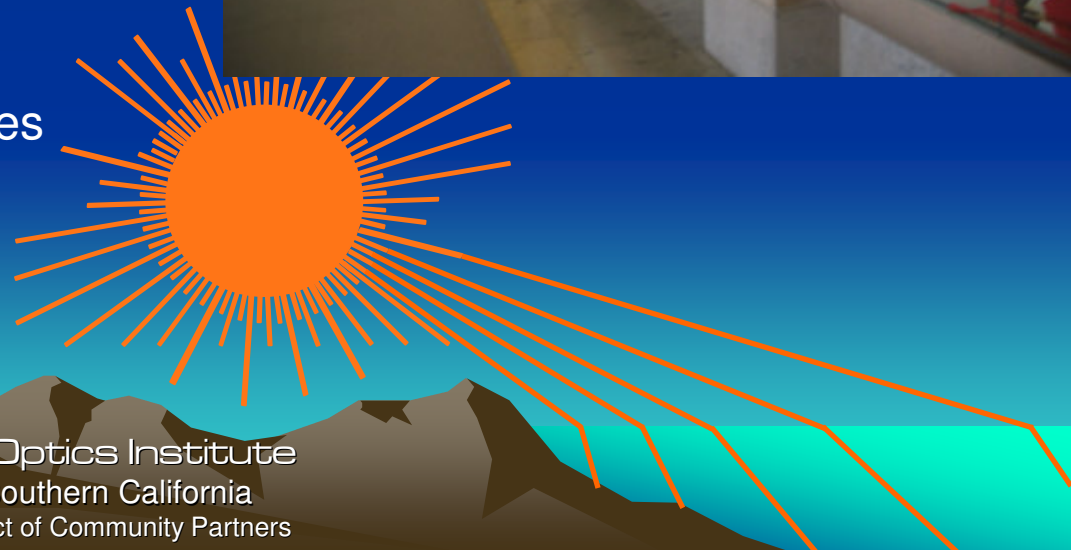
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OC Airport Exhibit Spaces



30 Wall display cases near the gates
12' wide x 6' tall x 3" deep



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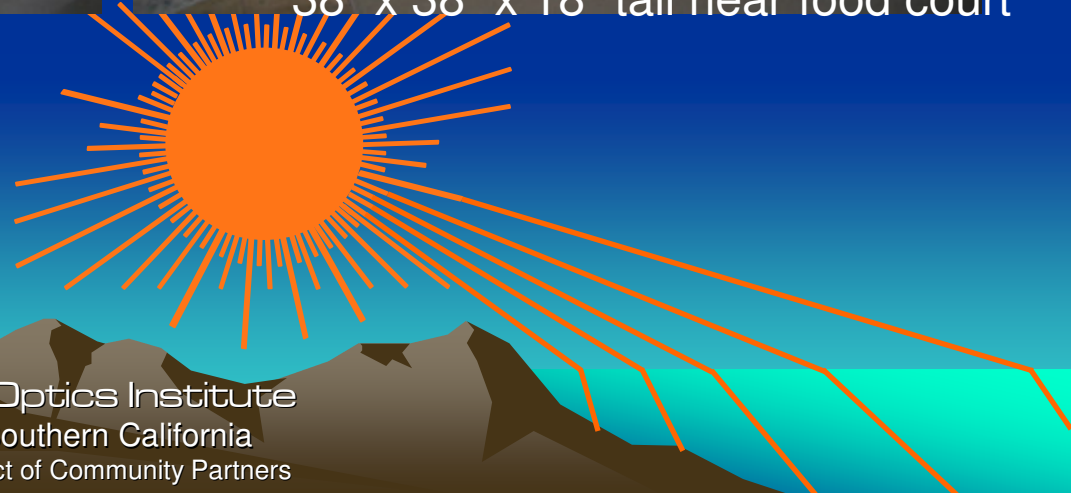
OC Airport Exhibit Spaces



2 free standing cases
6' x 2' near the security lines



4 free standing cases
38" x 38" x 18" tall near food court



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What can OISC do for Donors?

- OISC exhibit projects can add to a sponsors marketing program.
 - Irvine City Hall – exposure to local community
 - OSA & SPIE conferences – exposure to optics community
 - Discovery (and other) Science Centers – exposure to people of all ages interested in science
 - OC Airport (and other airports) - exposure to people in all walks of life – the unexpected customer.
- OISC outreach programs help sponsors give back to the community and build a pipeline of skilled future people to work in the industries where optics are used.

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Corporate Administration

- Community Partners
 - The OISC as a Project of Community Partners
 - Board of Directors
 - Legal & Financial Administration
 - Human Resources Administration
 - 501(C)(3) non-profit tax exempt status
 - Groundspring.org – **DONATE NOW**

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Fundraising

Donations

Examples of donations to be contributed by Members from each category:
(Donations can be contributed in cash / volunteer time / materials / facilities / exchange services and combinations.)

On-Line donations
Capability by next week.



Societies & Foundations

Grant funds

Organizations

Recognition plaques on exhibits supported by OISC

Institutions

Volunteer time to advise OISC staff & members

Government Agencies & Schools

Provide teachers, students & facilities for OISC sponsored events

Corporations

Provide low cost materials for student hands-on project kits

Associates – Consultants

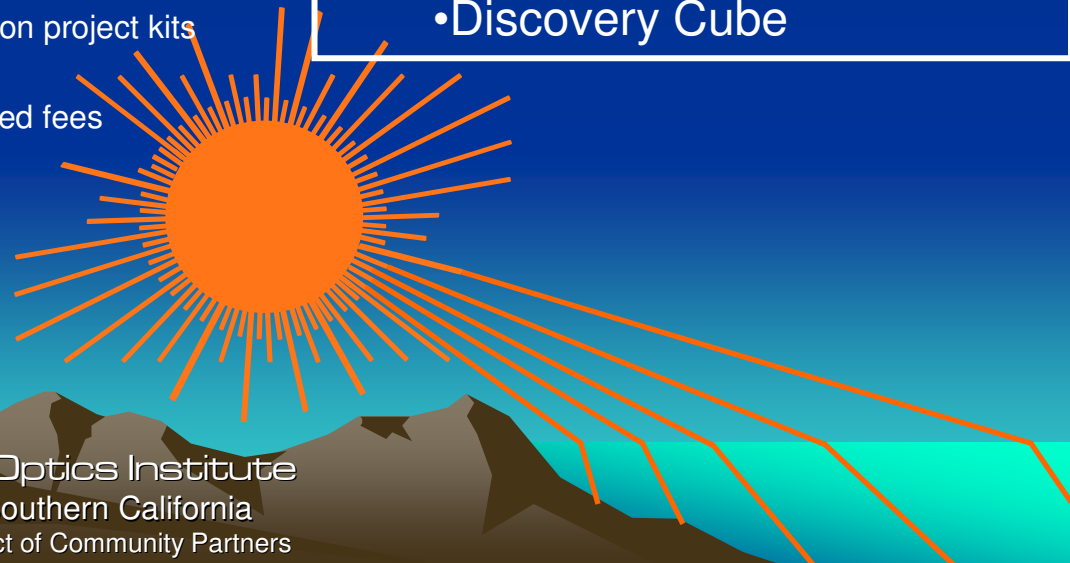
Provide expertise to OISC members at reduced fees

Individuals

Volunteer time

Major Fundraising Campaigns

- Optics Exhibits
 - Irvine City Hall
 - OC Airport
 - Discovery Cube



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Prospective Supporting Organizations & Companies

- OSA, SPIE, LEOS, UCI BLI & INRF, Meade, Newport, Melles Griot, IVC, Discovery Science Center, California Science Center, Fleet Science Center, Oakley, Edwards Life Sciences, Cymer, JPL Cal Tech, USC, UCLA, UCSD, UCSB, SCCO, Nikon, Olympus, Canon, Advanced Laser Technologies, Optical Research Associates, Zemax, SolidWorks, Boeing, Northrup, Johnson & Johnson, Univ. of Arizona Optical Sciences Center, Univ. of Rochester Institute of Optics, COM, Schott Glass Corp., Ohara Glass Corp, (small local optics companies), Corning, MetroLaser, Light Works, Laser Focus World, Photonics Spectra

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Why does the OISC exist?

- As clearly stated in the [“Optics Education – A Blueprint for the 21st Century” A project of the Optical Society of America and SPIE – The International Society for Optical Engineering – December 2001;](#) there exists specifically identified barriers to teaching optics in the K-12 grades and that has created a void in filling the demand for trained people in the optics industry.
- One main purpose of The Optics Institute of Southern California is to provide a vehicle to break through some of those barriers and clarify the role of optics in the lives of teachers and students and create the potential for students to pursue / include optics as part of their college studies and then career choices.
- OISC’s success in this purpose will benefit the optics industry and its role in many other industries by acting as a model for others around the world. This will lead to ensuring that the future demands for trained people in all levels of the optics industries will be met.

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Ideas & Suggestions



Examples of Collaborations OISC needs:

- students
- facilities
- materials
- funding
- content
- administration
- sponsors

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Current programs needing funds

- General Operations \$200K / yr

Need about \$17K /month

(past due!!)

– Salaries	\$102K
– Taxes + Benefits	\$ 26K
– Information Technology	\$ 7K
– Advert, Office & Supplies	\$ 15K
– Travel, meals, meetings	\$ 13K
– Legal	\$ 4K
– Community Partners	\$ 18K
– Reserves	\$ 10K

**Spend some time on this slide ~1 – 2 minutes.
Make sure everyone understands the needs.**

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