

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Report to the General Faculty October 27, 2016

Highlighted New Gifts and Pledges since March 2016

- We received a \$30 million gift from BCF Trustee Austin W. Marx '65 to name the School of Public & International Affairs. This is the largest one time gift in the College's history, and among the largest ever to CUNY.
- Willem Kooyker '71 and Judith-Ann Corrente pledged \$3 million to support the Zicklin Global Leadership Program.
- BCF President Max Berger made a \$3 million pledge to support various initiatives at the College.

Overall Fundraising

We ended FY 2016 with a strong performance:

- Our CUNY reported total voluntary support figure was 6.6% higher than FY 2015.
- Cash received was a 24% increase over the prior year.
- Unrestricted giving of \$2,737,149 exceed goal and represented an 11.8% increase over the prior year
- The Bernard Baruch Dinner, honoring Ronald Perelman, Chairman and CEO of MacAndrews & Forbes Incorporated and Sandra Kahn Wasserman '55 and the late Bert W. Wasserman grossed a record \$1,264,220, a 41.8% increase over the prior year.
- We had a record 973 17 Lex Society members (donors of \$1,000 or more), up 125% over the prior year. Even factoring out all those who bought 25th Street Plaza pavers, 17 Lex membership would still be at 709, up 64% and also a record.
- Average gift (excluding paver donors) increased from \$126 to \$144. Including paver donors, average gift was \$209.

Scholarship Campaign

Under the leadership of BCF Trustee Jay Berman, '59, we publically announced our Be In the Life Changing Business Scholarship Campaign in April. We have raised \$11.7 million toward our \$15 million goal, with a deadline of June 30, 2017.

Plaza Fundraising

The public phase of fundraising for the 25th Street Plaza – to be known as Clivner=Field Plaza – commenced in the spring and we have raised \$800,000. Over 65% of available pavers have been sold. We continue to offer naming opportunities on the Plaza, including 3 sizes of pavers for which donors can personalize a message and which will be permanently installed on the Plaza when completed.

Alumni Relations

Our regional and affinity programming continues to grow. Among highlighted new initiatives of interest:

- We held our first ever Alumni Volunteer Recruitment event. Over 140 alumni expressed interest in becoming more active on campus and participating in one or more of our volunteer opportunities.
- We launched an Alumni Ambassador Program – targeted at more recent grads to help undergrad and graduate Admissions attract the best students to Baruch College
- We initiated Baruch and Beyond – funded in part by BCF Board Member, Helen Mills, to support student clubs interested in hosting alumni speakers, as well as host our own student/alumni industry networking events
- We hosted our first Baruch Veterans Alumni Mixer on campus in its effort to launch a Baruch Veterans Alumni Club to work closely with Baruch Veterans

Staffing

The Office of College Advancement welcomed **Vincent Aloï** who joined as a Development Officer. He will focus on administering the 17 Lex Associate program; the reunion giving program; assisting with acquiring, renewing, and upgrading leadership level donors and help to develop and coordinate campus philanthropy efforts. We are also welcomed **Desiree Vasquez** as stewardship coordinator. She will assist in all aspects of our stewardship programs and events.