



**Monroe Community  
College Foundation**

**ACTIVITY REPORT**

June 1, 2018 through August 31, 2018

**LEADERSHIP GIFTS & PLEDGES OF \$500 AND OVER**

*Major and Special Gifts: Total for period \$2,252,701*

\$1,302,895.00	Greater Rochester Health Foundation	Healthy Heroes Summer Camp
\$600,000.00	Anonymous	Planned Gift
\$56,000.00	United Way	Horizons Summer Enrichment Program
\$50,000.00	Avangrid Foundation, Inc.	Single Stop
\$45,000.00	First Niagara Foundation	College Readiness/World of Inquiry School
\$30,000.00	Daisy Marquis Jones Foundation	Horizons Summer Enrichment Program
<b>\$25,000.00</b>	<b>CloudCheckr</b>	<b>CloudCheckr Endowed STEM Scholarship</b>
\$25,000.00	Greater Rochester Summer Learning Association	Horizons Summer Enrichment Program
\$20,000.00	The M&T Charitable Foundation	MCC / RIT 1 + 3 Program
\$15,000.00	M/E Engineering, P.C.	Eastridge "AVID" Scholarship for Academic Excellence
<b>\$15,000.00</b>	<b>Douglas E. Parker</b>	<b>The Parker Family Scholarship for Welding Excellence</b>
\$12,444.00	The Summers Foundation, Inc	Summers UPREP Scholarship
<b>\$10,500.00</b>	<b>Ortho Clinical Diagnostics Inc.</b>	<b>Ortho Clinical Diagnostics Scholarship</b>
\$10,000.00	Duda Family Foundation	Save for Success Scholarship Fund (Phase 2)
\$9,964.00	ESL Charitable Foundation, Inc.	Healthy Heroes Summer Camp
\$7,200.00	Michael A. Krupnicki '85	Krupnicki Family Scholarship for Excellence in Welding
\$6,000.00	Ms. Kathy Strong	Robert Strong Family Scholarship
\$4,100.00	Glover-Crask Charitable Trust	Healthy Heroes Summer Camp
\$2,500.00	William & Sheila Konar Foundation	Leonard E. Redon Endowed Scholarship Fund
\$2,000.00	Rochester Area Crime Stoppers	Crime Stoppers First Responders Scholarship
\$1,098.00	Diane L. Shoger & Timothy M. Coughlin	The Starfish Scholarship Fund
\$1,000.00	Anne M. Kress & Edward B. Davis III	Leonard E. Redon Endowed Scholarship Fund
\$1,000.00	Anonymous	The Thompson Family Endowed Scholarship Fund
\$1,000.00	Patricia L. Glover	Margaret Wall Memorial Scholarship

*STAR Power: Total for period \$14,000*

\$5,000.00	Julie Camardo
\$1,000.00	Diane L. Shoger & Timothy M. Coughlin
\$1,000.00	Anne M. Kress & Edward B. Davis III
\$1,000.00	Mary Ellen Burris
\$1,000.00	Jill M. Cicero Esq.
\$1,000.00	Lisa & Walter Critchley
\$1,000.00	Lisa & Richard Paulis
\$1,000.00	Dr. John W. & Heather Goodbody

*(Bold type above denotes new donors)  
(Includes gifts and pledges through 08.31.18)*

\$500.00 Dirk Bernold & Karen Hatch  
 \$500.00 Mrs. Linda Weinstein  
 \$500.00 Peggy Weston Byrd & Ralph Byrd  
 \$500.00 Gretchen & Mick Wood

*Annual Fund: Total for period \$167,431*

<b>\$10,000.00 Exelon Corporation</b>	<b>GINNA Engineering Technologies Scholarship</b>
\$10,000.00 The Statler Foundation	Ellsworth M. Statler Scholarship
<b>\$8,500.00 Mr. Richard Moker</b>	<b>Financial Critical Mass (FCM) Scholarship</b>
\$8,096.00 Max & Marian Farash Charitable Foundation	Farash Foundation First in Family Scholarship at MCC
\$7,500.00 Glover-Crask Charitable Trust	Healthy Heroes Summer Camp
\$6,910.00 Monroe Community College Association	Alumni Program
<b>\$5,200.00 Mr. Guido Grimaldi</b>	<b>Gifts-In-Kind</b>
\$5,000.00 The College at Brockport	College and University Partnership Program
\$5,000.00 Max A. Adler Charitable Foundation, Inc.	Empire State Diversity Honors Scholarship
\$5,000.00 Nazareth College	College and University Partnership Program
\$5,000.00 Ms. Shelby F. Nelson	Horizons Summer Enrichment Program
\$5,000.00 Roberts Wesleyan College	College and University Partnership Program
\$5,000.00 Susan & Bob Touhsaent	General Scholarship Fund
<b>\$5,000.00 Wells College</b>	<b>College and University Partnership Program</b>
\$4,159.00 Olivia & David A. '73 Cornell	Annual Fund
\$4,000.00 Gene Haas Foundation	Gene Haas Scholarship
\$6,277.00 Anonymous	MCC Restricted Fund/Public Safety Scholarship; Alumni
	Activities; Chemical Department Fund
\$3,200.00 Hezekiah N. Simmons	Annual Fund
\$3,060.00 GEICO	Alumni Program
<b>\$3,000.00 Rochester Regional Photonics Cluster</b>	<b>MCC Restricted Fund</b>
\$2,500.00 AAA Western and Central New York	General Scholarship Fund
\$2,500.00 Mary & George Bauer	Annual Fund
\$2,500.00 Five Star Bank	Dreamkeepers Emergency Need Fund
<b>\$2,500.00 Pietro V. Giovenco '86</b>	<b>Annual Fund</b>
<b>\$2,500.00 Mr. Laizer Kornwasser</b>	<b>Annual Fund</b>
\$2,500.00 Jyoti & Mahendra Nanavati	Jyoti and Mahendra Nanavati Endowed Scholarship
\$2,400.00 Charles Salamone	Charles R. Salamone Women's Soccer Scholarship
<b>\$2,000.00 Kailey M. Hamilton '17</b>	<b>General Nursing Department Scholarship</b>
\$2,000.00 Naomi Silver	Annual Fund
\$2,000.00 Sodexo Inc.	MCC Student Association Student Leadership
\$1,773.90 Toyota Motor Sales, USA, Inc.	Toyota T-Ten Student Fund
\$1,760.00 Stephen Pasquarella '83	Annual Fund
\$1,500.00 James & Daria Shaw	Annual Fund
\$1,500.00 SPX Foundation	Emerson U. and Vernita Fullwood Scholarship
\$1,215.00 William R. & Maureen A. Skehan	Linda Curran '79 Memorial Student Aide Scholarship
\$1,080.00 Terry Keys	Educational Technology Services Endowed Scholarship
<b>\$1,000.00 Blaze Pizza</b>	<b>Women's Soccer Program</b>
\$1,000.00 Jill M. Cicero Esq.	Annual Fund
\$1,000.00 Mary E. Clark and David J. Heiler	Annual Fund
\$1,000.00 Tom & Kate Flynn	R. Thomas and Kate Flynn Endowed Scholarship
\$1,000.00 Josephine L. Fratangelo	Robert A. Fratangelo Memorial Endowment

<b>\$1,000.00</b>	<b>Victoria &amp; Dan Goldstein</b>	<b>Annual Fund</b>
\$1,000.00	Jean Green	VAPA Theatre Equipment Fund
\$1,000.00	Lynn '77 & Mark '76 Kulzer	Annual Fund
\$1,000.00	David Mack	Annual Fund
\$1,000.00	Dr. Joseph A. and Marie R. '74 Merenda	Annual Fund
\$1,000.00	John B. Owen	MCC Restricted Fund
<b>\$1,000.00</b>	<b>Saints Sports Booster Club, Inc</b>	<b>Owen Schwartz Memorial Scholarship Fund</b>
\$1,000.00	Joanne & John T. '71 Smith	Annual Fund
\$1,000.00	Lori Van Dusen and Ronald Boillat	Annual Fund
\$775.00	Dr. Kimberley D. Willis '91	Mary P. Nolan Performing Arts Endowed Scholarship
\$700.00	Clayton W. Jones	Annual Fund
\$600.00	Dr. & Mrs. Jeffrey P. Bartkovich	General Scholarship Fund
\$600.00	Vincent Vezza	Annual Fund
\$600.00	<b>Gary A. Mosbrugger '81</b>	<b>Owen Schwartz Memorial Scholarship Fund</b>
\$525.00	<b>Mr. John Burke</b>	<b>Linda Curran '79 Memorial Student Aide Scholarship</b>
\$500.00	M/E Engineering, P.C.	General Scholarship Fund
\$500.00	Jodi Oriel '93	Annual Fund
\$500.00	Douglas '93 & Kimberly Rivers	Applied Technologies Center Fund
\$500.00	SWBR Architects	General Scholarship Fund
\$500.00	<b>Tucker Printers</b>	<b>Alumni Program</b>

*(Bold type above denotes new donors)  
 (Includes gifts and pledges through 08.31.18)*

## DEVELOPMENT

### *Alumni*

- Under the leadership of **Gary Squires '76**, selected four outstanding alumni for induction into the 2018 MCC Alumni Hall of Fame:
  - **Lloyd G. Brown, MS, MD '91**, Assistant Professor, Department of Surgery, Rutgers New Jersey Medical School
  - **Mark R. Kulzer '76**, President and Founder, Klein Reinforcing Services Inc.
  - **Selma Mujezinovic, DNP, FNP-BC '00**, System Director, Advanced Practice Providers, Rochester Regional Health
  - **Arlene Nanry, RN '03**, Hospice Nurse, URMC Home Care and Chair, Story of Hope
- Mailed a “welcome” letter and alumni benefits card to our 2,179 newest alumni.
- Produced the “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 2018.
- Kicked off Alumni Week and Homecoming with the Golf Classic and Luncheon honoring **William R. Skehan's** 20-year anniversary as courier with MCC's Public Safety Department. Raised \$6,615 to support the Linda Curran '79 Memorial Student Aide Scholarship fund.
- Utilizing the 5K Walk/Run for Scholarships website <http://donate.monroecc.edu/mcc5k> launched in 2017, began reaching out to the College community seeking registrations and donations for MCC's 12th Annual 5K Walk/Run for Scholarships taking place on Homecoming Day, Saturday, October 6.

### *Annual Fund*

- Delivered the Blue Line segment direct mail piece featuring scholarship recipient **Jaimee Prass '18** enabling 1,097 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**, began preparations to launch the first series of crowd fundraisers for the 2018-2019 academic year to include women's and men's soccer and volleyball.
- The 2017-2018 annual campaign exceeded its budgeted goal by 5.98 percent raising \$758,570 toward a campaign goal of \$715,744.

#### *Major Gifts*

- Received a \$600,000 bequest intention from an MCC retiree that will provide unrestricted support to the MCC Foundation.
- **Daisy Marquis Jones Foundation** continued its support of the Horizons Summer Enrichment Program with a \$30,000 grant. This summer, Horizons at MCC served 144 students in Grades K-8 from the Rochester City School District.
- Established the CloudCheckr Endowed STEM Scholarship with a \$25,000 commitment from CloudCheckr founder **Aaron Newman**.
- With the leadership of **Mike Krupnicki '85**, created the Parker Family Scholarship for Welding Excellence with a \$15,000 gift from **Douglas Parker** and the Financial Critical Mass (FCM) Scholarship with an \$8,500 gift from **Richard Moker**. Both scholarships support students pursuing a career in the skilled trades.
- Established two new scholarships for students pursuing certificates or degrees in engineering technologies: the Ortho Clinical Diagnostics Scholarship with a \$10,500 pledge from **Ortho Clinical Diagnostics** and the Ginna Engineering Technologies Scholarship with a \$10,000 pledge from **Exelon Corporation**.
- Continued engaging health care partners **Excellus BlueCross BlueShield, Rochester Regional Health, and University of Rochester Medical Center** in a project to transform MCC's health care programs. **Debbie Stamps '97** has been instrumental in this process at Rochester Regional Health.
- Submitted proposals to the **Davenport Hatch Foundation** for the PRISM Center at the Downtown Campus, the **Gene Haas Foundation** for the Gene Haas Scholarship, and the **Ralph C. Wilson Jr. Foundation** for the proposed Career Technical Education Pathways System.

#### *STAR Power*

- Leaders of STAR Power met on September 20 to host their annual meeting.

### **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: **Christopher R. Cimini, Pietro (Pete) V. Giovenco '86, Lisa Paulis, Deborah C. Stamps'97, Michael S. Weed, and Laurie L. Zaucha**.
- Many thanks to Board Governance committee members who were actively engaged in the process including **Sergio Esteban, Dan Burns, Lauren Dixon, Emerson Fullwood, Don Jeffries '71, Dolores Kruchten, Diana Lauria, Jay Popli, Naomi Silver, Mark Siwec, Rich Warshof '68, Jeremy Wolk and Phil Yawman**.
- Special thanks to **David '73** and **Olivia Cornell** for hosting the Summer Board Picnic at their Canandaigua lakeside home.
- Held successful campaign planning meeting on August 16, 2018 with board members and consultant **Betheny Reid**.

### *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 the financial statements for the ten months ending June 30, 2018 at the Finance Committee meeting held on August 9 with **Scott Kogler**, chair.
- Ran parallel trial balance comparisons of Financial Edge and Dynamics for the month ending June 30.
- Transferred \$513,277 to college for scholarships. This represents a 7% increase from September 2017. Total transfers for the period: January 1 through August 31 - \$1,714,279.

### *Investment*

- Reviewed quarterly performance as of June 30, 2018 at the Investment Committee meeting held on August 9 with **Kenneth Hines**, chair and **Doug Walouke**, representative from **Fund Evaluation Group**.

### *Scholarship*

- Made offers to applicants in Scholarships Online for the following:
  - Gilbert J. Hatch Endowed Scholarship Fund
  - John N. Warren Memorial Scholarship Fund
  - John Gmitter Scholarship
  - Fannie and Sam Constantino First Generation Scholarship Fund
  - Bernice & George Coury Memorial Scholarship
- New Scholarships/Programs
  - Wegmans Student Success Centers
  - Ortho Clinical Diagnostics Scholarship
  - CloudCheckr Endowed STEM Scholarship
  - Financial Critical Mass (FCM) Scholarship
  - Eastridge High School "AVID" Scholarship for Academic Excellence
  - Emerson U. and Vernita Fullwood Endowed Scholarship
  - General Public Safety Training Center Scholarship
  - Ginna Engineering Technologies Scholarship

## DONOR ENGAGEMENT DEPARTMENT

### *Public Relations and Communications*

- Produced two monthly e-newsletters.
- Produced the Summer 2018 issue of *Foundations*.
- Developed the 2017-2018 Impact Report.
- Developed *Every Bright Future Needs a Strong Foundation* materials.
- Media Coverage:
  - “U of R Trustee Emerson Fullwood to Deliver Keynote at East’s Graduation Ceremony,” article notes Emerson Fullwood’s service to the Board, *Minority Reporter*, June 14, 2018.
  - “MCC offering small business certificate,” article notes MCC’s *Launch Your Business!* Certificate Series made possible by the Everyday Entrepreneur Venture Fund (Stuart and Chip Weismiller), *Penfield Post*, June 13, 2018.

### *29<sup>th</sup> Annual Salute to Excellence*

- **Sergio Esteban** of LaBella Associates will serve as Committee Chair and **Carl A. Taylor** of RG&E and NYSEG will serve as the Honorary Chair.
- The **Avangrid Foundation** will receive the Salute to Excellence and a special Salute to Volunteerism will be presented to the **R. Carlos and Virginia Carballada**.
- Celebration will take place on **Thursday, November 15, 2018** at the **Joseph A. Floreano Rochester Riverside Convention Center**.
- Produced and mailed save-the-date cards.
- Received underwriting commitments from:
  - \$15,000 Avangrid Foundation, Inc.
  - \$10,000 Corning Incorporated Foundation
  - \$5,000 Cannon Industries
  - \$5,000 CMI Communications
  - \$5,000 DiMarco Group
  - \$5,000 Isaac Heating and Air Conditioning
  - \$5,000 Konar Properties
  - \$5,000 Woods Oviatt Gilman LLP
  - \$2,500 Dixon Schwabl
  - \$2,500 ESL Federal Credit Union
  - \$2,500 Excellus BlueCross BlueShield
  - \$2,500 Tom & Kate Flynn
  - \$2,500 LaBella Associates, D.P.C
  - \$2,500 M/E Engineering, P.C
  - \$2,500 Wegmans Food Markets

### *34<sup>th</sup> Annual Scholarship Open*

- Hosted a nearly sold-out tournament at Oak Hill Country Club on Monday, June 25, 2018.
- Netted over \$115,000 for student success.
- 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 **Tom Gears** for their remarkable leadership and commitment to the event and MCC students.

- Developed and sent a survey to guests.
- Selected Monday, June 24, 2019 at Oak Hill Country Club for the 35th Annual Scholarship Open chaired by **Tom Gears** and **Ron Mead**.

#### *21<sup>st</sup> Annual Gold Star Gala*

- Secured **Melanie** and **Jeremy Wolk** as Committee Chairs.
- **Pamela** and **Kenneth Hines**, along with **Meribeth Palmer** and **Howard Konar**, will serve as Honorary Chairs.
  - The gala will take place on Saturday, April 27, 2019 at The Country Club of Rochester.

*(Bold type above denotes new donors)*

*(Includes gifts and pledges through 08.31.18)*

### OBJECTIVES

**October – December 2018**

#### DEVELOPMENT DEPARTMENT

##### *Alumni*

- Complete Alumni Week and Homecoming activities, raising \$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, Tucker Printers** 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*

- Recognize President's Circle and President's Circle of Honor donors at the President's Circle Reception to be held on Tuesday, October 30, at the Genesee Valley Club.
- 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 the women's and men's lacrosse and swimming and diving teams as well as selected clubs and organizations including Engineering Leadership Council Club, American Sign Language Club and Phi Theta Kappa.

##### *Development and Major Gifts*

- Continue to engage **Excellus Blue Cross Blue Shield, Rochester Regional Health, and University of Rochester Medical Center** in the health care education transformation project.
- Submit proposals to the **Alvin F. and Ruth K. Thiem Foundation** for the Thiem Scholarships and the **Daisy Marquis Jones Foundation** and **Joy in Childhood Foundation** for the Horizons Summer Enrichment Program.
- Conduct outreach phone calls and discovery visits for prospects identified for the *Every Bright Future* campaign.

- Complete annual grant reports and host site visits for the **Avangrid Foundation** and **Corning Incorporated Foundation**.
- Continue to engage Foundation directors in the Fill the Pipeline project.

#### *Planned Giving*

- Update planned giving print materials and update information on MCC Foundation web site.

#### *STAR Power*

- **Sandy Parker** is hosting a STAR Power reception on Wednesday, December 5, 2018 at her new home.

### **EXECUTIVE OFFICE**

#### *Management*

- Fill vacancy for Donor Engagement Assistant/Secretary.
- Host campaign kick-off celebration on October 1, 2018.

#### *Board Governance*

- Finalize Board Governance Committee members for 2018-2019 and schedule first planning meeting.

### **FINANCE DEPARTMENT**

#### *Finance/Audit*

- Prepare financial statements for the twelve months ending August 31.
- Review financial reports created in Financial Edge.
- Run parallel bank reconciliations in Financial Edge and Dynamics.
- Prepare all work papers for the August 31 audit to commence on October 2.
- Prepare for audit scope meeting to be held on September 26 at 10:45am.
- Finalize and submit VSE report.

#### *Investment*

- Review quarterly performance as of August 31, 2018.

### **DONOR ENGAGEMENT DEPARTMENT**

#### *Public Relations and Communications*

- Produce and distribute monthly e-newsletters.
- Finalize the 2017-2018 Impact Report.
- Support communications for Alumni Week and Homecoming 2018.
- Support communications for the first-ever Entrepreneurship Day (November 2 at the Downtown Campus; part of the *Launch Your Business!* initiative).
- Support communications for the Salute to Excellence and MCC Alumni Hall of Fame Induction.
- Support Every Bright Future communications.



*Gold Star Gala*

- Determine theme for the 2019 event.
- Form subcommittees to ensure success with décor/entertainment, live auction and sponsorships.

*Scholarship Open*

- Kick-off 2019 tournament planning in January.

*Salute to Excellence*

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