



MONROE COMMUNITY COLLEGE FOUNDATION ACTIVITY REPORT

November 21, 2013 through March 31, 2014

LEADERSHIP GIFTS & PLEDGES OF \$5,000 AND OVER

Major and Special Gifts

\$597,328 Greater Rochester Health Foundation

500,000	Louis S. and Molly B. Wolk Foundation
300,000	Jan Z. Wiranowski
200,000	R. Carlos Carballada
100,000	Corning Incorporated Foundation
75,000	Gray Metal Products Inc.
51,332	Carl A. Talbot
42,500	JPMorgan Chase & Co.
38,000	Excellus BlueCross BlueShield
38,000	Rochester General Foundation
38,000	University of Rochester Medical Center
20,000	M&T Bank/Daniel J. Burns
15,200	Horizons National Student Enrichment Program, Inc.
10,000	ESL Charitable Foundation, Inc.
10,000	The Community Foundation
10,000	The Family of Mary Porcari Brady

9,000 Summit Federal Credit Union

7,200	Michael Krupnicki '85
5,000	Barbara & Tom Clark
5,000	LeChase Construction Services LLC

Healthy, Enriching Summers for Rochester's Kids

Wolk Surgical Technology and Nursing Simulation Lab
Wiranowski Endowed Renaissance Scholarships and
Universal Humanism of Hope Endowed Scholarship
Carballada Endowed Scholarship for RCSD Students
Corning Inc. Foundation Building an Optics Pipeline
Richard E. Gray Sr. Memorial Scholarship
Carl Talbot MCC Library Fund
College Readiness at East High School Pilot Program
Nursing Expansion Elongation Program II
Nursing Expansion Elongation Program II
Nursing Expansion Elongation Program II
ROC the Future (STRIVE)
Horizons Summer Enrichment Program
ROC the Future (STRIVE)
ROC the Future (STRIVE)
Mary Porcari Brady Emergency Nursing Student Support
Fund

ROC the Future (STRIVE)

The Krupnicki Family Scholarship for Excellence in
Welding
Clark Family Nursing Scholarship
LeChase Construction Services, LLC Scholarship Fund

STAR Power – The Thompson Family Scholarship

5,000	Susan & John L. DiMarco, II
5,000	Ken & Pamela Hines
5,000	J. Christine Wilson & Mary K. Collins
2,500	Flor & Bobby Colón
1,500	Jennie Viggiani & Kevin McGuire
1,000	Lori Van Dusen and Ronald Boillat
600	Diane Cecero & Mark Whelan

Assets for Independence

5,000 Jan Z. Wiranowski
2,500 Bob & Chris Latella

Annual Fund

\$50,000 Alvin F. & Ruth K. Thiem Charitable Foundation

25,000 L-3 Communications

15,000 Donald F. & Maxine B. Davison Foundation
10,964 Monroe Community College Association

10,000 Marie Russo Merenda '74

10,000 The Statler Foundation

7,500 Monroe County Fire Chiefs Association Inc.

5,000 Anne M. Kress & Edward B. Davis III

5,000 Mr. Arthur E. Lowenthal
5,000 Roberts Wesleyan College
5,000 The College at Brockport

5,000 Syracuse University

4,993 John L. DiMarco, II
4,694 Max & Marian Farash Charitable Foundation

4,286 Anonymous (3)

4,000 Mansfield University

3,500 Joanne & John T. '71 Smith
3,500 Dr. Alice Holloway Young
3,000 Emerson U. & Vernita Fullwood
2,700 Vincent Vezza '64/Karen & Skip Warren
2,525 Hezekiah N. Simmons
2,500 Lisa R. & John P. Baron
2,500 Sergio Esteban
2,500 Cynthia & Wayne Gilman
2,500 Connie & Anthony H. '73 Lambiase
2,500 Dr. Barbara & John Lovenheim
2,500 David J. Mack
2,500 Warren & Pam Rosenbaum
2,500 The Estate of Vincent S. Jones
2,300 Diane & Al Casey
2,024 MCC Bookstore
1,800 Peter Collinge

2,000 Rob & Marjorie Rolleston
1,600 Mary D. Seebach
1,500 Robert '70 & Donna '86 Brennan
1,500 Louis S. and Molly B. Wolk Foundation/
Melanie & Jeremy Wolk
1,500 Charles Salamone

The Alvin F. & Ruth K. Thiem Foundation Nursing
Scholarship & Thiem General Scholarship Fund
Scholars Day Program

Richard Barton Memorial Scholarship Fund
Alumni Activities Fund

MCC Annual Fund

Statler Foundation Hospitality Scholarship

Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship Fund

The Presidential Fund for Educational Innovation,
The Snowflake Scholarship, MCC Annual Fund
Richard Zwitzer Memorial Scholarship

Alumni Activities Fund

Alumni Activities Fund

Alumni Activities Fund

MCC Annual Fund

Farash Foundation First in Family Scholarship at
MCC

Chemical Department Fund, Lt. Michael J.
Chiapperini & Tomasz M. Kaczowka Memorial
Scholarship Fund, and MCC Annual Fund

Alumni Activities Fund

MCC Annual Fund

MCC Annual Fund

Emerson U. and Vernita Fullwood Scholarship

MCC Annual Fund

MCC Annual Fund

Scholars' Day

MCC Annual Fund

MCC Annual Fund

Tony Lambiase, Jr. Firefighter's Scholarship

Scholars' Day

MCC Annual Fund

MCC Annual Fund

MCC Annual Fund

ROC the Day

ROC the Day

MCC Annual Fund & Beyond the Formula Statistics
Scholarship

MCC Annual Fund

The Snowball Scholarship for Service-Learning

MCC Annual Fund

MCC Annual Fund

Charles R. Salamone Women's Soccer
Scholarship

1,350	Lift Bridge Book Shop	Rochester Parent Network
1,250	Bernice E. Hatch	ROC the Day
1,250	Naomi Silver	ROC the Day
1,000	Gail & Ted Bouk	Erin Leigh Brooks Student Fund for Human Services
1,000	Mary Ellen Clark	MCC Annual Fund
1,000	Sally Damon Turner	MCC Annual Fund
1,000	Joan R. Ewing	MCC Annual Fund
1,000	Thomas & Kate Flynn	R. Thomas & Kate Flynn Scholarship Fund
1,000	Robert O. '74 & Carolyn S. Hoffman	MCC Annual Fund
1,000	Junius R. Judson, II	MCC Annual Fund
1,000	Lynn '77 & Mark '76 Kulzer	MCC Annual Fund
1,000	John '89 and Jeannine Salamone	MCC Annual Fund
1,000	Mr. & Mrs. Cornelius V. Sewell	MCC Annual Fund
1,000	Barbara M. & Robert H. Shaw	Barbara M. and Robert H. Shaw Music Scholarship
1,000	Upstate National Bank	ROC the Future (STRIVE)
1,000	Janet M. Waasdorp '75	MCC Annual Fund
1,000	Kimberley D. Willis '91	MCC Annual Fund
1,000	Mr. Jan Z. Wiranowski	MCC Annual Fund
950	Mary & John '64 Thompson	The Thompson Family Endowed Scholarship Fund
890	GEICO	Alumni Activities Fund
800	Dolores & Raymond Coates	David Raymond Coates Memorial Scholarship
750	Rochester Hotel Association	Rochester Hotel Association Scholarship
625	Dale '70 & Nancy Mallory	Educational Technology Services Endowed Scholarship Fund
600	Thomas Montulli '64	Dominic P. Montulli Memorial Scholarship Fund
500	Allen R. Angel	MCC Annual Fund
500	Sandy Parker & Dutch Summers	ROC the Day
500	Rilda S. Shaw	Alan B. Shaw Memorial Scholarship for English
500	United Way of Greater Rochester	ROC the Day
500	Women's Council of Realtors	General Scholarship Fund
500	Phil & Cheryl Yawman	MCC Annual Fund

*(**Bold type** above denotes new donors and new members of the President's Circle)
(Includes gifts and pledges through 03.31.14)*

DEVELOPMENT

Alumni

- Launched the call for nominations to the 2014 Alumni Hall of Fame to secure 30 new, qualified candidates.
- Completed second phase of Alumni Hall of Fame Corridor remodel creating additional space for inductee plaques through the year 2020.
- Issued a call for dedications to the Class of 2014—new graduates and their parents and friends will make class gifts and write dedications for inclusion in the Commencement program.
- Assisted Marketing and Community Relations with the identification of MCC alumni to feature in the new 30 second commercials now airing.
- **Karen Shaw** participated in an alumni networking event hosted by the University of Rochester's Alumni Relations Department attended by alumni professionals from several area colleges. The networking event will be held quarterly going forward.
- Began planning for Alumni Week and Homecoming 2014. Events to include: Homecoming Carnival, Homecoming Golf Classic and Luncheon, Spirit Day, Sports Hall of Fame Banquet,

5K Walk/Run for Scholarships, Tailgate Party, Soccer Matches, Alumni Cooking Demonstration and Alexander Street Campus 50th Class Reunion.

Annual Fund

- Raised \$12,500 during our ROC the Day for MCC event held on December 11 exceeding our \$10,000 goal. Special thanks to co-chairs **Bernice Hatch** and **Naomi Silver** for leading MCC's efforts this year.
- Delivered the end-of-year direct mail piece authored by **Diane Shoger**, incorporating variable data based on giving level and using pre-filled pledge cards, providing 6,000 prospective donors the opportunity to make an annual fund gift.
- Launched telemarketing effort. Initiated process with **Telecomp, Inc.** to make telemarketing calls asking over 5,000 alumni, donors and friends to support the annual campaign.
- Launched spring renewal direct mail solicitation. Will mail to over 5,000, asking past donors to renew their gifts and non-donors to support the annual fund.
- Identified date for 2014 President's Circle Reception, Thursday, October 30, 2014.
- Secured \$448,197 in gifts and pledges to date, representing 71.6 percent of goal, as of March 31.

Major Gifts

- With the help of **Essie Calhoun-McDavid**, secured a \$597,328 grant from the **Greater Rochester Health Foundation** to support the transformation of MCC's Summer Youth Sports Camp to a new program: Healthy, Enriching Summers for Rochester's Kids. MCC will partner with select schools in the Rochester City School District to provide their students with wellness and academic enrichment activities for six weeks during the summer on the MCC campus.
- **The Louis S. and Molly B. Wolk Foundation** continue their leadership support of MCC with a \$500,000 gift to create the Wolk Surgical Technology and Nursing Simulation Laboratory within the Louis S. and Molly B. Wolk Center for Nursing Excellence. Through the leadership of **Jeremy Wolk**, MCC will be able to renovate existing space in the Wolk Center into two new, state-of-the-art labs that will provide hands-on training for students in MCC's nursing program and the new A.A.S. degree program in surgical technology that will be implemented in Fall 2015.
- Secured a \$200,000 gift from **Carlos and Virginia Carballada** to establish the Carballada Endowed Scholarship Fund for Rochester City Students. This gift will provide scholarships to students who are enrolled in their daughter **Michele Carballada's** kindergarten class at School 29 in the Rochester City School District and who choose to attend college at MCC. Eligible students must graduate with a "B" average or better to qualify. The amount of each scholarship awarded will equal any unmet financial need that the student may have.
- Secured a \$50,000 gift from **Carl Talbot** to support technology and program enhancements to the Leroy V. Good Library at MCC.
- With **Dan Burns'** leadership, secured a \$25,000 gift from **L-3 Communications** for this year's Scholars' Day. Their gift will support scholarships for Scholars' Day winners. They will be recognized as the presenting sponsor of this year's Scholars' Day lecture with Dr. Neil deGrasse Tyson on April 30.
- Secured new gifts for ROC the Future from **M&T Bank**, **Summit Federal Credit Union**, and **Upstate National Bank**. Their support will allow ROC the Future to continue building its infrastructure and strengthen its efforts to create a community-wide alliance of organizations that will improve academic outcomes for students in the Rochester City School District.
- Added **Syracuse University** as a new partner in the College and University Partnership Program. **Roberts Wesleyan College** and **The College at Brockport** have renewed their membership for the coming year. There are 11 partners in the program providing the Foundation with \$51,500 in unrestricted support. During the spring semester, the

Foundation hosted eight of the partners for 11 different “day on campus” events in which each school had an opportunity to recruit MCC students and network with faculty at the Brighton and/or Damon City Campuses.

- Hosted an event on February 25 with **Lee Patterson** to thank donors to the Richard Zwitzer Memorial Scholarship Fund and to introduce them to the fund’s first recipient, MCC student **Robert Cornish**. The Zwitzer Fund supports students who reside in Ontario County and are enrolled in MCC’s automotive technologies A.A.S. degree program.
- Delivered proposals to the **Bank of America Foundation** for the Dreamkeepers program and the **Rochester Women’s Giving Circle** for the Latina College Enrollment Initiative.

Planned Giving

- Received a \$300,000 planned gift from late MCC Professor **Jan Z. Wiranowski** to build the endowments of three scholarship funds: Jan Z. Wiranowski Math and/or Math-Based Science Endowed Renaissance Scholarship, Jan Z. Wiranowski Out-of-the-Ordinary Life Experiences Endowed Renaissance Scholarship, and Jan Z. Wiranowski Universal Humanism of Hope Endowed Scholarship. The gift doubles the size of each fund and allows Professor Wiranowski’s legacy to touch even more MCC students.
- Published the Winter 2013 issue of *Ideas*, our planned giving newsletter, featuring the recent planned gift made by **Professor Tony Conte**. The newsletters were mailed in January 2014.

EXECUTIVE OFFICE

Board Governance

- Under the leadership of **Sergio Esteban**, chair, the Board Governance committee met on January 22 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.
- The list of prospective members was endorsed by the Executive Committee on March 5; **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

- Finalize financial statements for the four months ending December 31, 2013, and reviewed at the Finance Committee on March 31 with **Scott Kogler** on behalf of **Jeremy Wolk**, Treasurer.
- Completed annual giving statements for donors and mailed January 20, 2014.
- Prepared and mailed 1099’s and reports for Charitable gift annuitants.
- Prepared and mailed yearly Endowment reports, February 17, 2014.
- Prepared scholarship transfer for January 2014.

Investment

- Reviewed quarterly performance as of December 31, 2013, at the Investment Committee meeting held on March 31 with **Scott Kogler**, chair.
- Rebalanced as per asset allocation.
- Calculated endowment scholarship transfer amounts for the 2014-2015 academic year and reviewed at the Investment Committee meeting held on March 31 with **Scott Kogler**, chair.
- Finalized RFP with Investment Committee members and mailed to 6 firms on March 14, 2014.

Scholarship and Program Support

- New Scholarships:
 - The Carballada Endowed Scholarship for Rochester City Students
 - Scholar's Day Restricted Scholarship Fund
 - Charles R. Salamone Women's Soccer Scholarship
 - Star Power Giving Initiative
 - Ancilla and Daniel Mancini Memorial Scholarship

Donor Engagement Department

Public Relations and Communications

- Provided communication support for ROC the Day.
- Produced and mailed save-the-date post cards for Scholarship Open and Gold Star Gala.
- Produced and mailed invitation for the Gold Star Gala.
- Produced monthly e-blasts including messages on both special events and alumni activities.
- The MCC Foundation received a gold award from the Council for Advancement and Support of Education (CASE) District II Accolades Award program for creative work supporting our 15th Annual Gold Star Gala, The GoldenEye Gala.
- Nominated **Richard Warshof** for a CASE Distinguished Service Award, the Ernest T. Stewart Award for Alumni Volunteer Involvement.
- Nominated CFO **Susan Gurak** for the Rochester Business Journal's Financial Executive of the Year Award.
- Nominated the 15th Annual Gold Star Gala creative for a SUNYCUAD award.

16th Annual Gold Star Gala presented by M&T Bank

- Prepared and mailed personal solicitations signed by **Sandy Parker** and **Dutch Summers** to secure and renew underwriters and participants.
- Secured the donation of a Memoire diamond pendant from **Cornell's Jewelers**.
- Confirmed event theme, produced and mailed save-the-date cards and invitations.
- Secured a gross total of \$115,500 including **\$20,000 from Title Sponsor M&T Bank** and the following underwriting commitments received to-date (4.2.2014):
 - \$25,000 **Sandy Parker & Dutch Summers**
 - \$ 5,000 **Excellus BlueCross BlueShield**
 - \$ 5,000 **CMI Communications**
 - \$ 5,000 **The DiMarco Group, LLC**
 - \$ 5,000 **Home Properties**
 - \$ 5,000 **Louis S. & Molly B. Wolk Foundation**
 - \$ 2,500 **CloudDocx/Brite Computers**
 - \$ 2,500 **Constellation Brands**
 - \$ 2,500 **ESL Charitable Foundation**
 - \$ 2,500 **Konar Properties**
 - \$ 2,500 **LaBella Associates**
 - \$ 2,500 **Lori Van Dusen/LVW Advisors**
 - \$ 2,500 **M/E Engineering/Parrone Engineering/SWBR Architects**
 - \$ 2,500 **MackTrak**
 - \$ 2,500 **Mark Siwiec & Duffy Palmer**
 - \$ 2,500 **Nixon Peabody**
 - \$ 2,500 **Simcona Electronics**
 - \$ 2,500 **Woods Oviatt Gilman**
 - \$ 1,500 **The Brienzi Family**
 - \$ 1,500 **Buckingham Properties**

- \$ 1,500 **Davie Kaplan CPA**
 - \$ 1,500 **Ilene L. & David M. Flaum**
 - \$ 1,500 **Karen Hatch & Dirk Bernold**
 - \$ 1,500 **Manning Squires Hennig**
 - \$ 1,500 **The Mullen Group**
 - \$ 1,500 **Paychex, Inc.**
 - \$ 1,500 **The Pike Company**
 - \$ 1,500 **Premium Mortgage**
 - \$ 1,500 **Stefan Sydor Optics**
 - \$ 1,500 **Zweigle's Incorporated**
- Secured a gift-in-kind donation of creative and account services valued at \$5,000 from **Dixon Schwabl**.
 - Held the Gold Star Gala Pre-Event Party at Char; hosted by **Courtney Dixon-Vahue & Matt Vahue, Bernice Hatch, Karen Hatch & Dirk Bernold, Nellie & Wade Hedegard, Denise & Marc Johnson, and Melanie & Jeremy Wolk**.

30th Annual Scholarship Open

- **Jay Popli** and **Fritz Odenbach** will serve as Co-Chairs.
- Developed and mailed save-the-date cards.
- Developed, printed and mailed new registration form to promote tournament.
- Secured \$28,900 gross in underwriting to-date (4/2/14) from:
 - \$ 6,000 **CloudDocx/Brite Computers**
 - \$ 6,000 **M/E Engineering**
 - \$ 6,000 **M&T Bank**
 - \$ 2,800 **Bonadio Group**
 - \$ 2,800 **CMI Communications**
 - \$ 2,800 **LaBella Associates**
 - \$ 2,500 **Valley Cadillac**

25th Annual Salute to Excellence

- Confirmed **Essie Calhoun-McDavid** as Committee Chair.

OBJECTIVES **April - June 2014**

DEVELOPMENT DEPARTMENT

Alumni

- Close the Alumni Hall of Fame call for nominations on June 1; secure 30 new nominations and under the leadership of **Lee Patterson '70** begin process to select four alumni for induction into the Alumni Hall of Fame.
- Secure 100 student and 40 parent gifts to support the Commencement Class Gift Dedication Program.

- Confirm events for Alumni Week and Homecoming 2014. Begin marketing plan and communications with alumni.
- Identify and cultivate alumni prospects with campus tours and personal visits.
- Continue to direct alumni to www.mccalumnibenefits.com at regular intervals.

Annual Fund

- Refine and implement plan to promote new \$2,500 giving level within the President's Circle.
- Launch the on-campus portion of the annual campaign.
- Conclude telemarketing and spring renewal campaigns.
- Deliver the blue line segment direct mail piece to close out the direct mail sequence enabling donors to meet the deadline of June 30 for inclusion in the Annual Report's "Annual Fund Honor Roll of Donors."
- Achieve 100 percent board giving.

Development and Major Gifts

- Deliver proposals to the **JPMorgan Chase Foundation** and **KeyBank** for ROC the Future and the **Daisy Marquis Jones Foundation** and **Glover-Crask Charitable Trust** for Horizons at MCC.
- Expand our College and University Partnership Program to new prospects seeking to secure two new partners for a total of 13 partners. Each partner will give \$5,000 annually for a total of \$61,500 in unrestricted support.
- Develop fundraising strategies and action plans to support Horizons at MCC, a childhood wellness summer program, and the Dreamkeepers initiative.
- Explore new relationships and funding opportunities with regional foundations.

Planned Giving

- Publish the Summer 2014 edition of the *Ideas* planned giving newsletter.
- Add two new members to the planned giving committee.

EXECUTIVE OFFICE

Board Governance

- Provide training for board portal solution for Foundation board activity; goal to be paper-less in 2014.
- 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, 2014.
- Prepare Foundation 2014-2015 budget and workpapers.

Investment

- Quarterly performance as of March 31, 2014.
- Rebalance asset allocation strategy as needed.
- Analyze firms responding to RFP with subcommittee of Investment Committee members and schedule interviews with firms as needed. Subcommittee members include **Lori VanDusen**, **Kenneth Hines**, and **Scott Kogler**, chair.

Donor Engagement Department

Public Relations and Communications

- Provide communication support for the *Gold Star Gala* and *Scholarship Open*.
- Produce and distribute monthly e-newsletter.
- Begin to plan Spring issue of *Foundations*.
- Being developing 2013-2014 Annual Report.

Gold Star Gala

- Secure additional \$15,000 gross revenue in underwriting and ticket packages.
- Secure an additional \$6,000 in individual ticket sales.

Scholarship Open

- Secure an additional \$75,000 in underwriting commitments.
- Secure a minimum of \$28,800 in foursomes (12).

Salute to Excellence

- Secure Honorary Chair(s).
- Confirm event format.