



Monroe Community
College Foundation

Every Bright Future Needs A Strong Foundation





Empowering students Enhancing the community



Monroe Community College Foundation's *Every Bright Future Needs a Strong Foundation* campaign will provide assistance to students with unmet financial needs, those demonstrating academic excellence and those seeking workforce training.

And most important, it will enable deserving students to achieve their educational dreams and graduate from a degree or certificate-granting program at Monroe Community College.

The Strategic Vision

To ensure students have access to the scholarship support needed to complete their educational goals at MCC.

The Ultimate Goal

To enhance the Greater Rochester area, grow the local economy and ensure a brighter future by making the dream of a college education a reality.

Our Goal is Clear

This \$50 million campaign was launched in 2010 to transform the scholarship program at MCC.

"I am a hard worker, I love learning and I love people—these are the characteristics that I believe will make me a great nurse."

← **CATHERINE LUDLOW '18** Catherine started a new chapter at MCC—achieving a 4.0 GPA and working as a home health aide while completing prerequisites for MCC's nursing program. A Wolk Faces of the Future Scholarship helped Catherine earn her degree in June 2018 and start her career as a registered nurse.

Bright students Brighter future

Rochester is our hometown and home to one of the best community colleges in the nation, Monroe Community College. MCC and scholarships were there for us the way they need to be there today for students who believe higher education is key to achieving rewarding careers and bright futures.

Getting to know deserving students like Breyana Clark and Jon Dretto reinforces our commitment to MCC. When Breyana received a Wentworth Family Scholarship during her first semester, she said, “Faith and determination was all I had, and now I realize it was all I needed.” Breyana earned a degree in music performance, is continuing her education and is looking forward to a successful career. Receiving a scholarship freed her of the financial burdens and distractions many college students experience while earning their degrees. It allowed her to focus and raise her goals higher.

In 2013, we established the Wentworth Family Endowed Scholarship at the MCC Foundation to meet the needs of 40 students per year. At that time, we said, “We are on the ground floor of creating very bright futures.” Since then, the cost of living—meeting basic needs beyond tuition, like housing, transportation, food and supplies—has made earning a college credential even more challenging and scholarships even more important.

MCC students like Breyana and Jon are determined, but they need our help to complete their studies. If you haven’t talked with an MCC student and heard their personal story, please do. Then you will know the potential impact your investment will have. The transformation you help a student achieve extends to their families and to future generations. That is what MCC scholarships did for us, and that is why we increased our giving to support 100 students each year.

We hope you will join us in making the MCC Foundation’s \$50 million *Every Bright Future Needs a Strong Foundation* campaign a testimony to the importance of a community college education—at a time when students need our help the most.

Our hearts are here, and we hope yours are, too.



Robin '80 and Timothy '80 Wentworth
Honorary Chairs, Every Bright Future Needs a Strong Foundation Campaign

99%

of newly created jobs require
a college credential.

“I will continue
to take my art to
the next level.”

– JON DRETTO '18

→ In high school, Jon Dretto wondered if “college graduate” was a title he would ever earn. Jon came to MCC to take his musicianship to the next level. A Wentworth Family Scholar, Jon graduated with a music performance degree in June with no debt. He says alumni Robin '80 and Timothy '80 Wentworth have inspired him to “go on to do great things.” Jon now studies music business at Nazareth College.





\$1 million +/year

has been awarded in scholarship
support by the MCC Foundation
since 2013.

**“I made the decision
to return to school.”**

– ALICIA KULIGOWSKI

← As a single mother, Alicia Kuligowski wanted a better life for herself and her son. Alicia enrolled in MCC’s nursing program with the goal of ultimately becoming a certified registered nurse anesthetist. In order to attend MCC, she worked two part-time jobs and soon added a third overnight job. Receiving a STAR Power Scholarship rescued her from balancing multiple jobs and caring for her son while attending classes. Most important, it helped her be even more of a role model for her son.

High quality Higher education

The *Every Bright Future Needs a Strong Foundation* campaign responds to the reality people face in these economic times: Having a college credential is critical to success in today’s workplace. This campaign, the most ambitious in Monroe Community College Foundation history, provides hope and opportunity to students who feel a college education is beyond their reach and know hard work is not enough to succeed in today’s world.

With your support, MCC will reinforce its mission to provide access to high-quality higher education to students from all walks of life. *Every Bright Future* scholarships and program investments make a statement about the future. They’re a way to celebrate the diversity of our region and reward the efforts and support the goals of many in our community—from high school graduates and veterans to student-parents and those who are underrepresented. This campaign will help create opportunity and encourage thousands of graduates to continue to thrive in Greater Rochester.

Your support of the *Every Bright Future Needs a Strong Foundation* campaign will directly connect you to powerful success stories. The personal highlights throughout this packet reflect how past scholarship recipients achieved a dream at MCC and used it to fuel their future in ways that benefit our community.

Community philanthropists and leaders have given us a great start on achieving our \$50 million goal. Please consider joining us and making your own personal impact on this important campaign.

Future MCC students and our community will thank you for it.

Gretchen D. Wood, CFRE
Chief Advancement Officer and Executive Director
Monroe Community College Foundation

Growing need Growing opportunity

Meeting the educational needs of today’s college students with limited means and, in many cases, limited time, requires commitment and resources that go beyond available public funding.

Despite MCC’s relatively low tuition, nearly half of our students receive federal and state grants to attend. Even these students still struggle to cover the costs of daily living beyond tuition, resulting in a delayed graduation and/or transfer.

Monroe Community College is able to plan for and effectively respond to students’ growing need for assistance, largely because of the MCC Foundation’s *Every Bright Future Needs a Strong Foundation* campaign and private philanthropic support.

Over the past few years, the number of student scholarship applications received annually by the MCC Foundation has doubled, surpassing 3,300 applications received in one academic year alone. In the past, we were able to respond to only a fraction of those applicants. In the future, with your support, we will be able to respond to thousands more.

Your gift to the *Every Bright Future Needs a Strong Foundation* campaign will enable MCC to respond and motivate students to achieve their educational and career goals faster. Your support will help keep MCC ready to inspire every day.

Thank you for believing in the potential of MCC students and the positive economic and social impact our graduates have on our community and region.

Anne M. Kress
President, Monroe Community College

29%

Scholarship recipients have a 29% higher graduation rate (within three years) than non-scholarship recipients.

“I needed help to afford tuition.”

– MASON PIFER

→ A recent graduate of the Rochester City School District’s Integrated Arts and Technology High School, Mason Pifer is pursuing a bachelor’s degree in applied networking and systems administration at Rochester Institute of Technology. By starting his studies at MCC under a 2+2 Dual Admission program, Mason saved thousands of dollars in tuition alone and transferred to RIT with junior status. A Pamela and Kenneth Hines Scholarship from the MCC Foundation will further reduce the cost of earning a bachelor’s degree for Mason and his family.





"I feel amazing
and cannot wait
to get started ..."

— MIGUEL ROSARIO

← Beginning his second year at MCC this fall, Miguel Rosario will study computer science thanks to the Farash Foundation First in Family Scholarship. He credits his parents for doing everything possible to help him go to college. He says, "We are not a rich family monetarily, but we are [rich] in heart and soul." With his sights already set on transferring to Rochester Institute of Technology in two years and, ultimately, becoming a professor, Miguel is grateful to pursue the next rewarding chapter of his life at MCC.



Understanding Student needs

In most cases, despite MCC's relatively low tuition, students need additional financial support to attend college. They also need help overcoming the unforeseen circumstances that occur in daily life, such as a lack of transportation, food or childcare, which may negatively impact their ability to succeed at college.

Generous private donors, foundations and corporations fuel the MCC Foundation's ability to award nearly \$1.5 million annually in scholarships to MCC students—meeting the needs of nearly one-third of student applications. More dollars are needed to meet the growing financial needs of our students.

Every Bright Future is an opportunity for you to directly impact the quality of life in our community and enable deserving students to achieve their educational dreams at MCC.



The average MCC student's income increases by \$3.40 for every dollar the student invests in their MCC education. The more quickly a student earns a degree or certificate, the more quickly they benefit.

"I was a single father with a lot of financial pressure."

— BERNARD BUTLER

→ The oldest of five siblings raised by a single mom, Timothy "Bernard" Butler now has a family of his own. "Being a parent has taught me that, no matter what happens, your family needs to be your first priority." A U.S. Navy veteran and an active member of the Rochester community, Bernard looks forward to leading the Brighton Campus Student Government Association and earning his degree in hospitality management. The Altrusa International of Rochester, NY, Inc. Scholarship, Marcia W. McDowell Hospitality Endowed Scholarship, and Ellsworth M. Statler Scholarship Award are helping him work less hours in order to concentrate on his studies and his family.

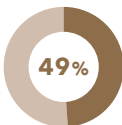


Filling gaps Fulfilling dreams

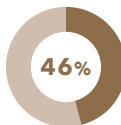
Many MCC students qualify for financial aid, such as Pell and TAP grants. These programs are targeted for students from families with the greatest financial need. While this support is very important, the data behind it is very sobering. Receiving a full TAP grant means the student’s family annual income is less than \$10,000. Earning a college credential can be life changing for students receiving Pell and TAP grants, it can also be an uphill battle. Private philanthropy provides students with the resources they need to stay on track to graduate.

PELL

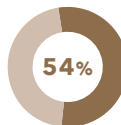
Pell Grants are federal awards for undergraduates with exceptional financial need who have not earned bachelor’s or professional degrees.



of matriculated MCC students received Pell awards in the 2017-2018 academic year.



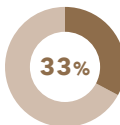
of recipients received full Pell awards.



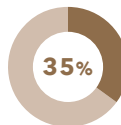
of recipients received partial Pell awards.

TAP

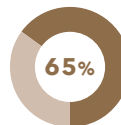
The New York State Tuition Assistance Program (TAP) is a financial aid grant for students meeting residence, income, academic or other requirements, as established by state law.



of matriculated MCC students received TAP awards in the 2017-2018 academic year.



of students received full TAP awards.



of students received partial Pell awards.

***Full Pell award is \$5,920/year** and is awarded to families with **incomes of \$20,000 or less.**

***Full TAP award is \$4,380/year** and is awarded to families with **incomes of \$10,000 or less.**

“Monroe Community College champions equity and opportunity for students and their families.

Each gift to the MCC Foundation creates an exceptional learning opportunity and removes financial barriers that may stand in the way of a student becoming an MCC graduate.”

— Barbara P. Lovenheim, Ph.D., chairperson, Monroe Community College Board of Trustees and professor emerita, MCC (retired)

2.8% of MCC students qualified for the Excelsior Scholarship in 2017-2018.

The true cost of education includes more than tuition. Students need to pay for books and equipment, transportation to and from campus, room and board and even childcare expenses. Tuition-free college does not negate the need for additional scholarship assistance. In fact, it may even increase the demand for scholarship support at Monroe Community College because it creates greater access to higher education for even more students.

MCC Foundation Scholarships Four-year Comparison

Year	Applications	Recipients	Total Awarded
2014-2015	1,700	782	\$1,179,769
2015-2016	2,098	829	\$1,337,537
2016-2017	3,376	815	\$1,351,750
2017-2018	3,058	892	\$1,459,074

True Annual Cost of an MCC Education	Living with Parents	Living Independently
Tuition	\$4,380	\$4,380
Fees	\$721	\$721
Books	\$1,200	\$1,200
Food	\$1,600	\$1,600
Housing	\$2,600	\$7,400
Transportation	\$1,500	\$1,500
Other	\$1,200	\$1,200
TOTAL	\$13,201	\$18,001



For more information on giving options, contact the MCC Foundation at 585.292.3680 or visit us at monroecc.edu.

ON THE COVER

ADRIAN HALE '14 A U.S. Marine Corp and Air Force veteran, Adrian Hale '14 describes himself as a "lifelong public servant." Having grown up in poverty, Adrian valued education and opportunities to reach his potential. While at MCC, Adrian was an engaged student leader who achieved academically and inspired his fellow students and many others. MCC Foundation scholarships rewarded Adrian for his hard work and motivated him to further his education at Yale University where he studied political science. Today, Adrian serves as the Greater Rochester Chamber of

Commerce's strategic initiatives manager where he aligns Rochester City School District students with workforce development efforts, serves as a liaison to the Rochester Monroe Anti-poverty Initiative, and manages a variety of special projects to lift people out of poverty and into prosperity. He keeps his MCC connection strong, knowing that the college and its supporters helped him pursue a brighter future through higher education. The Foundation is proud of all that Adrian has accomplished and can't wait to see what this rising star in our community achieves next.