



**MONROE COMMUNITY COLLEGE FOUNDATION
ACTIVITY REPORT**

September 1, 2014 through November 30, 2014

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

Major and Special Gifts

\$402,148	Greater Rochester Health Foundation	Be a Healthy Hero Summer Camp
125,000	Bob & Barbara Johnson	Beyond the Formula Statistics Endowed Scholarship
72,000	The Estate of M. Leon Navrat	M. L. Navrat Endowed Scholarship Fund
45,000	First Niagara Bank Foundation	College Readiness at World of Inquiry School Fund
35,000	Greater Rochester Summer Learning Association Inc.	Horizons Summer Enrichment Program
30,000	Daisy Marquis Jones Foundation	Horizons Summer Enrichment Program
27,500	National Geographic Society Education Foundation	New York Geographic Alliance at MCC
26,206	Brighton Fire Department	Tim Karnisky Memorial Scholarship for Firefighters
26,000	Anonymous	Native American Education Scholarship
16,225	United Way of Greater Rochester	Horizons Summer Enrichment Program
15,000	Gray Metal Products Inc.	The Richard E. Gray Sr. Memorial Scholarship
15,000	Rochester Automobile Dealers Association	Rochester Automobile Dealers Association Scholarship
10,000	The M&T Charitable Foundation	Horizons Summer Enrichment Program
9,931	Mr. R. Carlos Carballada	Carballada Endowed Scholarship Fund for Rochester City Students
7,200	Michael Krupnicki '85/Mahany Welding Supply	The Krupnicki Family Scholarship for Excellence in Welding
5,000	The Grainger Foundation	The Gateway to HVAC/R Grainger Restricted Scholarship Fund
2,000	Christine & Jim '92 Wheeler	Lt. Michael J. Chiapperini & Tomasz M. Kaczowka Memorial Scholarship Fund
2,000	UA Local 13, Plumbers and Pipefitters	The UA Local 13 Scholarship for HVAC Students

Assets for Independence/Save for Success

\$9,700 Cynthia & Wayne Gilman

ROC the Future

\$920 Gray Locey, CPA, P.C,
500 Upstate National Bank

STAR Power

\$2,000 Anne M. Kress & Edward B. Davis III
1,000 Anonymous
1,000 Zweigle's Inc./Julie Camardo-Steron
500 Elaine Michael
500 Sharon Kelly Sayers '72

Annual Fund

\$20,000	The Community Foundation	Americorp Fund
9,595	Max & Marian Farash Charitable Foundation	Farash Foundation First in Family Scholarship at Monroe Community College
9,500	GEICO	MCC Annual Fund
7,000	The Statler Foundation	Ellsworth M. Statler Scholarship
5,000	Mary & George Bauer	MCC Annual Fund
5,000	Howard Konar	MCC Annual Fund
5,000	Karen & Stephen '83 Pasquarella	MCC Annual Fund
5,000	Simon & Josephine Braitman Family Supporting Foundation, Inc.	Holocaust, Genocide and Human Rights Project
5,000	SUNY Fredonia	MCC Annual Fund
5,000	SUNY Potsdam	MCC Annual Fund
5,000	William & Sheila Konar Foundation	MCC Annual Fund
4,950	Gloria '79 & Peter '73 Monacelli	Art - Memorial Tribute to JFK for LeRoy V. Good Library
4,000	Mr. & Mrs. Emerson U. Fullwood	Emerson U. and Vernita Fullwood Scholarship Fund
4,000	NYS Police Troop E Golf Tournament	Andrew "AJ" Sperr Endowed Scholarship Fund
3,500	Susan & Bob Touhsaent	MCC Annual Fund
3,000	KeyBank	MCC Annual Fund
3,000	Gary J. Rivoli '66	The McRae-Lesko Engineering Scholarship for East High Students
3,000	Rochester Regional Veterans Business Council, Inc.	Richard Barton Memorial Scholarship Fund
2,500	Jean & Andy Sperr	Andrew "AJ" Sperr Endowed Scholarship Fund
2,500	The Warren Fund	John N. Warren Memorial Scholarship Fund
2,280	Todd Oldham	Michael C. & Judith F Oldham Engineering Science Scholarship
2,000	Dawn & Jacques Lipson	Dawn and Jacques Lipson Scholarship for Nursing Excellence
2,000	Dr. & Mrs. Emeterio M. Otero	Carmen Vargas Otero and Emeterio Otero, Sr. Memorial Scholarship Fund
1,500	Ken & Pamela Hines	MCC Annual Fund
1,358	Mr. John B. Wadach	MCC Annual Fund
1,200	Michael Easterly	MCC Annual Fund
1,000	Jeffrey R. Adair	MCC Annual Fund
1,000	John & Jacqueline Bartolotta	MCC Annual Fund
1,000	Buckingham Properties	MCC Annual Fund
1,000	ESL Federal Credit Union/Maureen Wolfe	MCC Annual Fund
1,000	Dr. Janet J. Glocker	MCC Annual Fund
1,000	Lloyd A. Holmes	Visual & Performing Arts Department General Scholarship Fund
1,000	Dr. Peter A. Manzi	Athletic Excellence Scholarship Fund
1,000	Mr. Ernest J. Mellas	Jennifer Jaruzel Memorial Biology Department Scholarship
1,000	Elaine Michael	MCC Annual Fund
1,000	Monroe County Association of Chiefs of Police	Monroe County Association of Chiefs of Police Scholarship Fund
1,000	Randall Farnsworth Auto Group	Richard Zwitzer Memorial Endowed Scholarship
1,000	Liz & Eric Rennert	Men's Soccer Fund
1,000	Nathan & Susan Robfogel	MCC Annual Fund
1,000	Sodexo, Inc. & Affiliates	MCC Annual Fund
1,000	Sheila Strong '98	MCC Annual Fund
1,000	Christine M. Whitely '12	MCC Annual Fund
1,000	Women's Club of Webster	The Women's Club of Webster Nursing Scholarship
1,000	Joan R. Ewing	MCC Annual Fund

1,000	Anonymous	MCC Annual Fund
910	Cora Conklin	Rochester Parent Network
845	Drs. Saroj and T.K. Viswanathan	Dental Hygiene Equipment Fund
600	Dr. Anthony Caterisano	292-Baby Infant Endowed Scholarship Fund
600	Wendy '78 & Stephen Watt	292-Baby Infant Endowed Scholarship Fund
600	Dr. Kimberley D. Willis '91	Visual & Performing Arts Department General Scholarship Fund
600	Anonymous	Alumni Benefits Program
500	AllA Construction Company, Inc.	MCC Annual Fund
500	Kawanna Carvin	MCC Annual Fund
500	Mr. Charles Clarke	Holocaust, Genocide and Human Rights Project Fund
500	José & Karen Coronas	MCC Annual Fund
500	Ellen T. Degregorio	MCC Annual Fund
500	Electrical Association of Rochester, Inc.	MCC Annual Fund
500	Deborah J. Joyles '10	MCC Annual Fund
500	Jennifer & Mark '90 Pastorella	MCC Annual Fund
500	Photon Gear, Inc.	MCC Annual Fund
500	Kathleen & John '72 Wheeler	MCC Annual Fund

*(**Bold type** above denotes new donors and new members of the President's Circle)
 (Includes gifts and pledges through 11.30.14)*

DEVELOPMENT

Alumni

- Under the leadership of **Lee Patterson '70** engaged over 2,400 alumni, students, staff and friends in Alumni Week and Homecoming events and raised \$21,380 in support of student scholarships. The 5K Walk/Run for Scholarships grew in number to over 425 participants. Acknowledged event sponsors: **GEICO, MCC Association, Sodexo and MCC Bookstore.**
- During the 25th Annual Salute to Excellence dinner on November 13, inducted four new members into the 2014 Alumni Hall of Fame:
 - **Theresa Lou Bowick, BSN, RN '01**, nurse, NYS Office of People with Developmental Disabilities
 - **Michael A. Krupnicki, MBA '85**, president, Mahany Welding Supply Co., Inc. and executive director, Rochester Arc + Flame Center
 - **Dana K. Miller, MBA, CFRE '76**, vice president, advancement, Rochester Area Community Foundation and vice president, Rochester City Council
 - **Sharon Kelly Sayers, Esq. '72**, attorney, Law Office of Sharon Kelly Sayers
- **Lee Patterson '70** and **Mark Pastorella '90** attended a SUNY-wide alumni directors meeting in Albany on December 4 and 5. Alumni representatives and their committee chairs met to discuss a variety of subjects including:
 - SUNY system media plan and vision including online resource for events and Quadwangle social media tool.
 - Building integrated alumni and development shops.
 - Successful interaction between alumni offices, associations and boards relative to fundraising programs.

Annual Fund

- Recognized President's Circle donors in the 2013-2014 Annual Report and at the October 30 President's Circle Reception held at the Genesee Valley Club, hosted by **President Anne M. Kress**; over 100 directors, donors, college and Foundation leaders attended.
- Launched the 2014-2015 campaign theme, "Momentum".
- Established a 2014-2015 Annual Fund campaign goal of \$626,097.
- Finalized concept and delivered the leadership direct mail piece to mail to approximately 2,600 donors.

- Developed the end-of-year direct mail solicitation authored by **Diane Shoger** and **Dan Burns** and featuring MCC STEM scholarship recipient **Cyan Montz**.
- Secured \$201,509 in gifts and pledges to date, representing 32 percent of goal.
- Raised over \$12,000 during our Roc the Day for MCC event held on December 2 exceeding our \$10,000 goal. Special thanks to co-chairs **Dolores Kruchten** and **David Beinetti**, for leading MCC's email and on campus campaign this year.

Major Gifts

- Renewed **First Niagara Bank Foundation's** support of the World of Inquiry School #58 College Readiness Program with a grant of \$45,000. MCC partners with St. John Fisher College and Junior Achievement to deliver enrichment activities in financial literacy, math, and reading to juniors and seniors at the school.
- Received grants totaling \$75,000 from the **Greater Rochester Summer Learning Association, Daisy Marquis Jones Foundation,** and **M&T Charitable Foundation** for the Horizons Summer Enrichment Program at MCC.
- Established the Tim Karnisky Memorial Scholarship for Firefighters with a gift of \$26,206 from the **Brighton Fire Department**. The scholarship will support students enrolled in MCC's fire protection technologies program.
- With **Lee Patterson's** leadership, secured a \$15,000 pledge from the **Rochester Automobile Dealers Association** to establish the Rochester Automobile Dealers Association Scholarship. The scholarship will support second year students in MCC's automotive technologies program.
- In partnership with **Karen Martin** and **Jim Sydor**, hosted representatives from **Corning Incorporated** on campus to provide an update on their grant to MCC's optical systems technology program. They met with MCC administration, faculty, and students and viewed a demonstration of new lab equipment purchased with the grant.
- Prior to the Salute to Excellence, hosted **Xerox Foundation** President **Mark Conlin** on campus to provide him with an update on their support of STEM programs at MCC. He met with students in Prof. **John Wadach's** engineering lab and MCC faculty who received funding through the faculty grants made possible with Xerox's gift.
- Through the leadership of **Jeff Davis** hosted a breakfast with **President Kress** for nine prospects. Follow up visits with each guest is ongoing.
- Delivered proposals to **M&T Charitable Foundation** and the **Kelly for Kids Foundation** for the Horizons Summer Enrichment Program and a letter of intent to **Jobs for the Future/Aspen Institute** for ROC the Future.
- With **Jeremy Wolk's** leadership, scheduled two listening sessions with the local health care community to learn more about their future workforce needs and help the Foundation develop a strategy for soliciting major gift support from major health care funders in 2015.
- In partnership with **John DiMarco II** and members of the **development committee**, conducted cultivation visits with several prospects, including **Thermo Fisher Scientific, Datrose Inc., Vincent and Associates, Harris Communication, Randy Farnsworth, and Exelis Geospatial Systems**.

Planned Giving

- Received a planned gift of \$125,000 from retired MCC Professor **Bob Johnson** for the Beyond the Formula Endowed Scholarship in Statistics.

EXECUTIVE OFFICE

Board Governance

- **Dave Beinetti, Ken Hines, Cindy Langston, Karen Martin** and **Maureen Wolfe** participated in new member orientation on with **Sergio Esteban** and members of the Foundation staff.
- Board Governance Chair **Sergio Esteban** and **Diane Shoger** met on September 9 to confirm committee goals, membership and recruitment cycle for 2015-2016.

SUNY Summit

- **Dan Burns** and **Mark Pastorella '90** represented MCCF at the 4th Annual SUNY Advance Summit in Albany on December 4-5 for College Presidents, Chief Advancement Officers and Board Chairs. **Dan Burns** participated as a panelist in the "Collaborating with Campus Leadership" session.

FINANCE DEPARTMENT

Finance/Audit

- Finalized financial statements for the twelve months ending August 31, 2014, and reviewed at the Finance Committee on October 22 with **Scott Kogler**, Treasurer.
- Held Audit Committee meeting on October 22, on behalf of **Lori VanDusen**. Reviewed and approved the Audit Draft as of August 31, 2014. EFP Rotenberg will present at the December 12 Board meeting.
- Completed and submitted VSE Report.

Investment

- Reviewed quarterly performance as of September 30, 2014, at the Investment Committee meeting held on October 22 with **Jim Shaw**, chair.
- Rebalanced as per asset allocation.
- Hosted an open house for the full Board of Directors on November 19 with **Fund Evaluation Group (FEG)**.

Scholarship

- Made first offers to applicants in Scholarships Online for the following:
 - Law and Criminal Justice Scholarships
 - The Wentworth Family Scholarship
 - Nursing Department Scholarships
- New Scholarships/Programs
 - Rochester Automobile Dealers Association Scholarship
 - Tim Karnisky Memorial Scholarship for Firefighters
 - M.L. Navrat Endowed Scholarship Fund

DONOR ENGAGEMENT DEPARTMENT

Public Relations and Communications

- Mailed the 2014 Annual Report and initiated the new online version of the Annual Report.
- Supported communications for Alumni Week and Homecoming 2014.
- Supported launch of Scholarships Online.
- Supported communications for the 25th Annual Salute to Excellence.
- Media activity:
 - "First graduating class at MCC celebrates 50 years," Democrat and Chronicle, September 28, 2014.

- "Awards and Achievements," includes the appointments of **David Beinetti, Kenneth Hines, Karen Martin** and **Maureen Wolfe** to the MCC Foundation Board of Directors, *Rochester Business Journal*, October 17, 2014.
- Be A Healthy Hero segment, featuring **Malachi Johnson-Bivins** who attended the Be A Healthy Hero Camp at MCC, aired on 13WHAM during October. His profile is also featured on the www.beahealthyhero.org site.

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 **\$59,706**.
- **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

- Finalizing details of 2015 theme.
- Created sub-committees.

31st Annual Scholarship Open

- Co-chairs have been confirmed; **Jay Popli** and **Tony Soprano** will serve.
- Date is Monday, June 22 at The Country Club of Rochester.

OBJECTIVES **January – March 2015**

DEVELOPMENT DEPARTMENT

Alumni

- Launch the call for nominations to the 2015 Alumni Hall of Fame to secure 30 new, qualified candidates.
- Begin planning for Alumni Week and Homecoming 2015.
- Identify and cultivate alumni prospects with campus tours and personal visits.
- Continue to direct alumni to www.mccalumnibenefits.com at regular intervals.

Annual Fund

- Deliver the end-of-year solicitation to over 6,500 prospective donors. Achieve 40 percent of annual campaign goal by December 31, 2014.
- Utilize email to secure new and renewal pledges from Annual Fund donors.
- Develop plans and launch the 2014-2015 Annual Fund on-campus campaign.
- Continue to promote \$2,500 President's Circle of Honor giving society.

Development and Major Gifts

- Deliver proposals to **Jobs for the Future/Aspen Institute** for ROC the Future, **JPMorgan Chase Foundation** for a comprehensive workforce development initiative, and **Daisy Marquis Jones Foundation, Rochester City School District, and Wilson Foundation** for the Horizons Summer Enrichment Program.
- 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 April 7.
- Explore new relationships and funding opportunities with regional foundations.

Planned Giving

- Launch a retiree engagement initiative and bequest campaign.
- Publish and distribute Winter 2015 edition of *Ideas* planned giving newsletter.

EXECUTIVE OFFICE

Board Governance

- Begin recruitment process for 2015 board class.
- 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 five months ending January 31, 2015.
- Prepare and submit January scholarship transfer.
- Continue work on Not for Profit Revitalization Act and have policies revised and in place by April Board meeting.

Investment

- Quarterly performance as of February 28, 2015.
- Rebalance asset allocation strategy as needed.
- Finalize account documents and transfer funds to new investment manager.

DONOR ENGAGEMENT DEPARTMENT

Public Relations and Communications

- Provide communication support for the Gold Star Gala.
- Produce and distribute monthly e-newsletter.

Gold Star Gala

- Finalize details of 2015 theme.
- Mail Save the Date and Invitations.
- Mail underwriting opportunity packages.

Scholarship Open

- Develop and mail save-the-date cards.
- Establish meeting schedule for 2015.