



MONROE COMMUNITY COLLEGE FOUNDATION
ACTIVITY REPORT
SEPTEMBER 15, 2011 - NOVEMBER 23, 2011

LEADERSHIP GIFTS & PLEDGES OF \$500 AND OVER

Major Gifts

\$ 60,000	National Geographic Society Education Foundation	National Geographic Grant
40,000	The Davenport-Hatch Foundation	Davenport-Hatch Child Care Center Grant
36,000	MVP Health Care	Nursing Expansion Elongation Program
25,000	Beverly & Dr. Pete French	Beverly and Dr. Henry Pierson "Pete" French, Jr. Endowed Award for Excellence in History Scholarship
27,000	Jyoti & Mahendra Nanavati	Jyoti Nanavati Endowed Scholarship
29,000	David Schottler	Teresa C. Schottler Memorial Scholarship
15,000	Barbara & Tom Clark	Clark Family Nursing Scholarship
10,000	Harold & Sally Riley	General Scholarship Fund

ROC the Day

\$ 1,250	Jack Baron	ROC the Day
1,250	Mark Siwiec	ROC the Day
1,000	MCC Bookstore	ROC the Day
1,000	Sodexo	ROC the Day

Annual Fund

\$ 20,000	The Community Foundation	Americorp Fund
10,000	Mary & George Bauer	Empire State Honors Scholarship/General Scholarship Fund
8,000	GEICO	Alumni Activities Fund
5,000	Roberts Wesleyan College	Alumni Activities Fund
5,000	Medaille College	Alumni Activities Fund
5,000	Mr. Paul Schiffhauer	Gifts In Kind (Capital, for College)
5,000	Simon & Josephine Braitman Family Supporting Foundation, Inc.	Holocaust, Genocide and Human Rights Project
5,000	William & Sheila Konar Foundation	MCC Annual Fund
3,000	Jyoti & Mahendra Nanavati	MCC Annual Fund
2,500	The Warren Fund	John Warren Memorial Scholarship
2,000	Anthony H. '73 and Connie Lambiase	Tony Lambiase, Jr. Firefighter's Scholarship
1,700	Mr. Thomas A. McGrath	Gifts In Kind (Capital, for College)
1,504	G. Christopher Belle-Isle '67	General Scholarship Fund/MCC Annual Fund
1,500	Next Generation Vending and Food Services, Inc.	MCC Student Association Student Leadership Scholarship
1,082	Mike Mandina/Optimax Systems, Inc.	Optics/Photonics Career Path Project
1,000	Mary Clark & David Heiler	MCC Annual Fund
1,000	Cornell/Weinstein Family Foundation	Regina Cornell Scholarship
1,000	Dr. Janet J. Glocker	MCC Annual Fund
1,000	Mr. Leslie Goldstein	Thompson Family Endowed Scholarship
1,000	Jill M. Cicero and Paul D. MacAulay	MCC Annual Fund
1,000	Anonymous	Computer Information Systems Scholarship
800	Sandy Shatzel '64	MCC Annual Fund
800	Kimberley D. Willis '91	Alumni Activities Fund

552	Richard & Norma Ryther	MCC Annual Fund
500	Joan R. Ewing	MCC Annual Fund
500	Delta Nu Omega Chapter Community Foundation	Alice Holloway Young Teaching Internship
500	Anonymous	Alumni Activities Fund
500	Xerox Corporation/ Nancy J. & Kenneth J. '77 Mihalyov	MCC Annual Fund

*(**Bold type** above denotes new members of the President's Circle)*

DEVELOPMENT

Alumni

- Under the leadership of **Rick Brienzi '79**, Alumni Week and Homecoming 2011 engaged over 1,500 people in 18 events from September 19 to October 1. Highlights included:
 - 160 MCC faculty, staff, alumni and community members participated in the 5K Walk/Run raising \$5,700 for student scholarships.
 - The Homecoming Alumni Classic and Luncheon raised \$3,000 to establish the G. Christopher Belle-Isle Career and Transfer Scholarship.
 - 50 alumni Women's Soccer players attended a reception hosted by former and current coaches raising \$1,100 in gifts and pledges to support the women's soccer program.
- Inducted three new members and MCC's First Class into the Alumni Hall of Fame during the 22nd Annual Salute to Excellence on November 17.
 - **Charles Benoit '84**, Senior Copywriter and Producer, Dixon Schwabl Advertising
 - **Dawn Borgeest '76**, Sr. VP and Chief Corporate Affairs Officer, United Way of Greater Rochester
 - **Deborah C. Stamps '97**, Vice President, Chief Nursing Officer, Newark-Wayne Community Hospital
- Hall of Fame member and major donor, **Tim Wentworth '80** and his wife, **Robin '80**, were gold level sponsors of the Salute to Excellence and attended the dinner.
- **Lee Patterson '70** will assume the role of alumni chair beginning January 1, 2012. Lee will serve as the chairman of the Alumni Hall of Fame Selection committee and the nomination process begins in January.
- Renewed three college and university partners, **SUNY Brockport, Medaille and Roberts Wesleyan**, in support of the MCCF Alumni Program.

Annual Fund

- Recognized President's Circle donors in the 2010-2011 Annual Report and at the October 20, 2011, President's Circle Reception held at the Genesee Valley Club; over 100 Directors, donors, College and Foundation leaders attended.
- Launched the 2011-2012 campaign theme, "making a connection. making a difference."
- Established a 2011-2012 Annual Fund campaign goal of \$552,000.
- Finalized concept and delivered the leadership direct mail piece to approximately 750 donors.
- Secured \$164,321 in gifts and pledges to date, representing 29.8 percent of goal.
- Developed the end-of-year direct mail piece highlighting MCC's 50th anniversary.
- Announced ROC the Day for MCC event to be held on December 8. A 24-hour, online event that gives people in our community an opportunity to support all of the not-for-profit organizations doing great work in the nine-county Greater Rochester area. On-campus celebrations, social media and outreach to donors and alumni are planned.

Development and Major Gifts

- Secured a \$30,000 gift for **Dr. Mahendra Nanavati** in honor of his wife **Jyoti's** 75th birthday to establish a new scholarship for nursing students.
- Established a new scholarship with **Dave Schottler**, director, MCC facilities, with a \$29,000 gift to establish a hospitality scholarship in memory of his wife, Terri.
- Accepted a first gift from **Mary** and **George Bauer** in the amount of \$10,000 to fund scholarships for engineers, nurses and single mothers.
- Received a \$10,000 pledge from **Harold** and **Sally Riley** for a scholarship in memory of their son Nate — a MCC student who passed away suddenly from heart cancer in 2010.
- Worked with First Class of MCC, under the guidance of **Lee Patterson '70**, and secured a \$20,000 pledge for scholarships in celebration of the 50th Anniversary of the College
- **John DiMarco, Sr.** and **John DiMarco II** hosted a career forum at MCC and spoke to more than 50 students about the construction industry and their experiences as leaders in the field.

Planned Giving

- Organized a planned giving seminar led by MCC Foundation Director **Jill Cicero** on November 9 at the Warshof Conference Center on the MCC Brighton Campus. More than 50 guests attended to learn about will and estate planning, planned giving options at MCC and upcoming tax law changes. David Howe from TIAA-CREF was also on hand to discuss retirement options.
- Produced and published *Ideas* newsletter and mailed to more than 5,000 planned giving prospects.

EXECUTIVE OFFICE

- Completed Board Governance Orientation.
- Under new leadership with chair, **Dan Burns**, Board Governance held its first meeting on November 3, 2011.
- Chairman, **Dave Mack**, provided Foundation updates to MCC Board of Trustees on October 10th and December 5, 2011.

FINANCE DEPARTMENT

Finance/Audit

- Finalized financial statements for the twelve months ending August 31, 2011.
- Finalized financial statements for the one month ending September 30, 2011 and reviewed at the Finance Committee on November 3rd with **Jeremy Wolk**, Treasurer.
- Mailed over 2,000 NYPMIFA letters to donors.
- Completed and submitted VSE report.
- Finished 2011 Audit and reviewed with Audit Committee at November 1st meeting; **Lori VanDusen**, chair. Received an unqualified opinion from the auditors with no recommended journal entries or management letter. This marks the tenth consecutive year of audits with no journal entries or management letters.

Investment

- Reviewed quarterly performance as of September 30, 2011 at the Investment Committee meeting held on November 3rd with **Scott Kogler**, chair.
- Rebalanced as per asset allocation.

Scholarship and Program Support

- Confirmed date and time for May 1, 2012: Scholarship Reception to be held at Monroe Community College at 4:00 p.m. in the Warshof Conference Center, Monroe A/B.

SPECIAL EVENTS & MARKETING

Public Relations and Communications

- Produced and mailed the 2010-2011 Annual Report.
- Provided communication support for Alumni Week and Homecoming.
- Provided communication support for the 22nd Annual Salute to Excellence.
- Media Coverage
 - First Graduating Class Inducted into MCC Alumni Hall of Fame/MCC's 50th Anniversary (Salute to Excellence coverage). 13WHAM News, November 18, 2011.
 - "MCC inducts inaugural class into hall of fame," *Democrat and Chronicle*, November 18, 2011.
 - "Monroe Community College Celebrates 50 Years – 720 to 19,000 students," *CW-WHAM /WHAM TV and American Banking and Market News*, November 18, 2011.
 - MCC Alumni Hall of Fame inducts new group tonight, *Democrat and Chronicle*, November 17, 2011.
 - MCC's First Class to Celebrate College's 50th Anniversary, News 10NBC/WHEC-TV, November 17, 2011. Coverage also carried on Today Show-NBC News Network–Online.
 - "Lou Gramm to sing at Monroe Community College Foundation dinner tomorrow," *Democrat and Chronicle*, November 16, 2011.
- Produced and mailed fall issue of *Ideas* newsletter, featuring an article highlighting MCC retiree **Patricia O'Neill's** recent charitable gift annuity.

22nd Annual Salute to Excellence

- Secured a total of 29 Honorary Committee members and 17 patron tables. Commitments confirmed as of 11/17/2011:

\$10,000	Robin '80 & Timothy '80 Wentworth
\$10,000	Dixon Schwabl (cash and in-kind)
\$10,000	Excellus BlueCross BlueShield
\$5,000	Brite Computers
\$5,000	Democrat & Chronicle Media Group (in-kind)
\$5,000	The DiMarco Group, LLC
\$5,000	LeChase Construction Services
\$5,000	M/E Engineering, Parrone Engineering & SWBR Architects
\$2,500	Clark Patterson Lee
\$2,500	Eastman Kodak Company
\$2,500	First Niagara
\$2,500	Five Star Bank
\$2,500	Frontier Communications
\$2,500	Bernice E. Hatch
\$2,500	Konar Properties
\$2,500	LVW Advisors
\$2,500	LaBella Associates
\$2,500	Dr. Michael Myers
\$2,500	Ovation Payroll

\$2,500	Paychex
\$2,500	The Pike Company
\$2,500	Rochester Institute of Technology
\$2,500	Warren and Pam Rosenbaum
\$2,500	Seneca Data
\$2,500	Bev & Jim Ward
\$2,500	Wegmans
\$2,500	J. Christine Wilson and Mary K. Collins
\$1,250	Brenda & Paul Babitz
\$1,200	Cannon Industries
\$1,200	CSEA Unite 7402
\$1,200	EFP Rotenberg
\$1,200	Dr. Anne M. Kress and Mr. Ned Davis
\$1,200	MCC Faculty Association
\$1,200	Manning Squires Hennig
\$1,200	Merrill Lynch/Janus Funds
\$1,200	Mr. & Mrs. Ottalagana
\$1,200	PAETEC
\$1,200	Anita '88 and Phil '88 Pelletier & Jeremy and Melanie Wolk
\$1,200	Roberts Wesleyan College
\$1,200	Rochester General Hospital
\$1,200	University of Rochester Medical Center
\$1,200	United Way of Greater Rochester

- Secured a gift in-kind donation of dinner wines from **Constellation Brands** with a total value of approximately \$1,400.
- Raised a projected net revenue of \$55,000; a 21 percent net increase over last fiscal year.
- Transferred \$12,600 to start an endowed student scholarship fund in honor of Salute award recipients annually.

14th Annual Gold Star Gala

- Confirmed date and location for **Saturday, April 28, 2012 at Monroe Golf Club.**
- **Mary Kay '94 and Ed Parrone** will return as co-chairs for a second year.

28th Annual Scholarship Open

- Confirmed date and location for **Monday, June 25, 2012 at The Country Club of Rochester.**
- Co-chairs have been confirmed; **Jay Judson** and **Gary Squires** will serve.

OBJECTIVES December, 2011- April, 2012

DEVELOPMENT DEPARTMENT

Alumni

- Reach out to Rochester area alumni to promote the Alumni Advantage Program.
- Secure headline act and begin planning for Alumni Week and Homecoming 2012.
- Launch the call for nominations to the 2012 Alumni Hall of Fame to secure 30 new, qualified candidates.
- Identify and personally cultivate alumni prospects with campus tours and personal visits.
- Renew current and engage new college and university partners in support of the MCCF Alumni Program.

Annual Fund

- Hold a successful ROC the Day fundraising event raising \$5,000.
- Deliver year end solicitation to over 6,000 donors. Achieve 40 percent of annual campaign goal by December 31, 2011.
- Utilize e-mail to secure new and renewal pledges from Annual Fund donors.
- Launch telemarketing effort securing 100 new donors.

Development and Major Gifts

- Work with the Xerox Foundation to develop a partnership in support of science, technology, math and engineering initiatives.
- Secure an investment from Corning in the optics program.
- Develop a partnership between MCCF and Iberdrola USA.
- Conduct personal solicitations with directors in support of *Every Bright Future Needs a Strong Foundation*.

Planned Giving

- Host Planned Giving Committee meeting in January 2012 to discuss new prospects and future educational events.
- Update Foundation website to include Planned Giving specific content.
- Produce and distribute informational brochure on *Updating Your Will/Bequests*.

EXECUTIVE OFFICE

Board Governance

- Launch recruitment efforts for 2012 Board Class.
- Complete Board Evaluation Survey; prepare final report and recommendations.

FINANCE DEPARTMENT

Finance/Audit

- Finalize financial statements for the three months ending November 30, 2011.
- Finalize restricted fund review.
- Complete worksheets for 2012-2013 Annual Giving Budget.
- Begin preparation on worksheets for the 2012-2013 Foundation Budget.

Investment

- Quarterly performance as of November 30, 2011.
- Rebalance asset allocation strategy as needed.
- Complete revisions on Investment and Endowment Spending policies (include NYPMIFA language).

Scholarship and Program Support

- Prepare January 2012 scholarship transfer.
- Calculate 2012/2013 scholarship transfer.

SPECIAL EVENTS & MARKETING

Public Relations and Communications

- Provide communication support for the Gold Star Gala and Scholarship Open.
- Produce and distribute monthly e-newsletter.
- Incorporate e-communications into communication plan.

Salute to Excellence

- Develop plan for continued growth for 23rd Annual Salute.
- Send evaluation of 2011 to guests.

Gold Star Gala

- Confirm 2012 Honorary Co-Chairs and event chairs.
- Host theme selection meeting for 2012 event.
- Assemble auction committee and plan for event.
- Prepare renewal mailing to secure past underwriters and participants.
- Develop and mail save-the-date cards, then invitations.

Scholarship Open

- Develop and mail save-the-date cards.
- Confirm 2012 sponsorship levels and benefits.