

Alliance College Alumni Association Foundation
2015 President's Report

Friday, November 13, 2015
Riverside Hotel, Cambridge Springs, PA

The President of the Alliance College Alumni Association Foundation is responsible for the operation and activities of the Association Foundation, incorporated as a separate 501(c)3 recognized by the IRS as a registered charity.

The Association Foundation accepts charitable gifts from alumni, friends, family and all interested parties interested in supporting the charitable work of the Association Foundation.

The Association's Foundation has set as its goal the establishment of an endowment that will continue the legacy of Alliance College and its alumni in perpetuity. This will be accomplished through the annual awarding of the Association Foundation's student scholarship.

The current officers of the Association Foundation were elected in October, 2014. During 2015, the Association Foundation has set initial plans for raising a \$1,000,000.00 endowment to support its scholarship activities.

Richard Day, President, Les Rachocki, Treasurer and Barbara Adams, VP of Development and Communications met unofficially with interested alumni and friends of the Foundation to discuss a fund raising agenda for the foundation. Day presented for the group's review materials for a Will & Estate Planning kit, and a sample fund raising letter (originally planned for mailing in May, 2015). Barbara Adams, discussed an opportunity for setting up a booth and potentially speaking to the delegates for the Polish National Alliance Annual Convention that was held this past August in Cleveland, OH. Adams and Rachocki organized a booth for this event.

An additional outcome that came out of discussions with the convention planning committee was a meeting with current PNA President, Frank Spula. Day traveled to the PNA headquarters in Chicago on August 4, 2015. Day and Spula discussed Alliance College, current alumni efforts to maintain the legacy of Alliance College, the establishment of the Association Foundation and our plans for the future. Spula invited the Association Foundation to prepare an article announcing our plans and general information about the Foundation for a forthcoming issue of Zgoda. The article was prepared by Day and Aundrea Cika Heschmeyer and was submitted in September to the PNA editor. A complete report will be made by Day at the Association Foundation's annual meeting on November 14, 2015 in Cambridge Springs, PA.

Vice President of Scholarships and immediate past president of the Association Foundation, Mary Alice Wisowaty tendered her resignation from the Foundation on

April 6, 2015. Day in consultation with Celeste Mickiewicz, President of the Alumni Association agreed not to replace the vice president position at the time and Day agreed to serve as scholarship chairperson for the 2015 year. Day and Cika Heschmeyer prepared a public relations announcement for Polish themed newspapers, associations and organizations, as well as regional papers in key Polish-American markets. The PR release was sent on August, 2015. Ten applications for scholarship support were received for this year's scholarship. Review of applicants and selection of this year's winner will be completed at the Association Foundation's annual meeting on November 13, 2015 in Cambridge Springs, PA.

Day will present an annual fundraising plan to the officers and trustees of the Foundation at the forthcoming Association Foundation annual meeting on November 13, 2015 in Cambridge Springs, PA. The fundraising plan includes: the distribution of a Will and Estate Planning kit to interested parties that would like to leave a gift to the Foundation in their last will and testament. Day will recommend two annual solicitation letters. A Spring letter that will be an annual request for support of the Foundation through the class year campaign. In the Fall, a letter will be sent to all alumni and interested parties announcing the annual scholarship winner and soliciting for additional gifts that will continue the Foundation's annual ability to make such gifts in the name of Alliance College and its alumni. Additional fund raising ideas will be considered including additional mailings, such as postcards sent prior to "Giving Tuesday," an event following the kick-off of the holiday shopping season that is fast gaining the attention of all who are interested in supporting charities that are of interest to them just prior to Christmas and year-end tax considerations.

The Foundation Association is in receipt of two estate commitments. Three other estate commitments are currently under consideration by interested donors. A complete financial report will be made by the Association Foundation's treasurer at the Association Foundation's annual meeting on November 13, 2015 in Cambridge Springs, PA.

Submitted November 1, 2015 by Richard Day