

Memorandum

TO: Baruch College
General Faculty

FROM: Dave Gallagher

SUBJ: Office of College Advancement (OCA) Status Report FY 2003

DATE: March 26, 2003

We are on target to meet all OCA strategic goals for FY 2003. (Goals attached)

- 1. CASH FLOW:** Receive \$10-12 Million in cash from philanthropy. (Current fundraising report attached – projected cash \$15-16 million – record year)
- 2. CAPITAL CAMPAIGN:** Raise \$12 million in new pledges for the Capital Campaign. We have had a few setbacks with several major pledges rescinded in the last month, however we are still on target to achieve this goal. We are also awaiting responses on several very large pledges. A Top 25 Task Force has been recruited to oversee the campaign through its conclusion.
- 3. ANNUAL FUND:** We will raise \$2.5 million in unrestricted cash – and we have already surpassed the restricted annual fund goal. The first Bernard Baruch Dinner will achieve its goal honoring Sandy Weill (Citigroup), Michael Roth '67 (MONY Group), and Ernst & Young on May 7th.
- 4. PLANNED GIVING:** We have received \$4.8 million in new planned gifts. We have rolled out our program in four states (NY, NJ, CA, and FL).
- 5. OCA OPERATIONS:** All programs on measuring performance, managing prospect action, research, stewardship, financial reporting, and fundraising execution are achieved.
- 6. COMMUNICATIONS & MARKETING:** The Advertising plan is fully implemented (“The American Dream Still Works”), the Office has been engaged as a creative and strategic force, the Web has been refined to be better used as a communications tool, and a third magazine has been rolled out.

THE BARUCH COLLEGE FUND
Fundraising Report
FY '03 thru March 28, 2003

Vanguard	Payment	Pledge	Total fy 03	Total fy 02	% Change
<i>ANNUAL-Unrestricted</i>					
BBS	101,684	16,550	118,234	82,348	
Fellows & Pres Circle	639,623	275,908	915,531	591,151	
Telefund & DM	194,599	78,005	272,604	170,239	
Corporate	37,210	50,000	87,210	35,672	
Estates & Bequests	75,403	1,000	76,403	9,613	
Foundation	16,867	0	16,867	1,203	
Tribute Dinner	7,500	0	7,500	14,500	
Tribute Dinner 02	7,500	0	7,500	125,500	
Tribute Dinner 03	317,300	197,500	514,800	0	
Admin Fee	300,000	0	300,000	300,000	
ANNUAL-Unrestricted Subtotal	1,697,686	618,963	2,316,649	1,330,226	27.62%
<i>ANNUAL-Restricted</i>					
Departments & Schools	1,005,896	66,000	1,071,896	807,710	
Faculty	290,000	31,750	321,750	20,000	
Library	25,000	175,000	200,000	14,639	
Programs	724,146	97,500	821,646	765,999	
Research	0	0	0	0	
Scholarships	485,131	945,750	1,430,881	376,112	
SPAR	287,798	7,924	295,722	0	
Other	7,500	0	7,500	0	
ANNUAL-Restricted Subtotal	2,825,471	1,323,924	4,149,395	1,984,460	42.38%
<i>ENDOWMENT-Restricted</i>	2,399,892	1,280,087	6,179,979	3,491,459	
<i>ENDOWMENT-Unrestricted</i>	0	0	2,100,000	100	
	2,399,892	1,280,087	8,279,979	3,491,559	-31.27%

Cash	Grand Total	total Cash: \$8,361,534.00
Pledge	6,923,049	
FY Cash Flow	3,222,974	
	10,146,023	

CAMPAIGN FOR BARUCH - Total

NEW PLEDGES IN 03/04
7,656,761

Campaign **87,003,513**
PLG Assets **4,600,000**
CAMPAIGN TOTAL **91,603,513**

Removed PLG Assets from PLG balance - and wrote off a few outstanding pLG such as Starr(face value < than stock etc.), 200,000 from Weissman (old – should have been written off a while ago -

Nagelberg \$2.5 Kent 1.1 & Engleman 1M Assets not in Vanguard