



MONROE COMMUNITY COLLEGE FOUNDATION
ACCOMPLISHMENTS FOR PERIOD
JANUARY 1, 2006 THROUGH FEBRUARY 28, 2006

NEW LEADERSHIP GIFTS & PLEDGES OF \$500 AND OVER
January 1 - February 28, 2006*

ACCOMPLISHMENTS FOR PERIOD

ALUMNI

- Secured **Chester Watson '71** as a new donor and member of the President's Circle.
- Inducted **Deborah Alimentato '84, Elma Bellini '74, Tom Cray '76 and Chester Watson '71** into the MCC Alumni Hall of Fame.
- Launched the call for nominations to the 2006 Alumni Hall of Fame. Deadline for submitting nominations is May 1.
- Launched the Class Gift Program with a goal of securing 150 gifts from parents and students representing the outgoing graduating class.

2005-2006 ANNUAL FUND

- Surpassed 66 percent of goal with over \$230,000 raised to date.
- Completed Phase I of telemarketing renewing 65 percent of 2005 donors.
- Board of Directors' participation in the Annual Fund surpassed 50 percent with 16 of 18 members giving at or above the \$1,000 level.

BOARD GOVERNANCE

- Implemented two-part board evaluation survey resulting in 66 percent participation.
- Considered 20+ potential board members; vetted a short list of perspective board members and have advanced four nominees for the 2006-2007 Board Class.

CAPITAL CAMPAIGN / MAJOR GIFTS

- Produced and distributed 2,400 copies of *Building on Success* final report.
- Received signed commitment for \$250,000 from Chuck, Jim, John, and Jinny Porcari for the Mary Porcari Brady, RN Emergency Student Support Fund.
- Received results from field house planning study conducted by Ketchum, Inc.

DONOR RELATIONS

- Produced and mailed 80 annual scholarship and special fund endowment reports to donors.
- Student thank-you letters were sent to 45 scholarship donors.

FINANCE / INVESTMENT / AUDIT COMMITTEES

- Produced and distributed year-end statements for 2,500 donors.
- Transferred \$200,698 to college for semi-annual transfers. Total transfers to date including program support equals \$870,866, which includes final \$373,727 installment for Banner.
- Completed Accounts Receivable Outstanding Report for Multi-Year Pledges in Banner.
- Completed financial statements for the four months ending December 31, 2005.

GRANTS COMMITTEE

- The Grants Committee met on February 8 to discuss and award the Foundation's annual grants. Seven faculty/staff members were awarded a total of \$19,143.50. The grants will become effective May 1, 2006, and include the following:

\$3,000.00	Guy A. Rossi, program director, Public Safety Training Facility	Motor Skills Initiative
\$1,680.00	Eric Johannisson, records analyst, ETS Library	Digitization of the MCC Year Book, <i>Recall</i>
\$2,500.00	Susan Bender, Service Learning	The Extension of MCC Student Talent into the Rochester Community through an ART 2005 Service-Learning Course
\$2,000.00	Valerie Avalone and Kathleen Farrell	Student Art Display Cases
\$3,426.00	Richard T. Stevens, Biology	Analysis of Common Air and Water Pollutants
\$3,437.50	Brian Edelbach, Chemistry/Geosciences	MCC Online Spectroscopy for Students
\$3,100.00	Constance Herrera, Marketing Communications Enrollment Management	Does Early Intervention Increase Retention?

PLANNED GIVING

- Hosted a seminar December 7 on Long Term Care presented by Eugene O'Connor and Alan Illig; over 40 donors, retirees, alumni and faculty members registered.
- Secured Mike Cooney (Nixon Peabody) to lead a seminar on charitable giving to be held on May 4 in the R. Thomas Flynn Campus Center.
- Welcomed Dr. Henry P. French as a new member of the Planned Giving Committee.

PUBLIC RELATIONS

- Produced *Building on Success* final report.
- Provided Salute to Excellence dinner program and PR support.
- Supported development of initial communications for the 2006 Scholarship Open (save the date card, underwriting opportunities flyer).
- Drafted spring issue of *Foundations*.
- Produced program book ad to congratulate Susan and Nick Robfogel for Jewish Family Services honor.
- Internal communications: *Campus News* (Feb./March issue), "Damon Legacy of Giving Honored on Brighton Campus," "DiMarco Receives Salute to Excellence Award," "Wolk Foundation Gives \$2 Million to Build Center for Excellence in Nursing."
- Media success:
 - *The Chronicle of Higher Education*, "Community Colleges Struggle When It Comes to Soliciting Private Donations," features interview with Brenda Babitz, (Feb. 10).
 - *Monroe Doctrine*, "African American Alums Moving Up" highlights members of MCC Hall of Fame, (Feb. 10).

SCHOLARSHIPS

- New Scholarships:
 - Mary Porcari Brady Emergency Nursing Student Support Fund
 - Women's Club of Webster Nursing Scholarship
 - Deputy Galen J. Herren Memorial Scholarship

COMMUNICATIONS COMMITTEE

- Selected Jeff Guttenburg, BRX Research, to conduct identity assessment survey.
- Launched internal assessment phase of Foundation identity research with board questionnaire.

SPECIAL EVENTS

Gold Star Gala, Friday, May 26, Canandaigua Inn on the Lake

- Produced 3,500 save the date cards.
- Secured seven of the targeted 20 auction packages.

Scholarship Open, Monday, July 10, Monroe Golf Club

- Secured \$37,000 in underwriting, foursomes and scholarships including:

Brite Computers - Silver	\$5,500.00
M/E Engineering - Dinner Sponsor	\$5,500.00
M&T Bank - Lunch Sponsor	\$5,500.00
SWBR/Parrone Engineering - Golf Ball Sponsor	\$5,500.00
MWI - Bronze	\$4,000.00
Kennedy Mechanical - Foursome w/Flag	\$2,500.00
The Pike Company - Foursome w/Flag	\$2,500.00
Castle Packs Power - Foursome	\$2,000.00
Schuler-Hass Electric Corp. - Cart Sponsor	\$1,500.00
The Pike Company - Scholarship	\$1,000.00
Ward, Jim - Flag/Golf	\$1,000.00

- Produced and mailed 2,500 save the date cards.
- Secured TaylorMade / Adidas tent for tee gift(s) to be selected by each golfer.

Salute to Excellence, Wednesday, December 13, Rochester Riverside Convention Center

- Anne Mulcahy, Chairman and Chief Executive Officer, Xerox to receive the Salute to Excellence Award.

STAFF ACTIVITIES

- **Brenda Babitz** presented a seminar on "Leveraging Resources" on February 14 at the Entrepreneurial President: CEO Leadership Conference hosted by the Institute for Community College Development (ICCD) in Ft. Lauderdale, Fla.
- **Diane Shoger** presented to the College's Strategic Direction Committee on January 27, highlighting the Foundation's activities, opportunities and challenges for the next 3-5 year period.
- Foundation staff, including **Mark Pastorella**, **Sue Welch** and **Renée St. Louis**, participated in College Resource Fairs held at both the Brighton (January 19) and Damon City (February 14) Campuses.

OBJECTIVES March 2006 - May 2006

ALUMNI

- Deliver soccer specific alumni appeals to raise scholarship support.
- Announce plans for Homecoming and Alumni Weekend 2006.
- Secure 30 new nominations for the Alumni Hall of Fame.

ANNUAL FUND

- Deliver the spring renewal solicitation; surpass 80 percent of goal.
- Initiate telemarketing phase II targeting 11,000 prospects.
- Achieve 100 percent board participation in the Annual Fund.
- Establish a multi-year strategic plan.
- Initiate a pilot program to test a new tele-fundraising program.

BOARD GOVERNANCE

- Analyze results of board evaluation survey and make appropriate recommendations for action.
- Finalize nominees to the 2006-2007 board class and present for approval at June board meeting.
- Confirm slate of officers and standing committee chairs for 2006-2007.

CAPITAL CAMPAIGN / MAJOR GIFTS

- Plan and conduct gift announcement for the Mary Porcari Brady, RN, Emergency Student Support Fund.
- Assemble Capital Campaign Cabinet for field house initiative.
- Revise case statement for field house initiative.
- Receive approval for field house naming opportunities.

DONOR RELATIONS

- Scholarship Reception for student scholarship recipients and donors will be held on April 24.

FINANCE

- Create reports for Banner Advancement - Phase II.
- Complete work on Banner consolidated monthly financial statements.
- Prepare proposals for new auditors with committee chair.
- Rebalance asset allocation as set forward by Investment Committee.
- Complete cash flow allocation with vice president of budgeting.

PLANNED GIVING

- Present Mike Cooney and a seminar on charitable giving; secure 50 attendees.
- Identify charitable gift annuity options to broaden the options for prospective donors.

PUBLIC RELATIONS

- Complete series of new MCC Foundation brochures.
- Complete Council for Resource Development 2006 Benefactor Award nomination for Wolk Foundation.
- Produce spring issues of *Foundations* and *Ideas* newsletters.
- Develop Annual Fund spring renewal solicitation letter and planned giving letter targeting MCC retirees.
- Promote call for nominations for MCC Alumni hall of Fame.
- Provide event support for Scholarship Reception, Gold Star to the MAX Gala and Scholarship Open.
- Begin 2005-2006 annual report agency selection process.

COMMUNICATIONS COMMITTEE

- Complete internal assessment questionnaires for all target audiences and distribute/conduct interviews.
- Review completed board questionnaires for internal assessment.
- Complete competitive analysis.
- Tabulate research and prepare comprehensive report.

SCHOLARSHIPS

- Annual Thompson Family Scholarship Committee to meet on June 19.
- Complete review and recommendation for re-organizing scholarship delivery system.

SPECIAL EVENTS

Gold Star Gala

- Initiate mailing to renew underwriters and past participants.
- Secure an additional \$24,000 in underwriting.
- Secure dinner wine donation.
- Develop and mail invitation.
- Secure 14 patron tables and 48 individual ticket sales.
- Continue to solicit live auction items.

Scholarship Open

- Develop and mail registration forms.
- Continue to solicit prospects for underwriting support.
- Register 15 foursomes.
- Secure 20 silent auction items with a value of \$75 or greater.

Salute to Excellence

- Secure guest speaker.