



MONROE COMMUNITY COLLEGE FOUNDATION ACTIVITY REPORT

March 21, 2013 through May 21, 2013

LEADERSHIP GIFTS & PLEDGES OF \$500 AND OVER

Major Gifts

\$114,000	Excellus Blue Cross Blue Shield	Nursing Expansion Elongation Program III
60,000	The M&T Charitable Foundation/ Daniel J. Burns	M&T Bank Scholarship for Advanced Manufacturing (Optics)
50,000	Duda Family Foundation/Zeke & Jane '72 Duda	Assets for Independence
50,000	JPMorgan Chase Foundation	ROC the Future
50,000	MCC Association	Academic Works Scholarship Software
37,000	Mr. Jan Z. Wiranowski	Assets for Independence and Wiranowski Universal Humanism of Hope Endowed Scholarship
20,000	Ms. Katherine B. Bartholomay	Linda Curran Memorial Scholarship Fund
12,500	Bob & Chris Latella	Assets for Independence
8,000	Dolores & Raymond Coates	David Raymond Coates Memorial Scholarship
7,500	Mr. Richard A. Kaplan	Assets for Independence
5,000	Ames-Amzalak Memorial Trust	Empire State Honors Scholarship
5,000	Mary and George Bauer	Assets for Independence

STAR Power – The Thompson Family Scholarship

\$ 5,000	Jill M. Cicero & Paul D. MacAulay
5,000	Dixon Schwabl/Lauren Dixon
5,000	Anne M. Kress & Edward B. Davis III
5,000	Elaine S. Michael
5,000	Sandy Parker & Dutch Summers
2,500	Flor & Bobby Colón
2,500	James & Daria Shaw
2,500	Diane L. Shoger & Timothy M. Coughlin
1,250	Diana M. Lauria
1,250	Kathy & Rich Parrinello
1,000	Mrs. Beverly A. French
500	Ralph & Peggy Weston Byrd
500	Gretchen & Mick Wood
100	Ms. Mary Kress

Annual Fund

\$ 10,500	ExxonMobil Foundation/Susan & Bob Touhsaent	MCC Annual Fund
5,000	Hilbert College	Colleges & Universities Program
5,000	The Statler Foundation	Statler Foundation Hospitality Scholarship
3,500	Lee J. Patterson '70 & Ellen M. MacLeod	MCC Annual Fund/Richard Zwitzer Memorial Scholarship/Dominic P. Montulli Memorial Scholarship

2,833	Anonymous	Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship Fund
2,000	Kevin T. Stickles '88/Wegmans	The Annual Fund
1,600	Mary D. Seebach	The Snowball Scholarship for Service-Learning
1,525	Monroe Community College Association/ Mr. Louis J. Grammatico	MCC Annual Fund
1,500	Pivcon, Inc. (Brett '91 and Carol Ann '95 Thompson)	Alumni Activities Fund
1,200	Charles Salamone	General Scholarship Fund
1,020	GEICO	Alumni Activities Fund
1,000	Richard C. Brienzi '79	MCC Annual Fund
1,000	Margaret '74 & Theodoros '74 Bus	MCC Annual Fund
1,000	Jack Cannon/Cannon Industries	MCC Annual Fund
1,000	Jeffrey W. Coke/VarData	MCC Annual Fund
1,000	Sergio Esteban/LaBella Associates	MCC Annual Fund
1,000	Mrs. Josephine L. Fratangelo	Robert A. Fratangelo Memorial Endowment Scholarship
1,000	Cynthia and Wayne K. Gilman	MCC Annual Fund
1,000	Jane & Larry Glazer	MCC Annual Fund
1,000	Bernice E. Hatch	MCC Annual Fund
1,000	Margaret E. and William M. Hughes	MCC Annual Fund
1,000	Nancy and Donald E. Jeffries '71	MCC Annual Fund
1,000	Delores K. and Brad W. Kruchten	MCC Annual Fund
1,000	Dr. Lewis Lansky/The Community Foundation	Jonathan Michael Lansky Fund for Disabled Students
1,000	Barbara and John Lovenheim	MCC Annual Fund
1,000	Teri and Brian D. McMahon	MCC Annual Fund
1,000	Mr. Ernest J. Mellas	Jennifer Jaruzel Memorial Biology Department Scholarship
1,000	Mary Kay and Edward G. Parrone	MCC Annual Fund
1,000	Kathleen E. Pavelka '79	MCC Annual Fund
1,000	S. Jay Popli	MCC Annual Fund
1,000	Denise & Leonard Redon	MCC Annual Fund
1,000	Pamela and warren B. Rosenbaum	MCC Annual Fund
1,000	Thomas & Hilary Schroeder/ Schwab Charitable Fund	Richard Zwitzer Memorial Scholarship
1,000	Daria and James F. Shaw	MCC Annual Fund
1,000	Lori A. Van Dusen and Ronald J. Boillat	MCC Annual Fund
1,000	Vector Marketing Corporation	General Scholarship Fund
1,000	Charis & Richard S. '68 Warshof	MCC Annual Fund
1,000	Xerox Corporation/Anonymous	MCC Annual Fund
750	Jeffery A. Davis/Elmer W. Davis Roofing	MCC Annual Fund
750	Carol & John Matteson	MCC Annual Fund
720	Ms. Donna C. Burke	Linda Curran Memorial Scholarship Fund
700	Lynn '77 & Mark '76 Kulzer	MCC Annual Fund
500	Matthew Augustine	MCC Annual Fund
500	Jill C. and Martin K. Birmingham	MCC Annual Fund
500	Lauren Dixon and Michael Schwabl/Dixon Schwabl Advertising	MCC Annual Fund
500	Barbara R. Ellis '90	MCC Annual Fund
500	Richard Hite	MCC Annual Fund
500	Nancy J. & Kenneth J. '77 Mihalyov	MCC Annual Fund
500	Mrs. Patricia A. Perrin	Richard Zwitzer Memorial Scholarship

500	Mr. Theodore Whitford, Jr. '68	MCC Annual Fund
500	Cheryl Lynn and Philip H. Yawman	MCC Annual Fund
400	Johnson & Johnson Family of Companies/ David J. Sharkey	MCC Annual Fund
250	Diana M. Lauria	MCC Annual Fund

*(**Bold type** above denotes new donors and new members of the President's Circle)
(Includes gifts and pledges through 5.31.13)*

DEVELOPMENT

Alumni

- Hosted **Lou Gramm** '71, accomplished musician, song writer and lead singer of the iconic band Foreigner, on Saturday, May 24, at Monroe Community College. Billed as "An Evening with Lou Gramm," over 300 were in attendance and received autographed copies of Gramm's autobiography. A portion of each ticket sold, a total of \$1,525, was donated to the Annual Fund for Monroe Community College. **Richard Warshof** welcomed the audience and Lou Gramm to the stage. Gramm is a 1971 graduate of MCC and a charter member of the college's Alumni Hall of Fame.
- Alumni Hall of Fame 2013 call for nominations came to a close on June 1. We will consider 35 qualified nominations for possible induction into the MCC Alumni Hall of Fame.
- Received 182 Class Gift Dedications from graduating students, family, friends, faculty and staff; raised a total of \$2,065 in donations for the 2013 Class Gift and distributed the 2013 dedication keepsake booklet at graduation.
- Alumni Hall of Fame member **Cerri Banks** '97 delivered MCC's 50th annual commencement keynote address on June 1.
- Presented alumni ribbons to over 850 new alumni during the commencement program.
- Secured **Pivcon** as the luncheon sponsor for the Alumni Week and Homecoming Golf Classic honoring MCC's Interim Vice President of Student Services Richard Ryther.

Annual Fund

- Secured \$540,800 in gifts and pledges to date, representing 89 percent of goal.
- Achieved 100 percent board giving.
- Concluded telemarketing effort raising \$59,500 in gifts and pledges (including multi-year pledges) from alumni, donors and friends to support the annual campaign.
- Delivered the Spring Renewal direct mail solicitation to over 3,700 past donors, non-donors, faculty and staff resulting in \$8,460 in gifts and pledges to date.
- Launched the Blue Line segment direct mail piece enabling 1,000 past donors to meet the deadline of June 30 for inclusion in the Annual Report's "Honor Roll of Donors."
- Set the date of Wednesday, October 23, 2013, for the President's Circle Reception to be held at the Genesee Valley Club.

Development and Major Gifts

- Continued the third phase of the Nursing Expansion Elongation program with a \$114,000 gift from **Excellus**.
- Launched the Assets for Independence fundraising effort with \$100,000 in gifts from the **Duda Family Foundation (\$50,000)**, **Jan Z. Wiranowski (\$25,000)**, **Bob and Chris Latella (\$12,500)**, **Richard A. Kaplan (\$7,500)**, and **George and Mary Bauer (\$5,000)**.
- Received a \$50,000 gift from the **JPMorgan Chase Foundation** to support the ROC the Future initiative, a Strive Network "cradle-to-career" program. MCC is a lead convener of ROC the Future.

- Secured a \$50,000 pledge from the **MCC Association** to purchase and implement scholarship management software from Academic Works.
- Established the Linda Curran Memorial Scholarship with a \$20,000 gift from **Katherine B. Bartholomay**, Linda Curran's sister.
- Created the M&T Bank Scholarship for Advanced Manufacturing (Optics) with a \$60,000 gift from the **M&T Bank Charitable Foundation**.
- Delivered proposals to the **Toyota USA Foundation** for the Automotive Technologies program, **Gladys Brooks Foundation** for the Honors Institute, and the **Target Foundation** for the Horizons Summer Enrichment program.
- Hosted 16 guests at two prospect breakfasts with **President Kress** on April 4, 2013 and May 14, 2013 to engage potential new donors and strengthen prospect relationships.
- Added **Hilbert College** (Buffalo, NY) to the Colleges and Universities program at the \$5,000 level. This brings the total number of partners to nine.
- Conducted initial conversations with six potential new partners for the Colleges and Universities program.

Planned Giving

- The Spring 2013 issue of *Ideas*, our planned giving newsletter, was mailed on May 20, 2013. The cover story featured **Dr. Alice Holloway Young's** recent planned gift.
- Hosted the biannual Alice Holloway Young Society Luncheon on May 31, 2013 at Genesee Valley Club.

EXECUTIVE OFFICE

Board Governance

- Under the leadership of **Larry Glazer**, chair, the Board Governance committee met on January 24 to review and identify a short list of prospective board members for 2013-2014.
- With a growing board and limited attrition expected, the committee carefully targeted industry sectors where our current membership is not fully represented and specifically sought members from Hospitality/Culinary Arts and Health/Medical fields.
- The list of prospective members was endorsed by the Executive Committee on March 12; **Chairman Glazer**, **Diane Shoger** and **Dan Burns** will now meet individually with nominees to discuss roles and responsibilities for board service.

Other

- Foundation Council member and Director Emeritus **Al Casey** received the CASE District II Robert L. Payton Award for Voluntary Service for his leadership, volunteerism and philanthropy to support the success of MCC and its students. The award also recognizes Al's support of the Rochester City School District and Rochester Institute of Technology.
- **Diane Shoger** was named the CASE District II Professional of the Year for her exceptional work and innovative leadership that drive the success of the MCC Foundation. The award also recognizes her volunteer service to the community and advocacy on regional and national levels to promote the importance of private philanthropy to community colleges.

FINANCE DEPARTMENT

Finance/Audit

- Finalized financial statements for the seven months ending March 31, 2013, and reviewed at the Finance Committee on May 7 with **Jeremy Wolk**, Treasurer.
- Reviewed 2013/2014 Foundation proposed budget at May 7 Finance Committee meeting and will be presenting at June 4 Board of Directors meeting for approval.

Investment

- Reviewed quarterly performance as of March 31, 2013, at the Investment Committee meeting held on May 7 with **Scott Kogler**, chair.
- Rebalanced as per asset allocation under revised Investment.
- Revised Investment Policy to include language for utilizing active management for fixed income funds.

Scholarship and Program Support

- New Scholarships:
 - M&T Bank Scholarship for Advanced Manufacturing (Optics)
 - Linda Curran Memorial Scholarship
 - Assets for Independence Scholarship

- Hosted the *13th Annual Shining Star Celebration* Scholarship Reception on May 8, 2013. Over 160 donors and recipients were in attendance.

SPECIAL EVENTS & MARKETING

Public Relations and Communications

- Produced Spring 2013 *Ideas* (planned giving) newsletter
- Produced Spring 2013 *Foundations* newsletter
- Produced information sheet for STAR Power Women's Giving Initiative
- Media Coverage:
 - Lou Gramm Launches Autobiography at MCC; covered by ABC News Radio (New York City and Chicago), *Billboard* Magazine Online, *Democrat and Chronicle*, WROC, YNN, *Webster Post*, within the March 28 – May 4 timeframe.
 - Maven Technologies Recycling Event benefits MCC Firefighters Scholarship; covered by Messenger Post Newspapers and YNN, April 11 – 13.

15th Annual Gold Star Gala, The GoldenEye Gala presented by M&T Bank

- Held successful Gala on April 27, at the Country Club of Rochester, raising a net \$200,000+.
- **Danny & Stency Wegman** served as Honorary Chairs.
- **Mark Siwiec & Duffy Palmer** were event co-chairs and will be again next year.
- Date has been set for 16th Annual Gold Star Gala—April 26, 2014 and Honorary Chairs are **Sandy Parker and Dutch Summer**.
- **M&T Bank** returned as title sponsor for the eighth year.
- Silent auction and jewelry sweepstakes raised a combined \$13,525.
- Live auction items totaled \$31,800 and scholarship call raised \$81,000. **Howie Jacobson** served as auctioneer.
- Underwriting commitments received from:

\$ 50,000	The Wegman Family Charitable Foundation
15,000	M&T Bank
10,000	Home Properties
5,000	Cornell's Jewelers (In-Kind)
5,000	The DiMarco Group
5,500	Dixon Schwabl (\$5,000 In-Kind)
5,000	M/E Engineering, Parrone Engineering, SWBR Architects
5,000	The Pike Company
2,500	Constellation Brands
2,500	Konar Properties
2,500	LaBella Associates
2,500	The Louis S. and Molly B. Wolk Foundation
2,500	Manning Squires Hennig
2,500	Nothnagle Realtors
2,500	Simcona
1,500	The Baron Family Foundation
1,500	Brite Computers
1,500	Brown & Brown of NY, Inc.
1,500	Buckingham Properties
1,500	Canandaigua National Bank
1,500	Davie Kaplan
1,500	Bernice Hatch
1,500	Karen Hatch and Dirk Bernold
1,500	Mahany Welding
1,500	Nixon Peabody
1,500	Paychex
1,500	Popli Design Group
1,500	Rochester Red Wings
1,500	Mark Siwiec and Duffy Palmer
1,500	Woods Oviatt Gilman LLP

29th Annual Scholarship Open

- **Fritz Odenbach** and **Gary Squires '76** are serving as committee co-chairs.
- **Jay Popli** is serving as silent auction chair.
- **Don Jeffries** is auctioneer once again.
- Bronze underwriters and above will participate in sponsor appreciation event at the PGA on August 7, including a lunch hosted by **President Kress**.
- Secured \$95,400 gross in underwriting and golfers to-date (5.31.13) from:

\$ 7,500	The DiMarco Group/Admar Supply
6,000	Brite/Solu Technologies
6,000	M&T Bank
6,000	M/E Engineering
4,500	Brown & Brown of NY, Inc.
4,500	First Capital Payments
4,500	Gallina Development
4,500	Parrone Engineering, SWBR Architects
3,600	Siemens
2,800	The Bonadio Group
2,800	Harter Secrest Emery
2,800	LaBella Associates
2,800	The Pike Company
2,800	Sodexo
2,500	Valley Cadillac
2,000	G&J Contracting
1,500	Popli Design Group
1,500	VarData
500	Associated Builders and Contractors
500	Castle Packs Power
500	EFP Rotenberg
500	LoMonaco
500	Postler and Jaeckle
500	Rochester Automotive Dealers Association
500	Russel P. LeFrois Builder, Inc.

- Foursomes include:
 - **Bergmann**
 - **Dolomite Group**
 - **Elmer Davis/Ovation Payroll**
 - **Five Star Bank**
 - **Frontier Communications**
 - **Klein Reinforcing Services**
 - **Anita and Phil Pellitier (1/2 Foursome)**
 - **Popli Design Group (1/2 Foursome)**
 - **Schuler-Haas Electric Corp.**
 - **Woods Oviatt Gilman LLP**

Salute to Excellence

- Confirmed **Essie Calhoun-McDavid** as Dinner Chair.
- Date is Thursday, November 14, 2013 at the Rochester Riverside Convention Center.

OBJECTIVES
April 2013 – June 2013

DEVELOPMENT DEPARTMENT

Alumni

- Under the leadership of **Lee Patterson '70** begin process to select four alumni for induction into the Alumni Hall of Fame.
- Mail "welcome" letter and alumni benefits card to our 3,000 newest alumni.
- Announce headlining act for Alumni Week and Homecoming 2013.

- Produce print materials and communiqués promoting Alumni Week and Homecoming.
- Secure a Homecoming 5K Walk/Run for Scholarships sponsor.
- Promote the *Lap for Linda* as part of the 5K Walk/Run seeking support for the Linda C. Curran Memorial Scholarship Fund.
- Direct alumni to www.mccalumnibenefits.com at regular intervals.

Annual Fund

- Conclude Blue Line direct mail campaign.
- Launch Summer Push segment to achieve 100 percent of our goal and bring the annual campaign to a successful conclusion.
- Develop plans and prepare to launch the 2013-2014 Annual Fund campaign.

Development and Major Gifts

- Deliver proposals to the **JPMorgan Chase Foundation** for the East High School College Readiness program and **Fred L. Emerson Foundation** for the Horizons Summer Enrichment Program.
- Expand our Colleges and Universities program to new prospects seeking to secure two new partners for a total of ten partners. Each partner will give \$5,000 annually for a total of \$50,000 in unrestricted support.
- Explore new relationships and funding opportunities with regional foundations.

Planned Giving

- Add at least two new members to the planned giving committee.

EXECUTIVE OFFICE

Board Governance

- Launch board portal solution for Foundation board activity.
- Complete slate of new directors and officers/Executive Committee members for 2013-2014.

FINANCE DEPARTMENT

Finance/Audit

- Finalize financial statements for the twelve months ending August 31, 2013.
- Next scholarship transfer to occur in September 2013.
- Prepare information/schedules for the 2013 Audit.

Investment

- Quarterly performance as of June 30, 2013.
- Rebalance asset allocation strategy as needed.

SPECIAL EVENTS & MARKETING

Public Relations and Communications

- Provide communication support for Scholarship Open.
- Produce 2012-2013 Annual Report.
- Promote Alumni Week and Homecoming events.

Gold Star Gala

- Determine theme for 2014 Gold Star Gala.

Scholarship Open

- Conduct successful Scholarship Open.

- Confirm date and chairs for 2014 Scholarship Open.

Salute to Excellence

- Identify Honoree and plan for entertainment.