

Tiffany's new team expects to boost private giving



The new Development and Alumni Office staff. Front row, from left: Diane Minger, secretary; Vilja Casey, secretary; David Tiffany, vice president for development and alumni affairs; Beth Modica, director of fiscal affairs and operations. Back row: Matt Manfra, alumni program coordinator; Diana Lygas, director of the Annual Fund; Diane Woodside, corporate and foundation relations officer; Peter Manetas, assistant director; Betsy Rossi, planned giving officer

For David Tiffany, the newly appointed vice president for development and alumni affairs, this has been a year of getting settled, meeting people, and building the base needed for more effective fundraising.

The challenges, he readily acknowledges, are many. A major one is "a wonderful sort of problem to have," he says. "We are attracting many more very high-quality students who qualify for scholarship aid, 30 percent of which must come from college sources, and the rest from state aid." The problem is that The College must come up with more money on its own, at the very time state support for higher education general operations is being cut and the economy is in distress.

In June President Gitenstein told the Board of Trustees we are committed to raise 28 percent more from "private giving," that is, gifts from individuals, businesses, and foundations, in the fiscal year ending next June 30.

For Tiffany, that means finding an additional \$1.15 million this year to meet the scholarship expenses and maintain support of other academic programs.

One element of this general challenge is to achieve greater success with the Annual Fund by doing a better job of reaching our alumni and friends, and explaining the need for their support. Already, Tiffany has taken steps to deal with needs such as these. Organizational shifts, some staff additions, and initial improvements in technology designed to make fundraising more personal and effective are now in place.

A new position of director of fiscal affairs and operations has been created and filled by **Beth Modica**, formerly director of operations for the Trenton State College Corporation, which oversees The College's real estate assets. Modica will manage and coordinate the receipt of all contributions, the allocation of gifts to the proper accounts, the supervision of scholarship funds, and the acknowledgment and thanking of donors. She also will coordinate the work of the alumni relations programs with the rest of the office.

What Tiffany refers to as the "development team" now consists of these professionals: **Peter Manetas**, **Diane Woodside**, **Diana Lygas**, and **Betsy Rossi**. Manetas is assistant director of

development and alumni affairs, while Woodside focuses on corporate and foundation giving and Lygas directs the Annual Fund. Rossi, who earned her master's in music education from The College in 1977, joined the staff in July, after four years directing planned giving at the Deborah Foundation in Browns Mills.

Betsy Rossi would love to have you call

As Betsy Rossi sees it, one of the easiest and most satisfying ways for any graduate to make a substantial contribution to The College is through a gift annuity.

Rossi is the new planned giving officer in the Office of Development and Alumni Affairs, and this is her busiest time of year. For many Americans, November and December represent prime time for reviewing one's financial situation and for taking advantage of the tax incentives that make charitable giving an annual ritual.

"The gift annuity," says Rossi, "is equally advantageous for the donor and The College because the donor can get both a tax deduction and a lifetime income, usually at a better rate of interest than he or she would earn anywhere else."

"Let's say a 75-year-old retired teacher or other graduate decides to give \$10,000 to The College. That person still has a good life expectancy, and if

the gift annuity approach is used, the giver can expect an immediate income tax deduction of \$4,158, and annual income of \$790 for the rest of his or her life. About half of that income will be tax-free," she said, adding that the donor's estate might well benefit from reduced probate or estate taxes.

"We have a lot of alumni for whom this sort of giving is well within their abilities," Rossi said, "and that enables them to both make a substantial gift while continuing to earn a very good rate of interest for themselves." (See accompanying chart.) Married donors may prefer a two-life annuity that will continue the payments until both partners die, but in such cases the income payments will be lower.

She said an important part of her job is to help the donor ensure the gift will go to some college activity the individual wants to support, whether it be for scholarship aid or for use by a particular school or department.

Gift annuities come in many shapes and sizes, Rossi said, and she is prepared to explain a wide variety of options to any potential donor. She will be pleased to send full details, including the sort of data accountants need to handle the tax issues, to anyone who phones her at 609/771-3104.

Two key alumni staffers retire; Matt Manfra '99 takes charge

After nearly 13 years on the front line of alumni relations, **Margot Palmer** retired in July. More often than not, it was she who helped the hundreds of alumni who write and phone the office every year to correct an address, locate a classmate, or report the birth of a child or some other milestone in their lives.

While **Mike Curry** had been director of alumni programs for only two years when he retired last summer, he had worked for The College for over 24 years. As head coach of wrestling from 1967 to 1976, and a member of the Department of Health, Physical Education and Recreation from 1976 to 1985, he had a deep personal knowledge of the athletic program

Single Life Charitable Gift Annuity Rates

Age	Rate	Age	Rate
60	6.4 %	77	8.2 %
63	6.6	79	8.6
65	6.7	80	8.9
67	6.9	82	9.4
69	7.1	84	10.1
70	7.2	85	10.4
72	7.4	87	11.1
74	7.7	88	11.4
75	7.9	90+	12.0

** For a couple, the interest rate would be lower.*

and a great many graduates. After a 15-year job in private industry, in 2000 he returned to coordinate alumni programs.

The two retirements, Tiffany said, have left “a deep hole” in the institutional memory of his office, one that will be difficult to replace.

While he is only 26, **Matt Manfra** brings to his job as the new alumni affairs officer an intimate knowledge of today’s college and a reputation for effectively organizing and working with large groups of people.

A political science major who focused on public administration, Manfra was deeply involved in student government as a TCNJ undergraduate. He was a member of several clubs and organizations, including the Residence Hall Honorary Society.

The Belmar native didn’t think twice when, upon graduation in 1999, he was offered a position in the admissions office. In his three years there, he coordinated the College Ambassadors, and directed on-campus recruitment. In the latter post, each year he managed dozens of open houses, receptions, and other on-campus programs designed to welcome and inform groups of high school students, families, guidance counselors, and others.

Since moving into the alumni office May 1, Manfra has developed a strategic plan that focuses first on organizing more alumni get-togethers for those living in Central New Jersey and Bucks County, PA, where he says half of our alumni reside. A major goal is to encourage alumni to learn more about today’s institution, visit the campus, make suggestions and get involved. He also wants to work on improving his office’s online usefulness to the alumni. As the budget permits, over the next year, Manfra expects to be adding a program assistant, a secretary, and data entry person to give the office the basic resources it needs to serve the alumni well. “We know what other top-ranked colleges do,” he says. “We can’t afford to do any less.”
