

**J. SARGEANT REYNOLDS COMMUNITY COLLEGE  
EDUCATIONAL FOUNDATION, INC.**

*We must find a way  
to ensure a  
quality education  
for all.*

**~ J. Sargeant Reynolds**





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## Directors Emeriti

**L. H. Ginn III**

**Lucyfle F. Gordon** (1920-2005)

**Jeanette S. Lipman**

**J. Sargeant Reynolds, Jr.**

**Patricia L. Robertson**

*We welcome back L. Michael Gracik, Jr. to the Board  
in 2008-09, and welcome E. Massie Valentine, Jr.*

## A SPECIAL MESSAGE

Dear Friends,

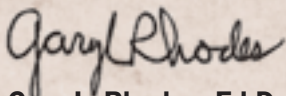
We greet you with extreme gratitude for the many ways you partner with our College and advocate for our students. This publication is a snapshot of shared successes and broad community impact that would not be possible without your generous investment in J. Sargeant Reynolds Community College.

To reduce cost, we have condensed our annual report to include a focused and relevant theme over the past year. In November of 2007, our College went public with news of its first-ever Major Gifts Campaign to raise \$15 million. After 35 years of quietly going about our core mission to build a skilled workforce that contributes to regional economic development, we know we must do more to address pressing needs in Richmond—from the high school dropout crisis and raising the aspirations of our youth, to filling critical workforce shortages, and removing financial barriers to college that remain for people in this community.

It is in this spirit that we also hope you will agree with our decision to replace annual lists of named donors and pages of giving clubs with the collective impact these important partners are making to improve this community through our College.

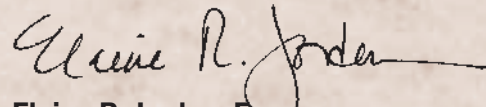
Our Commonwealth's current budget constraints for public institutions like Reynolds are tighter than ever. We are being asked to serve a record number of students among our three campuses—with less resources to do so. **And that is why our progress in the Campaign for Reynolds is remarkable.** Despite these fiscally challenging times and the strain many of us feel both at work and at home, we have a College family of supporters who are gracious and willing...who know the importance of philanthropy not only when economic times are good, but especially when they are not.

On behalf of more than 18,000 students we annually serve among our three campuses, and more than 800 employers who rely on Reynolds to train their workforce, thank you.



**Gary L. Rhodes, Ed.D.**

President, J. Sargeant Reynolds Community College



**Elaine R. Jordan, Esq.**

JSRCC Educational Foundation President

## For *Our* Future. ► For *Their* Future. ► For *Your* Future.

The College is currently in its first-ever Major Gifts Campaign to raise funds for initiatives that are raising the aspirations of our City's youth and providing the trained workforce for Greater Richmond. To do this, we are in a \$15 million Campaign to provide the financial resources necessary to:

**Goal 1 REMOVE COLLEGE BARRIERS**

for all individuals,

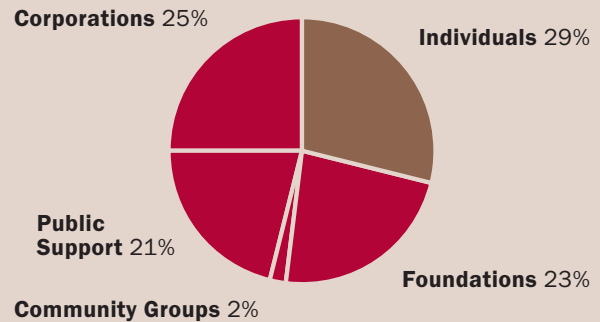
**Goal 2 PROVIDE A SKILLED WORKFORCE**

for Greater Richmond, and

**Goal 3 RAISE THE LOCAL STANDARD OF LIVING** potential for at-risk youth.

To date, more than \$13.3 million has been raised and pledged toward this goal.

### WHO IS GIVING TO THE CAMPAIGN?



**Support from Individuals includes:**  
100% Board Participation  
70% Staff Participation  
73 Alumni Gifts



# CAMPAIGN INITIATIVES

Gifts to Date by Fund (July 1, 2004 - October 31, 2008)

	<b>Total</b>	<b>Goal</b>
<b>REMOVING BARRIERS</b>		
Provide Scholarships	\$ 3,386,173	\$ 4,000,000
Close the Digital Divide	\$ 75,000	\$ 200,000
Explore New Campus Feasibility	---	\$ 500,000
Develop Learning Communities	\$ 14,495	\$ 100,000
Grow Endowments	\$ 1,539,885	\$ 1,000,000
<hr/>		
<b>SKILLED WORKFORCE</b>		
Nursing and Healthcare Expansion	\$ 1,487,299	\$ 1,500,000
New Workforce Training Center	\$ 2,752,276	\$ 3,700,000
Create Urban Teachers Institute	\$ 280,505	\$ 500,000
<hr/>		
<b>RAISE THE LOCAL STANDARD OF LIVING</b>		
Middle College	\$ 2,029,480	\$ 2,500,000
Program Development	\$ 914,439	\$ 1,000,000
<hr/>		
<b>Other Gifts</b>	\$ 860,309	---
<b>GRAND TOTAL*</b>	<b>\$ 13,339,861</b>	<b>\$ 15,000,000</b>

\*Grand total of gifts includes \$1,245,000 in planned giving.

# FOR *Our* FUTURE

## OPENING OF MASSEY LIBRARY TECHNOLOGY CENTER RECOGNIZES COMMUNITY PHILANTHROPY

When students and faculty returned to campus this fall, they noticed a new name gracing the newest academic building at the Parham Road Campus, known as the **Ivor & Maureen Massey Library Technology Center**. In recognition of a \$1 million gift to the Campaign for Reynolds, the building's name symbolizes the leadership in philanthropy of the Masseys and their passion as community advocates for Reynolds students.

Another local family and avid supporter of the College is featured in the Center's lobby. **Gilbert and Fannie Rosenthal** have generously supported Reynolds and the Gilbert and Fannie Rosenthal Lobby in the building celebrates their significant contributions. The Rosenthals are also passionate advocates for Reynolds students. Mr. Rosenthal is a charter member of the College Board, and a past member of the JSRCC Educational Foundation Board, having served in this capacity for more than 14 years.

The Massey Library Technology Center features an auditorium named for well-known community philanthropist **Jeanette S. Lipman**. She has

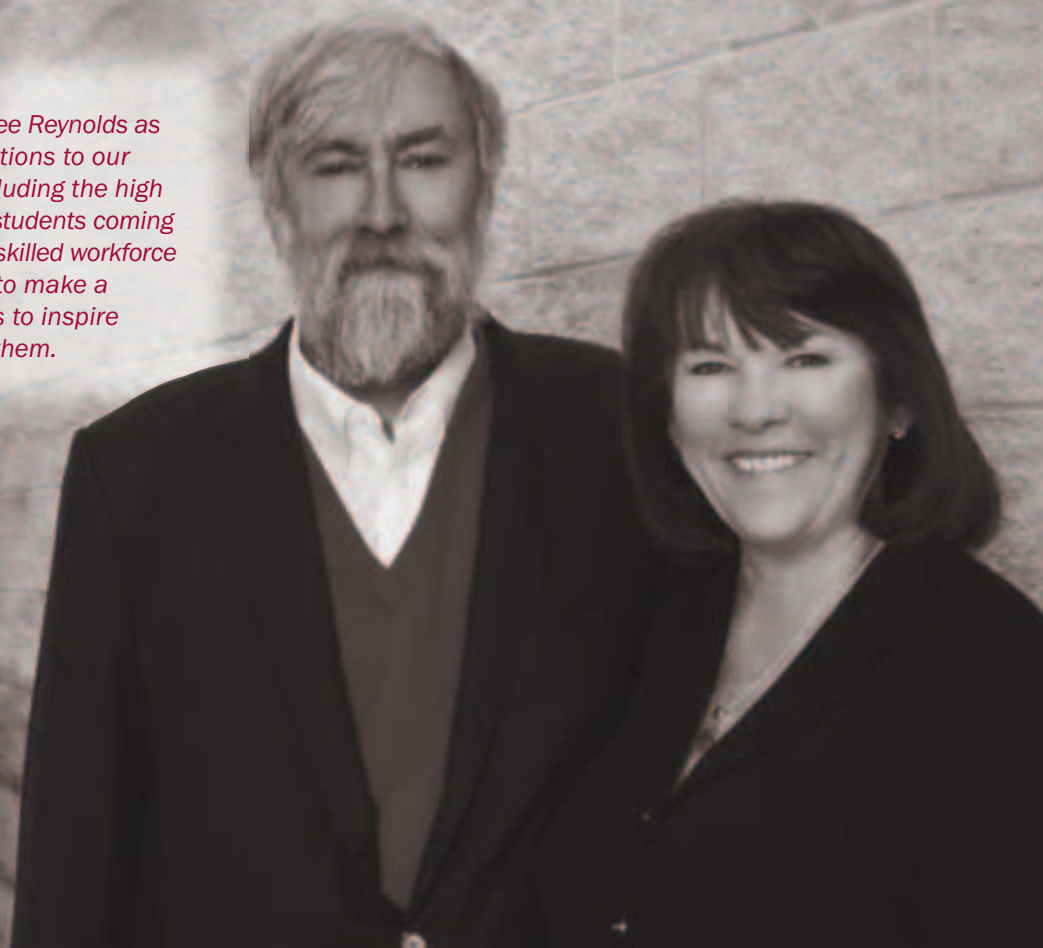


*Pictured in the new Jeanette S. Lipman Auditorium at the Parham Road Campus, from Left to Right: Fannie and Gilbert Rosenthal, Maureen Massey, Jeanette Lipman, Inge and Ranjit Sen, Elaine Jordan, and College President Gary Rhodes.*

removed countless financial barriers for students through the Eric and Jeanette Lipman Endowed Scholarship and also served as an active member of the Foundation Board for six years and currently as director emeritus.

The building's high tech "smart" classrooms are named for longtime College partner **Dominion**, and also for **Ranjit and Inge Sen**, who are working to help close the digital divide and increase access to technology for students.

**Ivor and Maureen Massey** said they see Reynolds as an important player in providing solutions to our community's greatest challenges, including the high school dropout crisis, underprepared students coming out of K-12 schools, and developing a skilled workforce for the region. Part of their decision to make a transformational gift to the College is to inspire others who have the capacity to join them.



Knowing that she is helping young people achieve an education brings Jeanette Lipman much satisfaction. The College honored her for many years of loyal and generous support through naming the Jeanette S. Lipman Auditorium. Mrs. Lipman said the Eric and Jeanette Lipman Endowed Scholarship for students has enriched her life and she is grateful for the opportunity to help these students as they prepare for their future.

# FOR *Their* FUTURE

## **ALUMNI TESTIMONIAL: LAURA STREETZ '04, LIBERAL ARTS**

It's a familiar story. Parents get divorced, and children are left hanging in the balance. As the parents become more and more consumed with legalities and personal situations, the children seemingly fade into the background. Often, traumatic events expire during the course of all of this confusion, and the child must not only deal with them, but also deal with them alone. It's hard enough for one so young to find meaning in adversity *with* the guidance and support of loving parents; without scaffolding, that meaning is often lost and the child emerges a bitter, scared and *scarred* version of his/her former self. It's a familiar story, but it's also my story.

Every day I see the results of children left to cope on their own. I see children damaged by life events so profound as to make my own tribulations pale in comparison. I watch them struggle with personal, moral, mental, and social issues on a daily basis in a desperate attempt to survive and, hopefully be able to make it "out there." They lash out in anger and frustration at the people dedicated to them, not understanding or caring that we're here to help, not hurt (because hurting is all they know).

Insecurity renders them unable to give themselves credit for the impressive strength they possess, and their young age ensures that they are unequipped for the adult situations in which they find themselves.

*J. Sargeant Reynolds  
played a major role in my  
effort to start again.*

When people ask me why I finally decided to make a change in my life, let go of my past and go back to college, I don't really have an answer to give them. I just know that I woke up one day and wanted something different for my life. I was tired of being angry and blaming others for what I had been through. I believed that there was a reason for the events in my life, and that I needed to use those experiences to help others.

J. Sargeant Reynolds played a major role in my effort to start again. I was given another chance, even though I had not been necessarily successful in high school. I received guidance and support from staff and teachers there whose job it was to help



*Laura Streetz '04*  
*Charterhouse School UMFS*

me academically, but who took it upon themselves to show me how to heal through developing a plan for my life. Teachers like Susan Wood focused on my strengths and helped me see that they, not my weaknesses, would determine my life if I simply allowed them to. Even after I moved on to VCU, I had a support network at Reynolds that continued to provide encouragement.

Throughout my childhood and adolescence there are, sadly, few adults that recognized my anger and frustration as pain. As a result, there were relatively few adults that cared for me despite myself and showed me that there was a better way to live. Of those few, most were teachers and school counselors who took it upon themselves to care when no one else did. Teachers have the power to change lives through patience, understanding, and knowledge. Teachers can help a child find passion and inspiration through skill and education. Teachers are sometimes the last hope for a child who doesn't believe that the world has a place for them.

**My name is Laura Streetz,  
and I am a teacher.**

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Automotive student Ronald Ingram (center) is one of the first recipients of the **Alan Waters Memorial Scholarship**, established by Anita and Craig Waters. Since the College's Scholarship Program began in 1983, nearly \$3.5 million has been awarded to more than 2,000 students – removing one of the most common barriers to attend college. Recently, at the 11th Annual Scholarship Luncheon, scholarship benefactors were able to make personal connections and see first-hand how they have touched the lives of JSRCC student recipients.

*"I want you to know that every bit of help counts," said Ingram. "The scholarships help people like me go to school. I hope to one day teach or open my own business where my two sons will be able to help me run it."*

*Ingram is currently working and is taking automotive classes. He is like many scholarship recipients – balancing work, family and school. A key initiative of the College is to increase the number of scholarships available to students. For more information on scholarships and how you can help remove barriers for students contact the Educational Foundation.*

## **ALAN WATERS MEMORIAL SCHOLARSHIP CELEBRATES STUDENT'S PASSION FOR CARS**

Alan Waters was a student in the automotive program at JSRCC when he was diagnosed with a rare form of cancer – Ewings Sarcoma – in April 2004. During his three-year journey, the cancer came back twice after the initial 10-month treatment. After the first reoccurrence, his treatment included a stem cell transplant which eventually was determined to be unsuccessful. With the second reoccurrence, new chemos were given, all of which were experimental for this form of cancer. He passed away at the age of 24.

Prior to the diagnosis, Alan was pursuing an associate degree in automotive technology at Reynolds. His passion was cars and working on cars so he looked forward to the opportunity to professionally and skillfully repair cars as his vocation. To honor his memory and passion, the Alan Waters Memorial Scholarship Fund was created as an ongoing tribute to Alan and also to keep Alan's dream and passion alive so others could be equipped to service the automotive industry.

*In September, friends of **Anita and Craig Waters**, and their son Brian, organized the Alan Waters Memorial Golf Tournament. To date, more than \$37,000 has been raised for the scholarship honoring their son. The Waters are working towards endowing the scholarship fund.*



*Anita and Craig Waters pictured with Alan's most prized possession, his electric green 1995 Mitsubishi Eclipse. This is the car style, make, and color featured in Alan's favorite movie 'The Fast and The Furious.'*

# FOR *Your* FUTURE

## REYNOLDS' ROLE IN WORKFORCE DEVELOPMENT



J. Sargeant Reynolds Community College is committed to economic development in the Greater Richmond region. We know that a thriving workforce attracts new business, helps retain business, and creates jobs for our economy. In addition to college credit programs, workforce training is available to individuals and companies through the Community College Workforce Alliance (CCWA). CCWA is a joint partnership between J. Sargeant Reynolds and John Tyler Community Colleges to serve business and industry needs in Greater Richmond.

## WORKFORCE TRAINING CENTER CONSTRUCTION TO BEGIN SPRING 2009

Plans for a 38,000 square foot Workforce Training Center are underway at Parham Road Campus to allow Reynolds to continue as a leading provider of workforce training in Greater Richmond.

Construction will begin Spring 2009. This two-story building will be the new home to the Community College Workforce Alliance (CCWA) and the central administrative functions at Reynolds, to include: the President's Office, units of Financial Operations, Policy & Institutional Effectiveness, and Institutional Advancement. The first floor will primarily house CCWA functions with a large multi-purpose room to fit approximately 250 people, an individual training room, two classrooms, three large conference rooms, 17 offices, and a catering kitchen.

*The College seeks a \$1 million gift to the Campaign for the construction and naming of the Workforce Training Center. Please call Bess Littlefield in Institutional Advancement for more details at 804-523-5181.*

## **CCWA EXPANDS PARTNERSHIP WITH GENWORTH FINANCIAL**



Since signing a Master Services Agreement with Genworth Financial in 2006, CCWA has provided training at four additional locations throughout the United States and Canada. Genworth employees register for classes using a custom website designed by the CCWA.

Frank Weber of Genworth Financial said, "One of Genworth's strategic goals is to be a people-driven organization. Our partnership with CCWA has allowed us to significantly expand quality course offerings to all U.S. locations with 200 or more associates." The CCWA/Genworth co-branded website contains information about upcoming

contract and open enrollment courses. According to Weber, "The co-branded website is easy to navigate making course registration a breeze."

CCWA instructors will deliver contract training courses to Genworth employees in Stamford, Connecticut; Raleigh, North Carolina; Pleasant Hill, California; and Oakville, Ontario. CCWA continues to serve Genworth's training needs at its Richmond and Lynchburg locations in Virginia and uses the data from the website to manage the registration and invoicing processes. More than 160 Genworth employees have taken courses through CCWA. CCWA plans to include Wake Tech's and Norwalk's open enrollment classes on the custom website so Genworth employees can view and register for available classes directly from their desks.

***Future Workforce Training Center  
at Parham Road Campus***



## THANK YOU ROSE FOR THREE DECADES OF DEDICATION AND SERVICE FOR OUR STUDENTS

My parents did not have a high school education, so it was their goal to be sure their children completed high school. They taught me by example to work hard, love unconditionally, and never judge people. I remember them saying everyone was worth helping and any of us might have to walk in their shoes someday. Although they worked their entire life and had little money, their heart was bigger than anyone I know.

Because I did not have a college degree, it became my goal that my children graduate from college and most of all recognize the importance of a strong work ethic. I knew from life experience that without a strong work ethic, your education alone would not allow you to succeed. I have been very blessed and my children have their college degree, successful careers, and great families. I have made every effort to pass to my children the foundation that my parents have passed to me.

I love what J. Sargeant Reynolds Community College represents. When I graduated from high school, my parents could not afford for me to continue my education. There was no J. Sargeant Reynolds Community College. There was nobody to tell me about scholarships, financial aid, or how I could

continue my education. Because of my life experience, I work hard to help everyone I come in contact with who wants to continue their education. I always tell them about scholarship opportunities, but I never fail to see if they have other questions about attending JSRCC or need assistance in the other areas.

My family, friends, and neighbors have benefited from JSRCC. My oldest daughter, Traci, took courses during the summer and transferred them to her four-year university. Traci majored in chemistry and is now a consumer research specialist with Altria.

*Rose Liggan began at Reynolds in 1972. Her diligent work with students led to the creation a scholarship program which has served thousands of students to date, and inspired hundreds of donors to connect with these students in financial need and help them on their path to success. Rose began the **Stuart and Bland Noel Scholarship** to honor her parents. For years she has worked towards endowing this scholarship and most recently succeeded.*

*At the Annual Scholarship Luncheon in October, friends and colleagues of Rose surprised her with the announcement of the **Rose Marie Liggan Scholarship** to honor more than three decades of service to students at Reynolds. With the goal of also endowing this in Rose's honor, more than \$30,000 has been raised.*



*R*ose Liggan was named the 2008 Medallion Award recipient by the Foundation Board for her transformational impact to the College and its students for more than three decades of service. She is pictured with her granddaughters.

My son, Jeff, completed the courses in our Business Administration program and transferred them to a four-year university. Jeff majored in Real Estate and Urban Land Development and is a tax assessor with Hanover County. My youngest daughter, Crystal, completed 33 credits her senior year in high school and transferred them to a four-year university. Crystal majored in Educational Counseling and is a Counselor at George Watkins Elementary School. My daughter-in-law, Amborah, completed our LPN program and currently has two remaining clinicals in the RN program. She is a nurse with Sheltering Arms. My niece, Tammy, completed the associate degree and is a kindergarten teacher at Battlefield Park Elementary in Hanover and my niece, Kimberly, completed the RN program and is a nurse at St. Mary's Hospital.

JoAnna Hanks gave me the opportunity to establish the JSRCC Scholarship Program, and I owe a great deal for her support. I must say that Bess Littlefield has made the most impact on my career with JSRCC. She has given me the support and confidence that has enabled me to reach further and accomplish more during my career as Scholarship Coordinator. I loved coming to work every day, talking with donors who support our students, talking with counselors in high schools, meeting and/or talking with students to help make their collegiate experience successful. Whether it meant contacting tutors for

the students, meeting with them at McDonald's on the weekend, or just making sure their scholarship money was in their student account, I have loved every aspect of my career.

*I loved coming to work every day, talking with donors who support our students, talking with counselors in high schools, meeting and/or talking with students to help make their collegiate experience successful.*

JSRCC was what I did every day, until my grandchildren were born. That day my life changed and just as my mom had kept my children, I wanted to give this gift to my children and spend my days with my grandchildren. My first priority has always and will always be my family. I will still continue to encourage anyone I meet to continue their education, and I will help them reach that goal.

## FINANCIAL DATA

### J. Sargeant Reynolds Community College Educational Foundation, Inc.

#### Statement of Financial Position: June 30, 2008

##### ASSETS:

Cash & Cash Equivalents	\$ 3,730,118
Investments	3,961,113
Unconditional Promises to Give	2,419,353
Other Receivables & Prepaid Expenses	19,458
Net Investment in Property	<u>37,743</u>

**TOTAL ASSETS** \$ 10,167,785

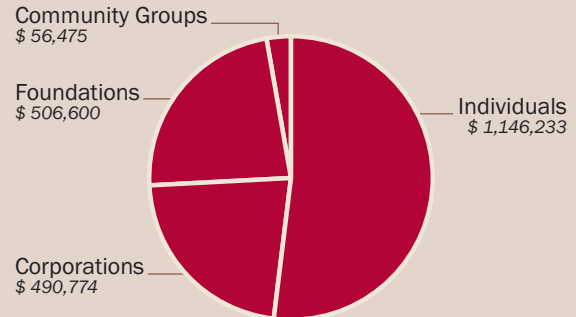
##### LIABILITIES & NET ASSETS:

Total Liabilities	\$ 2,876,276
Net Assets:	
Unrestricted	267,283
Temporary Restricted	2,211,062
Permanently Restricted	<u>4,813,164</u>
Total Net Assets	<u>7,291,509</u>

**TOTAL LIABILITIES & NET ASSETS** \$ 10,167,785

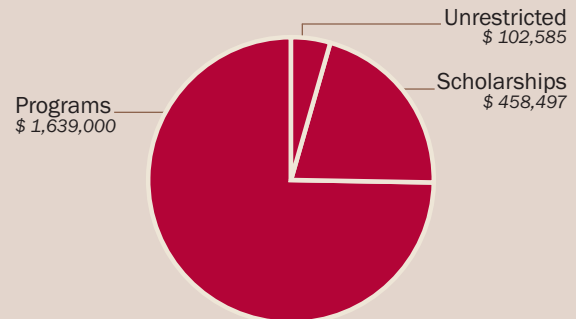
#### 2007-08 Funds Raised By Donor Type

Total: \$ 2,200,082



#### 2007-08 Distribution of Gifts

Total: \$ 2,200,082



# WHAT WILL YOUR *Legacy* BE?

*We have enjoyed meeting the Paul Rooney Memorial Scholarship recipients at the annual Scholarship Luncheon. I put myself through college and remember all too well the end of semester lean times with meals of hot dogs and oatmeal. Pat's younger sister started college in her late thirties, juggling three children, so she is pleased that so many of our recipients have been mothers starting or returning to college. We both feel the education provided by J. Sargeant Reynolds Community College is an excellent investment in the future of the scholarship recipients. Thus, we welcomed the chance to become members of the Legacy Society to ensure that scholarships will continue to be available in the future.*

**Hugh Rooney, Charter Member of JSRCC  
Retired in 2003 as Associate Professor of Biology  
Named Professor Emeritus in 2005**



**Hugh and Pat Rooney**, members of the Reynolds Legacy Society, are pictured in Kyoto, Japan, during a trip abroad earlier this year. They established the **Paul Rooney Scholarship Fund** in 1995 in honor of Hugh's youngest brother and have designated the College as a benefactor in their estate plans.

Maximize your giving through a planned gift to the JSRCC Educational Foundation for College initiatives that matter most to you. To learn more, contact Bess Littlefield at (804) 523-5181 or [BLittlefield@reynolds.edu](mailto:BLittlefield@reynolds.edu).

J. Sargeant Reynolds  
Community College



Educational Foundation, Inc.

## IRA ROLLOVER EXTENDED

*Giving Incentive for Donors*

The Financial Rescue Package Bill recently signed by President Bush is good news for philanthropists and students. In fact, some donors have already taken advantage of this giving incentive through gifts to the Educational Foundation.

It includes a two-year extension of the IRA Rollover provision. **The provision will be made retroactive to January 1, 2008, and will apply to gifts made from that date through December 31, 2009.**

The provision exempts from taxable income any funds transferred or “rolled over” from an Individual Retirement Accountant (IRA) to a charitable organization. This transaction must be initiated by the investment company. The following limitations apply:

- **The donor must be age 70.5 or older**
- **The cap in annual IRA rollovers is \$100,000**
- **The contribution must be a direct gift to a charity (no planned gifts).**

Previously, this provision expired at the end of 2007. The Association of Fundraising Professionals has been successful reinstating this provision with the goal of making it permanent. Bottom line, this is a tremendous benefit for donors and charitable organizations. We hope you will consider a gift to the JSRCC Educational Foundation through this method of giving. **Please call Bess Littlefield, executive director of the Foundation, at 804-523-5181 or consult your tax advisor.**





*The College is pursuing different avenues in every attempt to become eco-friendly and budget conscious. To this end, we will offer future publications and communications electronically. To assist us in this effort, we have added an e-mail campaign link to the Foundation web site. Please visit [www.reynolds.edu/foundation](http://www.reynolds.edu/foundation) and select "Reynolds Email Campaign."*

*Thank you for your support as we work toward a sustainable future for generations to come!*



**J. Sargeant Reynolds Community College  
Educational Foundation, Inc.**

P.O. Box 26924  
Richmond, Virginia 23261-2964

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[www.reynolds.edu/campaign](http://www.reynolds.edu/campaign)