



2019
2020



Grand Rapids Community College
FOUNDATION ANNUAL REPORT



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ASSETS

\$45
MILLION

TOTAL FUNDS

498

CONTRIBUTIONS

\$4
MILLION



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DONORS

762

**STUDENTS
AWARDED**

1,097

**SCHOLARSHIPS
AWARDED**

**\$1.1
MILLION**

For the third time in Foundation history, we surpassed \$1 million in scholarships awarded!



LETTER FROM THE PRESIDENT & FOUNDATION BOARD CHAIR

“Essential” is the word we keep coming back to as we reflect on the difficult year we have experienced together.

The COVID-19 crisis touched all of us. And at Grand Rapids Community College, it’s changed the way we serve West Michigan. Our faculty and staff became creative and innovative to continue delivering education and support services because we know people depend on us.

Our college has been through difficult times before. From its start in 1914, it helped the people of West Michigan recover from world wars, the Great Depression, the turbulent 1960s, and the Sept. 11 attacks.

After every challenge, GRCC has been an essential part of helping our community rebuild. We’re part of the solution. That’s both our legacy and our mission for the future.

As we have worked through this pandemic, we’ve seen new types of heroes emerge. Healthcare workers, first responders, information technology teams, manufacturers, teachers – many of the people in these essential roles were trained and educated right here at GRCC.

Many of the heroes are in those roles today because of support they received through the Grand Rapids Community College Foundation. Contributions from our donors are essential to funding scholarships to make a college education affordable – and, for some,

even possible. Collaboration with our employer partners provides inspiration and creates opportunities.

When you make that donation, propose a partnership or volunteer to work with our students, you are making a difference. You are helping a student today, and our region tomorrow.

The need for your help grows. Students of all ages are struggling as our economy reopens with new and different demands for skills and education. Your assistance will continue to be essential.

We humbly thank you for your generous support of the GRCC Foundation and our community as a whole. You have touched lives in more ways than you can possibly know. We hope you can continue assisting us as we move forward together.

Sincerely,



Bill Pink, Ph.D., GRCC President



James V. Buzzitta, M.D., Foundation Board Chair

DAVE AND KAREN CUSTER PUT PERMANENT STAMP ON CAMPUS

Their innovation, generosity results in national awards, new alumni space.

Dave Custer spent almost 40 years building a successful workplace interiors business that now employs 114 people with sales of \$58 million.

But in the 1960s, Custer was a first-generation student at Grand Rapids Junior College. His father's grocery store had been forced to close, and he was happy he could afford GRJC tuition. In 1967, he transferred his GRJC credits to Western Michigan University, where he earned a bachelor's degree.

"Grand Rapids Junior College had lower tuition and allowed me to stay at home and helped me get a start on a college degree," he said. "And having that degree allowed for better opportunities of employment, which then molded my career."

The CEO and founder of Custer Inc. shares his story with almost everyone he encounters, saying, "If it wasn't for GRJC, my life would be very different from what it is today."

Custer and his wife, Karen, have dedicated their time and abilities to ensuring current Grand Rapids Community College students get the opportunities that changed

his life, and two national organizations recognized that commitment this year.

The American Association of Community Colleges named Dave Custer one of just four 2020 Outstanding Alumni Award recipients from among 600 nominations. Then this past spring, the Council for Advancement and Support of Education named him the recipient of the 2020 Ernest T. Steward Award for Alumni Volunteer Involvement. The award, named for the first executive director of the American Alumni Council, recognizes an individual for service to his or her alma mater and is the highest honor CASE presents to an alumni volunteer.

Dave Custer became a member of the GRCC Foundation's board of directors in 1989 and immediately joined efforts that led Kent County voters to redistrict GRJC into the independent, standalone Grand Rapids Community College. In 2008, he was named board chair – the first time this leadership position was held by someone other than the college president. He has served as chair of the fundraising committee for 30 years, and his tenure includes a historic milestone: In 2017, more

than \$1 million in scholarships were awarded. He and his wife most recently served as honorary chairs of GRCC's A Broader Vision capital campaign.

"Dave has an entrepreneurial spirit that has proven to be such a tremendous asset to the GRCC Foundation," said Dr. Jim Buzzitta, current board chair. "He pushes us to think innovatively, and his love for his alma mater is evident in all that he does."

Karen Custer is an inaugural member of the GRCC Foundation's Women in Philanthropy group and her support of the college is part of her commitment to the larger community. She serves on the boards of St. Mary's Mercy Health Foundation, the Thornapple River Association and the Timber Canyon Neighborhood Association. She also volunteers with Kids' Food Basket, Central Reformed Church and the Mental Health Foundation.

She is the former president of Cascade Hills Women's Golf Association and the Thornapple Elementary and Central Middle School PTOs, and started the Forest Hills Public Schools parent advisory council and Southeast YMCA's swim team. She was also



“I want to help give others the same chance and opportunity I had. I don’t know what our community would do without GRCC.”
– Dave Custer

chair of the Area Wide Young Life gala, Children’s Miracle Network Telethon, Central Reformed Church’s children’s committee, Cascade Hills pool committee and Grand Rapids schools Mind Share program. She served on the boards for the Grand Rapids Schools Student Advancement Foundation (now known as the Grand Rapids Public Schools Foundation), Hope Network, Clark Retirement Community and Make-a-Wish Foundation.

Karen Custer received the Ben Emdin Award for service to Forest Hills Public Schools and the Legacy Award from the Grand Rapids Public Museum. She received a Tribute

Award from Forest Hills Board of Education and was elected to the Forest Hills Central Athletic Hall of Fame for being the first female president of the boosters.

The Custers’ latest project realizes a long-held dream of the GRCC Foundation: a permanent home for fundraising and alumni activities. Their leadership and insight was recognized by the GRCC board of trustees, which voted unanimously to rename the refurbished Lettinga House the Custer Alumni House.

The foundation had planned to show off its new home as part of a special tribute to the Custers during

SCHOLARfest 2020. While the pandemic moved the event online, friends and community leaders were still able to share their appreciation for all the couple has done for West Michigan.

For their part, the Custers say they are happy to help an institution that helps so many.

“I want to help give others the same chance and opportunity I had,” said Dave Custer, GRCC’s 2010 Distinguished Alumnus. “I don’t know what our community would do without GRCC.”



FOUNDATION MOVES INTO NEWLY RENOVATED CUSTER ALUMNI HOUSE

The GRCC Foundation is celebrating its new home, which houses offices and space for alumni activities.

In June, the GRCC board of trustees voted unanimously to change the name of the Lettinga House at 473 E. Fulton St. to the Custer Alumni House.

The house, which most recently contained temporary offices, the General Counsel and the Institutional Research Department, underwent \$1.8 million in renovations to prepare it for its new role as a hub for foundation and alumni activities.

Completely outfitted with Custer Inc. furniture, it now boasts space for board meetings and entertaining. The foundation can now host formal receptions, holiday parties or casual alumni “drop-ins” with the help of a dining room as well as a commercial and residential kitchen.

Dr. Kathryn Mullins, vice president of College Advancement and executive director of the GRCC Foundation, said the renamed house is a fitting honor for Dave Custer, who is proud to share his Grand Rapids Junior College story.

“This is an opportunity to honor him and tell his story so he can inspire students today and long into the future,” she said.

FEATURES



Completely outfitted with Custer Inc. furniture



Commercial and residential kitchen



Board meeting space



Alumni drop in spaces



Formal dining room



Event space for alumni/donor special events

1910

First mention in city directories of the house, with an address of 437 E. Fulton. It's owned by William S. Thomas, of Thomas Canning Co., who lived there until 1920.

1922

Julia Hawkins March, a widow and owner of a shop that sold small home furnishings, purchased the house, now listed at 473 E. Fulton. She married Edward Hart in 1934 and remained in the house until 1938.

1939

Howard E. Sherman, of Hazeltine & Perkins Drugs, purchased the house. He owned it through 1985.

1986

Davenport University purchased the house and renamed it the Lettinga Entrepreneurial Center.

2009

Grand Rapids Community College acquires the house as part of its purchase of Davenport's 7.5-acre downtown campus. It housed the Institutional Research Department, the General Counsel and temporary offices.

2020

After \$1.8 million in renovations, the building is renamed the Custer Alumni House and becomes home to the GRCC Foundation and alumni activities.

CULINARY ALUM ADDS SUPER BOWL TO LIST OF EXPERIENCES

GRCC started her on career in sports, entertainment industry.

Preparing food for tens of thousands of players and fans at Super Bowl LIV was a first for Dayanny De La Cruz.

As executive chef for Miami's Hard Rock Stadium, De La Cruz supervised meals for February's NFL championship between the Kansas City Chiefs and San Francisco 49ers. She guided 100 chefs and 2,400 culinary staff members in preparing a menu that included 2,700 Maine lobster tails, 6,000 servings of short ribs and 10,000 hot dogs.

But the Super Bowl experience was just the latest in a series of "firsts" in De La Cruz's career.

"I'm the first Latina, the first female heading up a Super Bowl," she said. "Besides that, I'm the first female to

head an NFL stadium. The NFL has trusted me to give me an amazing stage, an amazing platform to make changes, to be able to touch the community."

De La Cruz credits what she learned as a student at GRCC's Secchia Institute for Culinary Education with giving her skills – and confidence.

"This was my safe haven," she said. "This was my place for me to grow, but at the same time, develop the best thing I have today, which is my career. And, also, the love that I have for food and everything I learned through the process from my mentors."

De La Cruz, a native of the Dominican Republic, attended GRCC for a semester in 2003, then needed time to help her husband through a health issue and care for her young children.

Professors kept in touch, encouraging

her to come back and complete her degree. When she returned in 2005, faculty understood the challenges she was facing. She used to support her family by working overnight making empanadas to sell at the farmers market for \$1 each, starting at 6 a.m. before heading to class.

"They made me who I am today," she said of the GRCC faculty. "They saw something in me I didn't know I had. That's something I can still be thankful for. I couldn't have finished school without them – without each and every one of them. Each one of them played a special part in my life."

De La Cruz graduated with honors: She was the first Latina and second woman to receive the Secchia Institute for Culinary Education's Director's Award.

She worked as executive chef at Doubletree Hotels in the Chicago area





This was my place for me to grow, but at the same time, develop the best thing I have today, which is my career. And, also, the love that I have for food and everything I learned through the process from my mentors.”

– Dayanny De La Cruz

before becoming interested in the sports and entertainment industry, overseeing food preparation for large events. That led to working in Miami and American Airlines Arena and the Heat basketball team, which awarded her a championship ring.

De La Cruz has been with Centerplate, the company providing meals at Hard Rock Stadium, since 2017.

“I’m very driven,” she said. “For me, it’s about challenging myself on a daily basis. I call it the magic of game day. You realize that for all the things to work, all the things you planned for, for days and days come to fruition. You look down and say somehow, I touched each and every one of those 57,000 people sitting in those seats. It’s great.”



SETBACKS PUSH STUDENT TO REACH MEDICAL ASSISTANT GOAL

Spectrum Health Care Professionals Education Scholarship helps Amanda Constant focus on classwork.

After years of starts and stops, Amanda Constant has crossed a finish line, with the help of the Spectrum Health Care Professionals Education Scholarship.

Constant was taking medical assistant classes at Ross Medical Education School when her world was turned upside down.

Her husband became sick, and the family learned he would need a heart transplant. He subsequently lost his job as a truck driver because Department of Transportation regulations prohibit commercial

drivers who have cardiac problems.

“When he lost his job, our entire world was flipped upside down,” Constant said. “We lost everything we owned, had to move in with family, sell our cars to pay bills, fundraise to make ends meet, and I had to drop out of school because we just couldn’t afford it any more.”

But Constant knew that she was only postponing her dream of a medical career. Her parents never furthered their education after graduating from high school, and she saw how that limited their employment options.

“After my husband got sick, I knew I had to step up and thought GRCC was the perfect option,” she said. “I found the Medical Assistant program and knew that was it. My goal was to

“*This scholarship meant everything to me. It meant that my dreams of working in the medical field were about to come true.*”
– Amanda Constant

get through the program and make my family proud.”

A federal Pell Grant helped with Constant’s tuition, but she still had the expenses of books, supplies and the transportation costs associated with a 45-minute commute to class.

That’s where the Spectrum Health Care Professionals Education Scholarship stepped in. Receiving it meant that Constant didn’t have to juggle classes and a full-time job.

“This scholarship meant everything to me,” she said. “It meant that my dreams of working in the medical field were about to come true. It meant that I could start to provide for my family. It meant that my family would be proud of who I was becoming.”

Spectrum and GRCC created the Spectrum Health Care Professionals Education Scholarship in 2016 to encourage and assist students interested in health sciences or health careers. The need-based scholarship originally targeted students pursuing careers in Associate Degree Nursing, Practical Nursing, Occupational Therapy Assistant and Radiologic Technology programs, later expanding to include the Medical Assistant program. During the 2019-2020 academic year, \$306,893 was distributed to students.

But the scholarship is just the latest way that Spectrum Health has supported GRCC students. Spectrum has long partnered with the college on a number of programs designed to address the long-term need for

health care professionals on the Medical Mile.

These programs include an accredited medical assistant apprenticeship, standardized community health worker training, job shadowing and internships. Spectrum Health also is committed to mentoring nursing students, and provides individual internships and clinical sites for several nursing schools, including GRCC. Hundreds of nursing students complete supervised clinical practicums at Spectrum Health facilities annually.

Constant’s successful completion of GRCC’s Medical Assistant program is a milestone for her and her family.

“I started and quit school so many times before, I was so proud to finally get through it this time!” she said.

She works for Spectrum in urgent care, but she plans to return to the classroom when her children are older.

“Medical assisting is a stepping stone in my career path to eventually become an RN who works in the cardiac ICU with patients like my husband,” Constant said.

The difficult times she and her family have been through help them appreciate the good things in their lives now, she said.

“It was a reality check and a changing time in our life,” she said. “It inspired me to go to school and make my family proud. It made it so that we knew what rock bottom was and how far we have climbed since that day.”

NEW SCHOLARSHIPS FOR 2019-2020

Deb Bailey Memorial Scholarship

Grand Rapids Promise Zone
Scholarship

Home Builders Association of
Greater Grand Rapids Foundation
Scholarship

Stella Royce Music Scholarship

Charles E. Schell Loan Fund

Women in Philanthropy Scholarship

NEWLY ENDOWED SCHOLARSHIPS FOR 2019-2020

Many donors choose to name their endowed scholarship after a person they love or to establish a permanent legacy. We are so thankful for our newly endowed scholarship funds, which will help countless students for years to come.

The Charles Chamberlain
Scholarship Fund

Cascade Engineering
Technology Scholarship

The Ellen M. James Trailblazer
Scholarship

The Dorothy and Melvin
Kampfschulte Memorial
Teacher Scholarship

Laura B. Moody Scholarship

The Loyd and Suzanne Winer
Scholarship Fund

The Yeiter Family Scholarship

FOR JERRY AND JAN BENHAM, SCHOLARSHIP CONTRIBUTIONS ARE 'THE GIFT THAT KEEPS ON GIVING'

Foundation recognizes four decades of generosity with Armen Oumedian Consecutive Giving Award.

For the first recipients of the GRCC Foundation's Armen Oumedian Consecutive Giving Award, "consecutive" reaches over decades: Jerry and Jan Benham started contributing in 1979 – a foundation record.

"That is 41 years of giving consecutively to support our students' needs and removing financial barriers for students," said Dr. Kathryn Mullins, vice president of College Advancement and the executive director of the GRCC Foundation. "There is not a single individual donor within our organization who has done this longer."

"There are so many scholarship opportunities at GRCC, and support for any of them is worthy," Jerry Benham said. "A scholarship is, as the saying goes, the gift that keeps on giving. We are very proud to be a part of that effort at GRCC!"

Jerry Benham started work at what was then Grand Rapids Junior College in 1980 as the culinary arts supply room clerk. While he officially retired in 2001 as the food service director, he returned to campus that same year to work part time for the GRCC

bookstore before retiring as its senior accounting clerk in 2011.

Jan Benham took clerical classes at GRJC in the late '60s. Her first job at the college was as the executive secretary to the executive vice president in 1978. Even after retiring in 2004 from GRCC's Human Resources Department, she couldn't stay away for long, working part time for Human Resources from 2005 to 2013.

The Benhams' contributions started with a donation to the Million Dollar Faculty/Staff Program in 1985. When they received the Excellence in Education Award in 1999, they decided to expand their giving.

"After receiving the Excellence in Education Award, we created our own scholarship focused on service learning activities," Jerry Benham said. "Two of our daughters participated in service learning trips, and our scholarship provided a way for other students to fund their trips as well."

The Benhams' legacy also includes the Jerry Benham Award, which goes to a GRCC employee who has demonstrated outstanding involvement in student activities, and the Benham Service and Civic Engagement Award, which recognizes a student leader's accomplishments with a stipend.

Anders Rottschafer, who received the 2020 Benham Service and Civic Engagement Award, didn't participate in campus activities with an eye to getting accolades. But receiving the recognition has encouraged him to keep pursuing service to others when he heads to the University of Michigan.

"Your gift has reinforced to me that I'm heading in the right path," he told the Benhams through a video shown at a virtual event honoring them. "That is the real gift you gave me."

The Benhams also provide funds for the student food bank and contribute to the Golden Raiders Scholarship, which helps retirees' grandchildren attend GRCC.

For the Benhams, whose contributions have honored the service of others, receiving the Armen Oumedian Consecutive Giving Award was an unexpected honor.

"Never have we considered how long we have been contributing, as it is just something that we do automatically," Jerry Benham said. "But it is an honor for us to be recognized for our continued commitment to GRCC students."

NEW AWARD RECOGNIZES LEGACY OF ARMEN OUMEDIAN

The GRCC Foundation held a virtual event in May to celebrate Jerry and Jan Benham as the first recipients of the Armen Oumedian Consecutive Giving Award.

To comply with COVID-19 social distancing requirements, the Benhams received their award at their home as friends and family cheered from a passing parade of cars. In the virtual event held later, everyone toasted the couple – with a special Benham sangria recipe – and shared memories and laughs in a conversation led by Erin Van Egmond, associate director of College Advancement.

Members of the Oumedian family were among those celebrating with the first recipients of the award created to honor the legacy of Armen Oumedian, who passed away in 2018.

Oumedian attended what was then Grand Rapids Junior College from 1941 to 1943 – as did his late wife, Pat, and their three children. After graduating in 1949 from

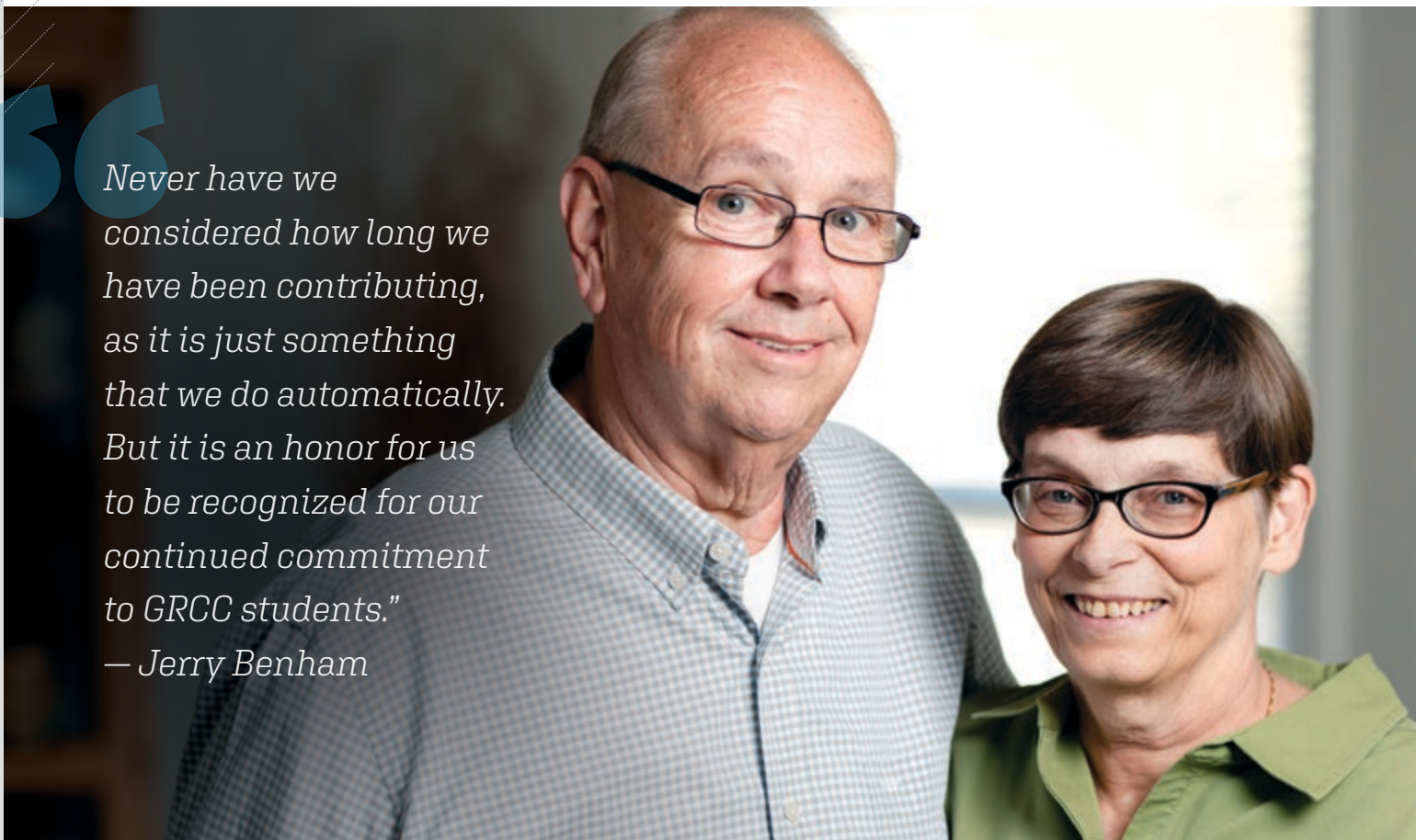
Kettering University, then known as the GM Institute, he worked for General Motors for 10 years. He then worked for 32 years at Rapistan Inc., retiring as a senior vice president in 2000. He was named GRCC's Distinguished Alumnus in 1996.

He created several scholarships through the foundation, including opportunities for first-generation students and those going into healthcare. GRCC's Armen Awards, which were held from 2012 to 2016, reflected his commitment to innovative thinking. The awards were later renamed the Armen Innovation Grants.

"Armen Oumedian and his family understood the importance of a college education, and dedicated significant resources to ensuring student success by removing financial barriers for them," said Dr. Kathryn Mullins, vice president of College Advancement and executive director of the GRCC Foundation. "The Oumedian family's dedication to the success of GRCC students will be felt for years and years to come, and we are proud to honor that legacy by naming this award in his memory."



“Never have we considered how long we have been contributing, as it is just something that we do automatically. But it is an honor for us to be recognized for our continued commitment to GRCC students.”
— Jerry Benham





NURSING PROFESSOR ENSURES THAT CARING CONTINUES

Laura B. Moody Scholarship helps students from underrepresented populations meet unexpected expenses.

Laura B. Moody has helped thousands of GRCC students on their way to successful nursing careers. She's shared her skills and knowledge as a professor, and she has encouraged, supported and advised students outside the classroom.

As she planned her retirement from a 22-year career, what possibly remained to be done?

There was one thing she wanted to complete: She wanted the scholarship

fund she started to be fully endowed before she retired.

She began the Laura B. Moody Nursing Scholarship to honor two special women: her mother, Elizabeth R. Johnson, and her mother-in-law, Lucy Mae Moody.

"I knew some of the struggles my mom had in nursing school, and I looked at my own struggles that I went through, not knowing if there would be enough funds to take care of books and uniforms or even my nursing pin when I graduated," Moody said.

She was already helping her students informally with unexpected expenses, so it wasn't a huge leap for her and

*"I often say, if I can help somebody as I travel along the way, then my living will not be in vain."
— Laura B. Moody*

YOUR LEGACY, THEIR FUTURE

her husband, the Rev. Nathaniel Moody, to decide to create a scholarship.

The Rev. Moody also had firsthand experience of the financial struggles college students can face. He attended Grand Rapids Junior College in 1975-1976 before going to mortuary school. He was a part-time student while working two jobs.

"A lot of his time on break at work was spent studying," Laura Moody said. "But he was determined to accomplish his goals of completing and receiving a degree."

After her husband received his mortuary science license, he was ordained as a pastor in the AME Zion Church and received a master's degree in theology. He returned to GRJC to earn the one credit he needed for an associate degree and graduated in 1988. He received GRCC's Giant Among Giants Award in January.

"The biggest accomplishment was to come back and walk across that stage and receive his associate degree from GRJC," Laura Moody said.

Both she and her husband are proud that their scholarship – now fully endowed – will help future nursing students.

"Some of our students go through a lot of struggles and hardships," she said. "They are working and trying to go to school at the same time and raise a family.

"If we can help in any way possible, the need is always there."

"I often say, if I can help somebody as I travel along the way, then my living will not be in vain."

The GRCC Foundation can coordinate with you and your professional advisors to create a lasting impact for our students:

Bequests

This is one of the easiest and most flexible ways that you can leave a gift to the GRCC Foundation. Options include:

- Percentage bequest – make a gift of a percentage of your estate.
- Specific bequest – make a gift of a specific dollar amount or asset.
- Residuary bequest – make a gift from the balance, or residue, of your estate.

Retirement Assets

You can donate a part or all of your unused retirement assets, such as your IRA, 401(k), 403(b), pension or other tax-deferred plan.

If you designate the GRCC Foundation as a beneficiary, our students will benefit from the full value of your gift because your retirement assets will not be taxed at your death. Your estate will benefit from an estate tax charitable deduction for the gift.

To name the GRCC Foundation as a beneficiary, update your beneficiary designation form through your plan administrator. Options for designation include:

- Primary beneficiary – GRCC Foundation will receive a percentage or specific amount.

- Contingent beneficiary – GRCC Foundation will receive the balance of your plan if your primary beneficiary doesn't survive you.

Life Insurance

You can designate the GRCC Foundation as the full, partial or contingent beneficiary of your life insurance policy, while still retaining ownership. To make a gift of life insurance, contact your life insurance provider to update your beneficiary designation form.

Ira Charitable Rollover

If you are 70 ½ years or older, you can make a difference now with an IRA Charitable Rollover. You can give up to \$100,000 annually, income tax-free, from your IRA directly to a qualified charity. If you are considering an IRA Charitable Rollover, consult with your professional advisors to ensure that your transfer qualifies.

Contact GRCC Foundation

After creating or updating your will or trust, please contact us to inform us of your plans. We would love to recognize you. For more information, please visit grcc.edu/PlannedGiving.



A BROADER VISION CAMPAIGN EXCEEDS GOAL

West Michigan's generosity means more scholarships, improved learning spaces.

The GRCC Foundation launched A Broader Vision, the public phase of what had been a quiet effort to raise \$15 million for scholarships and building renovations, on May 14, 2019.

Because GRCC employees, area foundations, community leaders and local businesses had already donated \$12 million, A Broader Vision set a goal of \$3 million in contributions from the public.

Campaign co-chairs Dr. Jim Buzzitta, Larry Murphy and the late Deb Bailey shared information about the growing need for scholarships: While the foundation helps 1,000 students annually, the need for financial support goes beyond that.

"The need for scholarship support has never been greater," Murphy said. "One out of every three high school grads in Kent County touches GRCC in some way, but the college also serves nontraditional students, including older students who are coming back to finish their education and change their lives. Such opportunity has a tremendous impact not only upon the student, the results can beneficially affect a family for generations."

"We hear many stories from people in our community who owe their success to GRCC," Buzzitta said. "Many of those people were able to attend through the generosity of

people supporting scholarships – and there can be so many more who can get an opportunity because of people stepping up and making a difference."

The three co-chairs also emphasized the importance of up-to-date facilities in giving students the skills they need for rewarding careers.

"GRCC is an economic driver for the region," Bailey said. "If we want our kids, our grandkids, and our neighbors to live in a community that is thriving, it's critical to invest in GRCC."

The campaign set three goals:

- Renovate Raleigh J. Finkelstein Hall, formerly the Main Building, adding more classroom, meeting and study space, and redesigning the academic advising and career development areas to streamline enrollment and counseling and to better serve veteran students.
- Revitalize the Wisner-Bottrall Applied Technology Center, updating the Manufacturing and Information Technology areas.
- Strengthen student scholarships, making an additional \$600,000 available annually.

West Michigan agreed with both the need and the plans, responding with donations that totaled almost \$8 million beyond the original \$15 million goal.

"We hear many stories from people in our community who owe their success to GRCC. Many of those people were able to attend through the generosity of people supporting scholarships – and there can be so many more who can get an opportunity because of people stepping up and making a difference."

*– Dr. Jim Buzzitta,
campaign co-chair*

"Every dollar of the \$22,802,900 raised in A Broader Vision is an endorsement of GRCC and our mission," said Dr. Kathryn Mullins, vice president of College Advancement and executive director of the GRCC Foundation. "All of us are moved beyond words by the public's generosity and support of our students and their goals."

GRCC

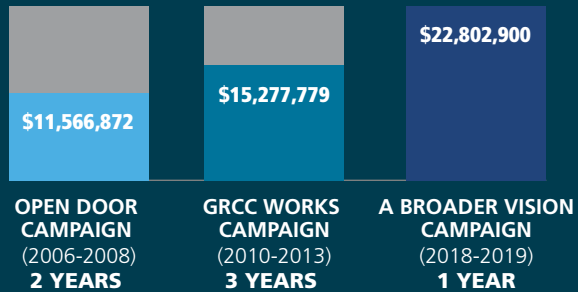
A BROADER VISION

LARGEST CAPITAL CAMPAIGN IN GRCC'S HISTORY

CAPITAL CAMPAIGN
BY THE NUMBERS

CAMPAIGN GOAL
\$15,000,000

TOTAL RAISED
\$22,802,900



GIVING BY AREA OF INVESTMENT



ACADEMICS: \$16,282,088
Combined support for academics via investments in academic programming and academic facility expansion and renovation.



SCHOLARSHIPS: \$6,520,812
New and existing endowed and non-endowed scholarship funds that remove financial barriers for GRCC students.

340 DONORS average gift size **\$31,689**

109 DONORS made their first gift during the campaign

79 ALUMNI DONORS gave a total of **\$478,672**

EMPLOYEES gave a total of **\$64,983**

100%

COMMITMENT FROM THE:
GRCC Board of Trustees
GRCC Foundation Board of Directors
GRCC A Broader Vision Campaign Leadership
GRCC Executive Leadership



KNOWLEDGE SANESTIN

Current student

Harvey Meyaard Biology Scholarship

"Receiving a scholarship means a lot to me. I come from humble beginnings, and it just means so much to be aided in achieving my dreams. Sometimes it's hard accepting help, but I've learned to appreciate it. I just want to give a heartfelt 'thank you' to those who have supported me financially. I'll be sure to extend the same kindness to someone else."



YILEI ZHANG

Associate of Arts, 2020

Theodora Quick Scholarship

"Coming to the States by myself and being separated from my parents were great obstacles emotionally. Fitting in the new environment with a foreign language was also hard. However, these obstacles really trained me to be a stronger person, no matter in what situation. The scholarship I received meant a lot to me beyond the monetary value: It encourages me to challenge myself even more in the future."



NEW SCHOLARSHIP HONORS MEMORY OF DEB BAILEY

The Grand Rapids Community College Foundation is working to continue the legacy of Trustee Deb Bailey, who passed away in April, by endowing a scholarship in her name.

Bailey, who also served on the foundation board and was a co-chair for the recent A Broader Vision campaign, was known for putting the needs of students first.

"She was focused on supporting our

SANDRA PARRA

**Current student
Maurilia Ortiz Blakey Scholarship**

“Receiving a scholarship means a lot. There is a big difference between when I did not know English and now. Now I am able to understand clearly when my manager and supervisors at Hearthside Food Solutions are giving me directions. Also, I am able to have doctor’s appointments without a translator – not just for me, but also for my family. Without a scholarship, I would not be able to take classes because I am the only economic support for my family.”



RYAN SCHAAP

**Associate of Business, 2020
Excellence in Education Legacy Scholarship, Wendell Shroll Scholarship**

“Every day my boss at Gentex would post an inspirational quote or a ‘on this day in history’ into the group chat. One quote truly spoke to me – so much that I typed it up, laminated it, and put it on my cork board at work: ‘How many success stories do you need to hear before you make your own?’ I am making my own success story, and the scholarships I received are forever part of it, so thank you.”



students, and had a deep appreciation for our faculty and employees and for everyone who worked in higher education,” said board of trustees chair David Koetje. “She will be deeply missed, but also long remembered.”

Bailey attended GRCC before transferring to Western Michigan University, where she earned a bachelor’s degree in English, communications and education.

She earned master’s degrees in counseling from WMU and in management from Aquinas College. She rose to the ranks to become director of corporate relations for Steelcase Inc.

She received a number of awards, including the YWCA Tribute Award for Community Service, the Grand Rapids Chamber of Commerce Athena Award, and Aquinas’ Outstanding Alumni Award. She

was also named one of the 25 Most Influential Women in West Michigan by the Grand Rapids Business Journal and received GRCC’s Salute to Women award in 2015.

Community members can donate to the new scholarship through the Foundation’s online donation page: grcc.edu/Donate. Select “Deb Bailey Memorial Scholarship” from the drop-down menu under “Designation.”



DR. NKECHYI EKERE EZEH

Distinguished Alumna, 2020

"It became very clear to me that parents all want to do their best for their children, but sometimes the reality of life circumstances gets in the way. It was then and there that I decided to get as much education as possible so that someday God would use me as an instrument to do something that would ultimately make a difference for families struggling against the effects of poverty."



ALEXIS ROBLES-VAZQUEZ

Current student

Fountain Street Church Scholarship

"Being an immigrant in the United States under DACA status has shaped me to not mess around and always reach for the stars. I am determined to take full advantage of any opportunity I can obtain. May God bless Fountain Street Church and all those on the scholarship committee that contributed to make this possible for me."



JASMINE GERARD

Current student

Alumni Scholarship, Great American Talk Festival Scholarship

"My family members all attended GRCC at some point – even my 91-year-old grandmother! GRCC always felt like the place that would welcome me with open arms whether I was ready for adulthood or not. My goals are to receive an education locally at an affordable price, while networking and making connections within the Grand Rapids community."

MICHAEL HERBLET II

Associate of Arts, 1987

**Owner of Sweetwaters Coffee & Tea,
commodity manager for Oliver Healthcare Packaging**

“GRJC was the perfect fit for me as a high school graduate. It provided the academic, social and athletic opportunities I was looking for in a college. My experiences at GRJC provided the tools I needed to succeed at WMU, Amway, business ownership and my current position at Oliver Healthcare Packaging.”



TOM & SUE TEN HOEVE

Donors, South High Alumni Scholarship Fund

“We give not only due to Sue’s gratitude for her years and friends at South, but also to support students whose best option for higher education may be to stay local and attend Grand Rapids Community College.”



RYAN KAUFFMAN

**Associate in Applied Arts and Sciences, 2004
Owner and president of Control Solutions Inc.**

“I remember a class on local history that was very interesting. Our professor knew the history of the city very well and brought more to the class than just reading a book. He took us on a tour and showed us all kinds of historical places and items along with the many stories of the things we were seeing. He went over and above to make the class fun and more than just for a grade.”





HOLIDAY MAGIC GETS SOME HELP

Alumni Association, Human Resources team up for Breakfast with Santa.

Crafts, games and activities – the GRCC Alumni Association helped everyone get into the holiday mood with its second Breakfast with Santa on Dec. 7! The Human Resources Department helped with the planning this time, and GRCC employees and their families joined in the fun. President Bill Pink greeted guests, who were able to toss “snowballs,” don reindeer antlers, and have their photos taken with special guests Santa and Mrs. Claus.

CELEBRATING COMMUNITY

Homecoming adds support for students to lineup of activities.

Homecoming added events designed to care for the GRCC community while celebrating it.

Plans started as far back as Opening Day, with staff and faculty writing notes of encouragement to students. During Homecoming Week, students received them in a bag that included healthy snacks and information about GRCC’s food pantry and other helpful resources. Students were able to prepare for colder weather by stopping by a winter clothing drive.

Employees showed off their Raider spirit during an office decorating contest. The competition was fierce, but the Adult Education Department, ultimately came out on top. Retirees weren’t left out of the fun: They were able to catch up with colleagues during a Golden Raider reception at the Heritage Restaurant.

Alumni squared off against current Raiders in men’s and women’s basketball games. Both games drew enthusiastic participation: 13 former women’s team members played, and 18 former men’s team players took part. Their registration fees went directly to student scholarships.

Before the Homecoming volleyball game – in which GRCC defeated the Jackson College Jets – two alumni teams competed for the crowd. A tailgate, held in the Gerald R. Ford Fieldhouse, included free food, crafts, games and giveaways.

GRCC ALUMNI
EDUCATED HERE, EMPLOYED HERE

RAISE YOUR HAND IF YOU’RE A RAIDER!

Alumni who work at GRCC recognized during Homecoming Week.

The GRCC Alumni Association put a spotlight on a very special group: the more than 450 people who received a degree from GRCC – and went on to work here!

During Homecoming Week, these special alumni could pick up an “Educated Here, Employed Here” pennant at pop-up stations around campus. About 200 were distributed and now hang in offices and workplaces all around GRCC.





PLAY BALL!

West Michigan Whitecaps event scores funds for Alumni Scholarship.

More than 100 GRCC alumni and family members gathered on July 12, 2019, for a beautiful night at the ballpark.

The West Michigan Whitecaps provided reduced-price tickets that included an all-you-can-eat barbecue buffet at the Altogas Deck. Alumni and families also received GRCC visors, which came in handy for watching Raiders softball player Alexa Abrahamson windmill in the ceremonial first pitch.

Funds raised through ticket sales for the event benefited the Alumni Scholarship.

STAY CONNECTED!



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facebook.com/GRCCAlumni
facebook.com/GRCCFoundation
facebook.com/GRCCAthletics



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WHAT'S YOUR GRCC STORY?

As a GRCC/JC alumnus, you've got a story to tell. It may be about the adversity you overcame; it may be that GRCC was the place where you discovered what you wanted to do in life. No matter what, your experiences at GRCC have had an impact on your life. We want to hear about your time at GRCC and alumni news.

Sign up for our alumni newsletter at grcc.edu/Alumni.

'EXPERIENCE ON TAP' LOOKS AT MEALS ON WHEELS

Culinary alumni share trials, tribulations of food truck business.

Culinary alumni returned to the classroom – but not as students.

The Grand Rapids Community College Alumni Association hosted "Experience on Tap" in November. Alumni Chris Morin and Gilma De La Cruz sat down with professor Bob Schultz, of the Secchia Institute for Culinary Education, to share the ins and outs of running a food truck business.

Morin's Ice Box Brand Ice Cream Bars started after he purchased a food truck off Craigslist in 2012 and created gourmet ice cream bars to sell from it. After selling his ice cream bars from the truck in Whitehall for a number of years, he added a storefront there.

De La Cruz started her El Caribe Food Truck, specializing in authentic street food from Puerto Rico, Cuba and the Dominican Republic, in 2019. With help from a Downtown Development Authority grant, she recently opened Art Caribbean Fusion Cuisine in Monroe Center.

Alumni and students enjoyed appetizers and craft beer during the casual get-together at GRCC's Fountain Hill Brewery.



ALUMNI ASSOCIATION HELPS MAKE VIRTUAL COMMENCEMENT MEANINGFUL

GRCC officials postponed commencement, originally set for May 1, to August with the hope that the coronavirus would be under control by then. But as summer progressed, it became clear that a traditional ceremony wouldn't be possible.

It was decided that a virtual commencement would be the best way to celebrate the graduates while allowing as many people as possible to safely participate.

Organizers got creative in their efforts to make sure that students got the acknowledgment they deserved, starting with GRCC's first-ever drive-through GRADfest! On July 7, students slowly drove through the Juan R. Olivarez Student Plaza, to the cheers and applause of faculty and staff. They pulled up to stations to pick up a "grad kit" that contained their cap, tassel and cords, as well as gifts and a Stole of Appreciation from the Alumni Association.

Those who couldn't make it to the July 7 event either picked up their kit later that week or had it mailed.

Professional photographer Andrew Schmidt spent an afternoon taking pictures of students in their graduation gear that they could upload for the virtual commencement.

"We're extremely proud of our graduates," said Tina Hoxie, associate provost and dean of Student Affairs. "They worked hard on their studies and also to overcome obstacles no one could have envisioned.

"While this isn't the commencement ceremony we expected, we were determined to make sure this year's event is just as meaningful to our graduates and their families and recognizes their accomplishments."

TRANSFORMING LIVES BEGINS WITH YOU

Whether they're here to start their journey to a bachelor's degree or launch a career, the more than \$1 million in scholarships provided through the GRCC FOUNDATION helps our students reach their dreams. But we still have work to do – learn how you can help!



MAIL or IN PERSON
check or cash



ONLINE
at grcc.edu/Donate



AUTOMATED
monthly donations from your bank or credit card



MATCHING GIFTS
contact your employer



PLANNED GIVING
a lasting legacy

GRCC STEPS UP TO MEET STUDENTS' NEEDS DURING PANDEMIC

Foundation's Student Food Pantry, Student Emergency Assistance funds help those facing food, housing insecurity.

As coronavirus cases climbed in Michigan and around the world, GRCC students learned that they would finish the Winter 2020 semester online and that commencement would be postponed.

But for a lot of students, the pandemic's consequences went far beyond the classroom. Many found themselves unemployed as businesses reduced hours or shut their doors completely to comply with the state's "Stay Home, Stay Safe" mandate. For them, worries about food and rent made it difficult to concentrate on finishing the semester strong.

Fortunately, the GRCC Foundation already had tools in place to help: the Student Food Pantry and the Student Emergency Assistance Fund.

GRCC President Emeritus Steven C. Ender created the Student Emergency Assistance Fund in 2009, largely using employee donations. It helps students who face emergencies such as losing their job, a place to live or having their utilities shut off. The food pantry, run by the Student Life and Conduct office, is open to anyone enrolled in at least one GRCC credit.

Lina Blair, director of Student Life and Conduct, saw an immediate increase in requests for help.

"Many college students were struggling prior to the coronavirus crisis, especially those balancing school with work and families," she said. "We care deeply about our students and wanted to make sure we could help."


GRCC launched weekly food pickups in late March, with students pulling up their vehicles to the Lyon Street entrance of the Juan R. Olivarez Student Plaza. A lot of the food offered in the initial pickups was donated by GRCC employees as well as the Secchia Institute for Culinary Education and Campus Dining.

As the shutdown – and its effects – continued through the summer, so did the food pickups. Organizations on and off campus reached out to the GRCC Foundation to provide help throughout the summer:

- The Student Alliance, a group representing students at GRCC, made two donations, totalling \$38,000 to the food pantry and emergency funds.
- The Coronavirus Response Fund, administered by the Heart of West Michigan United Way, awarded a \$10,000 grant to the food pantry.

BY THE NUMBERS

Student Emergency Assistance Fund

 **\$6,556.98** given out in 2018-2019

\$35,685.48 given out so far in 2019-2020*

Student Food Pantry Fund

 **186** visits Fall 2018 - Summer 2019

1,390 visits Fall 2019 - Summer 2020

\$4,939.50 Total spent 2018-2019

\$25,485.92* Total spent so far 2019-2020

* As of August 2020

- Feeding America West Michigan and Meijer provided food for the weekly pickups.

"It's heartbreaking to know so many GRCC students are struggling through the COVID-19 crisis, but comforting to see our community partners coming together to help us support them," said Dr. Kathryn Mullins, vice president of College Advancement and executive director of the GRCC Foundation.





◀ Dr. Jim Buzzitta, Joelle Davis, Alan Doering, Dr. Bill Pink

CREATING CONNECTIONS SETS NEW ATTENDANCE RECORD

Donors Kenyatta and Tracey Brame share impact of scholarships on their lives.

The 12th annual Creating Connections breakfast drew a record-breaking 245 donors and students. Fortunately, the newly renovated Gerald R. Ford Fieldhouse was ready to accommodate the Valentine Day event in style!

Current music students Mei Lin Wooden, Kaitlyn David and Maxwell Ondras set the mood, while alumnus Michael Herblet, owner of Sweetwaters Coffee & Tea, provided coffee. The heart-shaped cookies were made by alumna Donna Owen, owner of Decadent Desserts.

A scholarship started in 2017 by Kenyatta and Tracey Brame took center stage. Both Kenyatta Brame, a GRCC trustee and GRCC Foundation director, and Tracey Brame, associate dean of the Grand Rapids campus of Western Michigan University's Cooley Law School, know first-hand the difference a scholarship can make to a student.

"Given an opportunity, people can succeed," Kenyatta Brame said.

Dayon Lewis and Breanna Kerfoot also spoke about the opportunities now open to them because of GRCC Foundation scholarships.

Lewis, who plans to become a digital audio specialist, said the Technology Scholarship allowed him to focus on his studies.

"I'm proud to say that my time spent at GRCC will prepare me for the next steps to follow," he said.

Kerfoot received the Nursing Department Scholarship and was named the 2019 Outstanding Biology Student of the Year.

"Being chosen (for a scholarship) was validation that people see the hard work that I have put in, and they also believe in my future," she said.

500 CLUB WELCOMES 7 MEMBERS IN ZOOM CELEBRATION

The GRCC Foundation celebrated the seven newest members of the 500 Club during a special Zoom meeting lunch on Sept. 11.

While club members ate in their homes or offices, the foundation still picked up the tab by providing Grubhub gift cards. They shared photos of their summer activities and hobbies, and Victoria Uy, a student at the Secchia Institute for Culinary Education, talked about her experiences at GRCC.

The 500 Club recognizes faculty and staff who donate \$500 annually to the foundation. The newest members are:

- Melissa Boman
- Holly Christopher
- Sandy Gregory
- Leigh Jajuga
- Kaelee Steffens
- Travis Steffens
- Sulari White

WEST MICHIGAN WOMEN COLLABORATE ON STUDENT SUPPORT

New Women in Philanthropy group raises \$8,500 to launch scholarship fund.

One woman can be a force of good for her community. The GRCC Foundation decided to harness – and multiply – that power with the creation of the Women in Philanthropy organization.

At the inaugural breakfast meeting in October, group members socialized and exchanged ideas on how to strengthen the bond between GRCC and the philanthropic-minded women of West Michigan.

Participants decided to create an inaugural “giving circle” that will initially garner enough financial support to fund a newly endowed scholarship. After just the first meeting, they brought in \$8,500 – a great kickoff to the new scholarship fund!



SHORT, BUT SWEET

Coronavirus shutdown brings a premature end to ‘Charlie and the Chocolate Factory’ fundraiser.

Theater patrons’ sweet teeth were left unsatisfied after the COVID-19 shutdown brought an early end to a scholarship fundraising partnership between the GRCC Foundation and Broadway Grand Rapids.

Students in the Secchia Institute for Culinary Education worked with those in the Mechanical Design and Advanced Plastics class to create unique chocolate treats for sale during the Broadway Grand Rapids production of “Charlie and the Chocolate Factory” in March.

During the play’s pandemic-shortened run, the medallions – in milk chocolate with toffee or dark chocolate with toffee – were available before and after each show and during intermission. The proceeds benefited GRCC scholarships.

This was the second time that the foundation has partnered with Broadway Grand Rapids. Culinary faculty and foundation staff sold “pie in a jar” during the 2018 run of “Waitress.”

COMMITMENTS

GROUP MEMBERS VOWED TO:



Identify and advocate for the resources our students need.



Grow gifts by women to GRCC.



Educate others about the power of giving back.



Invest in our students.



◀ Kathy Lloyd, Sheryl Siegel, Erin Van Egmond



LETTER FROM THE VICE PRESIDENT OF COLLEGE ADVANCEMENT AND EXECUTIVE DIRECTOR OF THE GRCC FOUNDATION

A building can be more than a place to work or meet. It can be a symbol and an inspiration.

That's our intent with the Custer Alumni House. This beautifully renovated building on the corner of Fulton Street and College Avenue on the DeVos Campus is the new home of the Grand Rapids Community College Foundation.

The house itself is historic: It's first mentioned in city directories in 1910 – four years before Grand Rapids Junior College came into existence.

It's now a place where we can continue celebrating our own history, recognizing the people who got their start at GRJC or GRCC and became leaders in our community, and those who overcame obstacles to reach their potential. We're proud of them all.

At the new Custer Alumni House, they'll always have a place on our campus. We'll use this special space for events and gatherings, sharing the stories of the people who came before us.

Dave Custer is a tremendous example of someone who used a GRJC education as a starting point for lifelong success – and then used that success to support those who followed him through the years.

CEO and founder of Custer Inc., Dave recently earned two national awards for his service to GRCC and its students. He

was a first-generation student at GRJC in 1965 and became a member of the foundation board in 1989.

He frequently tells people West Michigan would not be the vibrant, thriving community it is today without GRCC.

As we embrace our past, we're even more excited about the future. With your support, the GRCC Foundation awarded more than \$1.2 million in scholarships to students to help them along their educational journey. We've witnessed firsthand the transformation in students when they get help overcoming financial challenges.

There is more work to do and more students to help. These are difficult times. GRCC will be the place people turn to as they look for an education and skills to help them recover, and we will not let them down.

Please know your generosity is appreciated and never taken for granted. I want to thank you for all you do to make GRCC great and West Michigan a wonderful place to live and work.

With gratitude,

A handwritten signature in black ink that reads "Kathryn K. Mullins".

Kathryn K. Mullins, Ed.D.
Vice President of College Advancement and
Executive Director of the GRCC Foundation

FOUNDATION STATEMENT OF FINANCIAL POSITION

Assets (as of June 30)	2020	2019
Cash and cash equivalents	\$ 11,416,283	\$ 5,074,487
Contributions receivable — net of allowance for uncollectible pledges of \$0 at June 30, 2020 and June 30, 2019	\$ 4,869,477	\$ 7,125,905
Accrued interest receivable	\$ 78,568	\$ 76,113
Investments	\$ 29,478,115	\$ 26,970,701
TOTAL ASSETS	\$ 45,842,443	\$ 39,247,206
Liabilities and Net Assets (as of June 30)		
Liabilities:		
Scholarships payable	\$ 599,758	\$ 686,791
Accounts payable	\$ 133,941	\$ 797,240
Grants payable	\$ 126,677	\$ 72,956
Funds held on behalf of others	\$ 1,500,000	\$
TOTAL LIABILITIES	\$ 2,360,376	\$ 1,556,987
Net assets:		
Without donor restrictions	\$ 13,536,907	\$ 6,989,841
With donor restrictions	\$ 29,945,160	\$ 30,700,378
 TOTAL NET ASSETS	 \$ 43,482,067	 \$ 37,690,219
TOTAL LIABILITIES AND NET ASSETS	\$ 45,842,443	\$ 39,247,206

It is the mission of the GRCC Foundation to secure and manage financial gifts to support and promote student, employee and community learning, enabling the college to fulfill its mission and vision.



GO GREEN!

We invite you to enjoy future GRCC Foundation annual reports online.

You won't miss out on the stories of our students, our events and our efforts – all that content is available online! If you would like to help us “go green” and receive an electronic version in future years, please go to

grcc.edu/ContactUpdate

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