

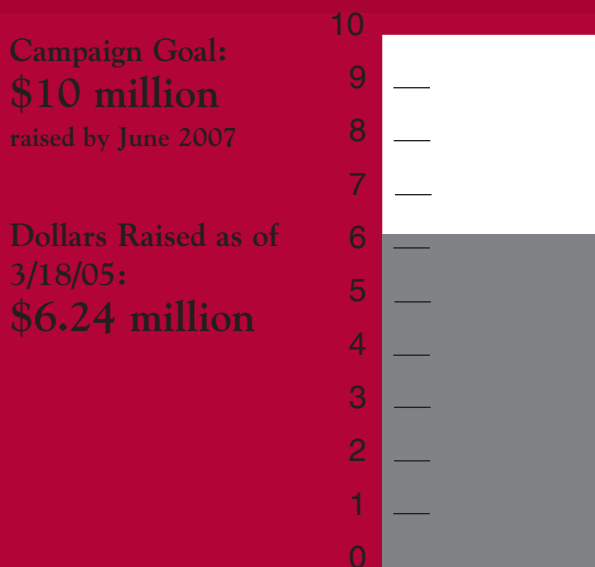
FUNDRAISING FACTS & FIGURES

Spring 2005

Fundraising Facts and Figures is an annual newsletter published by the Division of College Advancement about the impact of charitable giving on our College. Over \$1.9 million was raised last fiscal year (July 1 – June 30) from alumni, faculty, staff, parents, friends, foundations and corporations.



CHANGING LIVES SINCE 1889 CAMPAIGN FOR THE COLLEGE AT ONEONTA



Campaign Momentum Builds

The Office of College Advancement is pleased to report that as of March 18, 2005, the College at Oneonta's comprehensive fundraising Campaign "Changing Lives Since 1889" has raised \$6,243,668 toward our goal of \$10 million by June 2007.

The College announced the Campaign publicly in Fall 2004, when all faculty and staff received a Campaign case statement outlining the Campaign's primary programmatic goals: increasing the number and amount of **scholarships** to deserving students; increasing **endowment** that funds a wide array of vital campus programs; and bolstering our **Milne Library** and **Science** programs.

Co-chairing our Campaign are Oneonta alumni Bob and Sheila Sheridan Striffler, both from the Class of 1972. Sheila also serves on the College at Oneonta Foundation Board of Directors. "As Oneonta alumni, we have seen the results of the generosity of many people who have donated their time and resources to our College. Since our graduation in 1972, many positive changes have occurred in our lives that can be attributed to our Oneonta education. We can say that nowhere else has the fruit of our own charitable giving been more apparent than at the College."

Our campus community, our alumni and others are encouraged to support today's students and impact the future by making a gift to our Campaign. "Changing Lives Since 1889" is a tradition worthy of continuing for many years to come.

New Endowed Scholarships in FY 2004-05

Scholarships are a major priority of our Campaign. Because the need is so great, we will raise \$5 million—or half of our total Campaign goal—for scholarships.

A minimum of \$20,000 is needed to endow a scholarship, with many donors choosing to make larger gifts to increase the awards to students. The following five new endowed scholarships have been established to date this fiscal year:

Mildred H. Parish '51 Scholarship will benefit Education majors who demonstrate academic achievement and who are from upstate New York.

James P. and Margaret M. Brock Scholarship was established by their son, Tim, Class of 1980, and his wife, Leora Ben-Ami, for students with financial need who maintain a minimum GPA of 3.0.

Harriet West Ketcham '39 Scholarship was created from the gifts of Sally and Jed Tanzer '71 for Elementary Education majors who maintain a GPA of 3.0 or higher and who have financial need.

Dr. Jane Grastorf Scholarship for Men's Division I Soccer is for students on this team who have financial need and who are in good academic standing.

Dr. Jane Grastorf Scholarship for Non-Traditional Age Students will be given to non-traditional undergraduate or graduate students, with a preference to women, who have high financial need and are in good academic standing.

Growth of Scholarships

Over the last decade, scholarships made possible through charitable giving have increased **over ten-fold**. This growth was made possible through the generosity of alumni, faculty, staff, friends, foundations and corporations with gifts to the College at Oneonta Foundation and to our Alumni Annual Fund.

Academic Year	Number of Students Receiving Scholarships	Number of Scholarship Awards
2004-05	575	624
2003-04*	524*	588*
2002-03	525	595
2001-02	460	523
2000-01	406	444
1999-00	321	359
1998-99	252	290
1997-98	207	242
1996-97	94	100
1995-96	58	60

*In 2003-04, due to interest rates and market conditions, the College at Oneonta Foundation Board of Directors reduced the spending policy for endowed scholarships from five percent to four percent of the principal value. This effectively decreased endowed scholarship awards by 20 percent.

Faculty & Staff Giving Sends A Powerful Message

Current and retired faculty and staff have a long history of demonstrating their support of the College by making charitable gifts every year, which sends a powerful message about the strength of our College. During the 2004-2005 fiscal year, current and retired faculty and staff have already contributed \$70,003 as of March 18, 2005.

Did you know that faculty and staff who are also alumni COUNT TWICE? If you are a graduate of our College, your gift, regardless of the amount, also counts towards the alumni participation rate. This year we need a total of 7,655 alumni donors to reach an 18.2% alumni participation rate. To date 61% of current faculty and staff who are also alumni have made their gift. Won't you join them and help us reach our 18.2% goal?

If you haven't made your gift yet this year, please do so before June 30th. Payroll deduction is an easy and convenient way to give for current faculty and staff. You can also make your gift via Electronic Funds Transfer, or online by visiting our homepage www.oneonta.edu and clicking on alumni and donors. Questions? Call the Office of College Advancement at 436-2781.

Unrestricted Endowment: Flexibility Equals Possibility

The unrestricted endowment of a college serves as its life's blood: it allows an institution to grow; to attract excellent students and faculty; to expand current programs and support the creation of new ones. It serves as an indication of a college's health and value to others. A central goal of this Campaign is to increase unrestricted giving, especially to the endowment.

About 11% of the College at Oneonta's \$24 million endowment is termed as *unrestricted*—meaning that the College at Oneonta Foundation's Board of Directors is given full discretion in disbursing the funds to those programs which need it most. According to the spending policy of the Board, four percent of this endowment may be expended annually. Below are examples of important programs and initiatives funded through unrestricted endowment.

Student/Faculty Grant Program for Research and Creative Activity: Makes possible advanced research projects combining the efforts of students and faculty, and resulting in publication, recognition and the opportunity for students to present their findings in a professional arena.

Faculty Development: Unrestricted funds can pay for visiting scholars, send our faculty members to conferences, and create awards designed to encourage development among our professional staff.

Student Development: Through the creation and support of student conferences, leadership programs, field trips, and the expansion of class offerings, unrestricted funds can greatly enhance the students' experiences.

Unexpected Opportunities/Needs: Unrestricted funds can be used in the event of a sudden need, such as the replacement of equipment, or to take advantage of a new opportunity, like the founding of new student programs.

By making a gift, large or small, to the unrestricted endowment, you are ensuring that the College has the flexibility and strength to further boost the quality of student life and learning across our College.

College Foundation Elects Officers, Members

The College at Oneonta Foundation Board of Directors elected new Officers and Board members at its quarterly meeting on January 20, 2005.

Dr. Kenneth Kellerhouse '57, '60G was elected President of the Board. Dr. Kellerhouse succeeded **Karen Elting '84**, who reached her maximum consecutive years of service on the Board. **Sheila Striffler '72** was elected Vice President of the Board.

In addition to the election of officers, the following four Board members were elected for four-year terms: **Yvonne Cummings '72** is Senior Director of Revenue and Management at the New York City Health and Hospitals Corporation in New York City. Yvonne, an active volunteer for our College and a member of the College Advancement Advisory Committee, resides in Brooklyn.

Ronald Tulloch '62, retired public school administrator and special education teacher, has been a leader with his wife Eileen and others in establishing the Class of 1962 Endowed Scholarship. Ron resides in Cornwall-on-Hudson.

Eleanor Filburn '54 retired as Associate Professor of Curriculum and Instruction from SUNY Oswego. Eleanor has been a loyal supporter of the College and was a leader with other classmates in her class' 50th Reunion last June and their Reunion fund-raising effort for the Alumni Traditions Scholarship.

William Lewis is a Friend of the College and retired President of Oneonta Grocery Company. He was a former member of the Board and served as its Membership Committee Chair. Bill resides in Cooperstown and The Villages in Florida, and was elected as an Honorary member.

Five current Board members were re-elected. **Keith Bundy '62** and **Sheila Striffler '72** were re-elected, each for a four-year term. Re-elected as Honorary members were the following Friends of the College: **Edith Wilk** for a four-year term; **Daryl Forsythe** for a four-year term; and **Andrew Van Benschoten** for a two-year term.

The mission of the College at Oneonta Foundation is to raise, receive and manage charitable gifts and grants to the College. The Foundation is governed by its Board of Directors, which meets quarterly, and manages an endowment totaling over \$24 million as of March 1, 2005.

Calling All Alumni

Major enhancements have been made to our Phonathon program which will allow us to contact more alumni and raise more money to meet the goals of our Campaign!

Our students still call alumni and parents for their support, but now they will be calling from our new location in the Hunt Union and using a new automated system, CampusCALL. This computerized system allows the callers to be much more efficient in their efforts to contact alumni and record their gifts and pledges. The software also allows us to tally results, update addresses and telephone numbers, and send information to alumni in a manner that saves time and money.

We are very proud of our student callers, and would like to recognize those students below who are working this semester in our Phonathon program.

Spring 2005 Phonathon Student Callers

*Sharon Abel	Pleasantville	Junior
Samantha Amoroso	Brooklyn	Junior
Hasanai Badar	Kingston	Junior
Cassandra Barker	Amsterdam	Sophomore
Christina Beckmann	Highland Lakes, NJ	Sophomore
Danielle Bugenis	Shirley	Freshman
Kristen Copeland	New Hartford	Senior
Lori Covey	Kinderhook	Sophomore
Kerry Cyge	Middle Village	Junior
Rachel Diamond	Port Washington	Junior
*Allyson Dougherty	Wurtsboro	Senior
Sarah Faville	Fairfield	Junior
Jennifer Fintak	Cicero	Junior
Katie Fivehouse	Randolph, NJ	Senior
Valentina Fresta	Putnam Valley	Sophomore
*Kelly Hicks	Pine Plains	Junior
*Lisa Kingsbury	Cheektowaga	Senior
Caitlin Knapp	New Paltz	Sophomore
Chris Labaze	Wheatley Heights	Freshman
Christina Lauro	Mamaroneck	Sophomore
Allie Long	Babylon	Sophomore
Jessica Lucks	Mariaville	Freshman
Caitlin Maier	Farmingville	Sophomore
*Sarah Marks	Arcade	Senior
Kerri Michella	Washingtonville	Sophomore
Astrid Nelsen	Chester	Junior
Patricia Patrissi	Monroe	Freshman
*Ashley Peetz	Troy	Senior
Alyssa Peltz	Wantagh	Sophomore
Regine Roy	Brooklyn	Freshman
Kim Thiemann	Baldwin	Freshman
Kadiann Walker	Brooklyn	Sophomore
Kimberly Winfeld	Brooklyn	Sophomore
*Jennifer Wolfe	Conewango Valley	Junior

*Indicates Team Leader

Hats Off To Parents

Parents have set new records with their giving to our College's 2004-05 Parents Fund.

As of March 4, 2005, we have surpassed our \$30,000 goal, receiving \$35,055 – a 40% increase over last year at this time (\$25,012). We are stronger than ever with nearly 1,000 parents participating (990) – a 24% increase over last year at this time (797). **WAY TO GO, MOMS AND DADS!**

Mark Your Calendars: Reunion Weekend June 3-5

Reunion Weekend is when hundreds of alumni, many of whom are donors to our College, return to campus to reminisce and celebrate. Please join us on June 3-5, 2005 to welcome them back and thank them for their support. Donors of \$500 and above will also be invited to the President's Garden Party during Reunion on Saturday, June 4. Questions about Reunion? Contact the Office of Alumni Affairs at 436-2526. Alumni would love to see you!

Questions? Contact:

The Office of College Advancement
308 Netzer Administration Building
436-2535 or 436-2781

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