

ACTIVITY REPORT

# December 1, 2015 through March 31, 2016

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

*Major and Special Gifts: Total for period $1,071,832.00*

|  |  |  |
| --- | --- | --- |
| $320,000 | Estate of Jan Wiranowski | The Wiranowski Scholarships |
| 175,414 | Tim ’80 & Robin ’80 Wentworth | Dreamkeepers Emergency Fund and Robin and Timothy Wentworth  |
| 100,000 | Corning Incorporated Foundation | Optical Systems Technology Program |
| 100,000 | Louis S. and Molly B. Wolk Foundation | Wolk Surgical Technology & Nursing Simulation Laboratory |
| 45,000 | First Niagara Foundation | College Readiness at World of Inquiry School Fund |
| **43,478** | **Ralph P. & Elizabeth B. Gennarino**  **Complex Trust I** | **Unrestricted** |
| 38,000 | Excellus BlueCross BlueShield | Nursing Expansion Elongation Program II |
| 38,000 | Rochester General Foundation | Nursing Expansion Elongation Program II |
| 38,000 | University of Rochester Medical Center | Nursing Expansion Elongation Program II |
| **36,000** | **Ms. Kathy Strong** | **Robert Strong Family Scholarship** |
| 30,000 | The Davenport-Hatch Foundation | Davenport-Hatch Child Care Grant |
| 25,000 | Jyoti & Mahendra Nanavati | Jyoti Nanavati Endowed Scholarship |
| 15,714 | Mary & John ’64 Thompson | The Thompson Family Endowed Scholarship Fund |
| 10,026 | Mr. Carlos Carballada | Carballada Endowed Scholarship Fund for Rochester City Students  |
| **10,000** | **Paychex Community Foundation, Inc.** | **Dreamkeepers Emergency Need Fund** |
| **10,000** | **David F. Gantt/LMG Management** | **Lena M. Gantt Scholarship** |
| 10,000 | The Family of Mary Porcari Brady | Mary Porcari Brady Nursing Continuation Education Fund |
| **7,500** | **Connors & Ferris LLP** | **Dreamkeepers Emergency Need Fund** |
| 7,200 | Michael Krupnicki ’85, President Mahany Welding Supply | Excellence in Welding Scholarship |
| 5,000 | LeChase Construction Services LLC | LeChase Construction Services, LLC Scholarship Fund |
| 4,000 | UA Local 13, Plumbers and Pipefitters | The UA Local 13 Scholarship for HVAC Students |
| 2,000 | Anonymous | Officer Daryl Pierson Memorial Scholarship |
| 1,500 | Anonymous | Juliane Marino Memorial Scholarship Fund for Student Nurses |

*Assets for Independence Save for Success: Total for period $25,000*

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| 20,000 | Estate of Jan Wiranowski |
| 2,500 | Bob & Chris Latella |
| 1,500 | Mr. Richard A. Kaplan |
| 1,000 | Johnson & Johnson Family of Companies/José & Karen Coronas |

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*STAR Power: Total for period $13,500*

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| --- | --- | --- | --- |
| 5,000 | Elizabeth A. Sydor ‘79 |  |  |
| 1,000 | Flor & Bobby Colón |
| 1,000 | Dr. Anne Kress & Edward B. Davis III |
| 1,000 | Anonymous |
| 1,000 | Susan & John L. DiMarco, II |
| 1,000 | Cynthia & Wayne Gilman |
| 1,000 | Dolores & Brad Kruchten |
| 1,000 | Jessica & Tyler Savage |
| 1,000 | John W. & Heather Goodbody |
| 500 | Sharon Kelly Sayers ‘72 |

*Annual Fund: Total for period $239,999*

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| --- | --- | --- |
| 25,000 | ESL Charitable Foundation | Scholars Day Program |
| 15,000 | Donald F. & Maxine B Davison Foundation | Richard Barton Memorial Scholarship Fund |
| 8,000 | GEICO | Alumni Activities Fund |
| 6,175 | Anonymous | MCC Annual Fund |
| 5,000 | Barb & Robert Johnson | Statistics Endowed Scholarship |
| 5,000 | The DiMarco Group, LLC | MCC Annual Fund |
| 5,000 | William & Sheila Konar Foundation | Scholars Day Scholarship Fund |
| 3,500 | M&T Bank/Daniel J. Burns | Pete Pavia Scholarship, MCC Annual Fund |
| 3,500 | Warren & Pam Rosenbaum | MCC Annual Fund |
| 3,003 | Dr. Kimberley D. Willis ‘91 | MCC Annual Fund |
| 4,226 | Anonymous | MCC Restricted Fund/Athletics |
| 3,474 | Anonymous | MCC Restricted Fund/Athletics |
| 3,000 | Anonymous | Chemical Department Fund |
| 3,000 | Louis S. And Molly B. Wolk Foundation  | MCC Annual Fund |
| 3,000 | Joanne & John T. ’71 Smith | MCC Annual Fund |
| 2,500 | The Community Foundation/The Estate of Nancy P. and Vincent S. Jones | MCC Annual Fund |
| 2,500 | Sergio Esteban/Labella Associates | MCC Annual Fund |
| 2,500 | Howard Konar | MCC Annual Fund |
| 2,500 | Anne M Kress & Edward B. Davis III | Snowflake Scholarship Fund, Global Studies, and General ESOL & Transitional Studies Department Scholarship |

*(****Bold type*** *above denotes new donors and new members of the President’s Circle)*

*(Includes gifts and pledges through 03.31.16)*

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| 2,500 | Jean & Andy Sperr | Andrew “AJ” Sperr Endowed Scholarship Fund |
| 2,300 | MCC Bookstore | MCC Annual Fund |
| 2,300 | Ronald C. Mead | MCC Annual Fund |
| 2,300 | SWBR Architects/Mr. David J. Beinetti | MCC Annual Fund |
| 2,100 | Johnson & Johnson Family of Companies | MCC Annual Fund |
| 2,071 | Anonymous | MCC Restricted Fund/Athletics |
| 2,000 | Wegmans Food Markets | MCC Annual Fund |
| **1,800** | **Paul Schiffhauer Contracting** | **Gifts In Kind (Capital, for College)** |
| 1,500 | Robert ’70 & Donna ’86 Brennan | MCCC Annual Fund |
| 1,500 | Drs. Saroj and T.K. Viswanathan | MCC Restricted Fund |
| 1,500 | Mr. & Mrs. Harold Warren | MCC Annual Fund |
| 1,450 | Crossfit Park Ave | Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship |
| 1,400 | Lift Bridge Book Shop | Rochester Parent Network |
| 1,245 | Judi Fonzi | Rochester Parent Network |
| 1,200 | Kevin M. French ‘97 | Gifts In Kind (Capital, for College) |
| 1,050 | Rochester Hotel Association | Rochester Hotel Association Scholarship |
| 1,018 | Phil & Cheryl Yawman | MCC Annual Fund, Stock Broker/Processing Fees |
| 1,000 | Bank of America Charitable Foundation/ Ken and Pamela Hines | MCC Annual Fund |
| 1,000 | John & Jacqueline Bartolotta | MCC Annual Fund |
| 1,000 | Theodore and Gail Bouk | Erin Leigh Brooks Student Fund for Human Services |
| 1,000 | CMI Communications | MCC Annual Fund |
| **1,000** | **Diane Callari** | **The Wiranowski Universal Humanism of** **Hope Endowed Scholarship Fund** |
| 1,000 | Sally Damon Turner | MCC Annual Fund |
| 1,000 | Dr. Janet J. Glocker | MCC Annual Fund |
| 1,000 | Robert O. ’74 & Carolyn S. Hoffman | MCC Annual Fund |
| 1,000 | Dr. Peter A. Manzi | Athletic Excellence Scholarship Fund |
| **1,000** | **Dr. Joseph & Marie R. Merenda** | **MCC Annual Fund** |
| 1,000 | Elizabeth S. & Lucien A. Morin | Lucien A. and Elizabeth S. Morin Endowed Scholarship |
| 1,000 | The M&T charitable Foundation | Dreamkeepers Emergency Need Fund |
| 1,000 | Jean & Dick Ottalagana | MCC Annual Fund |
| **1,000** | **Tyler M. Ricks ‘92** | **MCC Annual Fund** |
| 1,000 | Rob & Marjorie Rolleston | MCC Annual Fund |
| 1,000 | Mr. & Mrs. C.V.V./Ann Sewell | MCC Annual Fund |
| 1,000 | Barbara M. & Robert H. Shaw | Barbara M. and Robert H. Shaw Music Endowed Scholarship |
| 1,000 | Diane L. Shoger & Timothy M. Coughlin | MCC Annual Fund |
| 1,000 | Sodexo/Monroe Community College Association | Gifts In Kind (Goods, Services and/or Capital, Foundation) |
| **1,000** | **Dr. Andrea C. Wade** | **MCC Annual Fund** |
| **750** | **The Rochester Twenty Pearls Foundation** | **General Scholarship Fund** |
| **650** | **Cora Conklin** | **Rochester Parent Network** |
| 600 | Thomas Montulli ‘64 | Dominic P. Montulli Memorial Endowed Scholarship Fund |
| 600 | Vincent Vezza ‘64 | MCC Annual Fund |
| 573 | Flower City CrossFit | Lt. Michael J. Chiapperini & Tomasz M.  Kaczowka Memorial Scholarship |

*(****Bold type*** *above denotes new donors and new members of the President’s Circle)*

*(Includes gifts and pledges through 03.31.16)*

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| --- | --- | --- |
| **550** | **T-Ten Instructor Communtiy** | **Toyota T-Ten Student Fund** |
| 550 | Toyota Motor Sales, USA, Inc. | Toyota T-Ten Student Fund |
| 520 | Carol Ann & Edward DeCesare  | Rochester Parent Network |
| 500 | Mr. Matthew Augustine | MCC Annual Fund |
| 500 | Lauren Dixon | MCC Annual Fund |
| 500 | The Hattie Harris Foundation | The Hattie H. Harris, Jennefer & Perry T. Noun, Sr. Endowed Scholarship at Monroe Community College |
| 500 | Patricia Kuby ‘73 | Statistics Endowed Scholarship |
| 500 | Lynn ’77 & Mark ’76 Kulzer | MCC Annual Fund |
| 500 | David Mack | MCC Annual Fund |
| 500 | Claudia & Paul Moriarty  | MCC Annual Fund |
| 500 | Stephen Pasquarella ‘83 | MCC Annual Fund |
| 500 | Debora Pilc | Nursing Department Fund |
| **500** | **H. Edward Shill, CFA** | **Dreamkeepers Emergency Need Fund** |
| 500 | Theodore Whitford, Jr. ‘68 | General Nursing Department Scholarship |
|  |  |  |

*(****Bold type*** *above denotes new donors and new members of the President’s Circle)*

*(Includes gifts and pledges through 03.31.16)*

**DEVELOPMENT**

#### *Alumni*

* Began planning Alumni Week and Homecoming schedule of events. Homecoming Day is scheduled for Saturday, October 8.
* Launched call for nominations for the 2016 Alumni Hall of Fame to secure 30 new, qualified candidates.
* Issued a call for dedications to the Class of 2016 inviting soon-to-be graduates, their family members and friends to make class gifts and write dedications for inclusion in the Commencement program.
* Invited 500 MCC alumni living in the Washington DC area to attend a reception to be held on Capitol Hill on April 18. This event is part of the SUNY Day in DC series of events.

####  *Annual Fund*

* Delivered end-of-year direct mail solicitation authored by **Diane Shoger** and **Jeremy Wolk** and featuring scholarship recipient **Reginald White ’17** providing over 6,000 prospective donors the opportunity to make an annual fund gift.
* Began planning the campus campaign and MCC Day of Giving. During the month of May, faculty and staff will be encouraged to make or renew their annual fund commitments. Personal visits, a media blitz and recognition events are planned.
* Launched an in-house campaign to renew annual fund donors who traditionally make gifts via telephone. Print materials, personal calls, email and mail were utilized to renew donors.
* Began preparing the spring renewal direct mail solicitation featuring scholarship recipients **Arianna ’16 and Brianna ’16 Thomas**. The solicitation will mail to approximately 5,000 donors.
* In partnership with **Vice President Holmes** and the **Athletics Department**, launched the second wave of crowd fundraisers – softball, baseball, women’s and men’s lacrosse, women’s and men’s swimming. To date $28,159 has been raised through the crowd fundraising platform.
* Achieved 100 percent board giving.
* Secured $426,608 in gifts and pledges to date, representing 64 percent of goal.

 *Major Gifts*

* Continued to grow the Dreamkeepers Emergency Need Fund with more than $75,000 in gifts from **Tim ’80 and Robin ’80 Wentworth, Paychex Community Foundation, Connors and Ferris LLP**, and the Cabin Fever event. Special thanks to **Neil Rohrer** and **Jeremy Wolk** for their leadership of this endeavor.
* Renewed **First Niagara Bank Foundation**’s support of the College Readiness Program at World of Inquiry School #58 for the 2015-16 academic year. Their $45,000 grant will ensure that WOIS high school seniors are ready for college or work upon graduation. Of the 56 WOIS graduates in the Class of 2015, 13 are now enrolled at MCC.
* Established the Robert Strong Family Scholarship with a gift of $36,000 from **Kathy Strong**, a new donor to the MCC Foundation. This scholarship will support students with financial need enrolled in one of MCC’s career technical education certificate programs.
* Received a $30,000 grant from the **Davenport Hatch Foundation** to renovate the kitchen at the Richard M. Guon Child Care Center at MCC’s Brighton Campus. This year marks the 25th anniversary of the Child Care Center and the first time the kitchen will receive significant upgrades.
* **ESL Federal Credit Union Charitable Foundation** will reprise its role as the title sponsor of Scholars’ Day with a $25,000 gift. Many thanks for **Maureen Wolfe’s** leadership in renewing ESL’s support.
* Received a $25,000 pledge from **Lewis Tree Service** to support Rochester City School District students enrolled at MCC.
* Created the Lena M. Gantt Scholarship with a $10,000 gift from **Hon. David F. Gantt**.
* Hosted a “sold out” prospect breakfast with **Dr. Kress** on January 6 with 10 prospects. Foundation Directors **Dan Burns, John DiMarco II, Sergio Esteban**, and **Mark Siwiec** played a significant role in introducing us to many of the new prospects who were in attendance.
* With the leadership of **Sergio Esteban**, continued to engage **Iberdrola USA** in making a leadership gift to the Single Stop program.
* Hosted leaders from **Corning Incorporated** and the **Corning Incorporated Foundation** on campus on January 22 to provide them with an annual update on their investment in MCC’s Optical Systems Technology program. Foundation directors **Karen Martin** and **Jim Sydor ’71** played a valuable role in strengthening our relationship with Corning and delivering another positive report.
* Provided executives from **Xerox Corp.** and the **Xerox Foundation** with an annual update on their investment in STEM programs at MCC during a campus visit on March 24. They learned about the positive impact that they have had on MCC students and faculty. Foundation Director **Flor Colón** continues to be an extraordinary advocate for Xerox’s partnership with MCC and the MCC Foundation.
* Engaged a select group of retired MCC faculty in exploring their support of a summer institute for current faculty regarding High Impact Practices. The institute will provide approximately 40 faculty members with guidance and support in revising their curriculum to support at least one high impact practice. High impact practices are activities or programs that are proven to increase student retention and completion.
* Submitted proposals to the **First Niagara Bank Foundation** for the College Readiness Program at World of Inquiry School #58 (2016-17 school year), **Grainger Foundation** for the Grainger Scholarship Fund for HVAC/R and **United Way of Greater Rochester** and **The Wilson Foundation** for Horizons at MCC.

 *Planned Giving*

* Received an estate gift from the **Estate of Jan Wiranowski** in the amount of $340,000. This gift will increase the endowments of The Wiranowski Universal Humanism of Hope Endowed Scholarship Fund, Jan Wiranowski Renaissance Endowed Scholarship, and Jan Wiranowski Endowed Scholarship as well as support the Save for Success program.

#### EXECUTIVE OFFICE

 *Board Governance*

* Under the leadership of **Sergio Esteban**, chair, the Board Governance committee met on January 13 to review and identify a short list of prospective board members for 2016-2017.
* With limited attrition expected, the committee carefully targeted industry sectors where our current membership is not fully represented with a focus on diversity.
* The list of prospective members was endorsed by the Executive Committee on March 2; **Chairman Esteban, Diane Shoger** and the nominator will now meet individually with nominees to discuss roles and responsibilities for board service.

**FINANCE DEPARTMENT**

 *Finance/Audit*

* Finalized financial statements for the five months ending January 31, 2016, and reviewed at the Finance Committee on February 24 with **Scott Kogler**, Treasurer.
* Held Audit Committee meeting to discuss and approve a related party transaction on February 2 with **Marty Birmingham,** Audit Chair.

*Investment*

* Reviewed quarterly performance as of December 31, 2015, at the Investment Committee meeting held on February 24 with **Kenneth Hines**, chair. **Doug Walouke** from **Fund Evaluation Group (FEG)** presented and reviewed portfolio and quarterly performance.

*Annual Grants*

* The World Maps Gallery, **Gale Lynch**, Global Education & International Services - $2,100
* Assessment Driven Improvement of Nursing Curriculum, **Laurie Palmer**, Nursing - $4,000
* EOP Summer Institute 2016, **Brenda Smith**, Educational Opportunity Program - $5,000
* #TeamTribune Social Media Corps, **Janet Ekis**, Marketing and Community Relations - $6,000

*Scholarship*

* Transferred $441,664 to the college to support scholarships and program funds, bringing the total support to $748,234.
* Made offers to applicants in Scholarships Online for the following:
	+ ACCA John Kecskes Memorial Scholarship
	+ Altrusa International of Rochester, NY, Inc. Scholarship
	+ The Betty P. Smith Endowed Scholarship for Returning Adult Students
	+ Carmella and Antonio Conte Memorial Scholarship
	+ The Donald F. & Maxine B. Davison Foundation Scholarship
	+ Dr. Raymond T. Ruff, Jr. Accounting Award
	+ The Dr. Viswanathan Dental Hygiene Endowed Scholarship
	+ Elbert “Al” Butler Memorial Endowed Scholarship Fund
	+ Ellsworth M. Statler Scholarship Award
	+ Frontier Communications Endowed Scholarship Fund
	+ The Gateway to HVAC/R Program, made possible by Grainger, Inc.
	+ The Hattie Harris, Jennefer & Perry T. Noun, Sr. Endowment Scholarship
	+ Irene Kelly Mason Dental Hygiene Endowed Scholarship Fund
	+ John Ganey Memorial Scholarship
	+ Marcia W. McDowell Hospitality Endowed Scholarship
	+ “MCC Scholars” funded by the Thiem Foundation
	+ The McRae-Lesko Engineering Scholarship for East High Students
	+ Michael C. & Judith F. Oldham Engineering Science Scholarship
	+ M&T Bank Scholarship for Advanced Manufacturing/Optics Degree and Certificate
	+ Paralegal Studies Restricted Scholarship
	+ Richard E. Gray, Sr. Memorial Scholarship
	+ Richard Zwitzer Memorial Endowed Scholarship
	+ Rochester Hotel Association Scholarship
	+ Rochester Operators McDonalds Association Corporation Endowed Scholarship in memory of Richard M. Guon
	+ Shivlal and Vijyaben Rajparia Memorial Scholarship Fund
	+ Teresa C. Schottler Memorial Endowed Scholarship
	+ Thomas F. and Annie A. Murray Memorial Scholarship
	+ Time Warner Communications Scholarship Endowment Fund
	+ Tooling and Machining Endowed Scholarship
	+ Women in Technology of Digital Rochester
* New Scholarships/Programs
	+ General Applied Technologies Department Scholarship
	+ Lena M. Gantt Scholarship
	+ Mary Porcari Brady Nursing Continuation Education Fund
	+ Robert Strong Family Scholarship

**Donor Engagement Department**

*Public Relations and Communications*

* Produced communications (save the date postcard, invitations, printed program) for Cabin Fever, Gold Star Gala and the Annual Scholarship Open in partnership with **Dixon Schwabl** and **Tucker Printers**.
* Produced four e-newsletters.
* Media activity:
	+ “Scholarships are game changers for Rochester’s Future,” speaking out essay by **Anne Kress** and **Diane Shoger**, *Democrat and Chronicle,* January 16, 2016.
	+ “Monroe Community College Foundation,” photos from the Salute to Excellence, *Rochester Business Journal’s* “Seen” section, January 22.
	+ “March 15 deadline nears for scholarship applications,” highlights **Frontier** Scholar **Renata Rooney**, *Monroe Doctrine*, February 5.
	+ “Mini-Grants Help MCC Students Stay in School,” interview with MCC Vice President **Dr. Lloyd Holmes** on Dreamkeepers program, WXXI-1370AM, February 24.
	+ MCC Scholars’ Day, highlighted **ESL Charitable Foundation**’s support of Scholars’ Day keynote **David Eagleman’s** appearance at MCC, WXXI-TV, March 9.
	+ “A path to the top,” profile on **Timothy Wentworth** who will receive an American Association of Community Colleges Outstanding Alumni award in April, *Community College Daily*, March 23.
	+ MCC Alumni Hall of Fame Open to Nominations, *Brighton-Pittsford Post*, March 30.

*18th Annual Gold Star Gala*

* **Lauren Dixon, Mike Schwabl, Lori Van Dusen** and **Ron Boillat** are serving as Honorary Chairs.
* **Cathy** and **Gary ’76 Squires** are serving as Committee Chairs.
* Event is on Saturday, April 30 at The Country Club of Rochester.
* **M&T Bank** has returned as presenting sponsor for the eleventh straight year.
* **Cornell’s Jewelers** is not only donating a piece for the sweepstakes, but is hosting the entire silent auction.
* **Doug Emblidge** is returning as auctioneer.
* Commitments to date (4.7.16) include:
	+ $25,000 **Lauren Dixon and Mike Schwabl/Dixon Schwabl**
	+ $20,000 **M&T Bank**
	+ $15,000 **Louis S. and Molly B. Wolk Foundation**
	+ $10,000 **Lori Van Dusen and Ron Boillat/LVW Advisors**
	+ $ 6,000 **CMI Communications**
	+ $ 6,000 **Cornell’s Jewelers (in-kind)**
	+ $ 6,000 **LeChase Construction**
	+ $ 6,000 **The DiMarco Group**
	+ $ 3,000 **Bricklayers Local #3 New York**
	+ $ 3,000 **Constellation Brands**
	+ $ 3,000 **Corning Incorporated Foundation**
	+ $ 3,000 **Excellus BlueCross BlueShield**
	+ $ 3,000 **Five Star Bank**
	+ $ 3,000 **Konar Properties**
	+ $ 3,000 **LaBella Associates, D.P.C.**
	+ $ 3,000 **M/E Engineering, P.C./SWBR Architects**
	+ $ 3,000 **Premium Mortgage**
	+ $ 3,000 **Wegmans Food Markets**
	+ $ 3,000 **Woods Oviatt Gilman LLP**
	+ $ 2,000 **Bond Schoeneck & King**
	+ $ 2,000 **Buckingham Properties**
	+ $ 2,000 **Davie Kaplan, CPA, P.C.**
	+ $ 2,000 **ESM Associates/Bernice Hatch**
	+ $ 2,000 **Northeast Regional Council of Carpenters**
	+ $ 2,000 **O’Connell Electric Company**
	+ $ 2,000 **Sandra Parker and Dutch Summers**
	+ $ 2,000 **Paychex, Incorporated**
	+ $ 2,000 **Mark Siwiec and Duffy Palmer**
	+ $ 2,000 **The Pike Company**
	+ $ 2,000 **Xerox Corporation**
	+ $ 2,000 **Zweigle’s, Incorporated**

*32nd Annual Scholarship Open*

* **Phil Yawman and Tony Soprano ’92** are serving as Co-Chairs.
* Event is Monday, June 27 at Oak Hill Country Club.
* **Don Jeffries ’71** will serve emcee the Scholarship Call.
* **Valley Cadillac** is returning as Hole-in-One Sponsor.
* Commitments to date (4.7.16) include:
* $ 7,500 **The DiMarco Group**
* $ 6,300 **M/E Engineering, P.C.**
* $ 6,300 **M&T Bank**
* $ 4,800 **Brown and Brown of New York**
* $ 4,800 **ProNexus/The Bonadio Group**
* $ 3,200 **CMI Communications**
* $ 3,200 **CloudDOCX**
* $ 3,200 **LaBella Associates, D.P.C.**
* $ 3,200 **Parrone Engineering/SWBR Architects**
* $ 3,200 **Xerox Corporation**
* $ 2,800 **Bricklayers Local #3 New York**
* $ 2,800 **The Bonadio Group**
* $ 2,800 **Woods Oviatt Gilman LLP**
* $ 2,800 **Valley Cadillac**

**OBJECTIVES**

 **January – March 2016**

**DEVELOPMENT DEPARTMENT**

 *Alumni*

* Reconnect with alumni living in the Washington DC area during reception to be held on Capitol Hill on April 18. This event is part of the SUNY Day in DC series of events.
* Present alumni ribbons to new alumni during the 53rd annual Commencement program on June 4. The keynote address will be delivered by alumnus **Shawn Dunwoody**.
* Secure 30 new, qualified candidates for the 2016 Alumni Hall of Fame by June 1.
* Mail “welcome” letter and alumni benefits card to MCC’s newest alumni.
* Announce schedule of events, produce print materials and communiqués promoting Alumni Week and Homecoming 2016.
* Identify and cultivate alumni prospects with campus tours and personal visits.
* Direct alumni to [www.mccalumnibenefits.com](http://www.mccalumnibenefits.com) at regular intervals.

 *Annual Fund*

* Conclude outreach to alumni, donors and friends to support the annual campaign.
* Deliver spring renewal direct mail solicitation to past donors, non-donors, faculty and staff.
* Hold successful campus campaign to seek new gifts and renewals from MCC faculty, staff and retirees.
* Utilize crowd fundraising tool with student and donor groups as appropriate.
* Launch blue line direct mail campaign to achieve 100 percent of our goal and bring the annual campaign to a successful conclusion.
* Continue to promote the $2,500 President’s Circle of Honor giving society and recognize members.
* Develop plans for the 2016-2017 Annual Fund campaign.

*Development and Major Gifts*

* Submit proposals to **Daisy Marquis Jones Foundation** for Horizons at MCC, **Gene Haas Foundation** for renovation of MCC’s Applied Technologies Center, **The Statler Foundation** for the Statler Scholarship, and **Xerox Foundation** for areas of highest priority at MCC.
* Continue to engage retired faculty in the High Impact Practices project.
* With the leadership of **John DiMarco II**, host spring prospect review meeting on May 20 to support the “Fill the Pipeline” project.
* In partnership with **Lee Patterson ’70**, continue to engage local automobile dealers to support MCC’s automotive technologies program.
* Explore partnerships with local and national foundations to support the Horizons program and various workforce development initiatives at MCC.
* Host a “sold out” prospect breakfast with **President Kress** on May 4, 2016.

*Planned Giving*

* Prepare copy for the Spring 2016 edition of *Ideas* planned giving newsletter.

**EXECUTIVE OFFICE**

 *Board Governance*

* Complete slate of officers and new class of directors for approval by full board in June.

**FINANCE DEPARTMENT**

 *Finance/Audit*

* Finalize financial statements for the seven months ending March 31, 2016.
* Prepare and review 2016/2017 Foundation budget.
* Complete CASE IRF survey.
* Continue preparing for Raiser’s Edge migration.

*Investment*

* Quarterly performance as of March 31, 2016.
* Unrestricted revenue evaluation.

**Donor Engagement Department**

*Public Relations and Communications*

* Continued communication support for the *Gold Star Gala* and *Scholarship Open*.
* Produce and distribute monthly e-newsletters.
* Produce *Foundations* newsletter.
* Develop 2015-2016 Annual Report concepts and gather content.

*Gold Star Gala*

* Secure additional $15,000 gross revenue in underwriting and ticket packages.
* Secure an additional $6,000 in individual ticket sales.
* Determine Honorary Chairs for 2017.

 *Scholarship Open*

* + Secure an additional $65,000 in underwriting commitments.
	+ Secure a minimum of $16,000 in foursomes.
	+ Determine leadership for 2017.

 *Salute to Excellence*

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