

BARUCH COLLEGE
OFFICE OF COLLEGE ADVANCEMENT
Baruch College GFC Meeting October 22, 2009

On April 28, 2009 at our 20th annual Bernard Baruch dinner, Baruch College publicly announced the *Baruch Means Business Campaign* and our goal to raise \$150 million. We were proud to inform the public that night that we had already raised over \$95 million towards that goal. The dinner itself raised \$1 million in critical unrestricted dollars and we are grateful to David Krell MBA '71 and Larry Zicklin'57, distinguished alumni and honorees for such a successful evening. Since then our campaign total has grown to nearly \$98 million in cash and pledges and the campaign has been rolled out as part of our annual fund solicitations, effectively making every donor to the College from this point forward a donor to the Campaign.

The Campaign has built a great deal of momentum over the past two years leading up to our public launch. As we move forward into the public phase, we will continue to raise awareness, funds, and to broaden the College's network of friends and supporters. We ask for your continued support and joint efforts in our outreach to secure support from your fellow Baruch alums in realizing our campaign goals and vision for Baruch.

For the fiscal year ending June 30, 2009 we raised \$15,051,857. That represents a \$4.22 million decline from the \$19,279,843 raised in the prior fiscal year. The decline in overall cash collected was not unexpected as we had a generous \$5 million trustee gift in FY08 which we did not anticipate would be repeated or replaced in FY09.

We exceeded our unrestricted fundraising goal quite handsomely, collecting \$3.2 million in unrestricted funds against a goal of \$2.8 million. Some of that was due to the fact that the Bernard Baruch Dinner grossed \$1,009,955, a \$200,000+ increase over last year. Our wonderful honorees and the tremendous support for the BCF helped drive this success, for which we are grateful.

Over one third of the BCF endowment accounts (over 70 funds) were deemed underwater for the current fiscal year, preventing the College from accessing money in these accounts. The funds affected included scholarships, faculty chairs and department and program support funds. Our efforts to raise additional funds or seek donor approval to temporarily invade endowments as a means of mitigating the detrimental impact of losing access to these funds wound up being incredibly successful. All but a handful of our donors recognized the need and, as a result, \$1.97 million is available this year that would otherwise not have been had we not undertaken this important outreach to our donors.