



MONROE COMMUNITY COLLEGE FOUNDATION  
ACCOMPLISHMENTS FOR PERIOD  
APRIL 16, 2007 THROUGH MAY 31, 2007

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**ACCOMPLISHMENTS FOR PERIOD**

**ALUMNI**

- Secured 12 new nominations for the Alumni Hall of Fame; 72 alumni will be considered in the 2007 selection process.
- Established the schedule for Homecoming and Alumni Weekend with the goal of bringing back over 500 alumni for September 19-23, including: 5K run, alumni golf outing, men's and women's soccer games, Damon City Campus 15 year reunion dinner, two food demonstration and testing sessions offered by MCC's Food, Hotel and Tourism department and various opportunities to utilize athletic facilities including a frisbee golf tournament, open swim for alumni/families and kayaking instruction.
- Presented 45 parent and 97 student dedications via the Commencement Program and the Class Gift Dedication project.

**2006-2007 ANNUAL FUND**

The 2006-2007 Annual Fund has already secured 2,003 gifts from 1,604 donors yielding \$398,000; the deadline for submitting your gift for inclusion in the annual report is June 30, 2007.

**BOARD GOVERNANCE**

- Recommended five director nominees for the class of 2007-2010: **Matthew Augustine, Richard Brienzi, Kevin Flynn, Michael Kane, J. Christine Wilson.**
- Recommended reappointments to the 2007-2010 Board of Directors: **Allen Casey, Virginia Clark, John DiMarco II, Emerson Fullwood, Wayne Gilman, Laurence Glazer, Daisy Guthin, Donald Jeffries, John Kraus, John Lovenheim, Richard Ottalagana, Kathleen Pavelka, Leonard Redon, Timothy Reichgott, James Shaw**
- Recommended slate of officers for 2007-2008: **Howard Konar**, Chair; **Richard Warshof**, Immediate Past Chair; **Alan Resnick**, Treasurer, Finance Chair; **Emerson Fullwood**, Secretary; **Brenda Babitz**, President.
- Recommended the following directors serve on the Executive Committee as of September 1: **John Smith**, Alumni Chair; **Charles Vita**, Audit Chair; **Richard Ottalagana**, Capital Campaign Chair; **Anthony Felicetti**, College Liaison; **James Ward**, Development Chair; **Allen Casey**, Governance Chair; **Daniel Burns**, Investment Chair; **Robert Brennan**, Legal Affairs; **Elaine Michael**, Marketing and Community Relations Chair; **R. Thomas Flynn**, Monroe Community College President, Ex Officio; **Leonard Redon**, Past Chairs' Liaison; **Wayne Gilman**, At-Large; **William Hughes**, At-Large; **David Mack**, At-Large; **Kathleen Pavelka**, At-Large.

**COMMUNICATIONS COMMITTEE**

Registered for Harris Connect, an internet communication service. This technology will enable the Foundation to communicate more effectively and cost-efficiently with our alumni, donors and targeted groups via e-newsletter and broadcast e-mails.

**DONOR RELATIONS**

- Organized the Annual Scholarship Reception and developed program.
- Coordinated the **French Endowed Chair** grant award selection meeting.
- Oversaw the administrative process that implements the grants.
- Organized the Gilman Dedication.
- Assisted with the Math Department's awards ceremony.

**PAC CAMPAIGN & MAJOR GIFTS**

- Total gifts and pledges as of May 31, 2007 = **\$4,412,845.**

- **Arunas Chesonis** hosted breakfast briefings for selected community leaders at PAETEC on May 4, Genesee Valley Club on May 8 and Monroe Community College on June 6. **President Flynn** taped a special message to guests and volunteers due to his absence following back surgery.
- **Dick Ottalagana** chaired a meeting of the Campaign Cabinet on June 6; **Elliott Oshry**, consultant from Ketchum, Inc., helped develop strategies for the “sprint to the finish line.”
- Results from the pro bono alumni non-donor study conducted by **Jeff Cleary, Catalyst Direct**, are being used in a multi-faceted direct mail and telemarketing outreach program to support the PAC.
- Alumni, faculty, staff, retirees and friends will be offered the opportunity to purchase a brick or paver engraved with their name, with proceeds benefiting the PAC. A limited number of alumni will also be able to utilize campus facilities in recognition of their support for the PAC.
- **Mark Pastorella** and **Dick Ottalagana** appeared on *Rochester in Focus* at News Channel 10 for a segment aired Sunday, April 22, to an estimated viewing audience of 13,000.

#### FINANCE/INVESTMENT/AUDIT COMMITTEES

- Set up Charitable Gift Annuity Program “finance office” operations.
- Completed financial statements for the eight months ending April 30, 2007.
- Completed 2007-2008 Foundation Budget and submitted to Finance Committee for approval.
- Rebalanced asset allocation per Investment Committee.
- Completed and submitted “Funding the Foundation’s Operations” survey.

#### PLANNED GIVING

- Delivered three Charitable Gift Annuity proposals at the request of donors; one \$10,000 CGA is expected in June.
- Welcomed three new members of the Alice Holloway Young Society; **Jodi Oriel ’93** (bequest), **Walter ’78** and **Anne Cutler** (bequest) and **Tony Lambiase ’73** (Charitable Gift Annuity).
- **Jennifer Weidner** served as a presenter at “Caring for You. Caring for the Community.” Held on May 17; the seminar targeted women, hosted 65 guests, identified two planned giving prospects and was held in conjunction with the Women’s Foundation and the AAWCC.
- Delivered the Spring Issue of *Ideas*, the MCC Foundation’s planned giving newsletter.

#### PUBLIC RELATIONS

- PAC Center video featuring a message from President Flynn to be used at the PAC breakfast series was produced in conjunction with partners at Dixon Schwabl.
- Produced scripting and program support for Scholarship Reception, Gold Star Gala and the planned giving/financial planning seminar “Caring for You. Caring for the Community.”
- Assisted in development of Gilman Lounge Dedication.
- Developed follow up survey for the “Caring for You. Caring for the Community” seminar.
- Media successes:
  - **Dick Ottalagana** and **Mark Pastorella** appear on News 10NBC’s *Rochester In Focus* to talk about the PAC Challenge (April 22).
  - Gold Star Gala Presented by M&T Bank events calendar listings in the Rochester Business Journal (March/April) and *Freetime Magazine* (May 12).

#### SCHOLARSHIPS

- Developed the **John Gmitter** Scholarship profile with **Dr. Dianna Phillips**, Dean of Technical Education. John Gmitter, an alumnus of MCC, dedicated his \$30,000 in winnings in a national engineering contest to the MCC Electrical Engineering Technology Program.
- Developed agreement with John Striebich, professor, Business Department to take the administrative oversight of The **Babitz** Family Scholarship selection process to ensure perspective recipients meet the donors’ criteria.
- Revised Charles Speirs scholarship to support pre-collegiate programs at MCC.
- Completed the applicant pre-selection process for the **Thompson Scholarship** Committee.
- Worked with Math Department on the development of a statistics scholarship.

#### SPECIAL EVENTS

Gold Star Gala

- The Gold Star Gala was a successful fund and friend raising event!
- Secured a total of \$32,500 in underwriting—a 12 percent increase over last year—from: **Citizens Bank, Constellation Brands, The DiMarco Group, M&T Bank, MWI, Inc., Jim Ward, Bernice Hatch.**
- Secured a total attendance of 187 people.
- Raised over \$53,000 net.
- Created \$6,500 in annual scholarships from underwriting support.
- Raised an additional \$17,550 in scholarships funds during the live auction.

#### Scholarship Open: Monday, July 16

- Secured \$44,500 in underwriting to date (6/6/07). New underwriters since 6/6/07 include:
  - DiMarco Constructors and Admar Supply \$7,000
  - Siemens Building Technologies - Bronze \$4,000
  - The Bonadio Group - Flag \$ 500
  - Chamberlain D'Amanda - Flag \$ 500
- Registered 27.5 foursomes to date (6/6/07) - Only (5.3) foursomes remain available.
- Secured 15 silent auction items with a value of \$75 or greater.

#### Salute to Excellence

Confirmed both MCC President **R. Thomas Flynn** and the **Wolk Foundation** as recipients of the 2007 Salute to Excellence award.

#### ACCOLADES AND PRESENTATIONS

- **Brenda Babitz** received the 2007 Council for Advancement and Support of Education (CASE) Commonfund Award for Institutionally Related Foundation Management at reception held during the CASE 15<sup>th</sup> Annual Conference for Institutionally Related Foundations in San Diego. **Rich Warshof** and **Howard Konar** were also in attendance.
- **Brenda Babitz** also presented two seminars at the CASE 15<sup>th</sup> Annual IRF conference: Growing Giving: Major Gift Fundraising for Community Colleges and Foundations of the Future.
- **Diane Shoger** represented the Foundation at the local chapter of the Public Relations Society of America's annual PRism Awards where **Dixon Schwabl** was recognized for the PAC brochure.
- The Foundation's 2005-2006 annual report won best of category in the SUNYCUAD Awards of Excellence in the fundraising publications category. The award will be presented at the SUNYCUAD Annual Educational Conference in Syracuse.
- **Brenda Babitz** is on the advisory team for the CASE Summit '07 for Advancement Leaders in Chicago in July.
- The trustees of the **Louis S. and Molly B. Wolk Foundation** have been selected by the Council for Resource Development (CRD) as the recipient of the 2007 CRD Benefactors Award. The award will be presented in November.
- **Brenda Babitz'** book, *Growing Giving*, has been published by the Council for Advancement and Support of Education and with the support of the following board members and donors: **Joseph Cahalan, Arunas Chesonis, Henry P. French, Jr., Mary Virginia Porcari, Mark Milliron, Charles Porcari, James Porcari, John Porcari, Leonard Redon, John Thompson, Alvin Ureles, Lori Van Dusen, Barbara Viniar, James Ward, Richard Warshof**

#### OBJECTIVES

June - August 2007

#### ALUMNI

- Complete the Alumni Hall of Fame selection process and select four inductees for presentation at the Salute to Excellence.
- Deliver invitations to Homecoming and Alumni Weekend.
- Launch alumni benefits program offering giving opportunities and incentives for alumni who support the PAC.

#### **ANNUAL FUND**

- Deliver the Blue Line appeal and surpass \$450,000 in support of the Annual Fund.
- Achieve 100 percent board participation in the Annual Fund.
- Design a new Annual Fund donor board.
- Develop theme, creative concept and timeline for the 2008 Annual Fund.

#### **BOARD GOVERNANCE**

Conduct new board member orientation.

#### **CAPITAL CAMPAIGN / MAJOR GIFTS**

- Complete 100 percent participation at Leadership Division level
- Implement direct marketing campaign in support the PAC, soliciting alumni and annual fund donors through direct mail and telemarketing, identifying and engaging new prospects and targeting non-donor alumni determined to be PAC prospects.
- Identify top prospects and develop cultivation and solicitation strategies for major gifts in support of the PAC.
- Complete \$1.5 million challenge.

#### **FINANCE**

- Complete charts/graphs for cash flow allocation with Foundation's vice president, budget.
- Research Commonfund and other investment vehicles with Investment Committee.
- Research methods for multiple-year pledge presentation on financial statements with other community colleges.
- Work with Treasurer/Finance Committee on Field House financing strategies.
- Begin preparation of fiscal year end "semi-annual" scholarship/program support transfer.
- Complete work on Banner consolidated monthly financial statements.

#### **PLANNED GIVING**

- Identify new topic and speaker for the presentation of *Securing Your Financial Future*.
- Host two breakfast meetings regarding the Charitable Gift Annuity program.
- Deliver the third issue of *Ideas*.
- Secure one new charitable gift annuity.
- Establish the date for the Alice Holloway Young Society Luncheon.

#### **PUBLIC RELATIONS**

- Complete PAC Challenge campaign activities, such as the MCC Coaches' Conference and Clough Harbour (project architect) media pitches with DSA PR Task Force.
- Produce 2006-2007 Annual Report.
- Produce summer issue of *Foundations* newsletter and support transition to electronic communication formats.
- Provide communication support for Scholarship Open.
- Assist with development of MCC Foundation Web site.
- Develop communication strategies for Homecoming and Alumni Weekend 2007.
- Plan communication strategies for Wolk Center for Excellence in Nursing and PAC Center groundbreakings.
- Develop stories and interviews for annual Nursing Alumni newsletter (mails in late fall).

#### **COMMUNICATIONS COMMITTEE**

- Complete e-mail address append service to correct and add to current database.
- Send initial broadcast informational e-mail to allow population to opt-out of future e-mails.
- Design e-newsletter template.
- Deliver first e-newsletter by late July/early August.

#### **DONOR RELATIONS/SCHOLARSHIPS**

- Purchase donor gifts.

- Develop donor (scholarship) relations survey.

#### **SPECIAL EVENTS**

##### **Gold Star Gala**

- Deliver electronic survey to 2007 guests for event feedback.
- Determine format, date and location for 2008 Gala.

##### **Scholarship Open**

- Finalize foursomes and prospects for underwriting support.
- Secure an additional 15 silent auction items with a minimum value of \$75.
- Produce event program and all event materials.
- Host an exceptional day of golf to be enjoyed by all guests.

##### **Salute to Excellence**

- Secure keynote speaker.
- Confirm honorary chair(s).
- Begin solicitation of Honorary Committee and underwriting support.
- Develop and mail save-the-date cards.