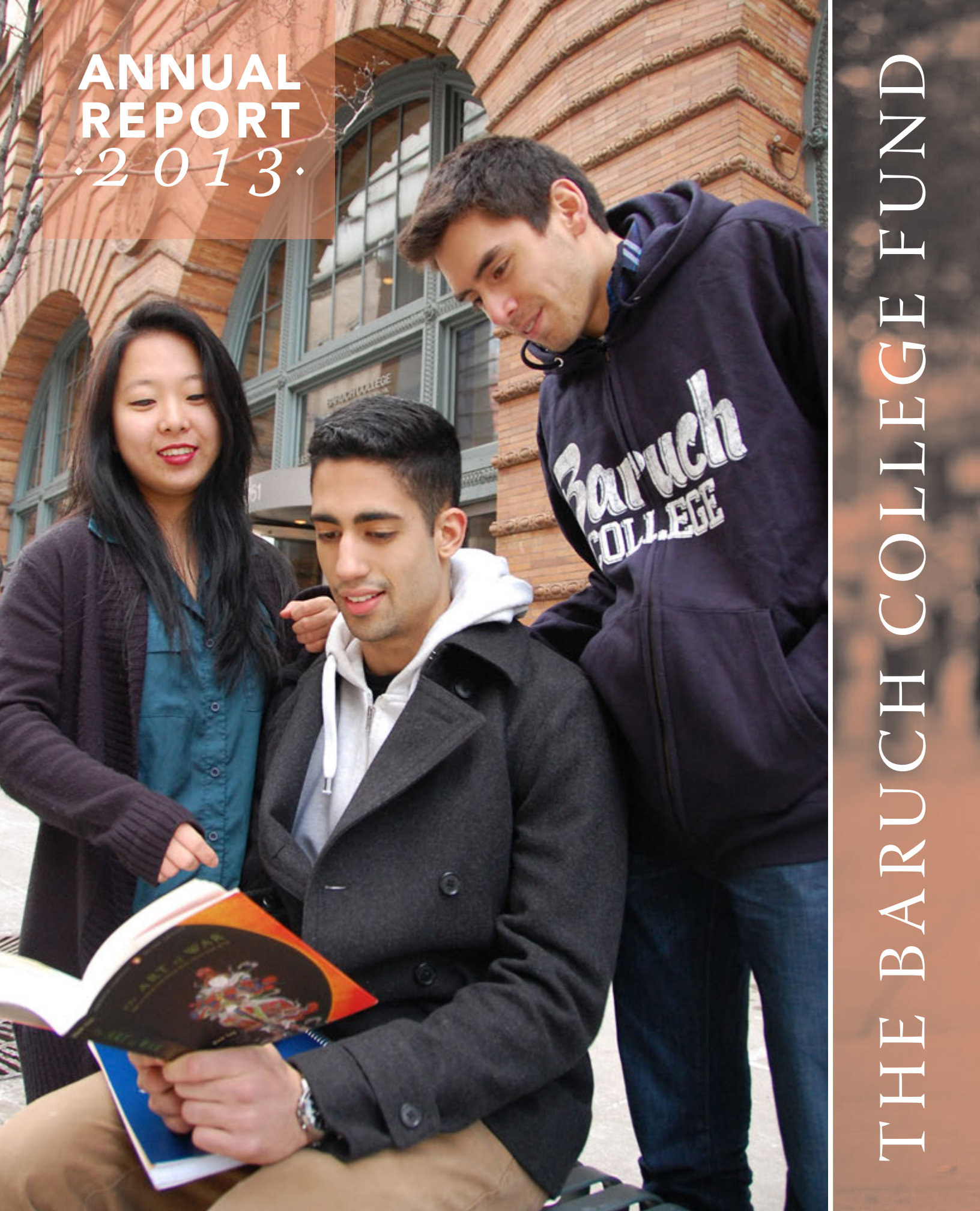


ANNUAL
REPORT
· 2013 ·



THE BARUCH COLLEGE FUND

Dear Colleagues:

On behalf of the Baruch College Fund, the supporting foundation for Baruch College, it gives me great pleasure to present our annual report for fiscal year 2013. I want to thank all of you who have helped make this a very successful year for the BCF and in particular for the Baruch Means Business Campaign.

It is because of your generosity and support that Baruch has been able to maintain the highest standard of academic excellence while providing an affordable pathway to success for bright, deserving students.

Throughout its remarkable history, Baruch has sustained a culture of philanthropy that today critically accounts for almost 6% of the College's overall operating budget. As we celebrate the close of this campaign--having raised over \$157 million as well as our second best fundraising year ever-- I believe that it is important to reflect on what we have accomplished:

- Established over 95 new scholarships
- Endowed 2 faculty chairs
- Named 3 academic departments
- Created and named the Center for Jewish Studies
- Secured a record number of donations to the College
- Attracted the highest-quality students with average SAT scores far surpassing the national average
- Physically changed Baruch by creating the 25th Street Plaza
- Exponentially increased our visibility with outstanding rankings and a growing global reputation.

Here at Baruch we look forward to the coming years and continued improvements by the College. We also face a period of economic uncertainty and continued declines in federal and state funding. Your support has a tremendous positive impact on the College and for that my sincerest thanks.

Best wishes for the coming year.



Sincerely,

A handwritten signature in black ink that reads "Joel J. Cohen". The signature is fluid and cursive.

Joel J. Cohen
President

A History of Giving

ONE MIGHT SAY THAT BARUCH COLLEGE WAS BUILT ON PHILANTHROPY, and it all began with Bernard M. Baruch. When Bernard Baruch saw his name given to City College's School of Business and Public Administration in 1953, the 82-year-old alumnus could look back on a varied and successful career. For half a century Baruch was regarded as one of the nation's premier citizens. Always focused on making the American dream available to all, at his death Baruch left the bulk of his estate—an \$8 million endowment—to his alma mater. His magnanimous gesture began a tradition of alumni philanthropy toward the College that continues to this day.



SUPPORTING THE COLLEGE SINCE 1969

In 1968 Baruch became a senior college in the City University system. The following year, the Baruch College Fund (BCF) was established as a nonprofit organization whose purpose is to promote the educational welfare of the students of Baruch College. Over that time the BCF has helped to raise hundreds of millions of dollars to the benefit of students and faculty.

In 2007 the BCF launched a five-year fundraising campaign: Baruch Means Business. The goal, \$150 million, seemed ambitious, but not unreachable.

When the campaign was initiated in 2007, there were many objectives:

- To change the College's fiscal outlook by raising \$150 million
- To create a national and global reputation for the College
- To vastly improve the student experience with new facilities
- To expand our capacity to provide deserving students in need with scholarships
- To recruit and retain the best faculty
- To strengthen the Zicklin School of Business, the Weissman School of Arts and Sciences, and the School of Public Affairs
- And to engage a record number of alumni.

BARUCH MEANS BUSINESS

The Baruch Means Business campaign kicked off dramatically with extraordinary gifts from long time donors. Many other generous donors followed their lead and in 2009, the Campaign was publicly launched at the annual Bernard Baruch dinner.

The campaign has already resulted in the creation of more than 95 new scholarships, a new center, the creation of two faculty chairs and the deanship of the Zicklin School; the naming of 19 classrooms, two conference rooms, the Hillel Suite, a multi-media newsroom, a career development center, and mentoring programs. Also, thanks to the Baruch Means Business campaign,

three academic departments received official identities: the Allen G. Aaronson Department of Marketing & International Business; the Bert W. Wasserman Department of Economics and Finance; and the William Newman Department of Real Estate.

In addition, greater resources made available through the Campaign have extended the Starr Career Development Center's reach so that last year 7,000 students took advantage of services (ranging from career counseling and résumé review to mock interviews and mentoring, networking, and recruitment sessions). The Starr Foundation and BCF contributions

Contributing to the Strategic Plan Goals

During the campaign, Baruch officials were concurrently creating a new Strategic Plan. The campaign goals dovetailed with the goals of the Plan. The amount raised will go a long way toward realizing our vision. Funds have already been earmarked to be applied towards the Plan goals:

I. ENRICH AND EXPAND ACADEMIC PROGRAMS

II. ENHANCE THE ACADEMIC AND CO-CURRICULAR EXPERIENCE

III. DEEPEN ENGAGEMENT WITH THE WORLD OUTSIDE THE CAMPUS

IV. ESTABLISH EFFECTIVE COLLEGE-WIDE COORDINATION AND COLLABORATION

V. STRENGTHEN FINANCIAL FOUNDATION AND INFRASTRUCTURE

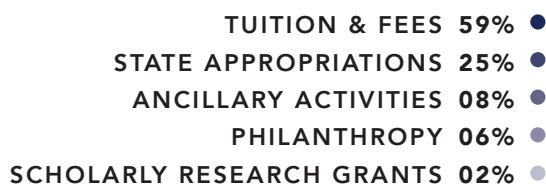
- 95 SCHOLARSHIPS HAVE BEEN CREATED SINCE THE START OF THE CAMPAIGN
- 660 STUDENTS RECEIVED SCHOLARSHIPS IN 2012-2013.
- 35% OF SCHOLARSHIP RECIPIENTS ARE THE FIRST IN THEIR FAMILIES TO ATTEND COLLEGE.
- 40% OF BARUCH STUDENTS COME FROM FAMILIES WITH INCOME LESS THAN \$25,000 PER YEAR.
- 75% OF STUDENTS RECEIVE SOME TYPE OF FINANCIAL AID FROM BARUCH
- \$2,867 IS THE AVERAGE AMOUNT AWARDED IN 2012-2013.

were “game changers,” says center director Patricia Imbimbo. “We doubled the number of workshops and events. Everything has increased—targeted outreach to students and alumni, jobs posted, and applications accepted,” says Imbimbo. In 2011, the Starr Search online site for job and internship opportunities had 290,000 log-ins. Thanks to the BCF and Starr, Baruch students have much to offer potential employers notes Imbimbo, “They’re high-caliber candidates!”

CLOSING THE CAMPAIGN IN STYLE

The Campaign did encounter many challenges along the way, including the recession of 2008. However, the BCF and the Baruch College Office of College Advancement dug in and redoubled their effort. Our generous friends stepped forward and as we entered 2013, our goal was within reach.

How the College is Funded



Baruch Receives CASE Fundraising Award

Baruch College was awarded the 2013 Educational Fundraising Award, an honor given by the Council for Advancement and Support of Education (CASE) to superior fundraising programs at educational institutions across the country. Baruch was selected as one of an exceptional group, recognized either for overall performance or overall improvement in fundraising. Baruch College was selected to receive an Overall Performance Award based on the judges’ analysis of three years of fundraising data. This was a true testament to Baruch’s fundraising efforts.

As we approached the closing of the campaign, still a bit short of our goal of \$150 million, several donors stepped up with gifts to push us over the top. Some were loyal friends, others were first time donors.

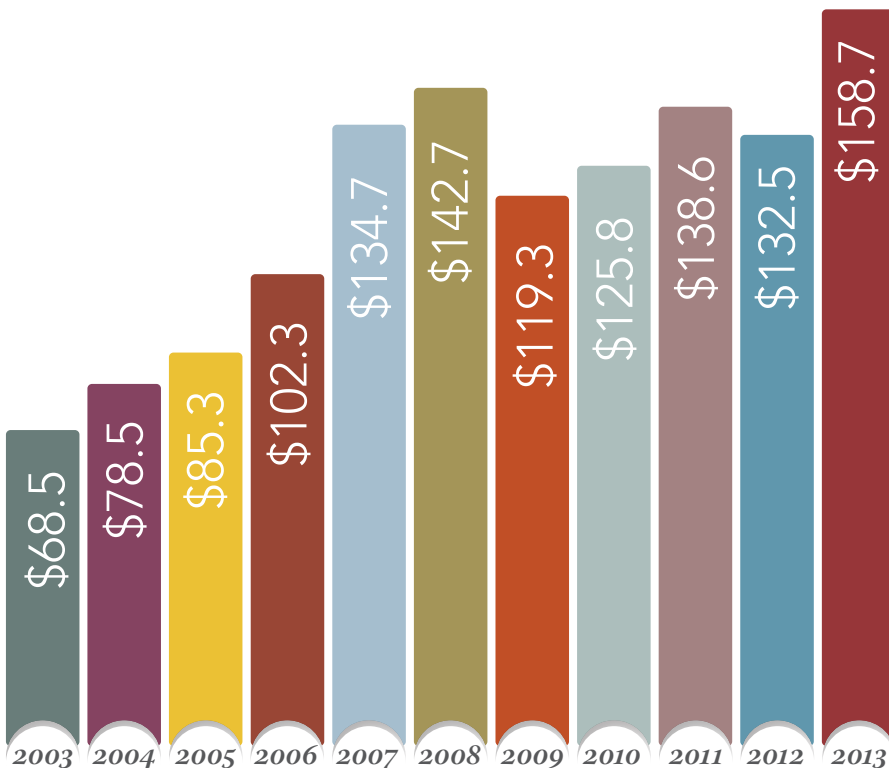
These generous gifts included:

- A renewed endowment for the George and Mildred Weissman School of Arts and Sciences;
- The naming and endowment for the Dean of the Zicklin School of Business;
- And the creation of a major Faculty Supplemental Support Fund for the Zicklin School of Business

Finally, another gift promises to continue the transformation of the campus that was begun with the creation of

the Interim Plaza on E 25th St. The plaza has fundamentally transformed the College and has created a true campus for current and future generations of Baruch students. It was approved and installed with the understanding that a Permanent Plaza would be developed. A number of West Coast alumni, spearheaded by Daniel Clivner '85 and Lawrence N. Field '52, DCS (Hon.) '04, stepped up with a promise of funding to support the construction of the Permanent Plaza.

And so, by June 30, 2013, the BCF was able to announce that they had not only met, but exceeded the goal with a total of \$157 million. The successful campaign positions Baruch College to grow and rise among elite public colleges as it enacts an ambitious new Strategic Plan 2013-2018.



BARUCH COLLEGE FUND ASSETS
2003–2013



THE BARUCH COLLEGE FUND
STATEMENT OF FINANCIAL POSITION

June 30, 2013

ASSETS	Unrestricted	Temporarily Restricted	Permanently Restricted	Total in dollars	
				Twelve months June 30, 2013	Twelve months June 30, 2012
Cash	161,435			161,435	938,573
Investments	3,613,875	34,443,235	93,315,330	131,372,440	104,428,391
Annuity Interests		4,237,149		4,237,149	4,081,511
Beneficial Interest In Remainder Trust		4,583,152		4,583,152	4,583,152
Contributions receivable	3,039,707	10,964,189	3,858,075	17,861,971	17,840,572
Proceeds from art sales receivable	-	-	-	-	-
Prepaid expenses and other assets	480,525	-	-	480,525	664,345
Artwork	-	-	-	-	-
TOTALS	7,295,542	54,227,725	97,173,405	158,696,672	132,536,544
 LIABILITIES AND NET ASSETS					
Liabilities:					
Accounts payable & accrued expenses	528,843	-	-	528,843	467,242
Annuity Obligations	-	2,077,526		2,077,526	2,129,491
TOTAL LIABILITIES	528,843	2,077,526	-	2,606,369	2,596,733
Net assets:					
Unrestricted	6,766,699			6,766,699	7,080,287
Temporary restricted		52,150,199		52,150,199	39,287,817
Permanently restricted			97,173,405	97,173,405	83,571,707
TOTAL NET ASSETS	6,766,699	52,150,199	97,173,405	156,090,303	129,939,811
TOTALS	7,295,542	54,227,725	97,173,405	158,696,672	132,536,544

THE BARUCH COLLEGE FUND
STATEMENT OF ACTIVITIES

As of June 30, 2013

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total in dollars	
				Twelve Months June 30, 2013	Twelve Months June 30, 2012
Revenue, gains and other support					
Contributions:					
Individuals, corporations, foundations	1,549,352	8,002,338	13,714,198	23,265,888	7,179,128
Donated Software				-	800,000
Annual fund raising dinner	621,271	-	-	621,271	761,151
TOTAL	2,170,623	8,002,338	13,714,198	23,887,159	8,740,279
Investment return	1,663,601	12,677,919	-	14,341,520	(2,311,500)
Change in value of split-interest agreements		172,130		172,130	(216,614)
Write off of uncollected pledges	112,500.00	-	(112,500.00)	-	-
Net assets released from restrictions	7,990,005	(7,990,005)	-	-	-
TOTAL REVENUE, GAINS & OTHER SUPPORT	11,936,729	12,862,382	13,601,698	38,400,809	6,212,165
Expenses:					
Program services:					
Scholarships and awards	2,675,825			2,675,825	2,534,820
Payments to and for Baruch College of the City University of New York	6,738,737			6,738,737	8,241,971
TOTAL PROGRAM SERVICES	9,414,562			9,414,562	10,776,791
Supporting services:					
Management and general	926,251			926,251	718,838
Fundraising	1,909,504			1,909,504	1,645,317
TOTAL SUPPORTING SERVICES	2,835,755			2,835,755	2,364,155
TOTAL EXPENSES	12,250,317			12,250,317	13,140,946
Change in net assets	(313,588)	12,862,382	13,601,698	26,150,492	(6,928,781)
Net assets, beginning of year	7,080,287	39,287,817	83,571,707	129,939,811	136,868,592
Net assets, end of period	6,766,699	52,150,199	97,173,405	156,090,303	129,939,811

THE BARUCH COLLEGE FUND MEMBERS *(as of December 31, 2013)*

Members of The Baruch College Fund generously give their time to expand the fund's size and reach.

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Mitchel B. Wallerstein*

VICE PRESIDENT FOR COLLEGE ADVANCEMENT

Mark Gibbel

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*Ex-Officio