



**MONROE COMMUNITY COLLEGE FOUNDATION
ACTIVITY REPORT**

May 22, 2013 through August 31, 2013

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

Major and Special Gifts

\$2,250,000	Tim '80 and Robin '80 Wentworth	Wentworth Family Scholarship
50,000	JPMorgan Chase & Co.	ROC the Future (STRIVE)
50,000	MCC Association	Academic Works Scholarship Software
25,000	Daisy Marquis Jones Foundation	MCC Summer Youth Sports Program (SYSP)
25,000	Native American Education Foundation	Native American Education Scholarship
24,000	Marie C. & Joseph C. Wilson Foundation	Horizons Summer Enrichment Program
23,792	Horizons at Harley	Horizons Summer Enrichment Program
15,000	United Way of Greater Rochester	ROC the Future (STRIVE)
15,000	West Webster Volunteer Firemen's Assoc.	Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship Fund
10,000	The Community Foundation	ROC the Future (STRIVE)

STAR Power – The Thompson Family Scholarship

\$ 12,500	Cynthia & Wayne Gilman
6,000	Anonymous (2)
5,000	Bernice E. Hatch
5,000	Essie Calhoun-McDavid and Bernard McDavid
5,000	Vernita Fullwood
5,000	Dr. Barbara & John Lovenheim
5,000	Kathleen E. Pavelka '79
5,000	Sharon Kelly Sayers '72
5,000	J. Christine Wilson & Mary K. Collins
5,000	Melanie and Jeremy Wolk
5,000	Zweigle's Inc./Julie Camardo-Steron
2,500	Donna Wenk
1,000	Dr. Alice Holloway Young
500	Susan Gurak

Assets for Independence

\$ 5,000	José & Karen Coronas
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Annual Fund

\$ 30,000	American Gas Association	American Gas Association Scholarship
7,948	Monroe Community College	Accelerated TAM Book Scholarship Fund
5,000	Hilbert College	Alumni Activities Fund
5,000	Houghton College	Alumni Activities Fund

5,000	Max & Marian Farash Charitable Foundation/Howard Konar	MCC Annual Fund
5,000	Stuart R. Porter	Stuart R. and Joyce R. Porter Endowed Scholarship Fund
5,000	Mr. Jan Z. Wiranowski	Wiranowski Universal Humanism of Hope Endowed Scholarship
3,000	Mr. & Mrs. Emerson U. Fullwood	MCC Annual Fund
3,000	Sodexo, Inc. & Affiliates	Food and Beverage AW&H 2013, ROC the Day
2,000	Ted Scardino '84	Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship Fund
2,000	Wegmans/Kevin T. Stickles '88	MCC Annual Fund
1,500	Rochester Regional Veterans Business Council, Inc.	Richard Barton Memorial Scholarship Fund
1,500	Sandy Shatzel	MCC Annual Fund
1,350	GEICO	Alumni Activities Fund
1,200	Golden Memories	MCC Student Association Student Leadership Scholarship
1,080	Terry Keys	Educational Technology Services Endowed Scholarship Fund
1,000	Essie Calhoun-McDavid and Bernard McDavid	MCC Annual Fund
1,000	Cannon Industries, Inc./Mr. Jack Cannon	MCC Annual Fund
1,000	Alan J. Cobb '68	MCC Annual Fund
1,000	Mr. and Mrs. Jeffrey W. Coke	MCC Annual Fund
1,000	Elmer W. Davis, Inc./Jeff & Patty Davis	MCC Annual Fund
1,000	Jacalyn D. Erickson '74 & Ed Warner	MCC Annual Fund
1,000	Cynthia & Wayne Gilman	MCC Annual Fund
1,000	Bernice E. Hatch	MCC Annual Fund
1,000	Mr. Hiram Hernandez, Sr.	MCC Annual Fund
1,000	Mr. & Mrs. William M. Hughes	MCC Annual Fund
1,000	Don '71 & Nancy Jeffries	MCC Annual Fund
1,000	Jill M. Cicero and Paul D. MacAulay/Jill M. Cicero & Associates	MCC Annual Fund
1,000	Mr. Richard A. Kaplan	MCC Annual Fund
1,000	Dolores Kruchten	MCC Annual Fund
1,000	LaBella Associates, P.C./Sergio Esteban	MCC Annual Fund
1,000	Dr. Barbara & John Lovenheim	MCC Annual Fund
1,000	Mr. Arthur E. Lowenthal	Richard Zwitter Memorial Scholarship
1,000	Gary '76 & Catherine Squires	MCC Annual Fund
1,000	Michael McDonough	MCC Annual Fund
1,000	Jean & Dick Ottalagana	MCC Annual Fund
1,000	Edward G. & Mary Kay '94 Parrone	MCC Annual Fund
1,000	Kathleen E. Pavelka '79	MCC Annual Fund
1,000	Warren & Pam Rosenbaum	MCC Annual Fund
1,000	Dr. L. Louise Rozwell	MCC Annual Fund
1,000	Rubens Family Foundation/Nathan & Susan Robfogel	Holocaust, Genocide and Human Rights Project Fund
1,000	James & Daria Shaw	MCC Annual Fund
1,000	Ms. Naomi Silver	MCC Annual Fund
1,000	Patricia A Stevens '68	MCC Annual Fund
1,000	James M. Sydor '71	MCC Annual Fund
1,000	Lori Van Dusen and Ronald Boillat	MCC Annual Fund
600	Monroe Community College Association	Alumni Activities Fund Premium

600	Mary D. Seebach	The Snowball Scholarship for Service-Learning
500	Mr. Matthew Augustine	MCC Annual Fund
500	Marty & Jill Birmingham	MCC Annual Fund
500	Jack & Harriet Caton	Murph Shapiro Excellence in Coaching Award
500	José & Karen Coronas	MCC Annual Fund
500	Mr. Donald D'Alessandro '73	MCC Annual Fund
500	Lauren Dixon	MCC Annual Fund
500	Joan R. Ewing	MCC Annual Fund
500	Jane '68 & Dan Garr	Jane L. Garr Endowed Nursing Scholarship
500	Inter County Association of Western New York	Dennis A. Pelletier Memorial Scholarship
500	Nancy J. & Kenneth J. '77 Mihalyov	MCC Annual Fund
500	Jennifer & Mark '90 Pastorella	MCC Annual Fund
500	Richard Ryther	MCC Student Association Student Leadership Scholarship
500	Chester '73 & Francine Watson	MCC Annual Fund
500	Phil & Cheryl Yawman	MCC Annual Fund
500	Dr. Alice Holloway Young	General Scholarship Fund

*(**Bold type** above denotes new donors and new members of the President's Circle)
(Includes gifts and pledges through 8.31.13)*

DEVELOPMENT

Alumni

- Mailed a "welcome" letter and alumni benefits card to our 2,691 newest alumni.
- Produced print materials and communiqués promoting Alumni Week and Homecoming 2013 including over 5,000 post cards to alumni and donors.
- Kicked off Alumni Week and Homecoming with the Golf Classic and Luncheon honoring, Vice President of Student Services **Richard H. Ryther** (retired). Raised over \$7,500 to support the Student Leaders Association Scholarship Fund. Event sponsors included **Pivcon Inc., Golden Memories, the MCC Association** and **Tees and Specialties**.
- Selected four alumni for induction into the 2013 Alumni Hall of Fame:
 - **Ms. Anita Pelletier '88**, Counsel, Nixon Peabody, LLP
 - **Command Sergeant Major Victor A. Gomez '90**, Retired, U.S. Army
 - **Mr. Kevin T. Stickles '88**, Vice President of Store Operations Human Resources, Wegmans Food Markets
 - **Mr. Eric Smith '84**, Owner and President, CMI Communications

Annual Fund

- Delivered 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."
- The 2012-2013 annual campaign exceeded its budget by 8 percent raising \$657,836 toward a campaign goal of \$609,000.

Development and Major Gifts

- Established the American Gas Association Scholarship with a \$30,000 gift from the **American Gas Association**. This scholarship will provide assistance to students enrolled in a certificate or degree program related to the natural gas industry, such as engineering technologies, HVAC, or welding.
- Secured a \$15,000 gift from the **United Way of Greater Rochester** and a \$10,000 gift from the **Community Foundation** for ROC the Future.
- Renewed the support of the **Native American Education Foundation** with a \$25,000 gift to the Native American Education Scholarship Fund.

- Secured a \$24,000 gift from the **Marie C. and Joseph C. Wilson Foundation** and a \$23,792 gift from **Horizons at Harley** for the Horizons Summer Enrichment Program at MCC.
- Renewed the support of the **Daisy Marquis Jones Foundation** for the Summer Youth Sports Camp with a gift of \$25,000.
- Hosted representatives from the **Daisy Marquis Jones Foundation** and **Glover-Crask Charitable Trust** on campus in July to visit Horizons at MCC and the Summer Youth Sports Camp.
- Surpassed the \$100,000 challenge from **John '64 and Mary Thompson** with \$68,500 in gifts to the Thompson Family Endowed Scholarship. STAR Power is a giving initiative led by **Kathy Pavelka '79** and the women of the MCC Foundation Board of Directors. Their support of the Thompson Family Scholarship will provide much needed assistance to single heads of households, the overwhelming majority of whom are women, who are pursuing a degree or certificate program at MCC.
- Received a \$15,000 gift from the **West Webster Volunteer Firemen's Association** for the Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship Fund.
- With the assistance of Foundation Director **Emerson Fullwood**, secured a \$12,500 sponsorship from **Iberdrola** for this year's Salute to Excellence.
- Visited four colleges to ask for their participation in the College and University Partnership Program. **Houghton College** and **SUNY Potsdam** became members at the \$5,000 level. There are now nine partners in the program.
- Received a \$5,000 gift from **Karen and José Coronas** for the Assets for Independence initiative. \$180,000 has been raised to support MCC's participation in this federal program that matches participants' contributions to individual development accounts and enables them to apply the funds toward education and job training.
- Delivered proposals to the **JPMorgan Chase Foundation** for year two of the East High College Readiness Program and to the **Max and Marian Farash Charitable Foundation** for ROC the Future.
- Hosted Mark Conlin, the new president of the **Xerox Foundation**, on campus in June with Foundation Director **Flor Colón**. The purpose of the visit was to report on the progress made as a result of the first installment of Xerox's \$1.75 million grant to strengthen STEM programs at MCC.
- Obtained nearly \$90,000 in new and refurbished equipment for the optics lab as a result of support from the **Corning Incorporated Foundation, Jim Sydor '71, and Edmund Optics**.

Planned Giving

- Signed a new planned gift agreement from **Professor Tony Conte**. He has made provisions in his estate plans to support student scholarships at MCC.

EXECUTIVE OFFICE

Board Governance

- Under the leadership of **Larry Glazer**, chair, the Board Governance committee successfully completed the identification and selection of two new Board members, **James Sydor '71** and **Neil Rohrer**. Both will be recommended for appointment to the Foundation Board for a three-year term beginning September 1, 2013.
- **Jim Sydor '71** and **Neil Rohrer** participated in new member orientation followed by a walking tour of the Bright Campus on September 5 with **Dave Mack** and members of the Foundation staff.
- Chair **Dave Mack** and Chair-Elect **Dan Burns** confirmed committee chairs and Executive Committee members for the 2013-2014 year; full board approval will be sought at the September 25, 2013 meeting.

- Incoming Board Governance Chair **Sergio Esteban** and **Diane Shoger** met on September 20 to confirm committee goals, membership and recruitment cycle for 2013-2014.

Other

- **Diane Shoger** and **Sheila Strong**, executive assistant to the President, are co-chairing a 90th Birthday celebration for **Dr. Alice Holloway Young** scheduled for Monday, September 30, from 3:00 – 4:30 p.m. in the Warshof Conference Center. All Directors are invited to attend, please contact the MCCF office for more information or to make reservations.
- At the second annual CASE Conference for Community College Advancement to be held next month in San Diego, CA, **Diane Shoger** will be announced as the 2014 Conference Chair. Diane has been a member of the planning committee since its inception and is serving as vice chair this year.
- SUNY is launching a system-wide donor recognition for top donors who fall into one (or both) of the following levels:
 - Transformer – \$1 million or more cumulative lifetime gifts
 - Investor – single gift of \$100,000 or more

MCC has 19 donors who will be inducted into the Chancellor's Society at an event hosted by SUNY **Chancellor Nancy Zimpher** in New York City on October 28. **President Kress, Diane Shoger** and **Dan Burns** will be present to honor these extraordinary philanthropists:

Transformer

- **Pamela '79 & Arunas A. Chesonis**
- **Deborah & John L. DiMarco, Sr.**
- **Eastman Kodak**
- **Excellus BlueCross BlueShield**
- **Gleason Foundation**
- **MCC Association**
- **Mary & John G. '64 Thompson**
- **Robin '80 & Timothy C. '80 Wentworth**
- **Louis S. and Molly B. Wolk Foundation**
- **Xerox Inc.**

Investor

- **Bausch & Lomb**
- **Corning Incorporated Foundation**
- **Daisy Marquis Jones Foundation**
- **Harris RF Communications**
- **Konar Foundation**
- **Faith Prather**
- **Rochester General Hospital Foundation**
- **James M. Sydor '71**
- **Drs. Saroj & T.K. Viswanathan**

FINANCE DEPARTMENT

Finance/Audit

- Finalized financial statements for the ten months ending June 30, 2013, and reviewed at the Finance Committee on August 15 with **Jeremy Wolk**, Treasurer.

- Held Audit Committee on August 16 to discuss timeline and scope of the upcoming 2013 audit with **Lori VanDusen**, chair and representatives from EFP Rotenberg.

Investment

- Reviewed quarterly performance as of June 30, 2013, at the Investment Committee meeting held on August 15 with **Scott Kogler**, chair.
- Rebalanced as per asset allocation under revised Investment.
- Prepare RFP for investment management.

Scholarship and Program Support

- Transferred \$505,944.91 to College to support scholarships and programs. This represents a 36 percent increase from September 2012.
- New Scholarships:
 - American Gas Association Scholarship
 - The UA Local 13 Scholarship for HVAC Students
 - Richard Barton Memorial Scholarship Fund
 - Emerson U. and Vernita Fullwood Scholarship
 - Robin and Timothy Wentworth ESF

SPECIAL EVENTS & MARKETING

Public Relations and Communications

- Submitted nominations for the Association of Fundraising Professionals Genesee Valley Chapter National Philanthropy Day Awards for:
 - **Dixon Schwabl** for Outstanding Corporation.
 - **Kathy Pavelka** for Outstanding Volunteer.
 - **Diane Shoger** for Outstanding Fundraising Professional.
- Developed 2013 Annual Report to mail in October.
- Redesigned and produced *Foundations* which mailed in July.
- Produced and mailed the Salute to Excellence save-the-date postcard; developed invitation and presentation materials.
- Media mentions:
 - "MCC Gold Star Gala," *Rochester Magazine*, July 2013 issue; also covered by the *Rochester Business Journal*.
 - MCC Foundation's Scholarship Open, *Rochester Business Journal*, August 9.
 - Scholarship to honor fallen West Webster firefighters, *Democrat and Chronicle* and WXXI, August 13.

Scholarship Open

- Hosted special day at the PGA at Oak Hill for the tournament's lead underwriters on Wednesday, August 7.
- Hosted a sold-out tournament at The Country Club of Rochester on Monday, June 24th.
- Netted more than \$116,000, a tournament record!
- Raised \$56,450 for 43 annual scholarships, 30 of which were pledged during the live scholarship call.
- Thanked tournament chairmen **Fritz Odenbach** and **Gary Squires '76** for their exceptional leadership.
- Developed and sent a class year evaluation survey to guests.
- Secured **Rick Brienzi '79** as co-chair of the 2014 event.
- Reserved June 23, 2014 at The Country Club of Rochester for next year's event.

24th Annual Salute to Excellence

- Secured **John T. Smith '71** as Honorary Chair.
- Completed personal solicitations to secure Honorary Committee members and underwriters.
- Produced and mailed save-the-date cards.
- Confirmed **Essie Calhoun-McDavid** as committee chair.
- The date is Thursday, November 14, 2013 at the Rochester Riverside Convention Center.

OBJECTIVES **September - December 2013**

DEVELOPMENT DEPARTMENT

Alumni

- 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: **MCC Association, Sodexo, GEICO, MCC Bookstore, Frito Lay and Runner Butter.**
- Induct four alumni into the Alumni Hall of Fame; produce HOF videos, secure table sales.
- Direct alumni to www.mccalumnibenefits.com at regular intervals.
- Create and implement a plan to promote new giving levels within the President's Circle, as recommended from the executive committee retreat in August.

Annual Fund

- Deliver e-invitations to AF '13 donors of \$1,000 or more to the President's Circle Reception to be held on Thursday, October 23, 2013, at the Genesee Valley Club.
- Recognize President's Circle donors in the 2012-2013 Annual Report and at the President's Circle reception.
- Develop plans and launch the 2013-2014 Annual Fund campaign.
- Deliver the leadership solicitation to approximately 750 leadership donors and develop the end-of-year direct mail piece targeting 3,000 prospective donors.

Development and Major Gifts

- Host prospect breakfasts with **President Kress** on Wednesday, October 16 and Tuesday, October 29. The purpose of the breakfasts is to strengthen relationships with current and prospective donors. We expect 7-9 guests at each breakfast.
- Coordinate informational breakfasts regarding the ROC the Future initiative on Wednesday, October 23 and Wednesday, November 6. **Joe Rulison**, managing director of **JPMorgan Chase Private Bank**, is hosting both events. The goal is to cultivate prospects in the banking and financial services industries for their support in this "cradle-to-career" collaborative.
- Host a site visit for representatives of **Corning Incorporated** and the **Corning Incorporated Foundation** on November 8. The purpose is to provide them with a progress report on the impact of the first installment of their \$500,000 gift to the Optical Systems Technology program.
- Explore new relationships and funding opportunities with regional foundations.

Planned Giving

- Publish the Winter 2013 issue of *Ideas*, our planned giving newsletter, featuring the recent planned gift made by **Professor Tony Conte**. The anticipated mailing date is January 10, 2014.
- Add two new members to the planned giving committee.

EXECUTIVE OFFICE

Board Governance

- Launch board portal solution for Foundation board activity.
- Begin recruitment process for 2014 board class.

FINANCE DEPARTMENT

Finance/Audit

- Finalize financial statements for the twelve months ending August 31, 2013.
- Prepare information/schedules for the 2013 Audit.
- Complete and submit VSE report.

Investment

- Quarterly performance as of September 30, 2013.
- Rebalance asset allocation strategy as needed.
- Prepare RFP for investment management.

SPECIAL EVENTS & MARKETING

Public Relations and Communications

- Provide communication support for the *Salute to Excellence*.
- Produce and distribute monthly e-newsletter.
- Produce fall issue of the *Ideas*, planned giving newsletter.

Salute to Excellence

- Confirm 12-14 additional honorary committee members.
- Secure a minimum of 15 patron tables.
- Finalize and mail invitations.
- Develop event speaking points.
- Produce Hall of Fame videos.

Gold Star Gala

- Finalize details of 2014 Gala theme.
- Create sub-committees.

Scholarship Open

- Develop and mail holiday save-the-date cards.
- Distribute meeting schedule for 2014.