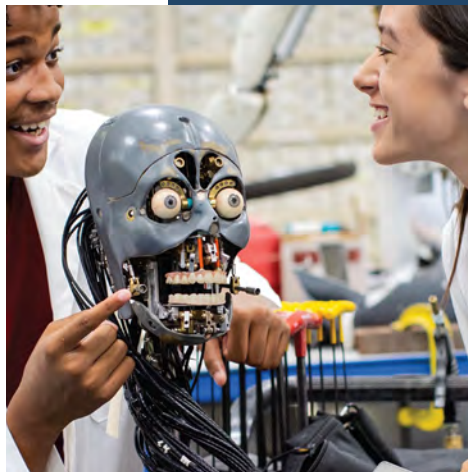




The MSJC Foundation Naming Rights Initiative

A Case For Support



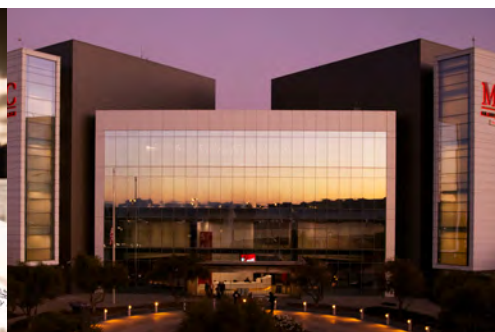
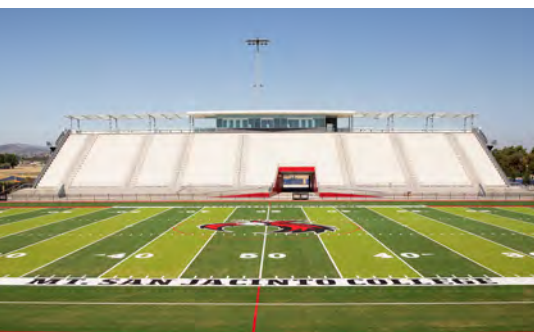
The MSJC Foundation Naming Rights Initiative

Introduction

We invite you to join us in shaping the future of education and workforce development in Southwest Riverside County through Mt. San Jacinto College's (MSJC) new initiative. The Foundation's Naming Rights Initiative offers a unique opportunity for individuals and organizations to make a lasting impact on our campuses, the lives of our students, and the communities we serve.

MSJC is one of only a small number of the 116 California Community Colleges that have fully rebounded from the pandemic from the standpoint of student enrollment and graduation. The entire economic and social ecosystem within the College's 1,700-square-mile district, which is home to more than one million permanent residents, benefits from this success as the need for a more skilled labor force has been growing along with the population and the economic output.

The purpose of this document is to provide essential background information on MSJC and our naming rights initiative, highlighting the critical need for support from the local community in Southwest Riverside County. Without operational support for our new facilities, MSJC will struggle to meet the increasing demand for qualified workers in most of the important growth sectors in our dynamic region. Your support is vital to our efforts to build a stronger local economy and support a higher level of socioeconomic status for residents through high-quality education that matches the needs of the communities we serve.



The Outsized Impact of MSJC

MSJC's purpose is to provide an accessible education, instill hope, and empower our students to transform their lives and those around them. We provide equity-minded education to combat systemic barriers, promote social mobility, and provide opportunities for educational advancement.

Evidence of MSJC's impacts in transforming learners, transforming lives, and transforming communities is evident almost everywhere you look throughout the College District. Thousands of MSJC graduates each year and a base of alumni numbering more than 125,000 people living and working in Southwest Riverside County comprise a large portion of the regional workforce. They are our nurses, computer technicians, teachers, auto technicians, culinary workers, firefighters, digital content experts, police officers, laboratory workers, entrepreneurs, and so much more.

Included in the student body are more than 1,400 military veterans who completed their service to our country and now are facing the significant challenge of transitioning into the local workforce. Every year MSJC helps launch more than 140 highly-trained military veteran graduates back into our economy with the tools they need to succeed in well-paying jobs.

Community colleges like MSJC yield an outsized impact on workforce development and the regional economy but receive only a fraction of the per-student state financial support compared to universities.

Most people don't realize that MSJC is not fully state-supported but rather state-assisted. A portion of every dollar budgeted must be generated from off-campus resources for the College to deliver on its important mission.

Designated as a Hispanic-Serving Institution since 2001 based on more than 50% of our students identifying as Latinx, we serve a diverse student population from various identities, cultures, socioeconomic backgrounds, life experiences, abilities, and educational needs that represent our community. MSJC is committed to learning and achievement through inclusive and culturally affirming environments that celebrate student voices and create space for self-exploration and growth. We encourage self-advocacy, civic responsibility, and commitment to becoming ambassadors of change in our communities and our world.

Why Invest in a Naming Opportunity at MSJC?

To keep delivering on the MSJC mission, increased funding from a variety of sources is needed. We must fill the growing funding gap between what the state provides and what meeting the demand for skilled workers in the District truly entails.

The MSJC Foundation's naming rights initiative provides an opportunity for philanthropic individuals and corporate partners to contribute unrestricted funding to support student success.

By participating in the naming rights initiative, you become a part of a community committed to transforming lives and empowering the next generation of leaders.

Your contribution will have a lasting impact, inspiring future generations and supporting the growth and prosperity of our region.

Partnering with MSJC is not just good for us; it's beneficial to you too. Investing in a naming opportunity at MSJC provides many benefits for corporations and individuals/families, including the following examples:

For Corporations/Agencies

- Position your company as a forward-thinking market leader
- Connect exclusively with a broad cross-section of market segments
- Align your brand with the use(s) of a facility and/or educational curriculum
- Communicate effectively with hard-to-reach audiences
- Build brand loyalty that grows over time
- Support your entry to a new market and/or introduce a new product/service line
- Generate new sales

For Families/Individuals

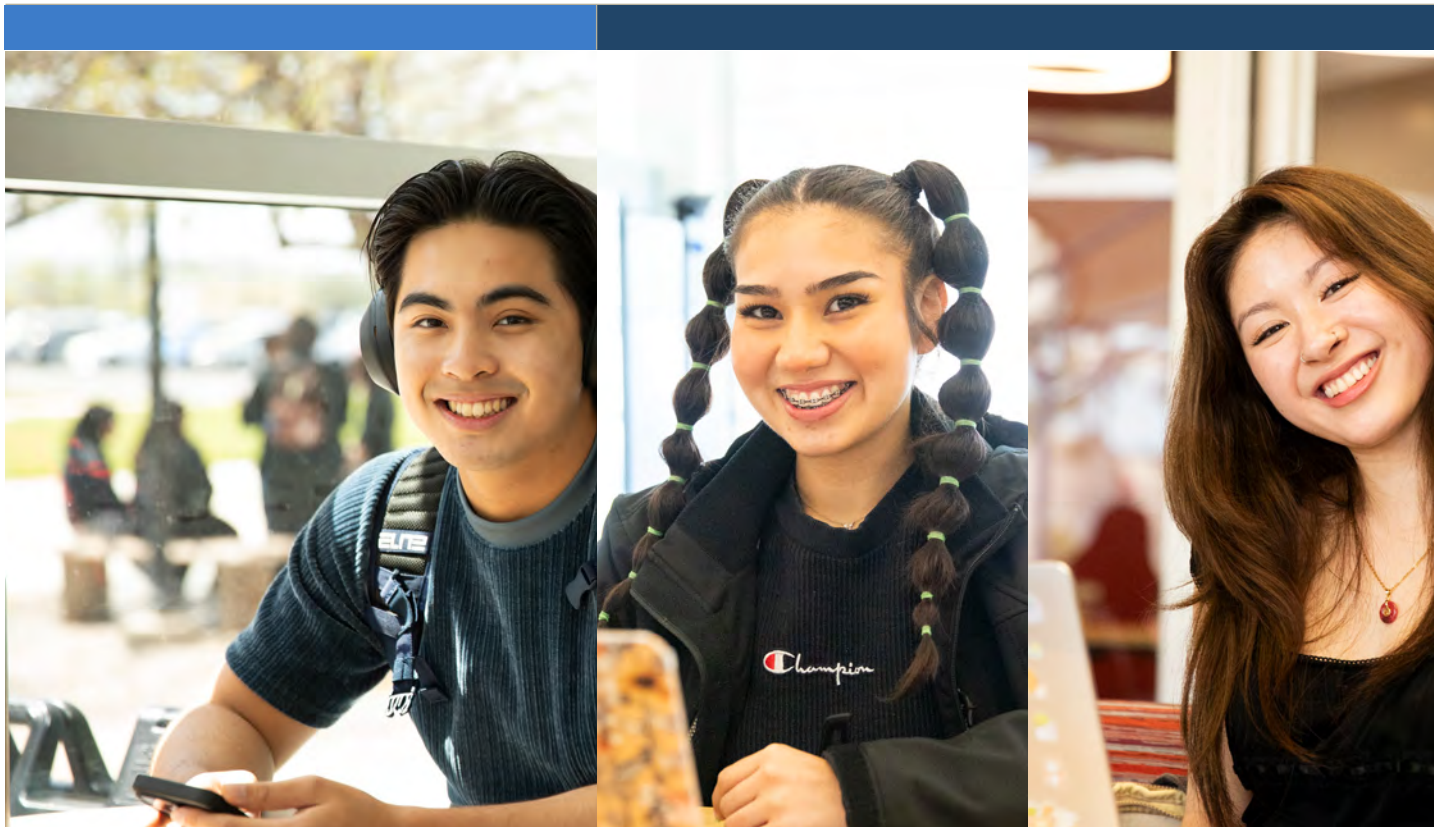
- Create a lasting legacy
- Maximize the impact of your affiliation with MSJC
- Provide an important source of flexible, reliable funding for the college and its programs
- Invest in the community by investing in MSJC
- Help motivate others to join our cause



Naming Rights Opportunities Available

There are numerous naming rights opportunities available to individual donors and organizations. Some highlights include:

- Provide a naming gift for one or both of the new state-of-the-art STEM (Science, Technology, Engineering and Math) buildings at the San Jacinto and Menifee Valley Campuses, empowering students with skills for high-demand fields.
- Name our Veterans Services Centers to support military veterans transitioning into the local workforce, offering opportunities for education and career advancement.
- Sponsor one of the facilities within HCN Bank Stadium, the centerpiece of our athletics program, which also serves as a community hub for events and activities.
- Support innovative programs like High Tech MakerSpace facilities, providing students with hands-on learning experiences in cutting-edge technologies.
- Sponsor sections of facilities or designated areas within one or more of the campuses
- Additional partnership opportunities are available for scholarships, program support, and high-profile events and activities.



Join the Legacy of Transformation

Together, let's build a brighter future for our students and communities.



For more information about how you can help, please contact

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or visit our website at

msjc.edu/foundation