

# MATCH MAX

For a limited time, endow a new scholarship for at least \$25,000, and Max Berger ('68), BCF President, will double its impact for five years.

**Your Donation + Max's Match =  
MAXimum Benefit for Baruch Students**



For more information, contact  
Jessica Leitner  
Office of College Advancement  
[jessica.leitner@baruch.cuny.edu](mailto:jessica.leitner@baruch.cuny.edu)  
or 646-660-6074

**Baruch** COLLEGE   
[www.baruch.cuny.edu/scholarshipcampaign](http://www.baruch.cuny.edu/scholarshipcampaign)

**BE IN THE  
LIFE-CHANGING  
BUSINESS.**

SUPPORT THE BARUCH SCHOLARSHIP CAMPAIGN

February 28, 2017

March Madness is coming to Baruch College...but it has nothing to do with basketball—it has everything to do with our amazing and talented students.

Half of Baruch's undergraduate population comes from a family whose household income is less than \$30,000. Financial aid is crucial for these students to stay enrolled and on the path to graduation. To do so, they need our support.

**Starting March 1<sup>st</sup>**, for all new endowed scholarships, Baruch College Fund President Max Berger ('68) will match its impact—**doubling your payout**—MAXimizing the number of students who will benefit from your scholarship.

Here are some ways you can endow a scholarship:

- **Class Scholarship:** Be a class leader; reach out to your entire class; ask them to contribute.
- **Peer Scholarship:** Tap your network of friends, family, and co-workers for support.
- **Personal Scholarship:** You can set-up a monthly, quarterly or yearly payment plan.

Join us in the life-changing business. If you would like more information or have any questions, please contact Jessica Leitner at 646-660-6074 or [jessica.leitner@baruch.cuny.edu](mailto:jessica.leitner@baruch.cuny.edu). Thank you.

Warm regards,

Jay Berman '59  
Chair, Scholarship Campaign  
Be in the Life-Changing Business