

FUNDRAISING FACTS & FIGURES

Spring 2009

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is an annual publication of the Division of College Advancement providing information on philanthropy and its impact on the SUNY College at Oneonta.

120 YEARS
SUNY ONEONTA
1889 - 2009

Highlights 2008

- Over 1,000 scholarship awards worth \$1.75 million given to Oneonta students
- College ranks #1 in SUNY for 7th straight year in participation in alumni giving
- Over 12,000 gifts received
- 1,017 individuals made their first-ever gift to the College
- Current and retired faculty and staff contributed more than \$140,000
- 4th consecutive year exceeding \$2 million in total dollars raised

CELEBRATING A RICH HISTORY

This year marks the 120th anniversary of the founding of SUNY Oneonta in 1889. In the years since its establishment, the College has progressed to meet the changing needs of its students, New York State and the nation. The strong commitment and philanthropic support of Oneonta's faculty, staff, alumni and greater College community have enabled the College's academic reputation and scholarship opportunities for students to thrive and grow. As a result of these charitable investments, SUNY Oneonta has gained national recognition as a top-tier college and is considered among the best values in public higher education nationwide.



Old Main, the face of and primary facility of the College for the first half of the 20th century.



The Fund for Science and Technology

In 2008 SUNY Oneonta introduced its current fundraising initiative, *Visions↔Solutions: The Fund for Science and Technology*, the first in the history of the College to target a specific group of academic disciplines. Recognizing the vital role of science and technology in today's world, the College has established several objectives for the campaign, including increasing the number of scholarships available for science and technology majors at the College; establishing an endowment for student-faculty research; enhancing equipment and facilities in the College's science and technology programs; and emphasizing the importance of science, mathematics and technology as a component of a full liberal arts education.

The Fund and its goals were highlighted as part of the October 2008 *Celebration of the Sciences and Rededication of Science Building 1*. More than 50 SUNY Oneonta faculty, staff and students volunteered their services registering guests, presenting mini-classes, demonstrations and exhibits, and conducting tours of the newly-renovated Science Building I.



As of April 7, 2009, the College had raised over \$1.3 million in pursuit of The Fund's ultimate goal of \$4 million in gifts and grants by June 2010. The Division of College Advancement would like to thank and recognize Co-Chairs, Janet Perna '70 and Dr. William Pietrafesa, Professor and Chair of Biology, for their energy, leadership and commitment to SUNY Oneonta.

ESTATE PLAN PROVIDES FOR MULTIPLE SCHOLARSHIPS

In 2008 the College at Oneonta Foundation received its largest single gift ever from an Oneonta graduate—a bequest of over \$2.4 million from Dorothy Anderson Wemple, Class of 1936.

Mrs. Wemple, an active alumna of the College, had a long and rewarding career teaching English at Knox Junior High School in Johnstown, NY. She served as the chair of the school's English Department until her retirement in 1974. That same year she was honored by the Outstanding Educators of America. Through her estate planning, Mrs. Wemple established the *Dorothy A. Wemple '36 Scholarship* for English and Adolescent Education Majors which created 40 additional scholarship awards for Oneonta students each year.



GRADUATING CLASS GIVES BACK TO STUDENTS

Having experienced first-hand the impact the economy has had on the finances of students and their families, the Senior Class of 2009 has taken action in support of the SUNY Oneonta students that will follow them. In collaboration with the Office of Alumni Affairs, the Senior Class established the *Class of 2009 Scholarship Support Fund* to provide immediate supplemental scholarship assistance to SUNY Oneonta students in the 2009-2010 academic year.

The Senior Class Gift Campaign allows students to show the same philanthropic commitment that has become a staple for SUNY Oneonta alumni. The formal Senior Class Giving Program was established in 2004, when the Senior Class contributed to fund renovations to the College's World Trade Center Monument. Ensuing Senior Classes have made gifts to beautify Oneonta's campus and to improve campus facilities.

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COLLEGE FOUNDATION KEEPS SCHOLARSHIPS A PRIORITY

The economic downturn has had an effect on every college, university and foundation in America. Many institutions have decreased or temporarily discontinued funding scholarships to compensate for market losses. In the face of challenges, the College at Oneonta Foundation has taken the bold step of reaffirming its commitment to providing scholarship awards for SUNY Oneonta students now, when they need them most.

The Board of Directors has approved the allocation of College Foundation unrestricted funds for scholarship awards—thus ensuring that awards from current scholarships will continue to remain available to SUNY Oneonta students while other sources of financial support are decreasing. Paul J. Adamo '81, Vice President for College Advancement, stated, *“The best investment that our College Foundation can make for our future is in our students. I am so pleased that our donors—faculty, staff, alumni and friends—and the forward thinking of our Foundation’s Board, have put our College in a position to make this investment. It’s really all about the academic and civic development of SUNY Oneonta’s students and doing what is right for them.”*

NEWLY NAMED GALLERY ENRICHES CAMPUS EXPERIENCE

Last year the College’s art gallery was named the Martin-Mullin Art Gallery through anonymous gift commitments totaling \$250,000 in memory of Minnie Ann Sheffield Martin and in honor of James M. Mullen, both past Professors and Chairs of the Art Department. These gifts established an endowment to fund scholarships for students majoring in Art and provide support for special awards and gallery projects. Additional support for receptions and openings is funded by the Alumni Association through gifts to the Alumni Annual Fund.

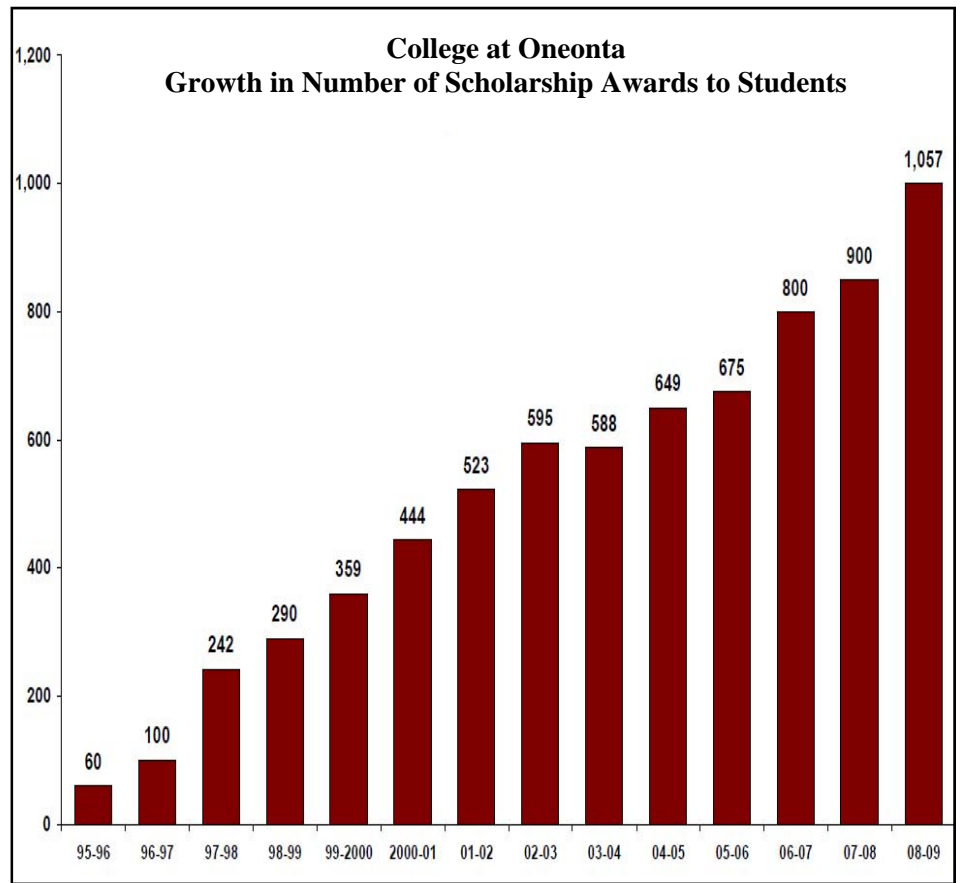
Since its renaming in June 2008, the gallery has hosted exhibits and receptions showcasing photography, large and small scale sculpture, paintings and drawings by student and faculty artists, and collections from across the country.

ONEONTA ALUMNI GIVING #1 IN SUNY

SUNY Oneonta has retained the highest level of alumni participation in giving among its SUNY peers for the seventh consecutive year. Even more impressive, SUNY Oneonta’s high percentage of alumni participation ranked the College fourth nationally among public master’s granting institutions. This high level of participation is a testament to the impact of the SUNY Oneonta experience on its students.

**Alumni Percent Participation
SUNY Four-Year Colleges
Fiscal Year 2008**

Rank	College	Participation %
1	SUNY-Oneonta (Oneonta, NY)	17.00%
2	SUNY-Buffalo (Buffalo, NY)	15.00%
3	SUNY-Potsdam College (Potsdam, NY)	12.40%
4	SUNY-Geneseo (Geneseo, NY)	12.10%
5	SUNY-Plattsburgh University College (Plattsburgh, NY)	12.00%
6	SUNY-Cortland (Cortland, NY)	10.20%
7	SUNY-Oswego (Oswego, NY)	9.10%
8	SUNY-Binghamton (Binghamton, NY)	8.90%
9	SUNY-Empire State College (Saratoga Springs, NY)	8.70%
10	SUNY-Albany (Albany, NY)	7.90%
11	SUNY-Fredonia (Fredonia, NY)	6.50%
12	SUNY-College at Brockport (Brockport, NY)	5.90%
13	SUNY-The College at New Paltz (New Paltz, NY)	5.80%
14	SUNY-Stony Brook (Stony Brook, NY)	5.70%
15	SUNY-Purchase (Purchase, NY)	5.30%
16	SUNY-College at Buffalo (Buffalo, NY)	4.20%
17	SUNY-Morrisville (Morrisville, NY)	3.10%
18	SUNY-Old Westbury College (Old Westbury, NY)	2.30%
	SUNY Four-Year Average:	8.45%



Martin-Mullin Art Gallery

FACULTY KEY TO ALUMNI ENGAGEMENT

SUNY Oneonta graduates maintain a strong connection with our College. This affinity, in large part, is the result of experiences and connections that SUNY Oneonta students form with their faculty mentors. One important way SUNY Oneonta faculty foster alumni engagement is through hosting alumni for campus visits and presentations to students.

When alumni visit, our faculty have the opportunity to strengthen the relationships these graduates have with the College and provide opportunities for current students to learn from, network with and relate to their alumni counterparts. In the last year, SUNY Oneonta faculty have worked to bring alumni to campus as speakers, guest lecturers, to recruit students for employment and graduate studies and to share their experiences with today’s students.

The work undertaken by Oneonta’s faculty engaging their former students creates mutually beneficial relationships for alumni, the College and the College’s current and future students. The Division of College Advancement wishes to thank and recognize the important role faculty members fulfill in creating dedicated students and alumni.

LEGAL NAME FOR GIFT PLANNING PURPOSES

STATE UNIVERSITY COLLEGE AT ONEONTA FOUNDATION CORPORATION

It is important that this name be used in wills, retirement plans, life insurance policies and all other estate planning documents which name the College as the beneficiary of a gift or bequest.

Please note that our Foundation is a 501(c) 3 tax-exempt, charitable nonprofit organization. Our address is 308 Netzer Administration Building, SUNY College at Oneonta, Oneonta, NY 13820.