

BCF ANNUAL REPORT
2014-2015

YOUR VISION in ACTION



Baruch COLLEGE 

BARUCH COLLEGE FUND PRESIDENT

“I am so proud to see that, with your help, Baruch is also changing in positive and dynamic ways.”

Dear Colleagues,

On behalf of the Baruch College Fund (BCF), the supporting foundation for Baruch College, I am pleased to present our Annual Report for Fiscal Year 2015, and I want to thank all of you who have helped make this a very successful year for the BCF and for Baruch College.

Most of us (myself included) know that landing a first job post-college has never been easy. A college degree alone is not enough to open doors. In order to be competitive, graduates need a powerful résumé, poise and confidence when interviewing, and a level of sophistication and understanding of the working world.

This is one of the myriad areas where the BCF plays a material supporting role to our students and graduates. In addition to providing nearly \$2 million in scholarships that support hundreds of students in their pursuit of a degree, the BCF also funds numerous programs that help students gain real-world experience through, among other things, internships and professional mentorships that can give graduates the confidence they need to fare well in the job market.

Also, through the BCF-funded Starr Career Development Center, thousands of students each year learn how to position their vocational, educational, and life experiences on their résumé; write compelling cover letters, and hold their own in an interview

or business meeting. These are all things that can—and do—make a big difference in beginning one’s career.

In the pages of this Annual Report, I invite you to read about

Starr and other exemplary programs—all made possible by your generosity—that support Baruch students in nontraditional ways, including stipends that enable deserving students to take unpaid internships and flexible course options that allow them to be employed while keeping their Baruch coursework on track toward a diploma.

As a longtime supporter of the Baruch College Fund and now its President, I want to thank all of you for your continued generosity and support of the College’s core mission: to provide an outstanding education to deserving

students at an affordable tuition, while still maintaining the values that have always made Baruch the extraordinary educational institution that it is.

However, while we continue to thrive, the financial pressures are significant and we are even more dependent on our fundraising efforts to maintain the standards we all covet.

The world is a very different place than it was when I graduated from Baruch nearly five decades ago. I am so proud to see that, with your help, Baruch is also changing in positive and dynamic ways.

Thank you and warm regards,



A handwritten signature in blue ink that reads "Max W. Berger". The signature is written in a cursive, flowing style.

Max Berger '68

President

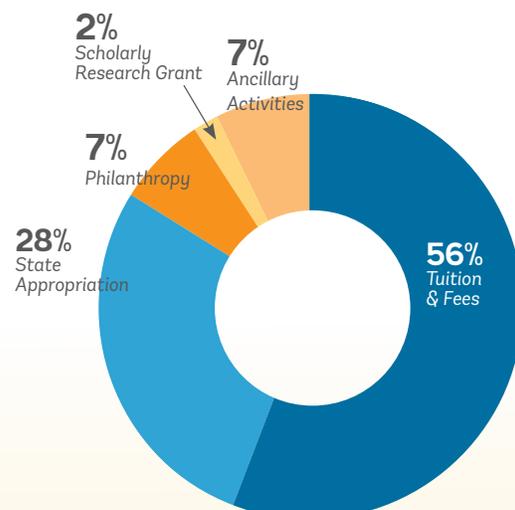
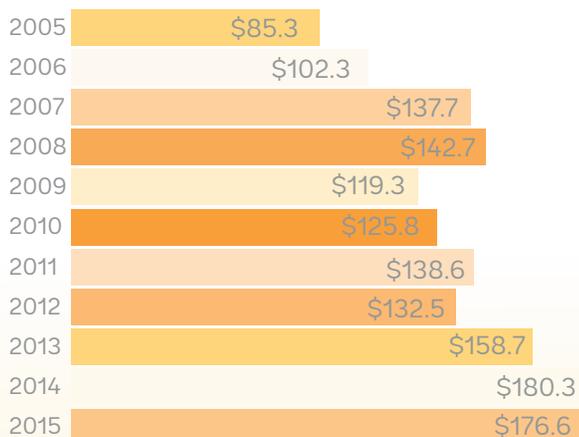
YOUR VISION **in** ACTION

*Preparing Students for
Success at Work*

Baruch has long been recognized for providing a top-notch education at an excellent value. But in the real world, graduates need much more than a strong academic background for success. They also need so-called “soft skills” such as professional communications and business etiquette, as well as the experience and insights gained in workplace environments through internships and mentoring opportunities. The Baruch College Fund provides crucial vision and funding to a range of programs that help the College support the whole student in these important ways. A few exemplary BCF programs that support the acquisition of real-world experience are summarized here.

HOW THE COLLEGE IS FUNDED

**BARUCH COLLEGE FUND ASSETS
2005-2015 (IN MILLIONS)**





“I had the chance to attend meetings, write reports, translate press releases, assist in organizing events, and learn many more valuable skills.”

Marina Stojanovic ('15)
 BBA, Finance and Investments
 Intern, Permanent Mission of Bosnia and Herzegovina to the United Nations

ANNUAL FUND HIGHLIGHTS



4,518
ALUMNI DONORS



1,092
NEW DONORS

4,602
DONATIONS OF
\$100 OR LESS



1,364
GIFTS TOTALING
\$91,091
FROM RECENT GRADUATES



INTERNSHIPS //////////////////////////////////////////////////////////////////

Katzen Public Interest Fellowship

Fourteen students from the School of Public Affairs and the Weissman School of Arts and Sciences—representing majors as diverse as psychology, economics, political science, public affairs, and biology—were selected for the Katzen Public Interest Fellowship, which seeks to support students’ personal growth and potential in contributing to “the common good.” With great thanks to a gift from Chani Katzen Laufer ('96), the undergraduates each received \$3,000 stipends for having worked in unpaid internships and formal volunteer positions in nonprofit organizations such as the Permanent Mission of Bosnia and Herzegovina to the

United Nations, Hope for the Warriors, the Red Cross, Global Potential, the White House, and others.

Baruch Entrepreneurial Intern Fellowship Program

With generous support from Ronald I. Heller ('67) and the Heller Family Foundation, the Weissman Center for International Business (WCIB) and Baruch’s Lawrence N. Field Center for Entrepreneurship partnered on the Baruch Entrepreneurial Intern Fellowship Program which, in 2014-15, awarded \$1,250 each to 10 undergraduates who completed an unpaid summer internship in a start-up, small entrepreneurial company, or entrepreneurial unit of a large company.

Students in marketing, international business, accounting, and finance held placements that ranged from Roast and Diva Designers, to Coalition for Queens and Dos Owls. Other WCIB programs provided students with strong professional and intercultural skills training.

SOFT SKILLS //////////////////////////////////////////////////////////////////

Starr Career Development Center Soft Skills Program

With deep appreciation for longstanding support from Joel ('59) and Lillian Cohen, the Starr Career Development Center (SCDC) Joel and Lillian Cohen Soft Skills Program has helped Baruch students develop and enhance communication and writing skills for 19 years. Each

2014-2015 FISCAL YEAR NUMBERS



year, some 15 undergraduates receive 10 weeks of training to work in the SCDC Peers for Careers program where they help more than 2,800 students per year. As Peers, they conduct résumé reviews, make presentations, stage mock interviews, and assist the SCDC with marketing and alumni outreach. Last year, the Peers co-sponsored 26 events and served as ambassadors of both SCDC and the College on several occasions, notably during a reception for some of Baruch's esteemed donors. Together with student clubs, the Peers organized a business attire donation drive—Suit Up For Success—so students could obtain professional clothes for interviews and jobs. Proceeds from the event were donated to the Relay for Life, giving Peers an important lesson in the value of philanthropy. Last year 88% of Peers also participated in at least one internship or had job offers upon graduation.

SPECIAL TRAINING

HSBC Scholars

Since 2009, Baruch College has been one of four colleges in the United States selected to participate in the HSBC Scholars Program. The program provides educational funding, financial literacy training, and business information and experience to full-time juniors and seniors enrolled in a STEM (Science, Technology, Engineering, and Math) curriculum. In 2014-2015, 10 majors from accounting and finance received a \$5,000 scholarship that went toward tuition, campus housing, or books. Scholars participated in two financial education trainings, enjoyed access to HSBC online tutorials in financial literacy and career building, and participated in networking events

“A highlight for me was when a local group of Vietnam veterans provided a hand cycle for one of our ‘warrior athletes’ to aid in his training for the Paralympics.”

Philip McIntire ('15)

BA, Political Science
Intern, Hope For The Warriors (post 9/11 service members)

with Baruch alumni working at the bank and senior executives involved with the bank's social and corporate responsibility program. Scholars are also invited to stay in touch with the HSBC program officer, who can provide ongoing guidance and referrals to other corporate executives.

Flexible Course Options

Many Baruch students have a lot to juggle: full course loads, part- or full-time jobs, career-building internships, and family needs. For some students, online learning represents the flexibility they need to fill requirements and still fulfill all their other responsibilities. With this in mind, alumni Lawrence Zicklin ('57) and Joseph S. Pignatelli, Jr. (EMS '99) teamed up to offer targeted support to expand hybrid and online courses in the business disciplines. During the 2014-15 year, faculty from Economics and Finance, Marketing, Management, and Accountancy collaborated with the Center for Teaching and Learning to design flexible course options. New tablet computers are enabling faculty to create digital teaching materials such as annotated slides, videos, and an exam archive. In Fall 2015 with support from the fund, Laetitia Placido, PhD, assistant professor in the Bert W. Wasserman Department of Economics and Finance, launched a fully online version of Microeconomics, with 272 students enrolled. The course is being held again in Spring 2016, along with four new hybrid versions. Four hybrid versions of Principles of Finance were also launched this Spring. Theodore J. Joyce, PhD, professor of economics and finance, attended a conference where he presented results from his experiment in online pedagogy.



“With the HSBC Scholars Program, I had exclusive opportunities to visit HSBC offices, network, and gain financial literacy.”

Sally Mei ('17)

BBA, Finance and Investments
Scholar, HSBC



GIVING
SOCIETY

Benchmark Society:

This year, Baruch received \$3.7 million in planned gifts from alumni and friends. More than 300 individuals are members of the Benchmark Society, Baruch's legacy society.



The Baruch College Fund

STATEMENT OF FINANCIAL POSITION

(as of June 30, 2015)

	Total				
	Unrestricted	Temporarily Restricted	Permanently Restricted	Twelve months June 30, 2015	Twelve months June 30, 2014
ASSETS					
Cash	1,249,083			1,249,083	268,936
Investments	6,955,087	40,634,606	98,003,547	145,593,240	148,676,115
Due from broker		123,523		123,523	-
Annuity Interests		4,245,710		4,245,710	4,461,027
Beneficial Interest In Remainder Trust		4,583,152		4,583,152	4,583,152
Contributions receivable	2,625,616	10,906,532	6,821,748	20,353,896	21,754,246
Prepaid expenses and other assets	446,154	-	-	446,154	559,002
Artwork	-	-	-	-	-
Totals	\$11,275,940	\$60,493,523	\$104,825,295	\$176,594,759	\$180,302,478
LIABILITIES AND NET ASSETS					
Liabilities					
Accounts payable and accrued expenses	1,155,641	-	-	1,155,641	720,108
Annuity Obligations	-	1,947,798		1,947,798	2,007,756
Total liabilities	1,155,641	1,947,798	-	3,103,439	2,727,864
Net assets					
Unrestricted	10,120,300			10,120,300	9,432,743
Temporary restricted		58,545,725		58,545,725	64,185,481
Permanently restricted			104,825,295	104,825,295	103,956,390
Total net assets	10,120,300	58,545,725	104,825,295	173,491,320	177,574,614
Totals	\$11,275,940	\$60,493,523	\$104,825,295	\$176,594,759	\$180,302,478



17 Lex Society: Baruch's leadership giving program, is comprised of 652 donors who contributed \$6.7 million in fiscal year 2015.



The Baruch College Fund

STATEMENT OF ACTIVITIES

(as of June 30, 2015)

	Total				
	Unrestricted	Temporarily Restricted	Permanently Restricted	Twelve months June 30, 2015	Twelve Months June 30, 2014
REVENUE, GAINS AND OTHER SUPPORT					
Contributions					
<i>Individuals, corporations, foundations</i>	1,476,172	5,912,873	868,906	8,257,951	15,131,493
<i>Annual fundraising dinner</i>	548,602	-	-	548,602	691,446
Total	2,024,774	5,912,873	868,906	8,806,553	15,822,939
Net investment income	6,716,415	(5,869,327)	-	847,088	18,073,660
Change in value of split-interest agreements		(166,877)		(166,877)	275,639
Income from exchange transactions	-	-	-	-	-
Net assets released from restrictions	5,516,425	(5,516,425)	-	-	-
Total revenue, gains and other support	\$14,257,614	(\$5,639,756)	\$868,906	\$9,486,764	\$34,172,238
EXPENSES					
Program services					
<i>Scholarships and awards</i>	2,827,429			2,827,429	2,614,331
<i>Payments to and for Baruch College of the City University of New York</i>	8,070,326			8,070,326	7,425,348
Total program services	10,897,755			10,897,755	10,039,679
Supporting services					
<i>Management and general</i>	756,913			756,913	740,990
<i>Fundraising</i>	1,915,389			1,915,389	1,907,258
Total supporting services	2,672,302			2,672,302	2,648,248
Total expenses	13,570,057			13,570,057	12,687,927
Change in net assets	687,557	(5,639,756)	868,906	(4,083,293)	21,484,311
Net assets, beginning of year	9,432,743	64,185,481	103,956,390	177,574,614	156,090,303
Net assets, end of period	\$10,120,300	\$58,545,725	\$104,825,295	\$173,491,320	\$177,574,614

THE BARUCH COLLEGE FUND MEMBERS

(AS OF DECEMBER 31, 2015)

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

BARUCH COLLEGE FUND OFFICERS

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LHD (Hon.) '99

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*Ex-Officio