



**MONROE COMMUNITY COLLEGE FOUNDATION
ACTIVITY REPORT**

December 1, 2014 through March 25, 2015

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

Major and Special Gifts

\$1,800,000	Monroe Community College Association	New Downtown Campus Bookstore and Dining Facilities
100,000	Corning Incorporated Foundation	Optics General Program Fund
99,532	The Estate of Clara Levison '77	Clara Levison '77 Memorial Endowed Scholarship
75,000	Louis S. and Molly B. Wolk Foundation	Wolk Faces of the Future Scholarship
53,000	Greater Rochester Health Foundation	Healthy, Enriching Summers for Rochester's Kids
50,000	Tim '80 & Robin '80 Wentworth	Tim and Robin Wentworth Emergency Need Fund
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
30,000	Mary & John '64 Thompson	The Thompson Family Endowed Scholarship Fund
25,000	Harris Foundation	Horizons Summer Enrichment Program
20,000	Glover-Crask Charitable Trust	Healthy, Enriching Summers for Rochester's Kids
20,000	M&T Bank/Daniel J. Burns	Horizons Summer Enrichment Program, ROC the Future (STRIVE)
10,000	Optical Society of America Rochester Section	Optical Society of America Scholarship (Rochester Section) in Memory of Bob Novak
5,000	Horizons National Student Enrichment Program, Inc.	Horizons Summer Enrichment Program
5,000	LeChase Construction Services LLC	LeChase Construction Services, LLC Scholarship
5,000	The Family of Mary Porcari Brady	Mary Porcari Brady Emergency Nursing Student Support Fund
3,000	Ilene & David Flaum	The Ilene and David Flaum Scholarship Fund
1,500	Anonymous	Juliane Marino Memorial Scholarship Fund for Student Nurses

Assets for Independence/Save for Success

\$2,500	Bob & Chris Latella
1,500	Mr. Richard A. Kaplan

ROC the Future

\$25,000	The Community Foundation
12,000	The Summit Federal Credit Union
10,000	The Bonadio Group

STAR Power

\$5,000 Cindy Langston
 2,000 Foundation for the Carolinas/Vernita Fullwood
 1,000 Jill M. Cicero, Esq.
 1,000 Susan & John L. DiMarco, II

Annual Fund

\$50,000	Alvin F. & Ruth K. Thiem Charitable Foundation	The Alvin F. & Ruth K. Thiem Foundation Nursing Scholarship and Non Nursing Scholarship
25,000	ESL Charitable Foundation, Inc.	Scholars' Day Program
15,000	Donald F. & Maxine B. Davison Foundation	Richard Barton Memorial Scholarship Fund
7,700	Mr. Arthur E. Lowenthal	Richard Zwitzer Memorial Endowed Scholarship
6,569	Max & Marian Farash Charitable Foundation	Farash Foundation First in Family Scholarship at Monroe Community College
5,000	Keuka College	MCC Annual Fund
5,000	Anne M. Kress & Edward B. Davis III	The Presidential Fund for Educational Innovation, The Snowflake Scholarship Fund, MCC Annual Fund
3,500	M&T Bank/Daniel J. Burns	Pete Pavia Scholarship, MCC Annual Fund
3,000	Johnson & Johnson Family of Companies/José & Karen Coronas	MCC Annual Fund
3,000	Bank of America Charitable Foundation/ Ken & Pamela Hines	MCC Annual Fund
3,000	Mr. '73 & Mrs. Anthony H. Lambiase	Tony Lambiase, Jr. Firefighter's Scholarship
3,000	Louis S. and Molly B. Wolk Foundation/Melanie & Jeremy Wolk	MCC Annual Fund
2,800	Webster Rotary Club	MCC Annual Fund
2,700	Hezekiah N. Simmons	MCC Annual Fund
2,500	LaBella Associates, P.C./Sergio Esteban	MCC Annual Fund
2,500	Dr. Barbara & John Lovenheim	Scholars' Day Restricted Scholarship Fund
2,500	Warren & Pam Rosenbaum	MCC Annual Fund
2,500	Jeff & Julia Shaw	Barbara M. and Robert H. Shaw Music Endowed Scholarship
2,500	The Estate of Nancy P. Jones	MCC Annual Fund
2,116	MCC Bookstore	MCC Annual Fund
2,000	Dr. Kimberley D. Willis '91	MCC Annual Fund, The Snowflake Scholarship Fund
1,800	Mr. Peter Collinge	MCC Annual Fund, Statistics Endowed Scholarship
1,746	Crossfit Park Ave	Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship
1,500	Charles Salamone	Charles R. Salamone Women's Soccer Scholarship
1,459	Ms. Judi Fonzi	Rochester Parent Network
1,400	Lift Bridge Book Shop	Rochester Parent Network
1,300	Canandaigua National Bank and Trust/Charles & Kimberly Vita	Scholars Day Restricted Scholarship Fund, and MCC Annual Fund
1,150	Mr. David J. Beinetti	MCC Annual Fund
1,150	Dolores & Brad Kruchten	MCC Annual Fund
1,150	M/E Engineering, P.C.	MCC Annual Fund
1,110	GEICO	Alumni Activities Fund
1,080	Terry Keys	Educational Technology Services Endowed Scholarship
1,051	Joanne & John T. '71 Smith	MCC Annual Fund
1,000	G. Christopher Belle-Isle '68	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	Kimberley & Bruce Collins	MCC Annual Fund
1,000	Flor & Bobby Colón	MCC Annual Fund
1,000	Cornell/Weinstein Family Foundation	Regina Cornell Scholarship Fund
1,000	Anonymous	Chemical Department Fund
1,000	Sally Damon Turner	MCC Annual Fund
1,000	Thomas & Kate Flynn	R. Thomas & Kate Flynn Scholarship Fund
2,000	Elise Fullwood/Foundation for the Carolinas	Emerson U. and Vernita Fullwood Scholarship
1,000	Dirk Bernold & Karen Hatch	MCC Annual Fund
1,000	Mr. Hiram Hernandez, Sr.	MCC Annual Fund
1,000	Robert O. '74 & Carolyn S. Hoffman	MCC Annual Fund
1,000	Lynn '77 & Mark '76 Kulzer	MCC Annual Fund
1,000	Cindy Langston	MCC Annual Fund
1,000	Dr. Peter A. Manzi	MCC Annual Fund
1,000	Dr. Joseph A. and Marie R. '74 Merenda	MCC Annual Fund
1,000	Elizabeth S. & Lucien A. Morin	Lucien A. and Elizabeth S. Morin Endowed Scholarship
1,000	Rob & Marjorie Rolleston	MCC Annual Fund
1,000	John '89 and Jeannine Salamone	MCC Annual Fund
1,000	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	Ms. Janet M. Waasdorp '75	MCC Annual Fund
1,000	Mr. Theodore Whitford, Jr. '68	General Nursing Department Scholarship
1,000	Xerox Corporation/Rob & Marjorie Rolleston	MCC Annual Fund
750	Trevett Cristo Salzer & Andolina P.C./Robert '70 & Donna '86 Brennan	MCC Annual Fund
1,200	Johnson & Johnson Family of Companies/ Vincent Vezza '64	MCC Annual Fund
550	Edward & Carol Ann DiCesare	Rochester Parent Network
500	Jeff & Patty Davis	MCC Annual Fund
500	Charlotte '81 & Dover Downing	MCC Annual Fund
500	Flower City CrossFit	Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship
500	Ms. Andrea S. Giuffre '70	MCC Annual Fund
500	Doreen M. Goldstein	MCC Annual Fund
500	Mrs. Patricia Kuby '73	Statistics Endowed Scholarship
500	Thomas Montulli '64	Dominic P. Montulli Memorial Endowed Scholarship
500	Rochester Hotel Association	Rochester Hotel Association Scholarship
500	Harold & Karen Warren	MCC Annual Fund
500	Allen Williams	MCC Annual Fund

*(**Bold type** above denotes new donors and new members of the President's Circle)
 (Includes gifts and pledges through 03.25.15)*

DEVELOPMENT

Alumni

- **Lee Patterson '70, Theresa Bowick '01, Erin Julian '98, Mike Krupnicki '85, Karen Shaw '78 and Kimberley Willis '92** attended a discussion hosted by SUNY Chancellor Nancy Zimpher. Leading up to the anticipated passage of the NYS budget and based on SUNY experiences, Rochester-area SUNY alumni gathered to share thoughts about what SUNY can do to help the Chancellor and her team craft the vision that will lead to an even greater State University of New York.

- Secured **Verizon Wireless** as a sponsor of the Alumni Week and Homecoming 9th Annual 5K Walk/Run for Scholarships at the \$7,000 level.
- Began planning Alumni Week and Homecoming schedule of events. Homecoming Day is scheduled for Saturday, October 10.
- Launched call for nominations for the 2015 Alumni Hall of Fame to secure 30 new, qualified candidates.
- Issued a call for dedications to the Class of 2015 inviting graduates, their family members and friends to make class gifts and write dedications for inclusion in the Commencement program.

Annual Fund

- Co-chaired by **Dave Benetti and Dolores Kruchten** and led by their joint \$2,500 matching challenge gift, ROC the Day for MCC raised over \$12,000 on December 2, 2014. Over 75 donors, alumni and friends supported the one-day, online giving campaign.
- Delivered end-of-year direct mail solicitation authored by **Diane Shoger** and **Dan Burns** and featuring MCC STEM scholarship recipient **Cyan Montz '15** providing over 6,000 prospective donors the opportunity to make an annual fund gift.
- Launched campus campaign 'Be a Star.' During the month of February, faculty and staff were encouraged to make or renew their annual fund commitments. Personal visits, a dedicated web page and the opportunity to arrange for payroll deduction online resulted in 40 employees making gifts and pledges totaling \$8,500.
- Began telemarketing effort. Identified prospects and gathered data to determine size and scope of this year's program.
- Launched spring renewal direct mail solicitation featuring a new President's Circle member. The letter authored by **Diane Shoger** will ask recipients to add their names to the Annual Fund Honor Roll of Donors.
- Secured \$428,414 in gifts and pledges to date, representing 68 percent of goal.

Major Gifts

- Secured a \$99,532 scholarship gift from the estate of **Clara Levinson '77** and established a new scholarship in her memory.
- Received a second grant of \$53,000 from the **Greater Rochester Health Foundation** increasing the summer camp to 400 students this summer. The original grant secured in 2014 for \$600,000 funded 325 kids per year for three years.
- Established a new emergency aid fund with a gift of \$50,000 from **Timothy '80 and Robin '80 Wentworth**.
- Established a new optics scholarship funded by a \$10,000 pledge from the **Optical Society of America, Rochester Section** in memory of Bob Novak.
- Received a \$1.8 million gift from the **MCC Association** in support of the new Downtown Campus. The MCC Association has been a long-time supporter of the Foundation and previously made a \$1 million gift to support the PAC Campaign. Special thanks go to **Vice President Holmes and Virginia Geer-Mentry** for their dedication, leadership and support.
- Secured a \$50,000 annual gift from the **Alvin F. and Ruth K. Thiem Foundation** in support of scholarships. This gift represents 12 consecutive year of support from the Thiem Foundation surpassing \$500,000 in lifetime support of scholarships.
- Welcomed ESL Charitable Foundation as the presenting sponsor (\$25,000) of Scholars' Day. Special thanks to **Maureen Wolfe**, SVP Human Resources & Community Relations, and the Board of Directors of the **ESL Charitable Foundation**.
- Delivered proposals to **JPMorgan Chase Foundation** to expand labor market data reporting and accelerated certificate programs in advanced manufacturing; **Excellus BlueCross BlueShield** and **Glover-Crask Charitable Trust** for the Be a Healthy Hero Summer Camp; **Daisy Marquis Jones Foundation** and **Wilson Foundation** for Horizons at MCC; **Bank of America Foundation** for an emergency student aid program; and

Rochester Women's Giving Circle for Strengthening Our Latinas college recruitment initiative.

Planned Giving

- Secured a planned gift from retired Math professor **Stuart Porter**.
- Received the proceeds of an estate gift from **Clara Levinson '77**.

EXECUTIVE OFFICE

Board Governance

- Under the leadership of **Sergio Esteban**, chair, the Board Governance committee met on January 14 to review and identify a short list of prospective board members for 2015-2016.
- 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 4; **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 four months ending December 31, 2014, and reviewed at the Finance Committee on February 25 with **Scott Kogler**, Treasurer.
- Held Audit Committee meeting on January 29 with **Martin Birmingham** as Vice Chair, on behalf of **Lori VanDusen**. Guest, **Anita Pelletier** from Nixon Peabody, reviewed Non Profit Revitalization and new responsibilities for Audit Committee members. Committee then approved Charter, Conflict of Interest and Whistleblower policies.
- Completed annual giving statements for donors and mailed January 26, 2015.
- Prepared and mailed 1099's and reports for Charitable gift annuitants.
- Prepared and mailed yearly Endowment reports, February 27, 2015.
- Transferred \$530,988 from its endowed and restricted scholarship and program funds, bringing the total support to \$848,647. This represents a 14.3 percent increase from the January 2014 transfer.

Investment

- Reviewed quarterly performance as of December 31, 2014, at the Investment Committee meeting held on February 25 with **Jim Shaw**, chair. Guests, **Doug Walouke** and **Gary Price** from **Fund Evaluation Group (FEG)**, presented and reviewed Investment Policy Statement.

Scholarship

- Made offers to applicants in Scholarships Online for the following:
 - Nursing Department Scholarships
 - Xerox Stem Scholarships
 - ESOL/TRS Department Scholarships
 - Law and Criminal Justice Department Scholarships
 - Technology Department Scholarships
 - Dental/Health Services Department Scholarships
- New Scholarships/Programs
 - Optical Society Of America Scholarship in Memory of Bob Novak
 - Clara Levinson Memorial Endowed and Restricted Scholarship
 - Tim and Robin Wentworth Emergency Need Fund

DONOR ENGAGEMENT DEPARTMENT

Public Relations and Communications

- Produced communications (save the date postcard, invitations, printed program) for the pre-Gala cocktail party and upcoming Gold Star Gala in partnership with Dixon Schwabl.
- Produced and distributed four issues of the monthly e-newsletter.
- Drafted the Spring 2015 issue of *Foundations*.
- Media activity:
 - MCC Alumni Hall of Fame inductees **Theresa Lou Bowick, Michael Krupnicki, Dana Mill and Sharon Kelly Sayers**, *Rochester Business Journal's Awards and Achievements section*, December 5, 2014.
 - "Salute to Excellence," *Rochester Business Journal's Seen section*; December 25.
 - "Grant Makers ranking for our five-county area, including the MCC Foundation," *Rochester Business Journal*, December 31.
 - **Cynthia Langston's** Board of Directors appointment covered by the *Brighton-Pittsford Post* and *Rochester Business Journal*, January 2015.
 - "Women to Watch: **Flor Colón**," *Democrat and Chronicle*, January 26.
 - "Rochester-area colleges see donations boost," *Democrat and Chronicle*, January 28.
 - "College Endowments had a strong year," *Democrat and Chronicle*, January 31.

25th Annual Salute to Excellence

- Secured a total of 25 Honorary Committee members and 9 patron tables. Commitments included:
 - \$10,000 **Corning Incorporated**
 - \$10,000 **Democrat and Chronicle Media Group (in-kind)**
 - \$10,000 **Dixon Schwabl (cash and in-kind)**
 - \$10,000 **The Iberdrola USA Foundation**
 - \$10,000 **Xerox Corporation**
 - \$ 5,000 **CMI Communications**
 - \$ 5,000 **Cannon Industries, Inc.**
 - \$ 5,000 **The DiMarco Group, LLC**
 - \$ 5,000 **Excellus BlueCross BlueShield**
 - \$ 5,000 **Konar Properties**
 - \$ 5,000 **Woods Oviatt Gilman, LLP**
 - \$ 2,500 **Mary Ellen Clark**
 - \$ 2,500 **Brite Computers**
 - \$ 2,500 **Jane and Zeke Duda**
 - \$ 2,500 **Tom and Kate Flynn**
 - \$ 2,500 **Frontier Communications**
 - \$ 2,500 **Isaac Heating and Air Conditioning**
 - \$ 2,500 **LaBella Associates**
 - \$ 2,500 **LVW Advisors**
 - \$ 2,500 **M/E Engineering, PC**
 - \$ 2,500 **Michael and Eloise Myers**
 - \$ 2,500 **RG&E**
 - \$ 2,500 **Joseph A. Floreano Rochester Riverside Convention Center (in-kind)**
 - \$ 2,500 **Wegmans Food Markets**
 - \$ 2,500 **Alice Holloway Young Ed.D, DHL**

- Raised net revenue of **\$59,806**.
- **Mike Krupnicki '85** donated 100 glass pumpkins and fruit for the event.
- The Salute to Excellence date for next year is Thursday, November 19, 2015, at the Joseph A. Floreano Rochester Riverside Convention Center.

17th Annual Gold Star Gala

- *Commitments to date include:*
 - \$10,000 **Sweetwater Energy/Baron Family Foundation/Chesonis Family Foundation**
 - \$ 5,000 **CMI Communications**
 - \$ 5,000 **Cornell's Jewelers (in-kind)**
 - \$ 5,000 **Dixon Schwabl (in-kind)**
 - \$ 5,000 **Home Properties**
 - \$ 5,000 **The DiMarco Group**
 - \$ 2,500 **Brite Computers**
 - \$ 2,500 **Excellus BlueCross BlueShield**
 - \$ 2,500 **Constellation Brands**
 - \$ 2,500 **Excellus BlueCross BlueShield**
 - \$ 2,500 **Konar Properties**
 - \$ 2,500 **LaBella Associates**
 - \$ 2,500 **M/E Engineering/Parrone Engineering/SWBR Architects**
 - \$ 2,500 **Manning Squires and Hennig**
 - \$ 2,500 **Woods Oviatt Gilman LLP**
 - \$ 2,000 **Cannon Industries**
 - \$ 2,000 **Davie Kaplan CPA, P.C.**
 - \$ 2,000 **HouseDigital**
 - \$ 2,000 **Paychex, Incorporated**
 - \$ 2,000 **Premium Mortgage**
 - \$ 2,000 **Rochester Community Baseball**
 - \$ 2,000 **Sandra Parker and Dutch Summers**
 - \$ 2,000 **The Pike Company**
 - \$ 2,000 **Jen and Kevin Stickles**
 - \$ 2,000 **Xerox Corporation**
- Finalizing details of 2015 theme.
- Finalizing auction items.

31st Annual Scholarship Open

- *Commitments to date include:*
 - \$ 4,500 **Pronexus/The Bonadio Group**
 - \$ 4,500 **Popli Design Group**
 - \$ 3,000 **CMI Communications**
 - \$ 3,000 **Parrone Engineering/SWBR Architects**
 - \$ 2,800 **LaBella Associates**
 - \$ 2,600 **Mahany Welding Supply**
 - \$ 2,600 **Valley Cadillac**
- Co-chairs have been confirmed; **Jay Popli** and **Tony Soprano** will serve.
- Date is Monday, June 22, at The Country Club of Rochester.

OBJECTIVES
April – June 2015

DEVELOPMENT DEPARTMENT

Alumni

- Reconnect with alumni living in the Washington DC area during reception to be held on Capitol Hill on April 15. This event is part of the SUNY Day in DC series of events.
- Present alumni ribbons to new alumni during the 52nd annual Commencement program on May 30. The keynote address will be delivered by Alumni Hall of Fame member and major donor **Timothy Wentworth '80**.
- Secure 30 new, qualified candidates for the 2015 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 2015.
- Partner with **Verizon** in promoting their sponsorship of the 5K Walk/Run for Scholarships.
- Identify and cultivate alumni prospects with campus tours and personal visits.
- Direct alumni to www.mccalumnibenefits.com at regular intervals.

Annual Fund

- Conduct telemarketing effort reaching out to alumni, donors and friends to support the annual campaign.
- Deliver spring renewal direct mail solicitation to past donors, non-donors, faculty and staff.
- Launch blue line direct mail campaign to achieve 100 percent of our goal and bring the annual campaign to a successful conclusion.
- Achieve 100 percent board giving.
- Continue to promote the \$2,500 President's Circle of Honor giving society and recognize members.
- Develop plans for the 2015-2016 Annual Fund campaign.

Development and Major Gifts

- Expand the College and University Partnership Program to new prospects seeking to secure two new partners for a total of 14 partners. Each partner will give \$5,000 annually for a total of \$66,500 in unrestricted support.
- Cultivate new prospects at breakfasts with **President Kress** on May 5 and May 11.

Planned Giving

- Publish and distribute Spring 2015 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.
- Continue building BoardMax reference library and utilizing more features to support the work of the Board and Committees.

FINANCE DEPARTMENT

Finance/Audit

- Finalize financial statements for the seven months ending March 31, 2015.
- Prepare Foundation 2015-2016 budget and workpapers.
- Finalize all policies and procedures in accordance with the Not for Profit Revitalization Act to be approved at June Board meeting.

Investment

- Quarterly performance as of March 31, 2015.
- Rebalance asset allocation strategy as needed.
- Finalize account documents and transfer funds to new investment manager.

Donor Engagement Department

Public Relations and Communications

- Continued communication support for the *Gold Star Gala* and *Scholarship Open*.
- Communication support of Scholars' Day and *Nicholas Kristof's* keynote made possible by **ESL Charitable Foundation**.
- Communication support of Alumni Week and Homecoming 2015.
- Produce and distribute monthly e-newsletters.
- Produce and mail the spring issue of *Ideas*, planned giving newsletter.
- Produce and mail the spring issue of *Foundations*.
- Develop 2014-2015 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.

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.