

Baruch College
Office of College Advancement (OCA)
FY 2013 Goals & Objectives

Respectfully submitted to:
Baruch College General Faculty
October 18, 2013

MISSION: The Office of College Advancement (OCA) is the fundraising and alumni relations arm of Baruch College. OCA supports the College's strategic vision by securing the short and long-term financial resources necessary for and supporting the needs of key internal and external constituencies.

1. Fundraising:

Baruch College is coming off an extraordinary year for fundraising. In fact, The Council for Advancement and Support of Education (CASE), honored Baruch College by naming us a 2013 awardee for superior overall fundraising for a comprehensive public college. You cannot apply for this award. There is no application. It is a blind review of the fundraising numbers, and the impact those gifts have in light of the institution's overall budget and breadth of fundraising support.

2. Campaign Highlights

In 2007, Baruch College announced ambitious plans to raise \$150 million for the Baruch Means Business Campaign. We are pleased to report that as of the close of the campaign on June 30, 2103 our goal was exceeded with commitments totaling over \$157 million -- despite the many challenges that we have encountered along the way--including the severe recession and multiple leadership changes at the College during the life of the campaign. Highlights include:

- The BCF generously accounted for \$68,733,286 of the total (including Trustee Emeritus, Advisory and those who were on the board during the campaign and have stepped off).
- 180 gifts of \$100,000 or more.
- 95 new scholarships for students were created
- three departments were named and endowed
- Three faculty chairs were created

- 19 classrooms and two conference rooms were named

3. 2013 Fiscal Year Highlights

We had our best fundraising year since FY 2007 and our second best ever, recording over \$22.5 million in new cash and pledges and nearly \$23.6 million in cash for the year (including pledge payments).

Even though it was a great year--second best fundraising year in the BCF's history, there were some failings, coming up short in our critical unrestricted fundraising goal by \$470,000. More on this under point 4.

The College celebrated the campaign with a special dinner on Tuesday, June 18 at the 21 Club. All donors to the campaign of \$100,000 were invited to a special celebration at the 21 Club commemorating our success.

- 4. Annual Fund FY 2013** –Last year, FY13, Baruch College raised \$2.46 million in unrestricted cash, falling short of the goal of \$3.147 million in unrestricted cash or equivalent budget relief through restricted gifts. The goal for FY 2014 is again \$3.147 million.

The good news is that because of several bequests and a significant unrestricted \$250,000 gift, we have essentially covered that deficit from last year. The trend looks good: As of this writing we have raised \$1,243,924 in unrestricted cash as compared to only \$542,212 at this time last year. While we are delighted to be up 230% over last year, it still does not mitigate the long hill we have to climb. The Annual Fund cannot be expected to bridge the unrestricted gap even when it has been growing every year. We are committed in this coming year to broaden our base of support and expand the pipeline of donors. We are working on this strategy and increased are 17 Lex alumni donors by 27 donors compared to the previous year (FY13). To be successful, we will have to accomplish the following:

- It will be more critical than ever that we fully collect on our pledge payments
- Find new donors for our Class Act program or other naming opportunities
- Continue the positive momentum of our annual fund, telefund and 17 Lex campaigns
- Create a successful dinner next April. The Bernard Baruch Dinner grossed just shy of \$800,000 in 2013 vs. \$1.04 million in 2012. We must do better this year.

Building on our push to expand the base of participation, This was a record year for unique donors to the Baruch College Fund. Donors in FY 13 totaled 6,287, a extraordinary increase over FY12's 5,322 and surpassing our previous pre-recession

total of 6,064 in FY08. . It is important to push hard over the next quarter to meet these goals coming into the crucial calendar year end period.

5. BCF Development

The BCF will hold a board retreat on November 20 led by Robert Kissane, President of CCS. Bob is well known to Baruch and CUNY and will focus on best practices and the roles and responsibilities of a fundraising board.

Continue to recruit trustees with an eye toward youth, diversity, industry coverage, and leadership gift capacity.

The establishment of a Board Development Committee has led to two primary initiatives: raising scholarship funds which has raised over a \$500,000 to date.