



MONROE COMMUNITY COLLEGE FOUNDATION  
ACCOMPLISHMENTS FOR PERIOD  
NOVEMBER 16, 2007 THROUGH JANUARY 31, 2008

---

### ACCOMPLISHMENTS FOR PERIOD

#### ALUMNI

- Inducted four alumni into the Alumni Hall of Fame:
  - ★ **David Cornell**, owner, Cornell Jewelers
  - ★ **Willie Joe Lightfoot, Sr.**, firefighter/Monroe County Legislator
  - ★ **Holly Anderson**, executive director, Breast Cancer Coalition
  - ★ **Mark Perlo**, president and chief executive officer, Xerographic Solutions, Inc.
- Secured a \$5,000 underwriting commitment from Tim Wentworth/Accredo Health for the Salute to Excellence.
- Secured significant PAC support from alumni (see Major Gifts and PAC Campaign section).

#### 2007-2008 ANNUAL FUND

- Received 637 gifts and \$255,000 for AF08 and are at 62 percent of goal through January 24, 2008.
- Delivered the year-end solicitation featuring former student Whitney McClary.

#### COMMUNICATIONS COMMITTEE

- Completed e-mail append process.
- Completed e-mail blast announcing launch of E-Foundations newsletter.

#### DONOR RELATIONS/STEWARDSHIP

- Prepared and processed 1,420 gift and pledge acknowledgments for the Annual Fund, PAC, major gifts and special events. A total of 6,530 acknowledgments letters and receipts were processed during 2007.
- Co-hosted the first “Scholarship Thank You Letter Writing” workshop held at the MCC Brighton Campus Writing Center with **Jean McDonough '94** for fifteen scholarship recipients.
- Ninety-seven (97) letters will be included in 2007 endowment reports and donor updates.

#### PAC CAMPAIGN

- **Rich Warshof** announced that the PAC Campaign achieved its goal. Campaign chair **Dick “Otto” Ottalagana** and his wife **Jean** increased their gift to \$100,000, thus securing the Chesonis Family Foundation’s \$1.5 million challenge and ensuring victory for the campaign.
- Other recent gifts received include: \$30,000 grant from **The Davenport-Hatch Foundation**, bringing their total PAC support to \$150,000; \$10,000 pledge from **Christa Construction** and; \$5,000 pledge from **CMI Communications**.
- MCC’s Campus Community responded to the campus blitz focused on bricks and pavers to support the PAC Center. In total, 345 bricks and 192 pavers will be included in the patio outside the new facility!

#### MAJOR GIFTS

- MCC retiree **Marcia McDowell** pledged \$100,000 to create two endowed scholarships, one for students in hospitality and the other to support the Presidential Scholarship for Academic Excellence.
- **The Donald F. & Maxine B. Davison Foundation** made a grant of \$20,000 to create a scholarship fund for students enrolled in programs supporting the telecommunications industry. **Scott Kogler**, Foundation director, facilitated the introduction with this private foundation.
- **The Renaissance Charter School** made a gift of \$16,000 to support the Matrix Geography Grant.
- The partners of **Trevett, Cristo, Salzer & Andolina** pledged \$10,000 to continue support of the Dual Credit Scholarship Program first created in 2005. **Bob Brennan**, Foundation director, is a partner with the firm.

#### FINANCE/INVESTMENT/AUDIT COMMITTEES

- Completed and submitted AGB survey for Fundraising.
- Completed financial statements for four months ending December 31, 2007.
- Completed quarterly investment return summary as of December 31, 2007.
- Sent out 530 year-end tax statements to donors of \$250 and greater.
- Transferred \$208,843.07 for scholarships/program support. Total support for the four months \$1,875,068.75.

#### PLANNED GIVING

- Secured a significant bequest that should result in a major planned gift in October 2008 (we are advised by counsel to withhold details of this gift until March).
- Secured two future seminar presenters: R. Thompson (Tom) Gilman (spring 2008) and Abigail Disney (fall 2008). Mrs. Disney is the grandniece of Walt Disney; she will speak at a community event about philanthropy and higher education. Her appearance was secured by **Chris Wilson**.

#### PUBLIC RELATIONS

- Produced fall issue of *Foundations* newsletter.
- Produced Scholarship Open save the date post card.
- Completed communications plan in support of the PAC Center “Bricks and Pavers” internal campaign.
- Executed communications plan for Salute to Excellence.
- Produced the annual *Nursing Alumni* newsletter.
- November/December 2007 issue of *Campus News* (internal college newsletter) included articles on *Growing Giving* ICCD/CASE presentation, MCC Alumni Hall of Fame inductees, PAC Center groundbreaking and bricks and pavers campaign.
- Media successes:
  - *Brighton-Pittsford Post* highlighted Howard Konar’s election to chair of the MCC Foundation Board (Nov. 7).
  - *Rochester Business Journal* highlighted new MCC Foundation Board members in its “Awards and Achievements” section (Nov. 16); new members also highlighted in *Brighton-Pittsford Post and Fairport-East Rochester Post*.
  - *Rochester Business Journal’s* community events calendar included Salute to Excellence event details (Nov. 18).
  - WHAM 1180-AM coverage of “MCC and Other Addressing Nursing Shortage” highlighting local health care community’s continued investment in MCC’s nursing program (Nov. 28).
  - News 10NBC’s *Rochester In Focus* featured interview with John Smith and Renée St. Louis promoting the Salute to Excellence and the MCC Alumni Hall of Fame (Dec. 2).
  - “Soledad O’Brien Lauds Education,” exclusive interview featured by *RNews* (Dec. 12).
  - “MCC Foundation salutes excellence,” covered by the *Democrat and Chronicle* Web and print versions (Dec. 12 and 13).
  - “Salute to Excellence recognized Flynn and Wolk Foundation” published in the *Brighton-Pittsford Post* (Dec. 12).
  - Salute to Excellence on-site event coverage on 13WHAM and *RNews* (Dec. 12).
  - Wolk Center for Excellence in Nursing featured in *Rochester Business Journal’s* “In the Works” special construction project section (Dec. 14).
  - “MCC raising building funds,” regarding PAC Center campaign bricks and pavers, published in the *Democrat and Chronicle* (Dec. 17).
  - “MCC students earn scholarships,” highlighting students who received scholarships from the Monroe County Sheriff’s Office, the Monroe County Deputy Sheriffs’ Association and the Monroe County Association of Chiefs of Police featured in *Webster Herald* (Dec. 19) and *Irondequoit Post* (Dec. 20).
  - “Support MCC Building Effort,” regarding PAC Center campaign bricks and pavers, featured in *Brighton-Pittsford Post* (Dec. 12), *Webster Post* (Dec. 12 and 19), *Spencerport-Hilton Post* (Dec. 20).

- "MCC raises \$6 million for new fitness facility," published in the *Democrat and Chronicle* (Jan. 22).
- "MCC has money for field house," featuring interviews with Dick Ottalagana and Diane Shoger published in the *Daily Messenger* (Jan. 24).

#### SCHOLARSHIPS/PROGRAM FUNDS

- Completed scholarship profiles for: **Jan Wiranowski** and **Carol Zajkowski**.
- Completed and submitted final report on Pelletier Scholarship grant to the State Education Department.
- Confirmed members of the Foundation's Annual Grants Committee with **Tony Felicetti**, committee chair. Members: Elena Dilai, Mathematics; Dorothy Evans, Foundation Liaison; **Kevin Flynn**, Foundation Board; Matthew Hachee, English & Philosophy; **Bernice Hatch**, Foundation Board; Chris Hirschler, Health & Physical Education; Clayton Jones, Admissions; Robert Lasch, Applied Technologies; **Elaine Michael**, Foundation Board; Lydia Tien, Chemistry & Geosciences; Franzi Weldgen, Visual & Performing Arts; **Phil Yawman**, Foundation Board.

#### SPECIAL EVENTS

##### Salute to Excellence

- Secured projected net revenue of \$20,730.
- Funded the R. Thomas Flynn Student Leaders Fund with a \$10,000 planned transfer.
- Hosted 520 guests.
- Developed and sent an evaluation survey to guests.

##### Gold Star Gala

- Secured a new date and location of **Saturday, May 17**, at the **Country Club of Rochester**.
- Confirmed Lauren Dixon and Mike Schwabl as Honorary Chairs.
- Confirmed Jim Ward and Kathy Pavelka as Event Chairs
- Received donation of creative services for the Gala's print materials from Dixon Schwabl and selected a theme.

##### Scholarship Open

Confirmed foursome fee, underwriting levels and benefits.

#### BOARD AND STAFF ACCOLADES AND PRESENTATIONS

- **Matt Augustine** was the recipient of the 71<sup>st</sup> Annual Rochester Rotary Award presented at the Rotary's annual luncheon on December 4. The Rochester Rotary Award is presented annually to a "citizen of the community" who, during the year, or over a period of years, has made a significant contribution to business, professional, cultural or civic life of this community. Past MCC related recipients have included E. Kent Damon, Dr. Walter Cooper and **Bud Rusitzky**.
- **Larry Glazer** received a Lifetime Achievement Award from the Rochester Area Chapter of the New York State Commercial Association of Realtors. The award was presented at the association's annual President's Dinner and Awards Ceremony on November 29 at the Genesee Valley Club.
- **Dick "Otto" Ottalagana**, MCC Foundation director and capital campaign chair, and **Diane Shoger**, director of development and major gifts, were quoted in the January 23 *Daily Messenger* article "MCC has money for field house," written by Bryan Roth. The *Democrat and Chronicle* also covered the success of the PAC Campaign earlier this week.
- **Lori Van Dusen** was one of six women named the March of Dimes Mothers of the Year. This year's winners were selected by a committee from a pool of 32 nominees.
- **Lori Van Dusen** was a finalist for the 2008 Athena Awards, among one of twenty women nominated for the honor. More than 900 people attended the ceremony which was hosted by the Rochester Business Alliance's Women's Council. The Athena Award is given each year to a Rochester-area professional woman who demonstrates "significant achievements in business, community service and the professional advancement of women."
- **Brenda Babitz** co-presented with and **R. Thomas Flynn** at the League for Innovation's Executive Leadership Institute (ELI) on December 3, 2007, in Tempe, Arizona. Their session, entitled The President's Role in Developing the Foundation, examined the president's role as a leader in

fundraising for the college. The ELI provides the opportunity for potential community college presidents, to analyze their abilities and engage in leadership discussions.

- **Mark Pastorella** led an interactive workshop on “Connecting Through Community College Alumni Programs” at the 33<sup>rd</sup> annual CASE District V Conference in Chicago. About 30 workshop attendees explored best practices around alumni programs at two-year institutions and ways to engage and re-connect alumni to their respective colleges—a current “hot topic” among community college foundations.

## OBJECTIVES February - May 2008

### ALUMNI

- Secure presenters and a headlining act for Alumni Weekend and Homecoming 2008.
- Launch the call for nominations to the 2008 Alumni Hall of Fame to secure 30 new, qualified candidates.

### ANNUAL FUND

- Complete the renewal, telemarketing and honorary segments.
- Secure 100 percent participation from the Board of Directors.
- Surpass 80 percent of goal and \$332,000 raised for the 2008 Annual Campaign.

### BOARD GOVERNANCE

- Conduct individual meetings with potential board candidates and recommend new class of members for 2008-2009.
- Begin to develop slate of officers for 2008-2009.

### CAPITAL CAMPAIGN / MAJOR GIFTS

- Complete design of donor wall to recognize PAC contributors.
- Hold victory celebration for campaign volunteers.
- Plan PAC dedication and victory celebration for donors.

### FINANCE

- Continue working with bank on Field House financing project.
- Complete cash flow through next Field House payment.
- Complete next quarter financial and investment statements.
- Prepare 2008-2009 budget for contributed services and Foundation.
- Complete work on Banner consolidated monthly financial statements.

### PLANNED GIVING

- Secure, announce and recognize a major planned gift.
- Deliver *Ideas*, the planned giving newsletter that will recognize **Pete and Beverly French**.
- Finalize planning for the spring financial seminar hosted by **Tom Gilman**.

### PUBLIC RELATIONS

- Provide communication support for the Gold Star Gala, Scholarship Reception and Scholarship Open.
- Continue development of the MCC Foundation Web site and e-communications.
- Produce winter issues of *Foundations* and *Ideas* newsletters.
- Begin planning for 2007-2008 annual report.

### COMMUNICATIONS COMMITTEE

- Develop e-communications schedule.
- Deliver first e-newsletter.

### DONOR RELATIONS/SCHOLARSHIPS

- Continue coordination of Annual Grants Program activities.
- Finalize and print 2008-2009 MCC Scholarship Handbook.
- Complete endowment reports and donor thank you letter distribution.

- Design and print Scholarship Reception: save the date cards and invitations
- Establish reception theme.
- Assist Office of Admissions with Empire State Honors Scholarship Ceremony

#### **SPECIAL EVENTS**

##### Salute to Excellence

- Determine honoree and date for 2008 event.
- Secure 2008 guest speaker.

##### Gold Star Gala

- Solicit prospects for underwriting support.
- Initiate solicitation of live auction items.
- Develop and mail save the date cards and invitations.

##### Scholarship Open

- Initiate mailing to past participants to secure underwriting and foursome renewals.
- Secure date of Oak Hill Appreciation Day tournament for lead underwriters.
- Confirm tee gifts with Monroe Golf Club pro.
- Design, print and mail registration brochure.