



FUNDRAISING FACTS & FIGURES

Spring 2007

Fundraising Facts and Figures

is an annual newsletter published by the Division of College Advancement, providing information about philanthropy and its impact on our College. Over \$2.1 million was raised last fiscal year, from July 1 – June 30, from alumni, current and retired faculty and staff, parents, friends, foundations, and corporations.

Campaign Surpasses Fundraising Goal

On June 30, 2007, the College will close yet another chapter in its history with the completion of our comprehensive Campaign, *Changing Lives Since 1889*. As of April 6, 2007, \$11,301,765 has been raised, surpassing our goal of \$10 million. The funds will support scholarships, the Milne Library Endowment, the Unrestricted Endowment, and the Science Initiative.

The Office of College Advancement congratulates and salutes Bob and Sheila Striffler, Class of 1972, for their leadership as Campaign Co-chairs and for their dedication to our Campaign, the College at Oneonta Foundation's mission, and the future of the College at Oneonta. We also thank all those who have contributed to the tremendous success of our Campaign by volunteering their time or making a gift.

CAMPAIGN GOAL

\$10 million

RAISED BY JUNE 2007

DOLLARS RAISED AS OF

APRIL 6, 2007

\$11.3 million



Faculty and Staff Committed to Excellence

"Thanks to the mentoring of Dr. Jay Fleischer, his love for the earth flourished, and to coach Joe Fodero, for nourishing his love for running cross country, he found direction to his life and discovered the joy of learning."

The above quote is taken from a letter written by Mrs. Richard Sturdevant, Class of 1952, regarding her son Craig's education at Oneonta. Craig, a transfer student who graduated from Oneonta in 1988, passed away in 1996 after a battle with cancer. His mother felt compelled all these years later to express her appreciation to the faculty and college community for the life-changing experience that Craig had at Oneonta which ultimately led him to become a gifted, passionate Earth Science teacher. This great testament to the extraordinary faculty and staff that comprise our campus community is the true meaning behind our campaign slogan "*Changing Lives Since 1889*."

Our faculty and staff not only give of themselves, but they also give financially to enhance the overall educational experience of our students. Since the start of our Campaign, current and retired faculty and staff have given more than \$542,000 in support of programs such as the Student-Faculty Grants for Research and Creative Activities and the Fund for Academic Excellence; academic facilities; endowed lectureships; and have endowed nine new scholarships.

Dr. William Proulx, Chair, Department of Human Ecology, summed up his college experience and what motivates him to give in a recent letter to alumni, *"...I benefited greatly from the generosity of those who had already reaped the rewards of their education...I am forever grateful for the generosity of those perfect strangers. That is why I have made investing in the Human Ecology Scholarship a part of my personal financial planning."*

Thank you to our faculty and staff – both current and retired – for the dedication and generosity that you continually demonstrate.

Faculty Award and Scholarship Endowed by Dr. Malhotra



Dr. Ashok Malhotra has endowed a fund, called the Ashok Kumar Malhotra Seva (Compassionate Service) Faculty Award, to recognize faculty who have a commitment to community service. This endowed fund will generate \$1,000 annually in perpetuity. Criteria for receiving the award include community service locally, nationally, or internationally; demonstrating the ability to motivate and inspire others to perform community service; and integrating community service in the teaching and learning process. The award is projected to be available in the 2008-09 academic year.

Dr. Malhotra is passionate in his belief that as human beings we have a responsibility to help those less fortunate than ourselves and has established this award to encourage and reward community service among our faculty. Additionally, he has endowed the Ashok Kumar Malhotra Seva (Compassionate Service) Scholarship Award for philosophy students who demonstrate a record of community service and volunteerism, which will be awarded for the first time in the Fall of 2007.

Dr. Jane E. Grastorf Honors Room



Thanks to the generosity of Dr. Jane Grastorf, Professor Emerita of Physical Education, student-athletes have a new and improved study area located in the Chase Physical Education Building. The Dr. Jane E. Grastorf Honors Room was formally dedicated in the Fall. Funds from the endowment established by Dr. Grastorf will be used to purchase necessary equipment and furnishings for the Honors Room and/or the G. Hal Chase Gymnasium Pool.

Gunthers Benefit College Through Will



The following statement was made by Norm Gunther '72G of Oneonta on why he and his wife, Phyllis Famoso Gunther '67, have done estate planning to benefit the College:

"As a former student and retiree of the College at Oneonta, I and my wife, Phyllis, have had many opportunities to reflect upon the major impact that the College has had on our lives and careers. For Phyllis, SUNY Oneonta has been an institution of higher learning that has provided her with the foundation and skills that have enabled her to

successfully complete a 34-year career as a science teacher in the Sidney Central School system. Likewise, from a somewhat different perspective, the College has provided me with the opportunity of completing a rewarding 35-year career in the areas of Facilities Planning and Property Management.

It is for these reasons that we have chosen to include the College at Oneonta Foundation in our will. By doing so, it is a very satisfying feeling to know that we will have made valuable contributions toward (1) the strengthening of Oneonta's academic programs as well as (2) enhancing the College's ability to remain a vital entity in providing career opportunities in the greater Oneonta region."

- Norm Gunther '72G

Individuals who have named the College at Oneonta Foundation in their will or estate plan become members of our Netzer Planned Giving Society. If you have made or plan to make a commitment to our Foundation through a bequest, charitable trust, life insurance, retirement plan, or other form of charitable giving through estate planning, please be sure to include our legal name and information as listed below:

State University College at Oneonta Foundation Corporation

Please note that our Foundation is a 501(c) 3 tax-exempt, charitable nonprofit organization. The College at Oneonta Foundation's tax identification number is 22-2403203, which attorneys and financial planners often request as they complete your planning.

If you are interested in learning more about planned giving opportunities at the College at Oneonta, please contact Director of Gift Planning, Ellen Blaisdell, at (607) 436-2781 or by e-mail to blaisdem@oneonta.edu.

Scholarships Remain The Priority

Scholarships remain the top priority for charitable giving at the College at Oneonta. More than 60% of College at Oneonta students qualify for financial aid, but federal financial aid to students has been decreasing. At the same time, student debt continues to increase. We want to ensure that the door to a college education is open to all deserving students, and the best way to do so is to offer more students scholarships and to increase the amounts of these scholarship awards.

Since the start of our campaign, *Changing Lives Since 1889*, 52 new endowed scholarships have been established. In the Fall 2007, 13 new scholarships will be awarded, which will set a new record for any given year. The average endowment value of scholarships established during the Campaign is \$31,805. Based on the Foundation Board's policy of expending 5% of the fund for scholarship awards, the average individual scholarship award generated from this group of endowed scholarships will be \$1,590.

New Scholarships Established

July 1, 2006 – March 30, 2007

James and Joyce Broe Family Scholarship

James and Joyce Broe created this scholarship in honor of their family's alumni legacy at the College at Oneonta. It will be awarded to students who demonstrate a high need for financial aid and who maintain a G.P.A. of 3.0 or higher.

Julia and Thomas '75 Denniston '75 Scholarship

Julia and Thomas '75 Denniston established this scholarship which will be awarded to students who demonstrate a high need for financial aid and who maintain a G.P.A. of 3.0 or higher.

Steven Edelstein '79 Scholarship in Honor of Dr. Foster Brown

This scholarship was established by Steven Edelstein '79 to honor Dr. Foster Brown, Professor Emeritus of Psychology. Sophomores or Juniors who demonstrate academic achievement with a G.P.A. of 3.5 or higher and major in Math, Psychology, or Economics will be eligible to receive this award.

Angelo and Emily Franco Scholarship

This scholarship was established by Kathryn Franco '67, '82G in memory of her parents, Angelo and Emily Franco, and to honor the importance and value that they placed on education. Education majors who have financial need and demonstrate a strong work ethic will be given this award.

The Grimm Family Scholarship

Carl E. Grimm '62 established this scholarship which will be awarded to students from Monroe County with preference to those students with financial need.

John S. Kalb '67 Scholarship

Created by gifts from John S. Kalb '67, this scholarship will be awarded to students who demonstrate financial need.

John C. Lalena '54 Scholarship

Established by John C. Lalena '54, this scholarship will be awarded to students with financial need with a preference for students from selected high schools in Nassau County.

Ashok Kumar Malhotra Seva (Compassionate Service) Scholarship

Dr. Ashok Malhotra established this scholarship to encourage and honor public service. It will be awarded to students who are juniors or seniors who demonstrate a record of community service and volunteerism, who major in Philosophy, and who have an overall G.P.A. of 3.5 or higher.

The Janet Perna '70 Women in Technology Scholarship

This scholarship was established by Janet Perna, Class of 1970. Recipients of this award will be women who demonstrate financial need and pursue a major in at least one or more of the following fields: Biology; Chemistry; Earth Science; Mathematics; Computer Science and Statistics; and Physics; or Secondary Education concentrating in one of these programs.

The Scholarship for Excellence in Water Resources, Geology and Earth Science

This scholarship was established by Dr. Arthur N. Palmer, Professor Emeritus, and his wife, Margaret V. Palmer, as an incentive for students to continue academic excellence in the above fields. The award will be split evenly between two students; one majoring in Water Resources and the other majoring in Geology, Earth Science, or Adolescence Education - Earth Science. Recipients will be sophomore or juniors who have earned an overall G.P.A. of 2.8 or higher.

Dr. and Mrs. Angelo G. Scopelianos '77 Scholarship

Established by Dr. Angelo G. Scopelianos '77 and his wife, Margaret, this scholarship will benefit students with financial need with the intent that the award be given in its entirety to one student.

Foundation Celebrates 25 Years

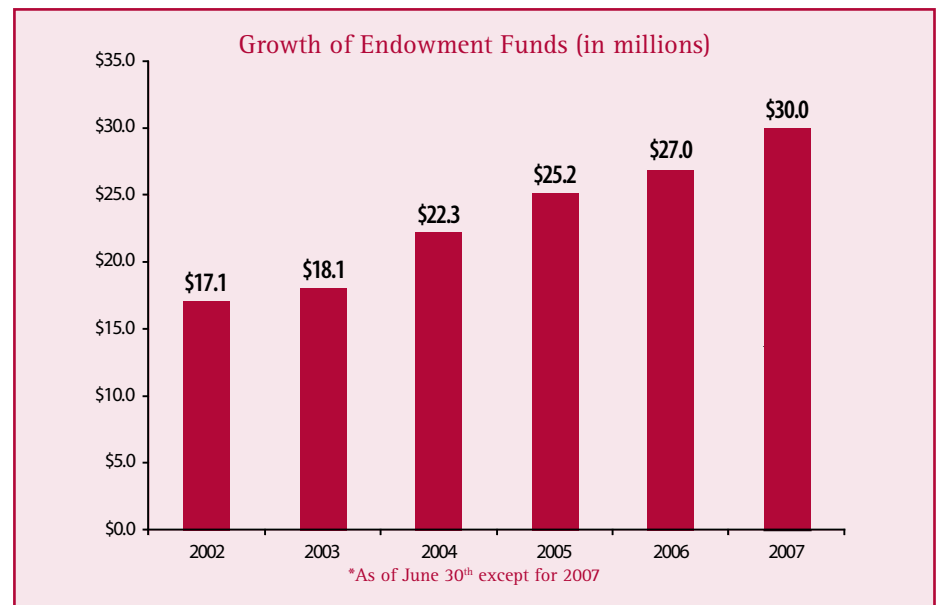
For 25 years and counting, the College at Oneonta Foundation's mission has been to enhance the academic status of the College through endowment, scholarships and institutional programs. During the past 25 years, the Foundation has cultivated an endowment that is now over \$30 million, increasing 63% in the past 5 years alone and has provided funding for many areas including scholarships, enhanced academic facilities and equipment, and the Milne Library.

On March 21, current and retired faculty and staff, along with alumni and local supporters, gathered at the Hunt Union Ballroom to celebrate the College at Oneonta Foundation's 25th Anniversary. Live music, scrumptious hors d'oeuvres, a beautiful atmosphere, and great company combined to make the event a success. Thank you to all who attended to help us mark this special milestone.

College at Oneonta Endowment Funds

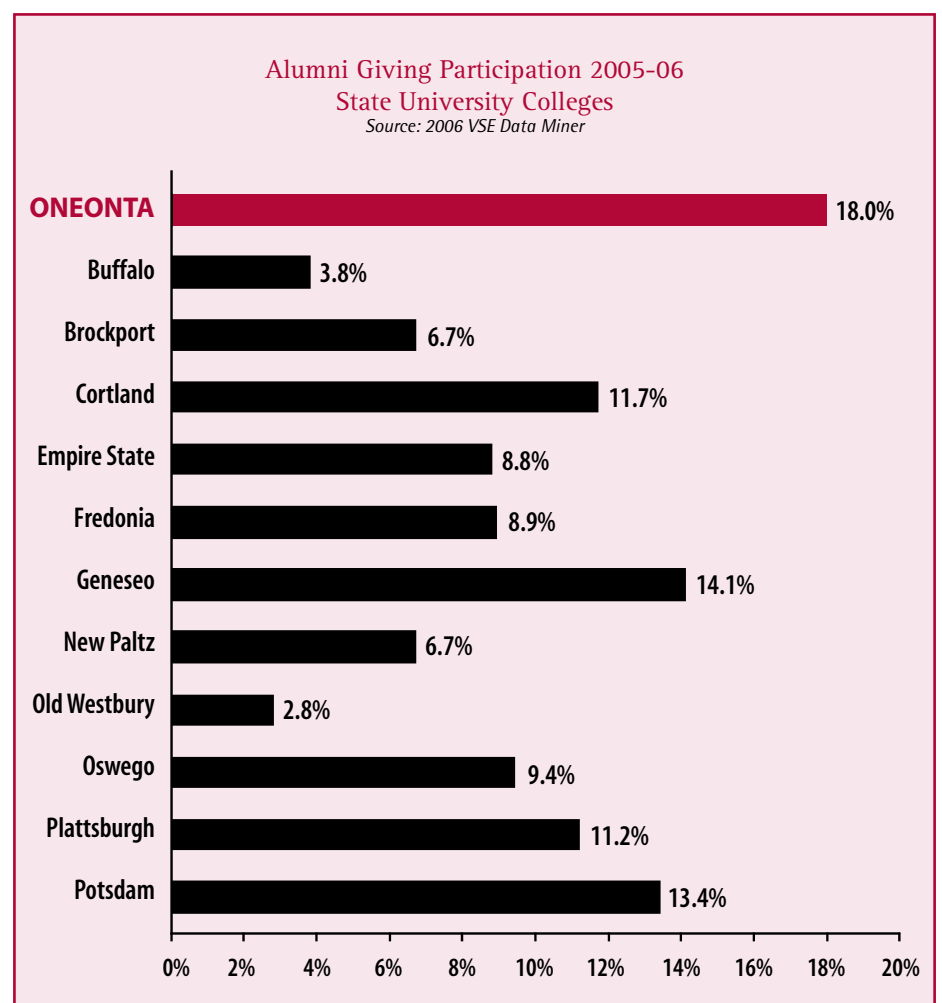
The College at Oneonta Foundation's endowment has increased by \$12.9 million since the start of our Campaign, *Changing Lives Since 1889*. In addition, the Foundation has expended \$4.6 million dollars in campus scholarships and support to the College over the past four and a half years.

The growth of the endowment is attributed not only to gifts and grants received by the Foundation, but also to the diligent work of the Board of Directors' Finance Committee which enforces the policies that guide the investments in the endowment. For the last three years, the College at Oneonta Foundation portfolio has outperformed the NBT Composite Index. This comparative index is calculated using returns from the S&P 500, the Lehman C&G Bond Index, and U.S. T-bill returns.



Alumni Giving Participation

The College at Oneonta has the highest alumni participation percentage in giving among its SUNY peer group for fiscal year 2005-06, according to results from the 2006 Voluntary Support of Education Survey. Nationally, SUNY Oneonta ranks fourth among all four-year public colleges in a select field of 150. Even more noteworthy is the fact that this year we are on track to achieve a 20% participation rate, which will be a new milestone for our College and will secure our position as #1 among our peers for the 6th consecutive year.



Questions? Contact:

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

Paul J. Adamo '81
Vice President for College Advancement and
Executive Director, College at Oneonta Foundation
Email: adamopj@oneonta.edu

