

ADVANCEMENT DIVISION ANNUAL REPORT



Fredonia College Foundation

ACADEMIC YEAR 2009 - 2010

ADVANCEMENT DIVISION ANNUAL REPORT 2009-2010



EXECUTIVE SUMMARY

The **Division of University Advancement** is charged with creating and strengthening SUNY Fredonia's relationships with important partners. The **Development** and **Alumni Affairs** areas coordinate outreach activities and initiatives with friends and donors, as well as Fredonia's more than 40,000 alumni. Through governmental relations efforts, the division works strategically with elected officials at the county, state and federal levels of government to maximize funding opportunities for the university. The **Public Relations** department manages the flow of information between the university and a variety of internal and external audiences. It includes, but is not limited to, media relations, community relations, publications, and student/employee relations activities, and supports the efforts of alumni and governmental relations as well as development.

DEVELOPMENT AND THE FREDONIA COLLEGE FOUNDATION

The Development office is responsible for SUNY Fredonia's fundraising. It works with alumni, friends, foundations, corporations and organizations, inviting active support of SUNY Fredonia's goals. The mission of the Fredonia College Foundation is to promote, advance and support the activities and programs of SUNY Fredonia. In doing so, the foundation administers resources and supervises the investment of philanthropic funds and other revenues for the university.

The **Fredonia College Foundation** was incorporated in 1964. The foundation was established to accept financial contributions, hold and invest endowment accounts, and award grants to strengthen the educational programs of SUNY Fredonia. It is a not-for-profit corporation separate from the university that exists solely for the benefit of the school. A volunteer board of directors oversees its activities, and all contributions to the foundation are tax deductible to the extent allowed by law.

Gifts to the Fredonia College Foundation from alumni, employees, parents, foundations, corporations and businesses, and friends support SUNY Fredonia's most critical programs: scholarships, research, international study, internships, externships, academic departments, athletics and more. These are the programs that define the educational experience at SUNY Fredonia that transform students' lives.

The Fredonia College Foundation continues to provide the margin of excellence that makes SUNY Fredonia one of the top public universities in the North. Each year, the foundation provides funding for student scholarships and special academic enrichment. In 1986, the campus awarded \$17,000 in scholarship support to 87 students. During the past year, the Fredonia College Foundation provided over \$1 million

in scholarships to 750 students. These private dollars are essential to SUNY Fredonia's success and have helped boost its ranking among the nation's best public universities.

Fredonia College Foundation receipts from gifts and bequests amounted to \$2,211,926 in 2009, an increase over the previous year of \$204,022, or 10.2 percent. Investment gains in 2009 amounted to \$3,004,578, with the investment portfolio increasing by 21.9 percent for the year. This is an impressive achievement given the challenging economic environment which has persisted.

In addition, SUNY Fredonia faced one of the toughest budgetary environments in its history in 2009-10, as state funding dropped to historic lows. The university's portion of state funding now stands at an all-time low, with less than 13 percent of its total operating budget coming from state funds following another reduction from Albany of \$3 million in 2009-10.

To help keep the university strong, the Fredonia College Foundation, working in tandem with the University Advancement Development office, is in the midst of an aggressive \$15 million capital campaign to support new scholarships, educational enrichment, research opportunities and cultural activities. The public phase of the "Doors to Success" capital campaign for Fredonia commenced in a highly publicized campus ceremony in May 2008.

The following individuals agreed to serve as Fredonia College Foundation Board members for a three-year term, January 1, 2010, through December 31, 2012, and were presented and approved:

DAVID CARNAHAN, Chairman of the Carnahan-Jackson Foundation and current Chairman of the Capital Campaign Committee, currently residing in Mayville, N.Y.

CARLA GIAMBRONE, '92, President of Giampo and currently residing in Rochester, N.Y.

THOMAS WARING JR., '80, President of Waring Financial Group currently residing in Hamburg, N.Y.

DANIEL REININGA, President of Graf Realty Corporation currently residing in Fredonia, N.Y.

The following slate of incumbent directors to be reappointed for an additional three-year term beginning January 1, 2009, and concluding December 31, 2011, was submitted and approved:

MICHAEL SCHIAVONE

RICHARD JOHNSON

DAVID MANCUSO

Fredonia College Foundation officers for 2010 are as follows:

CHAIR MICHAEL SCHIAVONE

VICE CHAIR DEBRA HORN STACHURA

SECRETARY JEAN MALINOSKI

TREASURER MICHAEL PETSKY

IMMEDIATE PAST CHAIR KURT MAYTUM

DOORS TO SUCCESS CAPITAL CAMPAIGN UPDATE

The sharp economic recession has created a very challenging fundraising environment, and the Advancement division and its development staff have expanded efforts at outreach. Development officers have been meeting with donors to discuss ways in which they can support SUNY Fredonia, with an emphasis on considering planned giving options until such time as equity markets recover. Individual and group meetings continued and discussions focused on how donors

can help students and programs by participating in the campaign.



The "Doors to Success" campaign concluded its fourth year with \$10,183,146 received in gifts, pledges and bequest commitments as of December 31, 2009, and has already surpassed \$11.6 million as of September 2010. The campaign continues to make steady progress toward its \$15 million dollar goal by the end of calendar year 2011.

The Campus Capital Campaign and Joint Campaign Steering committees continued to meet regularly throughout 2009 to

monitor the progress of various campaign-related efforts and activities, and provide advice and counsel as appropriate. The Development team, comprised of Vice President David Tiffany, Karen West, Betty Gossett, Timothy Murphy, Heather McKeever, June Miller-Spann and Richard Ryan, continued to work on a priority list of key alumni, foundation, corporate and "friend" prospects, and during 2009 logged over 800 substantial contacts with major donors and prospects. Throughout the year, emphasis was placed on educating donors and prospects about the opportunities to support SUNY Fredonia through the capital campaign. In addition, donor stewardship activities were an important part of the overall campaign initiative in 2009.

ANNUAL FUND

Gifts to the Annual Fund during 2009 totaled \$323,323, an increase of \$52,010 or 19 percent from a year ago. Direct mail solicitations generated \$80,099, while various Phonathon campaigns brought in \$51,529. Giving by faculty, staff and emeritus totaled \$86,642. The annual corporate appeal provided \$38,440 in support. The annual report return envelope, begun in 2006, generated \$14,165. The 2009 year-end appeal was successful and garnered \$33,784 in additional

contributions. As part of the Annual Fund cycle in 2009, two e-mail blasts were sent to over 16,000 alumni in an effort to introduce Fredonia's new online giving vehicle. Web gift activity was respectable in 2009 resulting in \$13,396 in donations.

Revenue from the Parent Phonathon program, with a participation rate of 17 percent, and the All-Campus Appeal (fundraising activities targeting SUNY Fredonia faculty and staff), with a participation rate of approximately 20 percent, continues to grow, despite the difficult regional and national economic climate.

The chart below illustrates the various fundraising activities during the period.

APPEAL	TOTAL	DONORS
ALL-CAMPUS APPEAL (CASH)	\$9,512	46
ALL-CAMPUS APPEAL (PAYROLL)	\$67,250	146
ALUMNI APPEAL	\$80,099	896
ANNUAL REPORT	\$14,165	75
CORPORATE APPEAL	\$38,440	32
EMERITUS APPEAL	\$9,880	54
END OF YEAR APPEAL	\$33,784	384
FALL PHONATHON	\$34,036	864
MATCHING GIFT COMPANIES	\$15,334	39
PARENT'S SPRING PHONATHON	\$17,493	795
WEB GIFTS	\$13,396	131
TOTAL	\$333,389	3,462

SUMMARY OF MAJOR DEVELOPMENT AND FREDONIA COLLEGE FOUNDATION ACTIVITIES

- In 2009, \$1,288,284 in scholarships and grants were awarded.
- Twenty-nine new fully endowed funds exceeding \$500,000 were established in 2009. Notable new endowments include the Lash Endowment, Johnson Endowment, Bob and Betty Young Endowment, Heichberger Leadership Endowment, and Mary Joyce Schaefer Endowment.
- A major challenge grant in the amount of \$300,000 from the John R. Oishei Foundation was accepted in 2009. The grant will benefit the Technology Incubator project in Dunkirk, N.Y.
- Congressman Brian Higgins secured a \$150,000 appropriation in support of SUNY Fredonia's Technology Incubator.
- The board authorized the formation of a private, not-for-profit corporation to benefit the SUNY Fredonia Technology Incubator project.
- A successful Distinguished Service Award event was held on May 9, 2009. The honorees included Gileen French, The Holmberg Foundation and the Quatroche Family.
- The annual Scholars Breakfast was held in October. There were 1,300 students and guests in attendance at the Steele Hall Arena event.
- The Holmberg Foundation of Jamestown provided \$15,000 in funding to continue support of the Biology department's summer student internships.
- The Werner Foundation provided a gift of \$18,000 to support tuition and fees for three Communication Disorders and Sciences students.
- The M&T Charitable Foundation provided \$20,000 in support of the Keeper of the Dream Scholarship and Leadership program.
- The annual Alumni Golf Tournament netted \$6,000 in contributions.

UNIVERSITY ADVANCEMENT FREDONIA COLLEGE FOUNDATION

**VICE PRESIDENT - UNIVERSITY ADVANCEMENT
EXECUTIVE DIRECTOR - FREDONIA COLLEGE FOUNDATION
DAVID TIFFANY**

**OFFICE MANAGER
SECRETARY II**

AUDREY MIGA

DEVELOPMENT

**SENIOR DIRECTOR
KAREN WEST**

UNIVERSITY DEVELOPMENT

**ASSOCIATE VICE PRESIDENT
ASSISTANT EXECUTIVE DIRECTOR,
FREDONIA COLLEGE FOUNDATION
BETTY CATANIA GOSSETT**

**DEVELOPMENT DIRECTOR
TIMOTHY MURPHY**

**DEVELOPMENT
ASSOCIATE DIRECTOR
HEATHER McKEEVER**

**DEVELOPMENT
ASSOCIATE DIRECTOR
JUNE MILLER-SPANN**

**DEVELOPMENT
ASSOCIATE DIRECTOR
RICHARD RYAN**

PUBLIC RELATIONS

**DIRECTOR
MIKE BARONE**

**SECRETARY
DONNA VENN**

**WEBMASTER
JONATHAN WOOLSON**

**ASSOCIATE DIRECTOR
LISA EIKENBURG**

**COMMUNICATIONS DESIGNER
PATRICIA HERKEY**

**PUBLICATIONS COORDINATOR
PAULA WARREN**

ALUMNI ASSOCIATION

**ALUMNI AFFAIRS
DIRECTOR
PATRICIA FERARDI**

**SECRETARY
JOANNE BOHN**

COLLEGE FOUNDATION

**FOUNDATION CONTROLLER
JEAN BLACKMORE**

**GIFTS AND RECORDS CLERK
JUDITH TENAMORE**

ALUMNI AFFAIRS

The Office of Alumni Affairs serves approximately 40,000 graduates. The SUNY Fredonia Alumni Association supports the university by sponsoring events such as Homecoming and reunion gatherings (both on- and off-campus), providing scholarships, and offering support to alumni through networking and mentoring opportunities.

The Fredonia Alumni Association Board of Directors has a significant impact on the success of the Office of Alumni Affairs' programs, goals and objectives. All of their work promotes and builds upon SUNY Fredonia's proud traditions and sense of community and connection.

ALUMNI ACTIVITIES CONTINUED TO BE STRONG. HIGHLIGHTS FROM THE PAST YEAR INCLUDE:



Homecoming Weekend 2009.

Honored in 2009 for their outstanding achievement were John Baust, Ph.D., '65 (Biology); Kimberlee Neifer Caldwell, Ph.D., '87 (Recombinant Gene Technology), and Clifton Turner, '84 (Business Administration). Additional highlights were the Frazeur-Schweik Concert in Rosch Recital Hall, the re-dedication of the Class of 1964's gift to the campus: the sculpture, "Protected Dialogue;" the 1973-1975 Jazz Ensemble Reunion, and several soccer games in the new University Stadium.

Regional Reunions. The Alumni Affairs office sponsored a number of receptions in Oakdale (Long Island) on September 12, Chicago on September 17, Washington, D.C., on September 30; Raleigh, N.C., on November 4, Baltimore on November 12, and Syracuse on November 14. Additional alumni activities included: The School of Music's alumni reception in Rochester as part of the annual NYSSMA Conference held on December 14, and regional reunions in Erie, Pa., on December 11; and in Florida at "The Villages" on January 27 and Delray Beach on January 30.

50-Year Reunion. The 50-year class reunion was held on June 12, exactly 50 years to the day that the Class of 1960 graduated. The reunion committee decided to commit to endowing a scholarship as its class gift.

Elected at the November meeting of the Fredonia Alumni Association Board of Directors to serve a three-year term were David Fountaine, Ph.D., '79; Dennis McGrath, J.D., '79, and Clifton Turner, '84.

Selected 25 new student Ambassadors for 2009-2010.

Implemented newly-revised scholarship selection procedure; awarded 35 scholarships.

Participated in People of Color Conference Weekend April 16 and 17.

Concluded successful Class of 2010 Senior Challenge Campaign, which raised in excess of \$6,000.

Sponsored Ann Arbor, Mich., and Saratoga Springs reunions on May 14 and June 14, 2009.

Contracted with Harris Connect Publishing to create a new Alumni Directory.

Sponsored two-day 50-year reunion for Class of 1959 on June 5 and 6, 2009. The gift of a windmill will provide clean, safe and efficient wind power for the Fredonia College Lodge facilities.

Sponsored Class of 1954 55-year reunion dinner on June 6, 2009.

Participated in the Alumni Leadership Conference for Communication Disorders and Sciences department in July 2009.

Represented SUNY Fredonia at Buffalo Homecoming Citybration with other area alumni offices.

Assisted in organizing the first Fredonia State Alumni Golf Tournament in July 2009.

Sponsored a successful Black/Latino Alumni Reunion/NABTA fundraiser in New York City which raised approximately \$5,000.

Alumna Dianne Kricheldorf, '54, was honored at National Philanthropy Day on November 18, 2009, in Buffalo for her outstanding contributions to SUNY Fredonia.



PUBLIC RELATIONS

The Public Relations office provides important information to SUNY Fredonia's internal and external audiences through all available media and other communication channels. In addition, the office is responsible for planning long-term strategies for university-wide marketing communications, supporting campus and community event management and other promotional efforts; administering, editing and designing university websites; directing photography and videography services; and writing, editing and publishing the *Statement* alumni magazine and the weekly Campus Report online news update during the academic year.

IMPORTANT PUBLIC RELATIONS ACCOMPLISHMENTS DURING THE PERIOD INCLUDE:

COMMENCEMENT

Led media outreach relating to 2009 and 2010 Commencement ceremonies.



FACULTY INTERVIEWS

Gained numerous faculty interview opportunities, including Drs. David Rankin, James Hurtgen and Richard Jankowski in Political Science; Russ Boisjoly and Donald Barnes from the School of Business, and Gary Lash in the Department of Geosciences. Additionally, dozens of interviews were coordinated for President Dennis Hefner and other campus administrators.

TECHNOLOGY INCUBATOR

Continued publicity relating to the new Technology Incubator, including its new director, its grand opening, a \$300,000 Oishei Foundation grant and a \$125,000 Chautauqua County IDA grant, in addition to publicity generated whenever new tenants are signed or reach key milestones.



Obtained and coordinated an opportunity for some of Fredonia's top student vocalists from its School of Music to perform the national anthem during a November 29 Buffalo Bills game, before a sold-out crowd of nearly 70,000 (view at www.youtube.com/sunyfredonia).

A new alumni website/social networking forum, "FredPortal," was launched in June, complete with a new online giving tool, which has been positively received by alumni.

Managed the development of the annual "College Edition" publication in the *Observer* and *Post Journal*, which ran in conjunction with the start of the fall semester.

Conducted various interviews about proactive steps the campus initiated to prepare for a potential H1N1 outbreak last winter.

Supported the SUNY Public Higher Education Empowerment and Innovation Act with media outreach on a regional level.

NATIONAL ANTHEM

Garnered significant media coverage for Julia Hopson's NCAA Woman of the Year nomination, and assisted an NCAA filming crew in producing a video about Ms. Hopson for the awards dinner in Indianapolis.



NCAA WOMAN OF THE YEAR FINALIST



Coordinated publicity for the new Campus and Community Children's Center groundbreaking and ribbon-cutting ceremonies.

Produced a brochure for the new Campus and Community Children's Center to support fundraising endeavors.

CHILDREN'S CENTER

Invited various high-ranking media professionals to campus to heighten their level of familiarity with the campus and reinforce SUNY Fredonia's size, scope and resources for reporters seeking academic perspectives in their stories.

Handled publicity and logistics for new SUNY Chancellor Nancy Zimpher's visit to campus on August 17, which included a press conference and a keynote address by the Chancellor at SUNY Fredonia's annual Teaching and Learning Conference.

Significantly assisted with the launch of the new, online "SmartCatalog," which replaced the former printed course catalog and saved considerable dollars to the university, in addition to being more sustainably minded.



DAVID SMITH

Coordinated and hosted a return to campus and guest lecture by David Smith, '74, President and CEO of National Fuel Gas Co., and his wife, Lucy. Mr. Smith also took time to meet with members of the Department of Geosciences to discuss collaboration opportunities with his company and Fredonia's faculty and students.

SCHOOL OF BUSINESS

Produced a postcard promotional piece to announce the appointment of Dr. Russell Boisjoly as first Dean of the School of Business. It was sent to business executives and media representatives across Western New York, as well as university presidents and academic vice presidents across the Northeast and SUNY Fredonia business alumni throughout the nation.



Completed six new departmental brochures, giving a consistently branded and high-quality presence to all audiences of academic departments. Additional departments have followed and received similar publications.

Assisted Visual Arts and New Media department's Peter Tucker in his Visiting Artist series by approaching Brian Grunert, Grammy-award winning album designer for such artists as Ani DiFranco and O.A.R., among others.

Supported publicity for an on-campus address by U.S. Congressman Brian Higgins.

Secured publicity for the men's hockey team's annual "Pink the Rink" fundraiser.

Supported the SUNY Fredonia Sustainability Committee with publicity and promotional materials for dozens of Earth Week events, including the keynote address given by the pioneering environmental activist Lois Gibbs. Also supported the campus' participation in the annual "RecycleMania" national competition.

Announced and generated publicity for the new SUNY Fredonia FACE (Fredonia Academic Community Engagement) Center initiative.

Sent the campus' first "Alumni and Friends" e-mail newsletter, generating significant web traffic and hundreds of new Alumni Forum registrants.

The University Webmaster directed the complete migration of the campus website to a faster, more reliable server.

Assisted the campus' Environmental Health and Safety office with its implementation of a new emergency notification system, "NY Alert."



PUBLICATIONS

Launched a brand new format for the *Statement* alumni publication, moving to a higher quality, four-color magazine format. Significant printing, postage and staff cost savings were achieved by moving to a semi-annual publication cycle. In addition, the publication received "Best of Show" honors at the 2010 Excalibur Awards of the Buffalo Niagara Chapter of the Public Relations Society of America.

Produced the 2009 and 2010 SUNY Fredonia Admissions viewbooks, including positioning the School of Business as a stand-alone entity akin to one of the three major colleges.

Completed the 2009-10 Fredonia College Foundation Annual Report.

SUNY FREDONIA HIGHLIGHTS

This past year was both exciting and successful for SUNY Fredonia. Ribbon-cutting ceremonies occurred on September 11 for Phase II of the University Stadium project and in December for the Technology Incubator. Ground was broken for a new Campus and Community Children's Center in 2009. The \$4.6 million, 16,000-square-foot facility located on the western edge of the campus will allow for infant care in addition to the toddler, pre-school and before- and after-school care it has always provided. Architects are working diligently on the design for the new Science Center, which will see a ground-breaking in May 2011. In addition, completion of the \$22 million replacement of the campus-wide heating and cooling system took place in November 2009.

The Princeton Review again placed SUNY Fredonia among the top universities in the Northeast, and this summer SUNY Fredonia was ranked 10th among the top public universities in the North in the 2011 edition of "America's Best Colleges," published by *U.S. News & World Report*. This ranking represents an increase of four places over the university's 2009 listing. In addition, SUNY Fredonia was ranked second among SUNY university colleges and 22nd among all public and private master's-granting universities in the North for its freshmen retention rates.

SUNY Fredonia received more than 6,680 applications from prospective freshmen for Fall 2010, passing the prior record of 6,632 it generated one year earlier. In addition, the campus saw a 5 percent increase in applications from transfer students with nearly 1,500 applications received – and more than half of those accepted by placing deposits – the highest transfer yield Fredonia has ever experienced. Moreover, Fredonia generated a nearly 12 percent increase in applications from freshmen minority students and a 17 percent rise from minority students from one year ago.

Additional highlights from this past year are as follows:

SUNY Fredonia was awarded its fourth national ANGEL impact award, more than any other university in the nation.

The Professional Development Center conducted more than 90 workshops in its first full year of operation.

Diver Kelly Sponholz and thrower Julia Hopson became Fredonia's first ever female NCAA Division III national champions.

Fredonia was one of only 12 universities in the U.S. to receive a \$500,000 Project RAISE UP grant from the U.S. Department of Education to support special education programs.

The Women's Volleyball team won the SUNYAC Conference Championship for the first time and made it all the way to the "Sweet 16" round of the NCAA D-III tournament.

Two coaches received SUNYAC "Coach of the Year" honors: Kevin Moore for Men's Basketball and Geoff Braun for Women's Volleyball.

The Students in Free Enterprise (SIFE) team, for the 13th consecutive year, won first place in its regional competition.

The chart-topping band, O.A.R., headlined FredFest 2009.

Over 350 students presented research and creative projects at the April 2009 Student Research and Creativity Exposition.

Marian Wright Edelman gave a stirring Maytum Convocation Lecture, describing her work with the Children's Defense Fund.

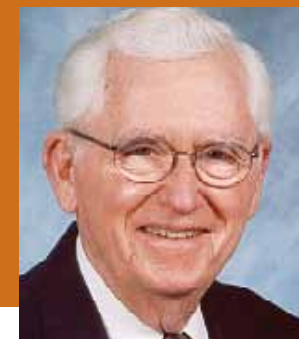
Fredonia was the first BANNER institution within SUNY to provide transfer information for the new SUNY-wide equivalency web site.

SUNY Fredonia was reviewed by the Middle States Commission on Higher Education in Spring 2010 and once again maintained accreditation from the assessment team.



DALLAS K. BEAL LEGACY SOCIETY

The Dallas K. Beal Legacy Society recognizes alumni and friends who have included SUNY Fredonia in their estate plans. Their gifts come in many forms, including bequests by will, charitable gift annuities, charitable trusts, beneficiary designation of retirement plans, life insurance and bequest savings bonds. All are greatly appreciated and help to ensure the tradition of excellence for generations to come.



Dr. Beal came to the Fredonia Normal School in 1958 as Director of Education. He advanced to Dean of Professional Studies and then in 1969 to Vice President for Academic Affairs. In 1970, he was named Interim President of SUNY Fredonia and became the university's 10th President in 1972, serving until 1984, when he became Acting Executive Vice Chancellor of the SUNY system.

In 1985, Dr. Beal was named President of the Connecticut State University system, overseeing the state's four colleges and over 37,000 students, and served in that position for nearly 10 years. Upon his retirement, he and his wife, Elizabeth "Kris," returned to Fredonia, and in 1996 he again served as Interim President of SUNY Fredonia. In 1997, the SUNY Board of Trustees honored him with the title of President Emeritus.

In light of Dr. Beal's unparalleled service, it seemed only fitting to rename the Heritage Society, established in 1988, to the Dallas K. Beal Legacy Society. Dr. and Mrs. Beal had been consistent and generous donors to the college foundation. They also created the Dr. Dallas K. and Elizabeth W. Beal Award, given to an undergraduate who demonstrates unusually strong and notable leadership in student government and/or service to the broader university or local community. In addition, the Beals named the Fredonia College Foundation as a beneficiary of a bequest in their estate plans.

When Dr. Beal passed away in 2002, SUNY Fredonia lost a marvelous friend, tremendous advocate and great leader. But his legacy lives on in perpetuity. What a wonderful memory it is and will continue to be for all of us.

Planned gifts play a critical role in the future of SUNY Fredonia. We are forever grateful for this commitment, and honor those who have become members of the Dallas K. Beal Legacy Society.



FIVE-YEAR FREDONIA PLAN

As SUNY Fredonia enters the fourth year of the five-year Fredonia Plan, the campus continues to make progress in the five key areas: Student Learning, Scholarship, Diversity, Technology, and Campus Image. In 2010, the campus will expand its first-year programs to reach every single new student, complete the campus-wide wireless plan by adding all residence halls, continue to expand study abroad programs, implement additional recommendations from the Diversity Task Force, and ensure every academic major has a significant Senior Capstone Experience as part of the graduation requirement.

SUNY Fredonia campus planning dovetails nicely with the system-wide strategic planning effort outlined by SUNY Chancellor Nancy Zimpher, which SUNY released last spring. It will serve as a guiding force as the campus develops its next strategic plan that ensures Fredonia's future actions support system-wide initiatives.

Campus sustainability efforts continued to move forward in 2009. Many successes are documented in the 2nd Annual Sustainability Report to the Campus released last April. Highlights include a very successful Earth Week attended by nearly 2,000 students, the placing of 2,400 recycling totes in individual offices and residence hall rooms, more than 8,500 pounds of clothing being donated to the Chautauqua County

Rural Ministry as part of Fredonia Waste-Wipeout 2009, and 78,000 pounds of recycled materials generated during the 10-week "RecycleMania." Paperless efforts were expanded with Student Accounts adding the new TouchNet system, Career Development using Quest software, University Advancement designing a new Alumni Portal, and by implementation of the online graduate application, completion of the new online catalog, elimination of the print version of the Spring 2009 class schedule, and the opening of several new campus Internet marketplace stores. One of the newest initiatives is the call for departments to become Sustainability Partners to assist the university in becoming greener.

SUMMARY

The Division of University Advancement supports, encourages and promotes SUNY Fredonia's academic mission and vision by interacting with alumni, friends and the greater community. Our goal is to engage and connect these constituencies with the university to garner support and secure resources that will enhance SUNY Fredonia's place in higher education. The Division of University Advancement is steadfastly committed to serving the interests, priorities and mission of SUNY Fredonia this academic year and beyond.

REMEMBER FREDONIA

IN ADDITION TO ANNUAL GIVING

MAKING A PLANNED GIFT TO SUNY FREDONIA ALLOWS DONORS TO ASSIST THE UNIVERSITY IN ITS GROWTH AND AT THE SAME TIME HELP TO ACHIEVE PERSONAL GOALS. THE FOLLOWING GIFT PLANS OFTEN OFFER TAX SAVINGS AND OTHER ADVANTAGES TO DONORS.

BEQUEST: The most common form of gift by will. It can be in any amount and, if it meets the minimum requirement, may be used to create an endowed fund. It is revocable unless otherwise stipulated.

LIFE INSURANCE: A donor may revocably or irrevocably name the foundation as beneficiary and/or owner of a new or pre-existing policy.

GIFTS OF APPRECIATED SECURITIES: (assets held for more than one year) are the most popular type of non-cash gift. Charitable giving may be one of the best defenses against capital gains taxes.

CHARITABLE GIFT ANNUITIES: Also known as life income agreements, provide a guaranteed income for life in exchange for an irrevocable gift.

CHARITABLE REMAINDER TRUSTS: These trusts are privately created and administered. As an irrevocable trust, they can provide either a fixed or variable income for life or term of years. Similar revocable trusts may also be employed but do not provide a tax deduction.

RETIREMENT PLAN GIFTS: A gift made by naming the foundation as beneficiary after death.

BEQUEST SAVINGS BONDS: A donor may leave appreciated U.S. Savings Bonds as a charitable bequest and the foundation will receive 100 percent of their value (and bypass the tax burden).

MORE INFORMATION CAN BE OBTAINED ON ANY OR ALL OF THE ABOVE PLANS BY CONTACTING THE FREDONIA COLLEGE FOUNDATION.

2009 FREDONIA COLLEGE FOUNDATION BOARD OF DIRECTORS

COMMITTEE STRUCTURE:

- Audit Committee
- Development and Planned Giving Committee
- Executive Committee
- Foundation House Sub-Committee
- Investment/Finance Committee
- Operations Committee
- Special Events Committee



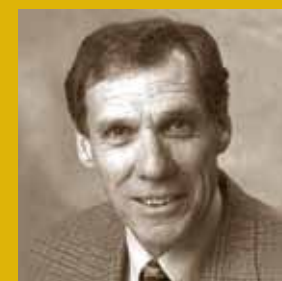
Kurt W. Maytum
(Chair)
President/CTO - DFT Communications



Michael Schiavone, J.D., '78
(Vice Chair)
Senior Partner - Lipsitz Green Scime & Cambria, LLP



Jean M. Malinoski, '68, '81
(Secretary)
Vice President for Development Emeritus - SUNY Fredonia



Richard A. Gilman, Ph.D.
(Treasurer)
Distinguished Teaching Professor Emeritus - SUNY Fredonia



Carol A. Ward, '81
(Immediate Past Chair)
COO/Managing Director - Ca-La Consulting LLC



Phillip Belena, '92
Management Consultant - Accenture, LTD



Thomas F. Bijou, '73
CEO - BHM Associates/
Nan-o Proprietary Co. Inc.



Carol Boltz, '81
Teacher (ret.)



John Campbell, '81
Chief Investment Officer - Cornerstone Investment Partners



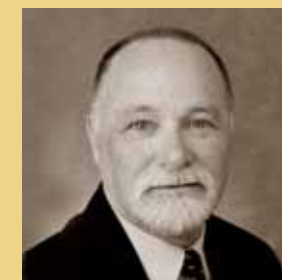
David H. Carnahan
Chairman - Carnahan-Jackson Foundation Inc.



Robert E. Coon, '50
Vice President for Student Affairs Emeritus - SUNY Fredonia



Shirley Erbsmehl, '58
Teacher (ret.) - Lancaster Central School



Greg Gibbs, Ph.D., '71
(Alumni Association Representative)
Professor - St. Bonaventure University



Amos Goodwine Jr., '72
Coordinator of Workforce Investment Programs - City of Erie (Pa.) School District



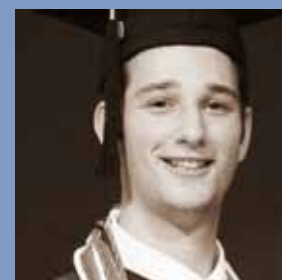
Betty C. Gossett, '76
(Assistant Executive Director)
Associate Vice President for University Development - SUNY Fredonia



Walter J. Gotowka, '81
President/Owner - Lawley Tradition LLC



Dennis L. Hefner, Ph.D.
President - SUNY Fredonia



Patrick Horn, '09
(Student Representative)
Student Association Controller - SUNY Fredonia



Richard Johnson, CPA
Partner - Johnson, Mackowiak and Associates



Deborah Kathman
Executive Director - Chautauqua Striders, Inc.



Jeffery Kelly, Ph.D., '82
Lita Annenberg Kazen Prof. of Chemistry; Chairman, Dept. of Molecular and Experimental Med. - The Scripps Research Institute



David Mancuso
President/CEO - Lake Shore Savings



Cathy Marion, '79
Director - Marion Foundation



Michael A. Marletta, Ph.D., '73
Aldo DeBenedictis Distinguished Professor of Chem./Professor of Biochemistry and Molecular Bio. - Univ. of CA, Berkeley



Judy Metzger
Director - Campus and Community Children's Center



Michael L. Petsky, '85
Partner and CEO - Petsky Prunier LLC



James A. Sommer
Attorney at Law



Debra Horn Stachura, '75
Owner - Buffalo Advertising



David M. Tiffany, Ph.D.
(Executive Director)
Vice President for University Advancement - SUNY Fredonia



Jeffrey J. Wallace Sr., Ph.D., '68
Professor of Social Science - University of Akron



Henry K. (Mike) Williams IV, '95
Vice President - Williams Enterprises, LP

HONORARY MEMBERS

Rocco R. Doino, Ed.D., '52
Gileen W. French
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James H. Mintun, Jr.
J. Brien Murphy, Ed.D., '53 '56
Edward C. Steele
Kenneth W. Strickler
Nancy L. Yochym, '90

AUDITOR'S REPORT AND FINANCIALS

TO THE BOARD OF DIRECTORS OF FREDONIA COLLEGE FOUNDATION OF
STATE UNIVERSITY OF NEW YORK, INC. • FREDONIA, NEW YORK

We have audited the accompanying statement of financial position of the Fredonia College Foundation of the State University of New York, Inc. as of December 31, 2009, and the related statement of activities and cash flows for the year then ended. These financial statements are the responsibility of the Foundation's management. Our responsibility is to express an opinion on these financial statements based on our audit. The prior year summarized comparative information has been derived from the Foundation's December 31, 2008 financial statements, which was audited by other auditors, whose report dated April 23, 2009 expressed an unqualified opinion on those statements.

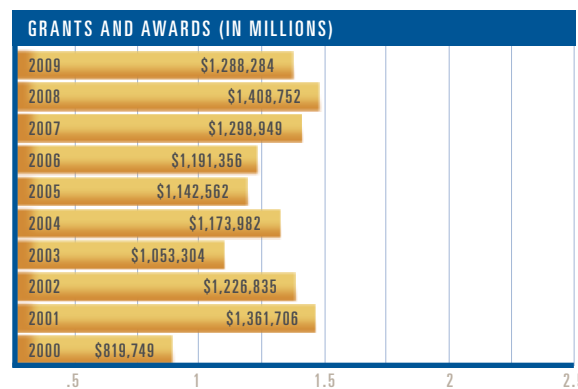
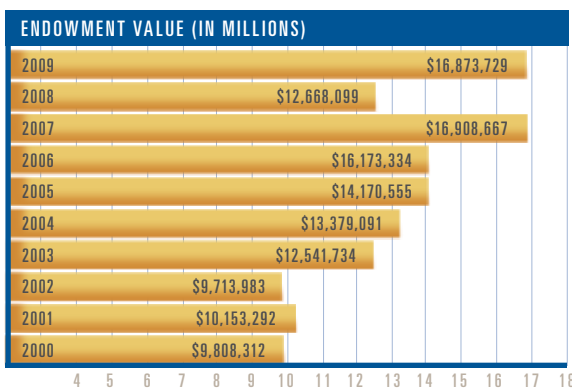
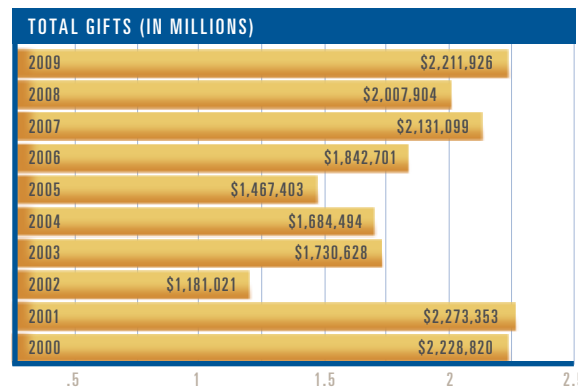
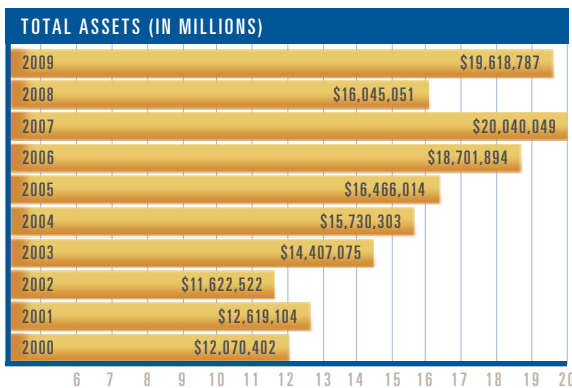
We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Fredonia College Foundation of the State University of New York, Inc. as of December 31, 2009, and the changes in its net assets and its cash flows for the year then ended, in conformity with accounting principles generally accepted in the United States of America.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The supplemental information on page 26 is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

BAHGAT & LAURITO-BAHGAT
CERTIFIED PUBLIC ACCOUNTANTS, P.C.
APRIL 30, 2010

12-YEAR REVIEW OF FOUNDATION ACTIVITY



STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2009 WITH COMPARATIVE TOTALS FOR DECEMBER 31, 2008

	2009	2008
ASSETS		
Cash and cash equivalents	\$ 1,746,309	\$ 973,171
Investments, at fair value	16,576,809	13,216,552
Receivables, net	25,364	25,665
Prepaid expenses and deposits	377	312
Unconditional promises to give	854,580	588,653
Beneficial interest in charitable remainder trust	-	630,000
Other investments	75,386	70,653
Property held for resale	-	164,900
Property and equipment, net of accumulated depreciation	365,327	375,145
TOTAL ASSETS	\$19,644,152	\$16,045,051
LIABILITIES AND NET ASSETS		
Accounts payable and accrued expenses	\$ 11,876	\$ 47,112
Annuities payable	420,243	391,886
TOTAL LIABILITIES	\$ 432,119	\$ 438,998
NET ASSETS		
Unrestricted:		
Undesignated	\$ 432,587	\$ 429,430
Board designated endowments	1,455,966	1,029,198
Market value of donor restricted endowments below historic dollar value	(308,640)	(818,526)
TOTAL UNRESTRICTED NET ASSETS	\$ 1,579,913	\$ 640,102
Temporarily Restricted Net Assets	4,044,513	2,197,661
Permanently Restricted Net Assets	13,587,607	12,768,290
TOTAL NET ASSETS	\$19,212,033	\$15,606,053
TOTAL LIABILITIES AND NET ASSETS	\$19,644,152	\$16,045,051

STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED DECEMBER 31, 2009 WITH COMPARATIVE TOTALS
FOR THE YEAR ENDED DECEMBER 31, 2008

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	2009 TOTAL	2008 TOTAL
SUPPORT AND REVENUE					
Gifts and bequests	\$ 404,929	\$ 971,977	\$ 835,019	\$ 2,211,925	\$ 2,007,904
Investment income	145,592	2,849,701	9,285	3,004,578	(4,266,616)
Donated services	522,288	-	-	522,288	526,108
Miscellaneous income	42,000	-	-	42,000	42,000
Net assets released from restrictions through satisfaction of program restrictions	1,409,835	(1,409,835)	-	-	-
Net assets transferred from unrestricted net assets to temporarily restricted net assets	564,991	(564,991)	-	-	-
TOTAL SUPPORT AND REVENUE	\$3,089,635	\$1,846,852	\$ 844,304	\$ 5,780,791	\$ (1,690,604)
EXPENSES					
Grants	1,287,738	-	546	1,288,284	1,408,752
Administrative expenses	838,854	-	248	839,102	919,969
Actuarial loss on annuities	23,232	-	24,193	47,425	75,969
TOTAL EXPENSES	\$2,149,824	\$ -	\$ 24,987	\$ 2,174,811	\$ 2,404,690
CHANGE IN NET ASSETS	939,811	1,846,852	819,317	3,605,980	(4,095,294)
NET ASSETS, at beginning of year	\$ 640,102	\$ 2,197,661	\$12,768,290	\$15,606,053	\$19,701,347
NET ASSETS, at end of year	\$ 1,579,913	\$ 4,044,513	\$13,587,607	\$19,212,033	\$15,606,053

Upon request, a copy of the latest annual information return of the Fredonia College Foundation may be obtained from the Foundation Office, located at 272 Central Ave., Fredonia, NY, 14063, or from the Office of the Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271.