

ACTIVITY REPORT

# June 1, 2017 through August 31, 2017

#### LEADERSHIP GIFTS & PLEDGES OF $500 AND OVER

*Major and Special Gifts: Total for period $1,577,184*

|  |  |  |
| --- | --- | --- |
| $446,869 | Greater Rochester Health Foundation | Healthy Enriching Summers for Rochester’s Kids |
| **$250,000** | **Stuart & Chip Weismiller** | **Ready.Set.LAUNCH Your Business!** |
| $250,000 | Diane Shoger & Timothy Coughlin | The Starfish Scholarship Fund |
| $135,000 | First Niagara Foundation | College Readiness/World of Inquiry School Restricted Fund | |
| **$124,665** | **Donna J. Miller, RN** | **General Nursing Department Scholarship** | |
| $76,195 | Tom & Kate Flynn | R. Thomas and Kate Flynn Endowed Scholarship | |
| $56,000 | United Way | Horizons Summer Enrichment Program | |
| **$50,000** | **Monro, Inc.** | **Auto Lab Renovation; Dreamkeepers** | |
| $30,000 | Anonymous | Robert Zajkowski Music Scholarship; STAR Power | |
| $30,000 | Daisy Marquis Jones Foundation | Horizons Summer Enrichment Program | |
| **$25,000** | **Alicia Beckwith ‘84** | **Alicia Beckwith Endowed Scholarship Fund** | |
| $25,000 | Marie C. & Joseph C. Wilson Foundation | Horizons Summer Enrichment Program | |
| $17,000 | Greater Rochester Summer Learning Association | Horizons Summer Enrichment Program | |
| $10,000 | Duda Family Foundation | Assets for Independence Scholarship Fund | |
| **$10,000** | **Patricia L. Glover** | **Margaret Wall Memorial Scholarship** | |
| $10,000 | Monroe Community College Association | MCC Restricted Fund | |
| $10,000 | The M&T Charitable Foundation | MCC/RIT 1+3 | |
| $6,000 | Ms. Kathy Strong | Robert Strong Family Scholarship | |
| $5,280 | Horizons National Student Enrichment Program | Horizons Summer Enrichment Program | |
| $5,000 | LaBella Associates D.P.C./Sergio Esteban | Major Gifts – Unrestricted | |
| $4,400 | PathStone Corporation | Assets for Independence (Phase 2) Save for Success | |
|  |  |  | |

*STAR Power: Total for period $16,500*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **$10,000** | **Anonymous** | **STAR Power Endowed Scholarship** |  |  |  |
| $1,000 | Jill Cicero Esq. | STAR Power Endowed Scholarship |  |  |  |
| $1,000 | Dixon Schwabl/Lauren Dixon | STAR Power Endowed Scholarship |  |  |  |
| $1,000 | Anne M. Kress & Edward B. Davis III | STAR Power Endowed Scholarship |  |  |  |
| $1,000 | Kathleen E. Pavelka '79 | STAR Power Endowed Scholarship |  |  |  |
| $1,000 | Zweigle’s/Julie Camardo-Steron | STAR Power Endowed Scholarship |  |  |  |
| $500 | Dirk Bernold & Karen Hatch | STAR Power Endowed Scholarship |  |  |  |
| $500 | Sharon Kelly Sayers ‘72 | STAR Power Endowed Scholarship |  |  |  |
| $500 | James & Daria Shaw | STAR Power Endowed Scholarship |  |  |  |

*Annual Fund: Total for period $136,773*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| $20,000 | | Gene Haas Foundation | Gene Haas Scholarship | |
| $15,337 | | Monroe Community College Association | Alumni Program; Athletic Excellence Restricted Scholarship Fund; Gifts in Kind; Annual Fund | |
| $10,679 | | Max & Marian Farash Charitable Foundation | Farash Foundation First in Family Scholarship | |
| $10,000 | | Stuart R. Porter | Stuart R. Porter & Joyce R. Porter Endowed Scholarship | |
| $5,000 | | Estate of Philip S. Glickman | Benarta “Bonnie” Glickman Mem Endowed Scholarship | |
| $5,000 | | Houghton College | Alumni Program | |
| $5,000 | | Monro Muffler Brake, Inc. | Annual Fund | |
| $5,000 | Roberts Wesleyan College | | Alumni Program | |
| $5,000 | SUNY Brockport | | Alumni Program | |
| $5,000 | Utica College | | Alumni Program | |
| $3,840 | Ronald McDonald House Charities of Rochester | | Horizons Summer Enrichment Program | |
| $3,817 | LaBella Associates, D.P.C. | | Gift in Kind | |
| $3,200 | Hezekiah N. Simmons | | Annual Fund | |
| $2,500 | Simon & Josephine Braitman Family Foundation | | General Scholarship Fund | |
| $2,500 | Mary & George Bauer | | Annual Fund | |
| $2,500 | Dr. Alice Holloway Young | | Annual Fund | |
| $2,490 | GEICO | | Alumni Program | |
| $2,000 | Joan R. Ewing | | Annual Fund | |
| $2,000 | Sodexo | | MCC Student Association Leadership Scholarship | |
| $1,682 | Toyota Motor Sales, USA, Inc. | | Toyota T-Ten Student Fund | |
| $1,440 | Elizabeth Stewart | | MCC Student Association Leadership Scholarship | |
| $1,000 | Essie Calhoun-McDavid & Bernard McDavid | | Annual Fund | |
| $1,000 | Alan J. Cobb ’68 | | Annual Fund | |
| $1,000 | Foundation for the Carolinas/Emerson Fullwood | | Emerson U. and Vernita Fullwood Scholarship | |
| $1,000 | Josephine L. Fratangelo | | Robert A. Fratangelo Memorial Endowment Scholarship | |
| $1,000 | Dolores & Brad Kruchten | | Annual Fund | |
| $1,000 | Lynn ’77 & Mark ’76 Kulzer | | Annual Fund | |
| $1,000 | Cindy Langston | | Annual Fund | |
| $1,000 | David Mack | | Annual Fund | |
| $1,000 | Lucien Morin | | Lucien A. and Elizabeth S. Morin Endowed Scholarship | |
| **$1,000** | **Shelby F. Nelson** | | **Horizons Summer Enrichment Program** | |
| $1,000 | John B. Owen | | MCC Restricted Fund | |
| $1,000 | Dr. L. Louise Rozwell | | Annual Fund | |
| $1,000 | Mary & John Seebach | | The Snowball Scholarship for Service-Learning | |
| $1,000 | Lori Van Dusen & Ronald Boillat | | Annual Fund | |
| $1,000 | Dr. Andrea C. Wade | | Annual Fund | |
| $750 | Clayton W. Jones | | Annual Fund | |
| **$520** | **Hillyard-New York** | | **Teresa C. Schottler Memorial Scholarship** | |
| $518 | Mary E. Clark & David J. Heiler | | Alumni Program | |
| $500 | Shannon M. Bielaska ‘77 | | Annual Fund | |
| **$500** | **Bright Funds Foundation/Lonette Merriman** | | **Annual Fund** | |
| $500 | Mr. Donald D’Alessandro ‘ 73 | | Annual Fund | |
| $500 | Melissa Fingar | | Annual Fund | |
| $500 | Dan & Jane ’68 Garr | | Jane L. Garr Endowed Nursing Scholarship | |
| $500 | Jean Green | | VAPA Theatre Equipment Fund | |

*(****Bold type*** *above denotes new donors)*

*(Includes gifts and pledges through 08.31.17*

|  |  |  |
| --- | --- | --- |
| $500 | Anne M. Kress & Edward B. Davis III | Gifts in Kind |
| $500 | Gale Lynch | Alumni Program |
| $500 | Fred ’82 & Jill McCullough | Teresa C. Schottler Memorial Scholarship |
| $500 | Bud & Joan Rusitzky | Annual Fund |
| $500 | Jennifer Smith | Christine Smith Memorial Scholarship |
| $500 | Anonymous | VAPA Theatre Equipment Fund |

*(****Bold type*** *above denotes new donors)*

*(Includes gifts and pledges through 08.31.17)*

**DEVELOPMENT**

#### *Alumni*

* Under the leadership of **Gary Squires ’76**, selected four outstanding alumni for induction into the 2017 MCC Alumni Hall of Fame:
* **Mr. Christopher Collins ’79,** Chief Operating Officer, InFlyt Connectivity, Thales/LIVE TV
* **Ms. Barbara Deane-Williams ’75,** Superintendent of Schools, Rochester City School District
* **Ms. Gladys Pedraza-Burgos ’91,** Chief Operations Officer, Ibero-American Action League, Inc.
* **Mr. Joseph L. Wesley ’83,** Director of Strategic Workforce Development, Wegmans Food Markets
* Mailed a “welcome” letter and alumni benefits card to our 2,104 newest alumni.
* Produced a “welcome future alumni” postcard which was distributed to new students during orientation sessions held prior to the beginning of the fall semester.
* Produced print materials and communiqués promoting Alumni Week and Homecoming 2017 including over 5,000 postcards mailed to alumni and donors.
* Kicked off Alumni Week and Homecoming with the Golf Classic and Luncheon honoring MCC Director of Building Services **Fred McCullough ’82** (retired). Raised $3,965 to support the Teresa C. Schottler Memorial Scholarship Fund.
* Launched new 5K Walk/Run for Scholarships website to improve the online experience for 5K participants and donors <http://donate.monroecc.edu/mcc5k>.

#### *Annual Fund*

* Delivered the Blue Line segment direct mail piece featuring scholarship recipient **Bekkah Najeeulla ’17** enabling 2,061 past donors to meet the deadline of August 31 for inclusion in the Impact Report’s “Annual Fund Honor Roll of Donors.”
* In partnership with **Vice President Holmes and the Athletics Department**, launched the first series of crowd fundraisers for the 2017-2018 academic year—women’s and men’s soccer and volleyball—raising $7,329 from 145 new donors.
* The 2016-2017 annual campaign exceeded its budgeted goal by 3.6 percent raising $710,394 toward a campaign goal of $685,744.

*Major Gifts*

* Continued our partnership with the **Greater Rochester Health Foundation** with a pledge of $446,869 to the Be a Healthy Hero Summer Camp for Summer 2018.
* Received a $250,000 pledge from **Chip and Stuart Weismiller** to create Ready. Set. Launch Your Business! This new program aims to increase students’ awareness of and access to entrepreneurial training and small business development. The MCC Foundation met the Weismillers after an introduction from **Don Jeffries ’71**.
* With assistance from **Mark Siwiec**, secured a $70,000 pledge from **Monro Inc.** (formerly Monro Muffler) to support various programs including the annual fund, Dreamkeepers, the Gold Star Gala and a new Auto Lab at the Applied Technology Center.
* Received $138,100 in gifts and pledge payments for Horizons at MCC. This includes gifts from two new donors to the program – **Ronald McDonald House Charities Inc.** and **Shelby Nelson**. Additionally, with assistance from **Lee Patterson ’70**, an effort was initiated to engage retired MCC faculty and local K-12 retired educators in Horizons.
* Extended our partnership with **First Niagara Foundation/KeyBank** with a three-year, $135,000 pledge for the World of Inquiry School College Readiness Program.
* Delivered proposals to the **Ellsworth M. Statler Foundation** for the Statler Scholarshipand the **Max and Marian Farash Foundation** for MCC’s dental studies program.

*Planned Giving*

* Received a bequest intention from **Alicia Beckwith ’84** to establish the Alicia Beckwith Endowed Scholarship Fund. This new scholarship will support students studying nursing or human services.

#### EXECUTIVE OFFICE

*Board Governance*

* Under the leadership of **Sergio Esteban**, chair, the Board Governance committee successfully completed the identification and selection of six new Board members**: Carmen C. Allen, David Cornell ’73,**

**Daniel J. Goldstein, Lonette K. Merriman, Mark D. Passero, and Stephen M. Polozie.**

* Many thanks to Board Governance committee members who were actively engaged in the process including **Sergio Estaban, Dan Burns, Lauren Dixon, Emerson Fullwood, Don Jeffries ’71, Dolores Kruchten, Diana Lauria, Jay Popli, Naomi Silver, Mark Siwiec, Rich Warshhof ’68, Jeremy Wolk** and **Phil Yawman**.
* Board Governance chair **Sergio Esteban** and **Diane Shoger** confirmed committee goals, membership and the recruitment cycle for 2017-2018.

**FINANCE DEPARTMENT**

*Finance/Audit*

* Finalized financial statements for the ten months ending June 30, 2017, and reviewed at the Finance Committee on August 10th with **Scott Kogler**, Treasurer.
* Completed the twelve months ending August 31, 2017, in preparation for the Audit.
* Reviewed Audit Scope and Related Party Transactions on September 20th with **Martin Birmingham**, chair and auditors from **EFPR Group**.
* Completed Trial Balance review for Financial Edge migration.

*Investment*

* Reviewed quarterly performance as of June 30, 2017, at the Investment Committee meeting held on August 10th with **Warren Rosenbaum** on behalf of **Kenneth Hines**, chair and **Doug Walouke,** from **Fund Evaluation Group (FEG).**

*Scholarship*

* Transferred $476,593 to college on September 15th, making the eight month total of $1,981,736 to college in support of scholarships and programs.
* Made offers to applicants in Scholarships Online for the following:
  + Lewis Tree Service Scholarship
  + The Martha Maher-Garcia Memorial Scholarship
  + Gold Star Gala Scholarship
  + The Gene Haas Scholarship
  + Gilbert J. Hatch Endowed Scholarship Fund
  + The Fannie and Sam Constantino First Generation Endowed Scholarship Program
  + Krupnicki Family Scholarship for Excellence in Welding
  + Genesee Brewers' Scholarship Fund
  + Bridgestone/Firestone Corporation Scholarship
  + Mary P. and John H. Koch Endowed Scholarship Fund
  + John N. Warren Memorial Scholarship Fund
* New Scholarships/Programs
  + Margaret Wall Memorial Scholarship
  + Alicia Beckwith Endowed Scholarship Fund
  + Ready.Set.LAUNCH Your Business!
  + Starfish Scholarship Fund

**Donor Engagement Department**

*Public Relations and Communications*

* In partnership with **Dixon Schwabl**, the MCC Foundation received an Honorable Mention for the 2016 Gold Star Gala creative materials at the Pinnacle Awards.
* **Dixon Schwabl** accepted a National ADDY Award for the 2016 Gold Star Gala creative materials.
* Produced three monthly e-newsletters.
* Produced the Summer 2017 issue of *Foundations*.
* Developed the 2016-2017 Impact Report.
* Finalized E. Kent Damon Legacy Hall display at the Downtown Campus.

*28th Annual Salute to Excellence*

* **Sergio Esteban** of LaBella Associates will serve as Committee Chair and **Michael S. Weed** of Graywood Companies will serve as the Honorary Chair.
* **Sandy Parker and Dutch Summer** will receive the Salute to Excellence and a special Salute to Volunteerism will be presented to the **Past Chairs of the MCC Foundation Board of Directors.**
* Celebration will take place on **Thursday, November 16, 2017** at the **Kodak Center.**
* Produced and mailed save-the-date cards.
* Received underwriting commitments from:
  + $15,000 Avangrid Foundation, Inc.
  + $10,000 Corning Incorporated Foundation
  + $10,000 Dixon Schwabl (includes gift in kind)
  + $10,000 **The Summers Foundation, Inc.**
  + $5,000 Cannon Industries
  + $5,000 CMI Communications
  + $5,000 DiMarco Group
  + $5,000 Konar Properties
  + $5,000 Woods Oviatt Gilman LLP
  + $2,500 Dixon Schwabl
  + $2,500 Excellus BlueCross BlueShield
  + $2,500 LaBella Associates, D.P.C
  + $2,500 M/E Engineering, P.C
  + $1,200 Davie Kaplan, CPA, P.C.
  + $1,200 Greater Rochester Chamber of Commerce

*(****Bold type*** *above denotes new donors)*

*33rd Annual Scholarship Open*

* Hosted a sold-out tournament at Oak Hill Country Club on Monday, June 26, 2017.
* Netted a record-breaking $119,000.
* Raised just shy of $40,000 for scholarships at the live scholarship call hosted by **Don Jeffries ’71**.
* Thanked our tournament chairmen **Rick Brienzi ’79** and **Phil Yawman** for their remarkable leadership and commitment to the event and MCC students.
* Developed and sent a survey to guests.
* Selected Monday, June 25, 2018 at Oak Hill Country Club for the 34th Annual Scholarship Open chaired by **Rick Brienzi ’79** and **Tim Gears.**

*20th Annual Gold Star Gala*

* Secured **Nellie** and **Wade Hedegard**, along with **Mark Siwiec** and **Duffy Palmer** as Committee Chairs.
* **Susan and John DiMarco II**, along with **Katy and Joel DiMarco**, will serve as Honorary Chairs.
* The gala will take place on Saturday, April 28, 2018 at The Country Club of Rochester.

**OBJECTIVES**

**October – December 2017**

**DEVELOPMENT DEPARTMENT**

*Alumni*

* Complete Alumni Week and Homecoming activities with more than $30,000 in unrestricted support for the Annual Fund.
* Engage over 1,500 alumni, students and friends in Alumni Week and Homecoming events and raise funds in support of student scholarships. Promote and acknowledge event sponsors: **GEICO, MCC Association, Sodexo, MCC Bookstore** and more.
* Induct four alumni into the Alumni Hall of Fame; produce videos, secure table sales.
* Identify and cultivate alumni prospects with campus tours and personal visits.
* Continue to direct alumni to [www.mccalumnibenefits.com](http://www.mccalumnibenefits.com) at regular intervals.

*Annual Fund*

* Deliver e-invitations to 2016-2017 annual fund donors of $1,000 or more to the President’s Circle Reception to be held on Wednesday, October 25, at MCC’s Downtown Campus.
* Recognize President’s Circle and President’s Circle of Honor donors at the President’s Circle Reception.
* Deliver the leadership solicitation to approximately 1,000 leadership donors and develop the end-of-year direct mail piece targeting 3,000 prospective donors.
* Promote the $2,500 President’s Circle of Honor giving circle.
* Launch crowd fundraisers for swimming and diving team and selected clubs and organizations including Engineering Leadership Council Club, Travel Club and Phi Theta Kappa.

*Development and Major Gifts*

* Submit proposals to the **Gene Haas Foundation** for renovation of MCC’s Applied Technologies Center.
* **Propose a grant to extend and expand the middle-school bridge program funded by JPMorgan Chase for a new three-year cycle.**
* Continue to engage Foundation directors in the Fill the Pipeline project.

*STAR Power*

* Committee Co-Chair **Lori Van Dusen** is hosting a STAR Power reception on Wednesday, October 4, 2017. A $50,000 challenge will be announced at this reception which will match any new or increased gifts.
* **President Anne Kress** will host the next reception on Wednesday, December 7, 2017 at her home.

*Planned Giving*

* Deliver Fall 2017 edition of *Ideas* planned giving newsletter.

**EXECUTIVE OFFICE**

*Management*

* The new Chief Advancement Officer/Executive Director will have individual meetings with board members to thank them and learn how the Foundation may best support them during their service on the board.
* Search and fill vacancy for Donor Engagement Director.

*Board Governance*

* Finalize Board Governance Committee members for 2017-2018 and schedule first planning meeting.

**FINANCE DEPARTMENT**

*Finance/Audit*

* Continue preparation for the 2017 Audit to be held the week of October 2, 2017.
* Run parallel comparison of Financial Edge and Dynamics until completion of audit.
* Prepare and submit the VSE Survey as of August 31, 2107.
* Prepare and send out RFP’s for the 2018 fiscal year audit.

*Investment*

* Quarterly performance as of August 31, 2017.

**DONOR ENGAGEMENT DEPARTMENT**

*Public Relations and Communications*

* Produce and distribute monthly e-newsletters.
* Finalize the 2016-2017 Impact Report.
* Support communications for Alumni Week and Homecoming 2017.
* Support communications for the Salute to Excellence and MCC Alumni Hall of Fame Induction.
* Support ESL Federal Credit Union’s Save for Success video project.
* Support MCC auto lab opening event.
* Refresh Every Bright Future and STAR Power materials.
* Support the *Launch Your Business!* initiative made possible by **Stuart and Chip Weismiller**.

*Gold Star Gala*

* Determine theme for the 2018 event.
* Form subcommittees to ensure success with décor/entertainment, live auction and sponsorships.

*Scholarship Open*

* + Kick-off 2018 tournament planning in October.

*Salute to Excellence*

* + Produce and mail invitations.
  + Produce Hall of Fame induction videos.
  + Secure underwriting support.