

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Report to the General Faculty October 24, 2019

Highlighted New Gifts and Pledges since March 2019

- Mildred Weissman made gifts totaling \$2.26 million to the Weissman Center for International Business.
- We received \$2.26 million in proceeds from a charitable gift annuity (CGA) established by BCF Trustee Emeritus, William Newman '47, LLD (Hon.) '97. This gift names the Directorship of the Wasserman Jewish Studies Center.

Overall Fundraising

Overall cash and new pledges totaled \$19.073 million last fiscal year. We exceeded our unrestricted fundraising goal, raising \$2.842 million vs. a \$2.638 million goal. After three years of impressive gains, we saw a modest decline in our 17 Lex Society membership (donors of \$1,000 or more), and growing this core group of our most generous supporters will be a major focus of our work over the coming year, as will be growing our Benchmark Society, which is comprised of those who have included the College in their estate plans.

Bernard Baruch Dinner

Our 2019 dinner was the most successful ever, raising \$1.526 million, including \$175,000 raised at the event to meet the Newcombe Foundation Challenge (for a scholarship for non-traditional students). A special thank you to our honorees Ian Cook, Executive Chairman of Colgate Palmolive, and Stuart Shikiar '68, Chairman of Shikiar Asset Management. This is the fourth year in a row we have grossed in excess of \$1 million at the dinner. Our 2020 dinner is scheduled for April 21 and again will be held at the Ziegfeld Ballroom. Our honoree will be Neuberger Berman, with the award being accepted by its CEO, George Walker. We expect to publicly announce a second honoree shortly.

Alumni Relations and Volunteer Engagement

The Office of Alumni Relations and Volunteer Engagement hosted or provided speakers for 103 events over the course of FY19. This includes sourcing speakers for 13 student club events and four Heritage Months; coordinating multiple corporate site visits and monthly programs for the FWA Mentoring Program; the delivery of three EOC Mentor for a Morning/Evening speed-mentoring events; producing 24 regional and international events from Miami to Johannesburg; and gathering alumni celebrating their first through 60th Reunions.

The office launched new alumni career initiatives over the summer. First, we have signed a partnership with Hogan Assessments and are now offering two professional assessments to Baruch alumni at a discounted price, along with a free 45-minute review session with a professional career coach. We are very excited about this new offering. In July, we hosted our

first four-part Personal Branding Workshop with coach, Nancy Ankowitz. This highly interactive workshop is designed to help professionals take their careers to the next level, and pending its appeal, we look forward to hosting more workshops for mid-career professionals in the future.