

Question: What is the percent of fundraising from alumni?

In the year ended August 31, 2013 total alumni giving for all purposes is calculated at 7.9%. However when one measures undergraduate alumni participation in the Fund for NYU, a measure calculated for the U.S. News and World Report, we increased from 7.9% to 8.9% in the year ending August 31, 2013.

Total dollars contributed (pledges, gifts and soft credits) by alumni is as follows:

Alumni Giving (Pledges, Gifts and Soft Credits)

(\$ in millions)	FY 2012	FY 2013
Alumni Giving Total*	\$119.0	\$79.6
Alumni Giving to Law	\$33.2	\$24.0
Alumni Giving to Med Center	\$13.9	\$16.2
Alumni Giving to Remaining	\$71.9	\$39.5
Total Giving all Sources	\$400.7	\$444.0

*FY 12 Alumni Giving total reflects nearly \$50 million in Partner Scholarship Gifts

Question: There is an additional issue that has come up a number of times in our discussions: Whether a more aggressive effort at fundraising for capital purposes -- if it is successful -- would come at the expense of donations for scholarship support. The latter is considered very important by many in the NYU community -- given the background of generally rising tuition and, especially, rising levels of and general attention to levels of student debt.

Answer: Donors generally choose the purpose of their giving and more often than not donors who fund bricks and mortar have little interest in scholarship where recognition is limited to a named fund. Certainly this is true for the very large building naming gifts, say in the \$25, \$50 or \$100 million range. Likewise when one considers prospects for named scholarship funds, those individuals are much less focused on bricks and mortar and prefer more direct support of students and the resulting interaction with scholarship recipients. We find this often because many donors frequently benefitted from a scholarship or they recall someone in their family had a similar experience.

Question: How are we doing in fundraising for students?

The primary focus of our efforts to support students is by providing additional scholarship resources. Current students as well are involved in this process as outlined below.

The Momentum Campaign

At Alumni Day on October 19, the University will formally launch Momentum, a Campaign to raise \$1 Billion for Scholarships and Fellowships before August 31, 2017. With fundraising efforts initiated in Fiscal 2012, the six-year effort will focus on graduate and undergraduate financial aid, endowment and expendable funds, and support for the neediest and most deserving students at each of the schools and colleges of the University. Thus far in the two years of this effort NYU has raised more than \$211.0 million.

Individual schools and colleges have set goals for this effort in addition to goals for other fundraising initiatives such as faculty support, programmatic and capital needs. Total fundraising during this period is expected to increase from a benchmark \$1.05 million per day in FY 2011, to more than \$1.5 million per day total fundraising at the conclusion of the Momentum effort.

The 1831 Fund

The 1831 Fund creates scholarships for students, by students. Led by the senior class and student members of the 1831 Fund Leadership Committee, NYU students ask their classmates to contribute \$18.31 in honor of NYU's founding year. 100% of the funds raised are used to create scholarships for incoming freshmen and transfer students. President John Sexton and University Trustee H. Dale Hemmerdinger each direct a match to the 1831 Funds, so a contribution of \$18.31 is tripled to become \$54.93. Alumni, parents, and faculty and staff can partner with our students in this amazing community-building effort by making their own contributions to the 1831 Fund.

In FY 13 more than \$13,000 was raised in the 1831 Fund and more than 20% of the Class of 2013 participated. This effort is an important lesson as we attempt to engage students in the role philanthropy can play in higher education.

Question: President Sexton is scheduled to leave in 2016. Finances are based on enormous fundraising, so how will the fundraising be impacted?

There is no question that John Sexton has been instrumental to the fundraising success of New York University. Equally important however is the role played by the trustees in engaging and soliciting alumni and friends. Evidence that over the past two decades two Presidents and a Board of Trustees, which now numbers 63, have increased fundraising from the \$150 million a year level to the \$400 million a year mark (see attached chart). In the next several years we will endeavor to move the University to the \$500 million a year level and the President will play a pivotal role. However, Presidential leadership alone will not get us to the next plateau.

Request: This would be an update of the figures that David Koehler sent on June 6. I think that this was for all "capital projects" (and certainly not just for Coles or just for TSOA). In essence, we are looking for the up-to-date accumulated total (since the beginning of FY2012) that can be compared with the \$753 million that was raised during 2002-2011 and with the target of \$174 million for 2012-2021 that is in the 10-year financial plan.

Updated capital fundraising document for FY 2012 and FY 2013 attached

NYU Capital Project Fundraising FY 2002 - 2013

Buildings, Grounds and Facilities (CFAE Code)

Pledges and Outright Gifts (numbers are net of write-offs)

	<u>Health Corridor</u>		
	<u>STERN</u>		
	<u>LAW</u>		
	<u>Other</u>	<u>Washington Square</u>	
Bobst Library		\$13,489,100	
Cancer Institute (Cancer Center Fund)	\$11,577,842		
Capital & SOM Deans Renovation Funds	\$57,097,309		
Cardiac Center	\$1,816,912		
Classroom Renovation	\$1,000,000		
DC Campus	\$16,591,242		
Dental Building	\$2,415,851		
Emergency Room*	\$28,920,509		
Faculty Housing (Uptown)	\$4,000,000		
Furman Hall	\$24,182,632		
Gallatin School		\$26,863,408	
Genomics Building		\$2,000,000	
Gould Welcome Center		\$1,375,757	
Hassenfield Pediatric	\$59,124,957		
HJD Children's Center	\$1,268,642		
Institute for the Performing Arts (TSOA)		\$36,500,000	
Kimmel Center		\$2,071,291	
Kimmel Pavilion	\$253,725,689		
Leslie E-Lab		\$5,000,000	
Men's Health Center	\$8,000,000		
Miscellaneous @ Langone	\$17,895,820		
Miscellaneous @ Washington Square		\$7,290,065	
Nursing Building	\$9,897,833		
Puck Building		\$1,496,903	
Rusk Institute	\$2,689,828		
Schwartz Center	\$5,000,000		
Smilow Research Center	\$27,653,536		
Stem Cell Renovation	\$2,464,000		
Stern School Lobby/Classrooms	\$31,519,742		
Stroke Center	\$727,930		
Tisch Hospital Fund	\$110,000,000		
Tisch Hospitality Center		\$7,490,225	
Vilcek Residence Hall	\$10,000,000		
Wasserman Center (Union Square)	\$2,000,400		
Wilf Hall	\$10,000,000		
Women's Health Center	\$7,324,396		
Total:	\$706,895,070	\$103,576,748	\$810,471,819

*As of 8/31/13

NYU Fundraising: Gifts and Pledges

Fiscal Year 1993 – Fiscal Year 2013

