Unlocking Potential, Unleashing Ambition

momentum

A Scholarship Campaign for NYU

NEW YORK UNIVERSITY
New York University was founded in 1831 on an unconventional philosophy: to educate all outstanding New Yorkers, regardless of national origin, religion, or class. As NYU ascended into the elite tiers of higher education, we lifted thousands of deserving students with us. Historically, the University has been a “school of opportunity,” welcoming generations of first-in-the-family college graduates and providing immigrant and underprivileged families with a springboard for advancement.

NYU has experienced a period of unprecedented improvement in our position and rankings, demonstrated by the quality of the faculty and students we continue to recruit and the success of our worldwide alumni network. We have a greater opportunity than ever before to educate the world’s most promising students, many of whom have overcome remarkable challenges to arrive at NYU with their desire to excel—if we can offer them the financial means to do so. And we must. With your help, we will have the resources to enable our students to reach even greater heights.
creating

Opportunity for the Next NYU Generation
Every year tens of thousands of young people—over 48,000 in recent years—show the value they place on an NYU education by applying for 5,000 seats in our entering freshman class.

Given our selectivity, getting into NYU is difficult. But for too many of our most deserving applicants and students, another hurdle looms: being able to afford to come here. For each student with need—and almost half of our undergraduates are eligible for scholarship aid—we do our best to build an award that adds our own grants to private and government resources. And while NYU does provide an extraordinary amount of assistance, we are not able to meet the overall financial needs of our students. Annually the gap is on the order of $200-250 million.

That is why our ambitious goal for the Momentum Campaign is to raise by 2017 $1 billion exclusively dedicated to generating scholarships. Your partnership and participation is vitally important to help us meet this goal. New York University stands ready to educate the leaders of the future. Your generosity will enable us to bring more of the world’s most talented young minds to the Washington Square campus and across our global network.

We need you to set in motion a campaign focused on one goal: to unlock the potential and unleash the ambition of talented men and women. We cannot think of a more worthy endeavor.
“I may be a member of NYU’s Board of Trustees now, but I once was a high school student who couldn’t have attended NYU if not for the generous scholarship I received. NYU put me on a course to make an impact in my profession—and bring my experience back to my alma mater. It’s clear to me now—with our support, NYU can continue unlocking the potential and unleashing the ambitions of the world’s best and brightest students.”

Evan Chesler
(ARTS ’70, LAW ’75)
MEMBER OF THE NYU BOARD OF TRUSTEES; CHAIR, TRUSTEE DEVELOPMENT COMMITTEE; TRUSTEE, NYU SCHOOL OF LAW FOUNDATION

"By offering greater scholarships, we can continue building the momentum of our University."
Many of the best students in the world seek an NYU education in pursuit of personal dreams to advance scientific knowledge, identify cures for degenerative diseases, tell stories through art and film, and find innovative solutions for sustainable urban development.

They understand what it means to join our worldwide network of award-winning professors and thriving alumni—our greatest foundational asset is our people. Nowhere else will they be offered the same opportunities to gain the knowledge and skills needed to become the next generation of global leaders.

A more accessible NYU, supported by significantly expanded scholarship programs, will create an even stronger NYU in the future. But to secure that future, we understand that we must act now. With the support of leaders like you, we can give our students the confidence to create momentum for our future.
forwarding

NYU’s Academic Mission, One Student at a Time
It was the Henry M. MacCracken Program scholarship that brought Sven Kreiss to NYU from Germany to study with the scientists of NYU’s experimental particle physics group. In his third year, his mentor, Kyle Cranmer, helped him attain a travel grant to spend a year at CERN in Switzerland, which operates the world’s largest particle accelerator. Sven says, “I became a full member of this very small group of physicists—an honor for any physicist.” They were on a search for the Higgs boson—the “God particle,” as it is sometimes called. “On June 24, 2012, I was the first person ever to run an analysis that breached the discovery threshold for the Higgs boson—and I had the honor of sending this news back to NYU!” Sven was featured in a New York Times article announcing a discovery so incredible that it turned the heads of scientists around the world. “Without the NYU scholarship, I wouldn’t have been part of this event. I am thrilled that I’ve had this much success so early in my career, and I am so grateful that NYU has given me the chance to study at one of the best physics departments in the world.”
Actualizing Professional Dreams

NYU graduates land jobs, win grants, and open doors that propel them toward fulfilling their ambitions. Our graduates consistently rank among some of the country’s most successful young professionals, with a placement rate in either full-time jobs or graduate school of over 90 percent and continuing to trend upward. For our graduate and professional school students, bright futures and innovative ideas are the norm in their professional lives, with many going on to become leaders in their fields. Their accomplishments increase the value of an NYU education and the respect of our alumni network. Now is the time to expand access through increased scholarship and give aid to more students who demonstrate the potential to become the next generation of global leaders.
transforming

Students into Leaders
Antonio Duran
B.A. in English
College of Arts and Science, ’14

With NYU’s AnBryce Scholarship and the College of Arts and Science scholarship program, Antonio, the child of immigrants from Mexico, is the first person in his family to attend college. He says, “My experience at NYU has changed my life’s trajectory completely.” Antonio has served as a resident assistant in a freshman residence hall, sat on various club executive boards, and helped start a community service club. He was a key player in the successful implementation of a gender-neutral housing system. Antonio says, “Every day that I go to the Kimmel Center to lead a club meeting or plan a freshman event for my hall, I know I’ve become a leader who’s been able to live out a dream. Simply put, without the support of NYU’s alumni, parents, and friends, I would not have had that opportunity to excel.” Upon graduating, Antonio plans to pursue a graduate degree in higher education administration with the goal of becoming a vice president of student affairs at an academic institution. “My goal is to pay it forward with my professional life: to keep working hard to positively impact the lives of others—and to make it possible for many others to have the confidence to pursue their own goals, too.”

“I am thankful for the NYU scholarship that has enabled me to become a leader in the student community.”
Addressing Student Debt Reduction

Our strongest applicants often struggle with the decision to attend NYU, even though it is clearly their first-choice dream school, for a simple reason: they cannot afford it. For many of our students, their families’ ability to finance their education—rather than their talent or drive to succeed—is the single most significant factor in whether or not they will be able to choose NYU.

With more than 50,000 full- and part-time students enrolled, NYU is the largest private university in the United States. Nowhere else are so many of the world’s best young minds coming together. More than one in five NYU undergraduates receive a Pell Grant, an important metric for economic diversity; our students have greater financial needs than those at most of our peer institutions.

Our current endowment looks large as a whole number. But when it is expressed per student, it falls short of that of all our peer institutions—and of student needs. With a large high-need student body, the University's financial aid resources must reach further and offer more.

The result is that too many deserving NYU students are chasing too few available dollars. By radically enlarging our pool of scholarship funds, NYU can lessen the strain on our students, whether they are our very neediest or from overburdened middle-class families saving for retirement or handling other financial needs. Your support can help to dramatically ease the burden of debt on many NYU students and their families—and empower them as you enable these ambitious young men and women to earn their NYU degrees.

### NYU’s Endowment Per Full-Time Student Compared to Peer Institutions

<table>
<thead>
<tr>
<th>Institution</th>
<th>2012 Endowment*</th>
<th>Full-Time Student</th>
<th>Endowment Per Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Princeton University</td>
<td>$17,404,002,000</td>
<td>7,813</td>
<td>$2,227,570</td>
</tr>
<tr>
<td>Yale University</td>
<td>$19,264,289,000</td>
<td>11,763</td>
<td>$1,638,910</td>
</tr>
<tr>
<td>Harvard University</td>
<td>$30,745,534,000</td>
<td>22,809</td>
<td>$1,371,874</td>
</tr>
<tr>
<td>Emory University</td>
<td>$5,774,499,577</td>
<td>13,202</td>
<td>$439,248</td>
</tr>
<tr>
<td>University of Chicago</td>
<td>$5,701,419,217</td>
<td>13,421</td>
<td>$428,753</td>
</tr>
<tr>
<td>Washington University in St. Louis</td>
<td>$5,303,196,000</td>
<td>12,629</td>
<td>$423,646</td>
</tr>
<tr>
<td>Columbia University</td>
<td>$7,654,152,000</td>
<td>23,430</td>
<td>$329,750</td>
</tr>
<tr>
<td>University of Pennsylvania</td>
<td>$6,754,658,000</td>
<td>22,683</td>
<td>$300,252</td>
</tr>
<tr>
<td>Case Western Reserve University</td>
<td>$1,600,013,000</td>
<td>8,876</td>
<td>$181,517</td>
</tr>
<tr>
<td>University of Rochester</td>
<td>$1,581,773,000</td>
<td>9,247</td>
<td>$172,658</td>
</tr>
<tr>
<td>Brandeis University</td>
<td>$674,521,808</td>
<td>5,517</td>
<td>$122,804</td>
</tr>
<tr>
<td>Carnegie Mellon University</td>
<td>$979,229,547</td>
<td>10,871</td>
<td>$90,532</td>
</tr>
<tr>
<td>New York University</td>
<td>$2,800,399,000</td>
<td>37,922</td>
<td>$74,806</td>
</tr>
</tbody>
</table>

* Endowment, as of July 30, 2012, reported on the IPEDS Finance Survey.
** Full-time equivalency based on the Fall 2011 IPEDS Enrollment Form.

### Percentage of NYU Students Who Receive Pell Grants Compared to Other Institutions

<table>
<thead>
<tr>
<th>Institution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Western Reserve University</td>
<td>23%</td>
</tr>
<tr>
<td>New York University</td>
<td>22%</td>
</tr>
<tr>
<td>Emory University</td>
<td>22%</td>
</tr>
<tr>
<td>Brandeis University</td>
<td>19%</td>
</tr>
<tr>
<td>University of Rochester</td>
<td>19%</td>
</tr>
<tr>
<td>University of Chicago</td>
<td>18%</td>
</tr>
<tr>
<td>Columbia University</td>
<td>17%</td>
</tr>
<tr>
<td>Harvard University</td>
<td>15%</td>
</tr>
<tr>
<td>Carnegie Mellon University</td>
<td>15%</td>
</tr>
<tr>
<td>Yale University</td>
<td>14%</td>
</tr>
<tr>
<td>University of Pennsylvania</td>
<td>13%</td>
</tr>
<tr>
<td>Princeton University</td>
<td>12%</td>
</tr>
<tr>
<td>Washington University in St. Louis</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Endowment Information Source: IPEDS Finance Survey
**Enrollment Information Source: IPEDS Enrollment Form
empowering

Talented Scholars to Accept Nothing Less Than the Best
Helen Arteaga
B.S. in Chemistry
College of Arts and Science, ’99

Helen was a chemistry major when her father suddenly died. As her grades and focus began to slip, the college’s dean stepped in, securing for her an emergency scholarship and ensuring that she did not give in to her grief. Helen says, “I am forever grateful not only for the scholarship, but also for the people behind it who inspired me—and continue to inspire me—to become a leader with the guts to take risks and show others how very possible it is to build communities by assisting one person at a time.” Helen transformed the loss of her father into her life’s goal: to improve health care in the neighborhood where she grew up. In 2009, she cofounded and became director of the Plaza del Sol Family Health Center in Queens, a division of Urban Health Plan, which has since assisted over 17,500 patients. She says, “Many of the patients at my community health center in Queens call me ‘doctora.’ I am not an M.D. but they say I’m the ‘doctora de la comunidad.’ I do not take that title lightly. I know what it means to be given the gift of respect.” Revered in the New York City community for her dedication, she has received a Community Impact Award, Humanitarian Award, and City of New York American Dreamer Award.

“To receive an NYU scholarship in a time of great need was a powerful recognition of my intellectual and personal merit.”

Helen Arteaga
B.S. in CHEMISTRY
CoLLEGE OF ARTS And SCiEnCE, ’99
Ways to Give

Your gift to the Momentum Campaign will give our very talented students the opportunity not only to realize their ambitions, but also to become stewards who are forwarding NYU’s mission. We look forward to working with you to tailor your gift in support of NYU’s Momentum Campaign in the way that aligns best with your priorities. Here are some ways you can give.

> Any amount: Every school and institute has a scholarship or fellowship fund, and your support in any amount will be valuable to a student.

> $5,000 provides a global study away opportunity for an NYU student at one of our global sites.

> $25,000 provides immediate scholarship support for students in need.

> $100,000 permanently endows a partial scholarship fund. At the endowment spending rate of five percent, your named fund will generate $5,000 in tuition assistance annually in perpetuity for our neediest students, which will increase as the endowment grows.

> $250,000 permanently endows a named scholarship fund. A fund in this amount will generate tuition assistance of approximately $12,500 annually, and will grow over time.

> $1 million permanently endows a full scholarship fund that will support one student in your name each year in perpetuity.
A Closing Message
from the President

From its beginning in a handful of rented rooms by City Hall and its first graduating class of just three students to a global university with locations on six continents, NYU has become one of the world’s preeminent knowledge centers—a thriving destination for faculty and students from across the country and around the world.

This very special Momentum Campaign can give our students the momentum to succeed in the most direct way possible: by providing them with more scholarships and less debt upon graduation.

As we unleash their potential, one student at a time, the entire student body benefits. Students can collaborate with greater confidence and think more freely. As they achieve their dreams, they will advance their professions and further cement NYU’s reputation. Along with the NYU community and Board of Trustees, I personally thank you for your generous support with this effort to make a viable and valuable college education possible for more of the world’s brightest young scholars.

John Sexton
President
NYU DEGREE-GRANTING CAMPUSES

New York University Schools, Colleges, Divisions, and Institutes

- Center for Urban Science and Progress
- College of Arts and Science
- College of Dentistry
- College of Nursing
- Courant Institute of Mathematical Sciences
- Gallatin School of Individualized Study
- Global Institute of Public Health
- Graduate School of Arts and Science
- Institute of Fine Arts
- Institute for the Study of the Ancient World
- Leonard N. Stern School of Business
- Liberal Studies
- Marron Institute on Cities and the Urban Environment
- Polytechnic School of Engineering
- Robert F. Wagner Graduate School of Public Service
- School of Continuing and Professional Studies
- School of Law
- School of Medicine
- Silver School of Social Work
- Steinhardt School of Culture, Education, and Human Development
- Tisch School of the Arts

NYU Abu Dhabi
NYU Shanghai

NYU GLOBAL SITES

NYU Global Sites Include NYU’s Degree-Granting Campuses in New York, Abu Dhabi, and Shanghai and:

- NYU Madrid (1958)
- NYU Paris (1969)
- NYU Florence (1995)
- NYU Prague (1998)
- NYU London (1999)
- NYU Accra (2004)
- NYU Berlin (2006)
- NYU Buenos Aires (2008)
- NYU Tel Aviv (2009)
- NYU Washington, DC (2012)
- NYU Sydney (2012)

Current as of October 2013

New York University is an affirmative action/equal opportunity institution.