

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT REPORT
Baruch College General Faculty Meeting March 12, 2009

Fundraising

The Baruch Means Business Campaign has raised over \$69.5 million to date in cash and pledges, and our cash collection stands at \$48,637,690. Despite the economic turmoil, the Campaign Executive Committee (CEC) along with the President and the College Advancement team continue to contact and meet with alumni, foundations, and corporations to discuss investment in the College's future. We remain on target for a spring 2009 public campaign kick-off event with a met fundraising goal of \$100 million and the CEC discussed the logistics of a launch at its recent meeting.

Our overall fundraising picture is a mixed bag, but the close of the calendar year has given us a better sense of trends and the ability to forecast the remaining months of fundraising. As of February 13th overall cash collected this fiscal year (beginning July 1) totaled \$7.24 million, down from \$13.4 million at the same point last year, a decline of \$6.16 million. However, this is not unexpected. Last year we were at the height of the board solicitation phase of the capital campaign when we received numerous key leadership gifts to the campaign that were extraordinary and that we did not anticipate repeating at this point in FY 09. This includes two generous trustee gifts made last year in the same period which alone totaled \$5.74 million. In addition, while we have received approximately \$2 million in December from the Starr Foundation in each year since FY 06, the collapse of AIG stock required a retrenchment in the foundation's grants and reduced that gift this year to \$500,000 (down from \$1.7 million in December 2007). Nonetheless, we were grateful that the Foundation continued to make funding for international programs at Baruch a priority even in a time of retrenchment in grant making.

Additionally, pledge collections have been strong with virtually all donors fulfilling their giving obligations on or near the schedules of their gift agreements. At this point in time we do not appear to be at risk of donors defaulting on previously booked pledge commitments.

While macro fundraising numbers are critical, we also need to drill down and look at where money is being raised. We track our fundraising in three key areas: unrestricted gifts, which can be used by the College for any purpose; restricted gifts that are earmarked by a donor for a specific use by the College; and endowed gifts where the principal of the gift is never touched and earnings are expended each year based on the BCF's policy of spending 5% of the 12 quarter rolling average of the fund.

Now more than ever, unrestricted fundraising is vital to the College. It provides the most flexibility in meeting critical needs and with 60 or more endowment funds underwater in FY 10 and, therefore, unavailable for spending, unrestricted dollars would be a key source of mitigating the lack of availability of some of those funds. Unrestricted dollars are raised principally from four sources: our 17 Lex Society members (donors of \$1,000 or more), our direct mail campaign, our telemarketing campaign, and our annual dinner. In addition, our Class Act campaign –

providing naming opportunities for classrooms and other facilities around campus – is also an important tool in raising unrestricted dollars for the College.

As of February 13th we had raised \$1.86 million in unrestricted funds toward a goal of \$2.8 million by June 30th. At the same point last year we had raised \$2.7 million in unrestricted gifts. Adjusting for the extraordinary unrestricted trustee gift to the campaign at this time last year, we are tracking only slightly behind in unrestricted giving (\$1.86 million in FY 09 vs. \$1.97 million in FY 08). When looking “under the hood” there are certain trends of concern (e.g. our telefund campaign is running behind last year and we have noticed annual fund donors renewing gifts at levels below last year), at this point it still appears we are positioned to meet our unrestricted fundraising goal of \$2.8 million for the year.

Alumni Relations

Continuing to build the College’s reunion program remains a major priority, the alumni office has continued to accelerate the calendar for planning and organizing. This year’s committees are off to a strong start and we anticipate a highly successful reunion October 17. The involvement of all trustees in reunion classes is important (this year 1949, 1959, 1969 and 1984), so please mark your calendar now and consider reaching out to your network of classmates to help make this year’s reunion a rousing success.

We are about to embark on a high season of regional alumni events in Florida in the Boca, Miami and Tampa areas. The alumni office has also established contacts in the Jacksonville, Daytona Beach and Stuart areas and anticipates the possibility of a larger network of events throughout Florida in the coming years.

While BCF budget cuts have necessitated a reduction in resources for the alumni office, we continue to explore the use of technology and other creative ventures to reduce costs while continuing to keep in touch with alumni of all ages. Our Baruch Young Alumni Network (BYAN) remains strong and active.

Strategic Partnerships

Despite the economic downturn, which has seen several of our corporate partners literally disappear (e.g. Merrill Lynch, Lehman Brothers), significant year-end losses in foundation endowments and ongoing cuts in governmental spending, Strategic Partnerships has nevertheless maintained its efforts to preserve and initiate important corporate, foundation and government and community relationships. As a result, we have been the beneficiary of new corporate and foundation support, including:

- advance funding of \$165K for next year’s Baruch College Merrill Lynch Entrepreneurship Competition;
- a major new gift (\$250K) from Interpublic Group--the first major corporate gift to the Marketing Department;
- the first-ever corporate gift to the Math Department, from National Grid, for the development of online tutorials to help students master course content;
- support for the Writing Center (\$75K) from the Joseph Drown Foundation.