



BE IN THE LIFE-CHANGING BUSINESS.

SUPPORT THE BARUCH SCHOLARSHIP CAMPAIGN

September 6, 2016

Today's Baruch is not your parents' Baruch—and it is definitely not the Baruch I graduated from in 1959. Back then, it was a one-building schoolhouse, a “business school.” Today, Baruch is still a famous business school, but we have added a liberal arts school and a school of public and international affairs. We are the crown jewel of the CUNY system, having changed for the better in every way, from classrooms to curriculum to the campus itself. Yes, I said campus. We now have one!

The one constant in all these years is the Baruch Mission—its commitment to providing a quality education at the lowest cost possible. In my day, if you qualified, it was tuition free! For so many of us who were afforded this chance to change our lives, paying tuition would have meant no college, no chance, no change. Period.

Today, that same opportunity—a world class college education at Baruch—costs \$6,330 a year in tuition alone, no books, no meals, no transportation. It is still an unbelievable bargain, an opportunity no other city can offer its high school graduates. Yet, despite the very modest tuition, thousands of highly qualified students, many of them, like many of us, the first in their families with a chance to go to college, cannot afford it. They need our help to make the dream of college a reality, a reality not burdened by a lifetime of debt and loan repayments.

I am honored to chair the first-ever, dedicated campaign to raise \$15 million for scholarships. This life-changing effort will enable us to nearly double the number of students receiving scholarships—from a mere 650 to almost 1,000 students out of 18,000. For all you Baruch accounting graduates out there, that is still only 6.5%. We need to do better. Together, we can do better.

I volunteered to chair this campaign and create a scholarship as my way of saying "Thank you" to Baruch. Thank you for making possible the education that opened my eyes to the world and to possibilities I could not have imagined growing up in Brooklyn—the college education that changed my life for the better.

Join me and thousands of other proud Baruch alums, regardless of whether you graduated decades ago or just a few years ago, honor our shared experience, say "Thank you, Baruch," and "pay it forward" with a contribution to the Scholarship Campaign.

In the beautifully expressed thoughts of Anne Frank, "How wonderful it is that nobody need wait a single moment before starting to improve the world." Start right now, support the Baruch Scholarship Campaign. Change a life. I promise you, after you have heard what your contribution has meant to your scholarship student, you will be filled with pride. I am and I am also a proud Baruch alum.

Sincerely,

Jay Berman

Class of '59

Chairman, Baruch College Scholarship Campaign

P.S. I'd be happy to personally speak with you about the significance of the Scholarship Campaign and what it would mean if, with your support, we were able to meet our goal. Please feel free to call me at 646-660-6074.