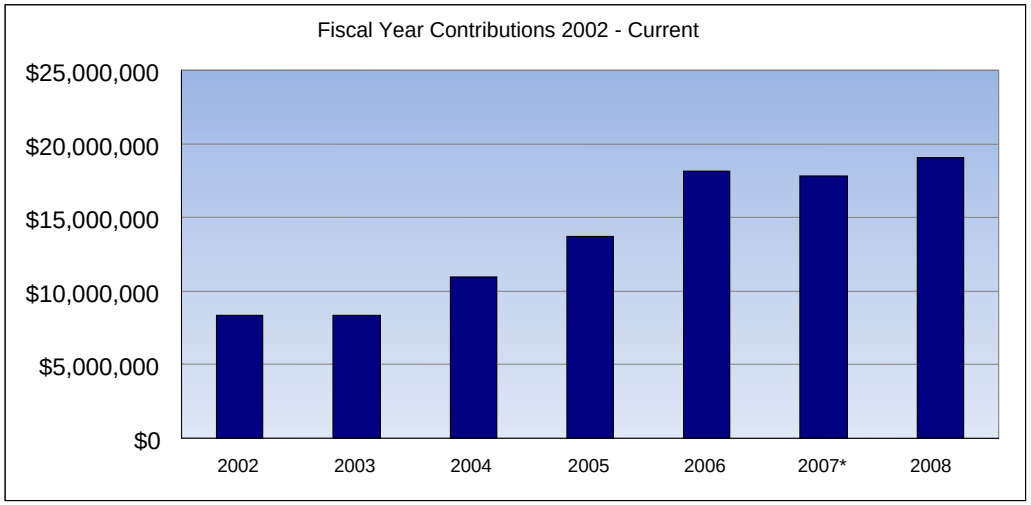
BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Baruch College GFC Meeting October 21, 2008

Fundraising

Our Capital Campaign has raised $66,728,070 in cash and pledges. Our cash collection stands at $34,981,394, which is a fairly high ratio of collections against pledges. The Campaign continues to see BCF Trustees, alumni, foundations, and corporations to discuss investment in the College's vision.

Fiscal Year 08 was another record fundraising year totaling $19,278,762 in cash collected. Backing out an extraordinary gift made in FY 07, this number represents a 7.8% increase in cash collected over the previous year. In FY 08, we exceeded our direct mail and telefund goals (raising over $500,000 combined from these sources), met our new donor goals, and posted strong increases in 17 Lex Society membership and Benchmark Society membership as well as our $3.8 million unrestricted goal (the hardest dollars to raise). Our first quarter FY 09 numbers are strong. As of September 29 our cash total is up 51% over where we stood at the same time last year. However we cannot assume that that pace will continue and the second quarter will be the most telling in terms of fundraising trends for the year.

The campaign has had a very beneficial impact on our year-to-year ability to raise money. Below is a graph that shows a growing trend line for cash collected for the last several fiscal years.



(* Extraordinary gift from Larry and Carol Zicklin excluded for last fiscal year.)

Overall, we have followed our underlying plan to capitalize fully and effectively on fundraising growth of Baruch College over the last decade. The best illustration of the cresting of our fundraising are the figures below charting cash collected and BCF assets over the last four years.

Cash Collected in the Last Four Fiscal Years:

$13,982,101	$18,123,052	$31,535,562	$19,278,762*

BCF Asset Growth in the Last Four Fiscal Years:

$85,318,693	$102,369.583	$134,774,443	$147,185,189

(*Numbers represent those reported to the Council for Aid to Education [CAE] except those for FY08 which come from OCA year end report, pending final submission of numbers to CAE in October).

Alumni Relations

The Office of Alumni Relations continues to pursue a strategy of outreach, communication and networking to engage graduates of the College. We expect a highly successful reunion on October 25-26, when the classes of 1938, 1948, 1958, 1968 and 1983 will be celebrating. Other upcoming events of note include our annual Baruch-in-California gathering, which will be a champagne brunch on the Queen Mary and our annual Alpha Phi Omega reunion, where we anticipate celebrating the successful conclusion of APO's $125,000 scholarship endowment campaign. Over the summer we also organized events in Long Island, Delray Beach, FL and Washington, DC, attended by over 225 alumni in total.

The Baruch Young Alumni Network (BYAN) continues to grow and interact successfully with our fundraising programs. BYAN has been highly successful in engaging hundreds of our recent alumni (those who graduated in the last 10 years) through a series of volunteer driven, monthly social and networking events. BYAN celebrated its 2nd anniversary in May with a highly successful event attended by over 200 people.

Strategic Partnerships

Strategic Partnerships, which encompasses our efforts to build institutional funding (corporate, foundation, government and community relations) and other kinds of campus involvement, worked throughout the summer to support the campaign effort.

Strategic Partnerships has been coordinating our effort to create a new CFO Network for CFO-level Baruch alumni. To date 30 CFO level alumni have enrolled in the program and we are planning a fall launch event and a second solicitation of alumni to enroll more members. The development of these networks will lead in time to opportunities to seek corporate support and generate new individual prospects, while re-engaging experienced alumni to assist our students pre- and post-graduation.

A gift agreement was signed in June for the $700,000 gift to endow the Eugene M. Lang Junior Faculty Research Program, and discussions are underway both internally and with the Foundation on a new program to incorporate issues of civic and social responsibility into the curriculum. A new grant of $75,000 was received from the Clark Foundation to support SPA's

Center for Non-Profit Strategy and Management. The Mrs. Giles Whiting Foundation renewed its commitment to the Whiting Teaching Award in the Humanities program with a gift of $150,000. The Henry & Lucy Moses Fund gave another $30,000 gift to support the Moses Scholarships.

In the government and community relations program (GCR) of Strategic Partnerships, our efforts continue to pay rewards. During the summer we received confirmation from Manhattan Borough President Scott M. Stringer that his office has allocated $658,000 in capital funds to Baruch College for the development of a campus-wide document imaging system.