

ACTIVITY REPORT

# April 1, 2018 through May 31, 2018

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

*Major and Special Gifts: Total for period $5,474,695*

|  |  |  |
| --- | --- | --- |
| $4,000,000  | Tim '80 & Robin '80 Wentworth | Wentworth Family Endowed Scholarship |
| $1,302,895 | Greater Rochester Health Foundation | Be a Healthy Hero Summer Camp |
| $100,000  | KeyBank Foundation | Early College Career Pathway Program |
| $25,000  | Fisher Associates, P.E., L.S., L.A., D.P.C. | Fisher Associates Scholarship for Engineering Excellence |
| $25,000  | Marie C. & Joseph C. Wilson Foundation | Horizons Summer Enrichment Program |
| $12,000  | Monroe Community College Association | MCC Restricted Fund; Student Nurses’ Scholarship |
| $5,000  | Jyoti & Mahendra Nanavati | Jyoti and Mahendra Nanavati Endowed Scholarship |
| $2,000  | Optical Society of America Rochester Section | Optical Society of America Scholarship IMO Bob Novak |
| $2,000  | Charlotte & Bill Brummett | Geneseo Positive Leadership Award |
| $800  | Dolores & Raymond Coates | David Raymond Coates Memorial Scholarship |

*STAR Power: Total for period $38,500*

|  |  |
| --- | --- |
| $35,500  | Susan & Bob Touhsaent |
| $1,000  | Sheila Strong '98 |
| $1,000 | Kathleen E. Pavelka '79 |
| $1,000  | Flor & Bobby Colón |

*Annual Fund: Total for period $66,531*

|  |  |  |
| --- | --- | --- |
| $8,296  | Anonymous | MCC Restricted Fund |
| $5,000  | Mr. John L. DiMarco, II | Annual Fund |
| $4,500  | Dixon Schwabl Advertising, Inc. | Lauren Dixon Scholarship for Women  |
| **$4,000**  | **Anonymous** | **Model UN Program**  |
| $4,000  | Anne M. Kress & Edward B. Davis III | Annual Fund; Dreamkeepers; Presidential Fund; ESOL Scholarship |
| $3,140  | GEICO | Alumni Program |
| **$3,114**  | **Hoselton Imports, Inc.** | **Gift In Kind** |
| $3,000  | Ms. Susan B. Dougherty | Annual Fund |
| **$2,931**  | **Wilbert's Inc.** | **Gift In Kind**  |
| $2,500  | Dr. Alice Holloway Young | Annual Fund |
| $2,500  | Gary '76 & Catherine Squires | Annual Fund |
| $2,500  | Lee J. Patterson '70 & Ellen M. MacLeod | Annual Fund |
| $2,000  | Jean & Andy Sperr | Andrew "AJ" Sperr Endowed Scholarship  |
| $2,000  | Wegmans Food Markets Incorporated / K. Stickles | Annual Fund |
| **$1,200**  | **Matthew & Heather Fox** | **Doing What is Good and Healthy Together Fund** |
| $1,000  | Allen Williams | Annual Fund |
| $1,000  | Bank of America Charitable Foundation / J. Smith | Christine Smith Memorial Endowed Scholarship |
| $1,000 | Carol & John Matteson | Annual Fund |
| $1,000  | Dolores & Brad Kruchten | Annual Fund |
| $1,000  | Don '71 & Nancy Jeffries | Annual Fund |
| $1,000  | Edward G. & Mary Kay '94 Parrone | Annual Fund |
| $1,000  | Essie Calhoun-McDavid & Bernard McDavid | Annual Fund |
| $1,000  | Jean & Dick Ottalagana | Annual Fund |
| $1,000  | Lucien A. Morin | Lucien A. and Elizabeth S. Morin Endowed Scholarship |
| $1,000  | Popli Design Group | Annual Fund |
| $1,000  | Richard C. Brienzi '79 | Annual Fund |
| $1,000  | The Hattie Harris Foundation | Hattie H. Harris, Jennefer & Perry T. Noun Scholarship  |
| **$1,000** | **Wallwork Group** | **General Applied Technologies Department Scholarship** |
| $1,000  | Women's Club of Webster | The Women's Club of Webster Nursing Scholarship |
| $750  | American Dental Partners Foundation | Western New York Dental Group Scholarship |
| $600  | Vincent Vezza '64 | Annual Fund |
| $500  | Stephen T. Palmer '97 | Owen Schwartz Memorial Scholarship  |

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

*(Includes gifts and pledges through 05.31.18)*

**DEVELOPMENT**

#### *Alumni*

* The Alumni Hall of Fame 2018 call for nominations came to a close on June 1. Under the leadership of **Gary Squires ’76**, we received 30 new nominations, in addition to those that will roll over from last year, to consider for possible induction into the MCC Alumni Hall of Fame.
* Received 104 Class Gift Dedications from graduating students, family, friends, faculty and staff; raised a total of $1,310 in donations for the 2018 Class Gift and distributed the 2018 dedication keepsake booklet at graduation.
* Alumni Hall of Fame member **Gladys Pedraza-Burgos ’91,** Chief Operations Officer, Ibero-American Action League, Inc., delivered MCC’s 55th annual commencement keynote address on June 2.
* Over 700 new alumni were presented with alumni ribbons during the commencement program.
* Continued planning Alumni Week and Homecoming schedule of events.

####  *Annual Fund*

* In partnership with **Vice President Holmes and the Athletics Department**, concluded the third year of the crowd fundraising program raising $22,772 (gross) for six student sports teams from 424 donors. In addition, raised $5,814 from 117 donors as a result of crowd fundraisers held for three clubs and organizations: Phi Theta Kappa, American Sign Language and the Engineering Leadership Council.
* In partnership with Model UN Program faculty, developed a fundraising plan and raised $4,750 to support the program in the 2018-2019 academic year.
* Delivered the spring renewal direct mail solicitation featuring scholarship recipient **Jessica Rich ’18** to 5,954 past donors, non-donors, faculty and staff resulting in $5,320 in gifts and pledges to date.
* Began preparing the blue line segment direct mail piece enabling over 1,000 past donors to ensure their inclusion in the Annual Report’s “Annual Fund Honor Roll of Donors.”
* Achieved 85 percent board giving with gifts and pledges totaling $95,687.
* Secured $573,199 in gifts and pledges to date, representing 80 percent toward goal of $715,744.

 *Major Gifts*

* Secured a $4 million pledge from **Tim ’80 and Robin ’80 Wentworth** for the Wentworth Family Endowed Scholarship. This transformational gift will increase the number of students supported by the scholarship to 100 per year.
* Received a three-year, $1.3 million pledge from the **Greater Rochester Health Foundation** to continue the Be a Healthy Hero Summer Camp through 2021. The camp provides organized physical fitness activities and academic enrichment to 750 children from the City of Rochester each summer.
* Secured an additional $100,000 pledge from the **KeyBank Foundation** for the Early College Career Pathway Project for Rochester City School District high school students at MCC. This program will offer eligible students the opportunity to explore career pathways and take dual enrollment courses in select Career Technical Education programs, such as optics and tooling and machining.
* Delivered a formal proposal to the **University of Rochester Medical Center** inviting their partnership to transform MCC’s health care programs, including the development of new degree and certificate programs and new labs and classrooms at the Downtown Campus. Conversations continue with **Excellus BlueCross BlueShield** and **Rochester Regional Health** to invite them to partner with MCC on this critical project.
* Delivered proposals to the **Daisy Marquis Jones Foundation** and **Ralph C. Wilson, Jr. Foundation** for the Horizons Summer Enrichment Program and the **Ellsworth M. Statler Foundation** for the Statler Foundation Scholarship.
* Hosted a prospect breakfast with MCC **President Kress** that engaged four donor prospects, several of whom had been identified by Fill the Pipeline committee members **Dave Beinetti** and **John DiMarco II**. Additional breakfasts will be held on July 24 and August 15.
* Conducted a Fill the Pipeline quarterly meeting led by **John DiMarco II** that resulted in the development of cultivation strategies for 15 top prospects.

 *STAR Power*

* Leaders of STAR Power met to select eight recipients for the 2018-2019 STAR Power Endowed Scholarship Fund.

#### EXECUTIVE OFFICE

 *Board Governance*

* Under the leadership of **Sergio Esteban**, chair, the Board Governance committee received nominations, met and reviewed the short list of candidates and will present to the full board for approval a slate of new members for the 2018-2019 fiscal year.
* Many thanks to Board Governance committee members who were actively engaged in the process including **Sergio Esteban, Dan Burns, Julie Camardo-Steron, Lauren Dixon, Emerson Fullwood, Don Jeffries ’71, Diana Lauria, Ed Parrone, Jay Popli, Mark Siwiec, Jeremy Wolk** and **Phil Yawman**.
* **Gretchen Wood** and **Lauren Dixon**, chair discussed leadership for 2018-2019 and have confirmed the Slate of Officers and Executive Committee members that will be presented to the full board for approval.

 *Management*

* Engaged campaign consultant **Betheny Reid** of eAdvancement.
* Secured **Robin ’80** and **Tim ’80 Wentworth** as Honorary Chairs of the *Every Bright Future Needs a Strong Foundation* Campaign.

**FINANCE DEPARTMENT**

 *Finance/Audit*

* Reviewed and selected auditor after interviewing four audit firms at the April 20 meeting of the Audit Committee with **Marty Birmingham**, Chair. New auditors – The Bonadio Group LLP
* Reviewed and approved related party transaction at the April 20 Audit Committee meeting with **Marty Birmingham**, Chair.
* Reviewed the financial statements for the six months ending February 28, 2018 at the Finance Committee meeting held on April 25 with **Scott Kogler**, chair.
* Reviewed 2018-2019 Annual Foundation budget at the Finance Committee meeting held on April 25 with **Scott Kogler**, chair.
* Ran parallel trial balance comparisons of Financial Edge and Dynamics for the month ending April 30.
* Received all but one completed Conflict of Interest questionnaires.

*Investment*

* Reviewed quarterly performance as of March 31, 2018 at the Investment Committee meeting held on April 25 with **Kenneth Hines**, chair and **Doug Walouke**, representative from **Fund Evaluation Group.**

 *Scholarship*

* Made offers to applicants in Scholarships Online for the following:
	+ Mary P. and John H. Koch Endowed Scholarship Fund
	+ Linda Curran '79 Memorial Student Aide Endowed Scholarship
	+ Citizens Bank Future Optics Scholarship
	+ The Optical Society of America (Rochester Section) in memory of Bob Novak
	+ Shivlal and Vijyaben Rajparia Memorial Scholarship Fund
	+ Popli Design Group Scholarship Fund
	+ M/E Engineering, P.C. Scholarship Program
	+ David Raymond Coates Memorial Scholarship
	+ Jennifer Jaruzel Memorial Biology Department Scholarship
	+ Thomas R. Kissel Memorial Endowed Scholarship
	+ The Betty P Smith Scholarship for Returning Adult Students
	+ STAR Power Endowed Scholarship
	+ Tony Lambiase, Jr. Firefighters' Scholarship
	+ Tim Karnisky Memorial Scholarship for Firefighters
	+ Suki Regoni Memorial Scholarship
	+ O'Hanlon Family First Responders Endowed Scholarship
	+ Lt Michael Chiapperini & Tomasz Kaczowka Memorial Scholarship
	+ Battalion Chief William J. Robertson Memorial
	+ Joyce and Gilbert Jordan Endowed Scholarship for English
	+ Carol Cloos Memorial Endowed Scholarship
	+ Alan Shaw Memorial Endowed Scholarship
	+ Western New York Dental Group Scholarship for Dental Hygiene
	+ Phyllis M. Hazen Endowed Scholarship Award
	+ John G. MacNaughton Award for Excellence in History
	+ Henry Pierson "Peter" French III Endowed Scholarship
	+ Beverly & Dr. Henry Pierson "Pete" French, Jr. Endowed Award for Excellence in History
	+ Altrusa International of Rochester, NY, Inc. Scholarship
	+ "Beyond the Formula" Endowed Scholarship for Elementary Education or Business
	+ "Beyond the Formula" Endowed Scholarship for Mathematics
	+ Stuart R. Porter and Joyce R. Porter Endowed Scholarship Fund
	+ Jan Wiranowski Renaissance Endowed Scholarship (Non-Traditional)
	+ Jan Wiranowski Endowed Scholarship (Math or Math-Based Science)
	+ Robert A. Fratangelo Memorial Endowed Scholarship
	+ Timothy J. Sherbinski Memorial Scholarship
	+ John L. Dougherty Memorial Endowed Scholarship
	+ Tooling and Machining Endowed Scholarship
	+ The Snowball Scholarship for Service-Learning
	+ General Nursing Department Scholarship Fund
	+ Margaret Wall Memorial Scholarship
	+ Christine Smith Memorial Endowed Scholarship
	+ Jyoti and Mahendra Nanavati Endowed Scholarship
	+ STAR Power Endowed Scholarship for Nursing Students
	+ The Alvin F. & Ruth K. Thiem Foundation Nursing Scholarship
	+ Mary Porcari Brady Nursing Continuation Education Fund
	+ Mary Lou Miller Memorial Scholarship Fund
	+ Launch Your Business
	+ Scholars' Day Scholarship
	+ Jane L. Garr Endowed Nursing Scholarship
	+ Deborah Sak Memorial Endowed Scholarship
	+ General ESOL & Transitional Studies Department Scholarship
	+ Benarta “Bonnie” Glickman Memorial Endowed Scholarship
	+ The William H. Lagerway and Faith Prather Endowed Scholarship
	+ Monroe Community College Foundation IBERO Scholarship
	+ Mentors in Violence Prevention in ACTION Scholarship
	+ General Applied Technologies Department Scholarship
	+ MG Car Club Western New York Centre, Inc. Endowed Scholarship Fund
	+ Andrew Pluta Endowed Scholarship
	+ Robert Strong Family Scholarship
	+ Gene Haas Scholarship
	+ Lenel Scholarship
	+ Geneseo Positive Leadership Scholarship
	+ Student Nurses' Association Future of Nursing Scholarship
	+ The Thompson Family Endowed Scholarship Fund
	+ R. Thomas and Kate Flynn Scholarship
	+ Anna C. Price Poetry Prize
* New Scholarships/Programs
	+ The Parker Family Scholarship for Excellence in Welding

**Donor Engagement Department**

 *Public Relations and Communications*

* In partnership with **Dixon Schwabl,** the MCC Foundation received a Gold award for the 2017 Gold Star Gala creative materials at the American Marketing Association’s Pinnacle Awards.
* **Dixon Schwabl** also accepted a Gold ADDY Award for the 2017 Gold Star Gala creative materials.
* Supported communications for Scholars’ Day and the Scholars’ Day keynote address presented by ESL Federal Credit Union.
* Produced two monthly e-newsletters.
* Began work on the summer 2018 issue of *Foundations*.
* Media Coverage:
	+ “Alice Holloway Young named 2018 Woman of Distinction,” *Brighton-Pittsford Post*, notes Dr. Young’s connection to MCC and the Alice Holloway Young Society.
	+ “MCC students receive scholarships for research presentations,” *Penfield Post*, notes ESL Federal Credit Union and Xerox Foundation support of Scholars’ Day, April 19, 2018.
	+ “Free food pantries for students coming to NY college campuses,” variety of New York and Northeast publications, notes MCC’s Single Stop program, April 18-22, 2018.

 *20th Annual Gold Star Gala*

* Held a successful Gala on April 28 at The Country Club of Rochester, raising $290,000 (net).
* **Susan** and **John DiMarco II,** along with **Katy** and **Joel DiMarco** served as Honorary Chairs, along with **Nellie** and **Wade Hedegard and Duffy Palmer** and **Mark Siwiec** as Committee Chairs.
* A total of $60,050 was raised in the live auction and a record breaking $122,750 was raised in the scholarship call thanks to a generous match from the **DiMarco family.**
* Underwriters included:
	+ $50,000 Susan and John DiMarco II and Katy and Joel DiMarco
	+ $20,000 M&T Bank
	+ $15,000 Lauren Dixon and Mike Schwabl/Dixon Schwabl (in-kind)
	+ **$10,000 del Lago Resort and Casino (partial in-kind)**
	+ $10,000 Robin and Timothy Wentworth
	+ $10,000 Xerox
	+ $6,000 Baldwin Richardson Foods
	+ $6,000 CMI Communications
	+ $6,000 Cornell’s Jewelers (in-kind)
	+ $5,000 Monro, Inc.
	+ $4,000 Louis S. & Molly B. Wolk Foundation
	+ $3,000 Bonadio Group
	+ $3,000 Constellation Brands
	+ $3,000 Corning Incorporated Foundation
	+ **$3,000 Elizabeth Wende Breast Clinic**
	+ $3,000 Excellus BlueCross BlueShield
	+ $3,000 Konar Properties
	+ $3,000 LaBella Associates
	+ $3,000 Manning Squires Hennig
	+ $3,000 M/E Engineering, P.C./SWBR Architects
	+ $3,000 Premium Mortgage
	+ **$3,000 Royal Oak Realty Trust**
	+ $3,000 Wegmans Food Markets
	+ $3,000 Woods Oviatt Gilman LLP
	+ $2,000 Bond Schoeneck & King
	+ $2,000 Buckingham Properties
	+ $2,000 Shannon and Daniel Cunniffe
	+ $2,000 Davie Kaplan, CPA, P.C.
	+ $2,000 Barb and Bob Duffy
	+ $2,000 Bergmann Associates
	+ **$2,000 Billitier Electric**
	+ $2,000 Howard Hanna
	+ $2,000 Holly and James Nobles
	+ $2,000 Paychex
	+ $2,000 Mark Siwiec and Duffy Palmer
	+ $2,000 Rochester Red Wings
	+ $2,000 Zweigle’s

 *34th Annual Scholarship Open*

* The 34th Annual Scholarship Open held Monday, June 25, 2018 at Oak Hill Country Club and chaired by **Rick Brienzi ’79** and **Tom Gears** is almost sold out! Five foursomes are still available.
* **Don Jeffries ’71** will serve as emcee for the scholarship call.
* The 35th Annual Scholarship Open date has been selected for Monday, June 24, 2019 at Oak Hill Country Club. **Ron Mead** will join **Tom Gears** as a co-chair of the event.
* Commitments to date include:
	+ $8,000 The DiMarco Group/ADMAR
	+ $7,500 Cannon Industries
	+ $6,500 M&T Bank
	+ $6,500 M/E Engineering, P.C.
	+ $5,000 Popli Design Group
	+ $5,000 Rochester Davis-Fetch Corporation
	+ $3,500 CMI Communications
	+ $3,500 Harter, Secrest & Emery, LLP
	+ $3,500 LaBella Associates, D.P.C
	+ $3,500 Parrone Engineering/SWBR Architects
	+ $3,500 Schuler-Haas Electric Corporation
	+ $3,500 Siemens Industry
	+ $3,500 Sodexo
	+ $3,500 The Pike Company
	+ $3,000 Bergmann Associates
	+ $3,000 The Bonadio Group
	+ $3,000 Bricklayers Local #3 New York
	+ $3,000 Buckingham Properties
	+ $3,000 Crosby Brownlie
	+ $3,000 CloudDOCX
	+ $3,000 Elmer W. Davis Roofing/Rick Brienzi ’79
	+ $3,000 Klein Reinforcing Services
	+ $3,000 Mahany Welding Supply
	+ $3,000 Manning Squires Hennig
	+ $3,000 MWI, Inc.
	+ $3,000 Woods Oviatt Gilman LLP
	+ $2,000 Brown and Brown of New York
	+ $2,000 G&J Contracting
	+ $1,500 Crowley Webb
	+ $1,500 C&S Companies
	+ **$1,000 CPLteam Architecture Engineering Planning**
	+ $1,000 ImageNow by Mahar
	+ $1,000 LeChase Construction
	+ **$1,000 LeFrois Builders & Developers**

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

*(Includes gifts and pledges through 05.31.18)*

**OBJECTIVES**

**July– September 2018**

**DEVELOPMENT DEPARTMENT**

 *Alumni*

* Select four outstanding alumni for induction into the 2018 Alumni Hall of Fame.
* Mail “welcome” letter and alumni benefits card to our 2,200 newest alumni.
* Seek sponsorship support for the 12th annual 5K Walk/Run for Scholarships.
* Continue planning 5K Walk/Run for Scholarships and other Alumni Week and Homecoming 2018 events.
* Host a successful Alumni Luncheon and Golf Classic honoring **William R. Skehan,** courier, Public Safety by raising funds for the Linda Curran ’79 Memorial Student Aide Scholarship Fund.
* 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*

* Conclude outreach and renewal efforts to alumni, donors and friends to support the annual fund.
* Mail blue line direct mail campaign to achieve 100 percent of our goal and bring the annual campaign to a successful conclusion.
* Finalize and support a new fundraising initiative with the Women’s Soccer Program.
* Develop plans and prepare to launch the 2018-2019 Annual Fund campaign.
* Continue to promote the $1,000 President’s Circle and $2,500 President’s Circle of Honor giving societies and recognize members.
* Solicit new partners in the College and University Partnership program.

*Development and Major Gifts*

* **Host donors and prospects at the Downtown Campus to visit the Horizons Summer Enrichment Program.**
* Deliver proposals to **Rochester Regional Health** and **Excellus Blue Cross Blue Shield** to transform health care education at MCC.
* **Submit proposals to the Davenport Hatch Foundation for a PRISM Center at the Downtown Campus and the Gene Haas Foundation for the Gene Haas Scholarship.**
* Continue to engage Foundation directors in the Fill the Pipeline project.

*Planned Giving*

* Deliver Spring 2018 edition of *Ideas* planned giving newsletter.

**EXECUTIVE OFFICE**

 *Management*

* Organize and execute Summer Board Picnic on July 19 at the Canandaigua home of **David ‘73** **and**

**Olivia Cornell**.

* Search and fill vacancy for Donor Engagement Assistant/Secretary.
* Host campaign planning meeting in August at the Genesee Valley Club.

 *Board Governance*

* Coordinate board orientation for new members.

**FINANCE DEPARTMENT**

 *Finance/Audit*

* Prepare financial statements for the ten months ending June 30.
* Continue parallel comparison of Financial Edge and Dynamics.
* Run parallel bank reconciliations in Financial Edge and Dynamics.
* Complete CASE High Performing Community College Foundation Survey.
* Contact board member that has not yet completed electronic Conflict of Interest questionnaires.

*Investment*

* Review quarterly performance as of June 30, 2018.

**DONOR ENGAGEMENT DEPARTMENT**

*Public Relations and Communications*

* Communication support for the Scholarship Open.
* Produce and distribute monthly e-newsletters.
* Create and distribute annual FOUNDATIONS newsletter.
* Develop 2017-2018 Impact Report concepts and gather content.
* Develop ‘Every Bright Future Needs a Strong Foundation’ campaign materials.
* Support communications for Alumni Week and Homecoming 2018.

*Gold Star Gala*

* Confirm Committee Chairs and Honorary Chairs for 2019.
* Determine theme for 2019 and confirm committee members.

 *Scholarship Open*

* + Conduct successful Scholarship Open.
	+ Secure remaining five foursomes.

 *Salute to Excellence*

* + Confirm Honorary Chair(s).
	+ Develop invitation and marketing materials.
	+ Produce Hall of Fame videos.