DEAR ALUMNI AND FRIENDS,

I am very pleased to present this year’s Annual Report of the Brooklyn College Foundation. This has been our first full year working with President Karen L. Gould, and speaking for all of the trustees, we have been excited by the dynamic and creative leadership she has brought to our college.

Readers of our last Annual Report will know that fiscal year ’09 was a challenging year, but fortunately fiscal year ’10 was a year of recovery. As the economy improved, private donations increased and our endowment recovered substantially. Indeed, if there were a silver lining for us in the economic downturn, it is that we learned we can weather the hard times and bounce right back when the conditions improve.

This Annual Report will document that recovery, and we have great expectations that fiscal year ’11 will be even better. For those of you reading this report who have donated, we are very grateful. I especially want to thank the Rand family and Herb Kurz for their visionary leadership gifts.

I was fortunate enough to be able to make a significant donation to the college this year. I found great satisfaction in giving back to the institution that provided me with higher education, knowing that my gift would help to transform the lives of students today. I encourage you to join me as the Foundation continues to grow, and as we work with the college to sustain our alma mater as one of the finest public institutions in the country.

Sincerely,

Barry R. Feirstein, ’74
Chair, Brooklyn College Foundation
DEAR ALUMNI AND FRIENDS OF BROOKLYN COLLEGE,

We are extraordinarily fortunate to have the Brooklyn College Foundation as a committed partner. One of the things that attracted me to the college was the Foundation’s long-standing dedication to the institution; the support of our Foundation trustees is truly exceptional. It has been a great pleasure to work with them since my arrival.

I am often asked what the role of private funding is at a public institution. The answer has to do with our core mission, which is to provide access to excellence. The Brooklyn College Foundation offers critical support to both of these goals: by enhancing access through scholarships and enrichment opportunities for our students; and by supporting excellence—in our academic programs, faculty, and facilities—advancing each of these areas above and beyond what could be achieved with state funding alone.

In addition to raising private funds and stewarding the endowment, our trustees are genuine partners who provide the college with critical expertise and advice as we plan our future. We are very grateful for their support.

We are also deeply grateful to all those who have, through their contributions and support over the past year, improved the educational opportunities for our students and the quality of our academic endeavors. Your interest in Brooklyn College and your wonderful philanthropy continue to have a profound impact on the aspirations and achievements of our college community. Thank you for helping us keep the dream of access to excellence alive!

Sincerely,

Karen L. Gould
President
It has been an extraordinary year for the Brooklyn College Foundation. Strong stewardship from our board of trustees coupled with the diligence of our dedicated staff and generous support from alumni enabled us to increase our net assets by 14.6 percent.

The success of our fundraising activities this year—particularly key leadership gifts from three extraordinary alumni—provided the basis for our launch of the Foundation for Success Campaign, the largest fundraising target ever set by Brooklyn College. The goals of this campaign are tied directly to the ambitious vision for the future of Brooklyn College set forth by President Karen L. Gould: creating four new schools with dynamic leaders that will strengthen the academic experience; expanding academic programs; nurturing student success; and advancing an unprecedented modernization of campus facilities and infrastructure.

The Foundation for Success Campaign will raise $200 million, and we’re already more than halfway there. On the pages that follow, you will read about three alumni who embody the spirit of this campaign and whose ongoing commitment illustrates how we will revitalize Brooklyn College as a teaching and research center for the twenty-first century.
Madelon Leventhal Rand, ’64, has always adored the work of William Shakespeare. When she taught in the English department at Brooklyn College, she would often delight at the fact that students of such diverse backgrounds could come together through discussions of his work and find his words both inspirational and astute.

“She would be leading a classroom of Russian Jews, blacks, Asians, and women fully clothed in traditional Islamic garb, and she would use Shakespeare to draw out their life experiences,” explains her husband, Lawrence A. Rand. “All of a sudden, these people with so many backgrounds would look at each other and say, ‘We have so much in common.’”

“That’s what drove her,” he says.

Now a chair named in her honor will help ensure that her passion for literature inspires students for years to come. Last spring, with a very generous donation of $1.5 million, Mr. Rand endowed the Madelon Leventhal Rand Chair in Literature. The chair was announced to the surprise of Mrs. Rand at the Foundation’s Brooklyn College Night gala in May.

“She was absolutely blown away,” says Mr. Rand, a former Mayor of Rye Brook, N.Y., and the President and CEO of Kekst and Company, a corporate communications counseling firm that he co-founded. “She said it was what she had always wanted.”

Ellen Tiemper, chair of the English department, said she’s wanted such a gift for a long time as well and couldn’t think of a better honoree.

“Madelon’s devotion to her students was really extraordinary,” Tiemper says. “She stopped teaching after the fall 2009 semester, and during our undergraduate research conference the following spring, five of the six students presenting had been her students. That’s a testament to the kind of training and encouragement she gave them.”

Tiemper says the endowed chair will answer needs in the creative and academic fields by allowing the department to hire a theoretician as well as someone who is a practitioner of fiction or poetry. “This will really help us raise our creative and academic profile,” she says.

For her part, Mrs. Rand said the gift was overwhelming.

“After the news finally sunk in, I thought of the more than eleven years of teaching at the college,” she said. “During that time, I gained new respect for the quality of the faculty and the insatiable desire of the students to learn, especially to learn the nuances of the English language and even the literature of great authors, such as Dante or Marquez, that are translated into English.”

Mrs. Rand, a member of the Foundation’s board of trustees, a former English major at Brooklyn College and a 2010 recipient of the presidential medal, spent her career teaching literature in elementary and secondary schools and taught as an adjunct lecturer at Brooklyn College from 1998 to 2009.

“She loves the fact that Brooklyn College is a microcosm, with people of all colors and backgrounds. She and her sister, who also went to Brooklyn College, were the first generation in their family to go to college, and she was always thrilled that so many of her students were also first generation college attendees,” Mr. Rand explains. “She could relate and would come home so excited, exclaiming that Brooklyn College was a little U.N., except nicer.”

Mr. Rand says he’s happy the chair will help sustain an emphasis on good reading and writing, something his wife has always championed.

“Madelon believes that, at the end of the day, literature helps you in interpersonal communication. It helps you frame what you say and how you say it,” he explains, noting that he and his wife often decry how modern electronic communication such as text messaging has eroded traditional literacy skills.

“So this chair, by emphasizing literature, actually does bring full circle what’s been important to her,” he adds.
Brooklyn College Foundation Chair Barry R. Feirstein’s expertise in the film industry is commonplace: “I go to the movies every once in a while,” he says with a hearty laugh.

What’s far from ordinary is his ability to pick fruitful ventures. The president of a private investment management firm that he founded, Feirstein Capital Management Corporation, he is often celebrated for his ability to forecast trends and discover promising areas his fellow professionals have overlooked.

His aptitude bodes well for the planned Graduate School of Cinema to which Mr. Feirstein has pledged $5 million.

“I’ve seen a lot of investment opportunities,” says Feirstein. “The graduate program in cinema is one of the most exciting stories I’ve been involved with. The whole concept appeals to me because it’s more than just a school. All of the pieces are fitting together like a puzzle.”

The Graduate School of Cinema is expected to be housed at Steiner Studios, the largest television and movie studio east of Los Angeles. The program, anticipated to open in the fall of 2014, will offer four separate degrees: an M.F.A. in cinema arts; an M.F.A. in musical composition for film and new media; an M.S. in entertainment industry management; and an M.A. in cinema studies. Dan Gurskis, chair of the film department, says he estimates some 500 graduate students will attend. An additional 150 undergraduates will take courses at the studio as well.

“Our expectation is that it’s going to be a very diverse student body because of the access we’re going to be providing,” Gurskis says. “It will have the twin pillars of financial access and excellence.”

It will also be the only film school in the country that is located within a working studio lot—a feature that partly helped convince Feirstein that this project was a winner.

“You have this integration with big industry and ability to teach at a working studio, and to do it at a cost that’s far below other film schools,” explains Feirstein. “That’s the advantage of being a public institution.”

Gurskis says that Feirstein’s gift has catapulted the project from vision to reality.

“It’s been absolutely essential to moving this process forward because people understand that this really is a very serious project,” he says. “It’s not some pie-in-the-sky kind of thing and automatically with that gift, because of the size of it, people started to take this project seriously.”

Feirstein, who started reading The Wall Street Journal when he was thirteen years old, says that it was the encouragement of one of his Brooklyn College professors that helped steer him towards business school. After graduation, he went on to earn an M.B.A. from Harvard Business School and founded his own firm in 1993.

“It was, in fact, the very low cost of education I received that helped set me on the road to all my future success,” says Feirstein, who grew up in Midwood and Sheepshead Bay and worked at the McDonald’s at the junction when he was a student. “So I want to give back and see that kind of success happen for others.”

“I think this project will be the crown jewel for Brooklyn College, for CUNY and for the city,” says Feirstein.
“It was a time of great unrest,” he says, recalling the years he was in school. “There was war in Europe and civil liberties were under attack at home. Campus activity was alive with constant discussion and debate.”

Shortly after December 7, 1941, he volunteered for service and spent the next four years as an Air Force navigator. He ferried planes to Europe and Asia, participated in rescue missions and was interned in Portugal. At the end of the war, after four years in the service, Kurz returned to civilian life.

Kurz went on to found Presidential Life Insurance Company. Nothing deterred his commitment to the social, political and humanitarian causes that so inspired him during his Brooklyn College days. Throughout his life, Kurz’s cornerstone commitments have included academic freedom, constitutional rights, and freedom of the press. This resulted in the establishment of an academic freedom center at New York University, financial assistance to organizations fighting to protect our constitution, and a donation of more than $1.6 million to the Brooklyn College Foundation in order to establish the Herbert Kurz Chair in Constitutional Rights. The chair will be housed in the political science department to promote teaching and research in constitutional law, legal rights, ethics in the philosophy of law, and the organization of law in the United States.

“This extraordinary gift will strengthen our commitment to building our pre-law offerings and provide our students with unique opportunities to enhance their understanding of our legal system and the crucial role it plays in their daily lives,” says Karen L. Gould, president of Brooklyn College.

Now in his nineties, Kurz continues to be a full-time activist in social, political, and business interests. “Very few colleges have a chair in constitutional rights,” says Kurz, who continues to support many activities on campus. “I’m proud that Brooklyn College will be one of the leaders.”
The generosity and ingenuity of Madelon and Larry Rand, Barry Feirstein and Herb Kurz has successfully launched the Foundation for Success Campaign. In the coming year, the campaign will continue to benefit from all of our alumni who, in partnership with such leadership gifts, will make it possible to ensure Brooklyn College’s continuous growth and our students’ lifelong success.

The Brooklyn College Foundation for Success Campaign will raise $200 million to help support many of the college’s endeavors.

**FOUNDATION FOR SUCCESS CAMPAIGN COMPONENTS**

<table>
<thead>
<tr>
<th>Component</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Promoting Student Success</td>
<td>$50,000,000</td>
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<tr>
<td>Advancing Institutional Effectiveness and Leadership</td>
<td>$20,000,000</td>
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<tr>
<td>Fostering Innovation in Teaching and Research</td>
<td>$35,000,000</td>
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<tr>
<td>Creating Ambitious New Graduate Programs in Cinema</td>
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<tr>
<td>Modernizing Facilities to Support Our Mission</td>
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<tr>
<td>Supporting the Annual Fund</td>
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Your generous gifts provide critical resources for faculty and academic programs and ensure that Brooklyn College students have affordable access to higher education. Thank you to the Foundation, finances more than a thousand scholarships annually and supports sustainable growth and progress at Brooklyn College.

The trustees of the Brooklyn College Foundation are pleased to acknowledge the following donors whose gifts, made between July 1, 2009 and June 30, 2010, empower Brooklyn College students to achieve success.
“The Annual Fund serves as a renewable stream of sustainable revenue, enabling the college to meet current institutional priorities. Every Annual Fund dollar is available to be spent and, therefore, has the immediate impact of twenty-five endowment dollars.”

Andrew Sillen, ’74
Executive Director
Brooklyn College Foundation

Thanks to your generosity and unrestricted gifts, the Foundation was able to fulfill every financial commitment to students, professors and programs.

Andrew Kong, 2010 recipient of the Conservatory of Music Scholarship.
Vanessa Bataio, 2010 recipient of the Alfred A. Giardino, ’34, Memorial Award for Outstanding Service.
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Jeanie Lee, 2010 recipient of the Jesse R. Memorial Scholarship in the Coordinated B.A.-M.D. Program.

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Jacob, 96, and Harriet Luft, 91, Block
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Howard Blank, 93
Donna and Norman W., 94, Blank
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Gene Blanco, 95
Frances Blaine
Roslyn L. Blackman, 96
Kathleen Bizzarro, 96
Joseph Y. Bistricer, 96
Thelma Bispham, 96
Meyer Bishansky, 96
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Norman Best, 98
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Martin, 99, and Lenore, 99, Bernstein
Charles Bernard, 99
Gennadiy Bernadskiy, 99
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Keith S. Breiman, 100
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Deborah D. Bruce, 108
Norma C. Brown, 108
Neil S. Brown, 108
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Mae Benson, 108
Cecile Benson, 108
Ruth L. Bennett, 108
Ruth Burman Bennett, 108
Oneica E. Benn, 108
Eugene Benger, 108
Scholarship in the Coordinated B.A.-M.D. Program.
Bella Fecht
Finnerty A. Farkas, '83
Jean Roswell, '73
Mary J. Foster, '70
Emily Farber, '60
Shari and Bernard Fischer
Marinoff
Mary Frances, '80
Marianne S. Folsom
Rachel Fish
Sarah Fish
Eisenberg
Charles, '61, and Sondra, '62, Eiseman
Margaret Eiseman, '62
Charles, '61, and Brenda, '62, Eisenman
Ellen Eiseman, '84
Robert Fish
Mark E. Fish
Marina R. Fischer
Leonard and Linda Fishman
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Tamar R. Fischman, 2010 recipient of the Stacey Garil Womack Memorial Internship.
The Foundation recently inaugurated a bench-naming campaign on campus. Here “Da Boyz” from DuBois House return to dedicate their bench beside the Lily Pond, the romantic campus oasis that launched a thousand courtships.

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For the past three years, all BC sports teams—including the 2010–11 women’s basketball team seen here—wore high-quality Nike uniforms provided by Brooklyn College Athletic Hall of Fame member and top Nike executive Howard S. Slusher, ’59, and his wife Rebecca.
Thank You!

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Executive Committee
The executive committee comprises all officers and committee chairs, and the president of Brooklyn College. The executive committee has all the powers of the board when the board is not in session. The executive committee considers key recommendations from the board committees listed below and sets the agenda for the full board meeting.

Audit and Finance Committee
Mark Steiger, ’89, Chair
The audit and finance committee selects and works with the Foundation’s auditors, currently Loeb & Troper, to ensure that the Foundation continues to meet nationally accepted auditing standards. In addition to reviewing the annual financial statements and budget, the committee examines employee policies and procedures to ensure Foundation compliance with CUNY best practices.

Development Committee
Marge Magner, ’69, Chair
The development committee provides oversight of the fundraising activities of the Foundation, including monitoring the staffing and goal-setting of the development office. Members provide critical advice on alumni research, cultivation, solicitation and stewardship.

Investment Committee
Martin Sass, ’93, Chair
The investment committee is charged with prudently building the Foundation’s endowment fund to secure the long-term future of Brooklyn College. Committee members are responsible for the development and periodic review of the funds’ investment policies and guidelines, and for asset allocation to various investment strategies to achieve appropriate diversification of the funds’ investments based on its needs and objectives. The committee selects, meets with and manages a variety of outside professional investment managers, in consultation with an outside advisor and monitoring firm.

Governance and Nominating Committee
Myron Kandel, ’52, Chair
The governance and nominating committee is charged with ensuring best-practice governance of the Foundation and continued development of the Foundation’s board of trustees. Responsibilities include directing research for prospective board members and providing recommendations for new board candidates, for officers of the Foundation, and for honorary governors.

Performing Arts Center Committee
Don Buchwald, ’59, Chair
The performing arts center committee is charged with monitoring the Foundation’s role in supporting the college’s new project to build a state-of-the-art performing arts center for Brooklyn College. The committee members consulted on the design and construction of the center, helped to select the architectural team, set naming opportunities and monitored the progress of the funding campaign.

Planned Giving Committee
Sam Beller, ’59, Chair
Planned giving committee members provide guidance and technical expertise on planned gifts and the solicitation of such gifts in the form of bequests, life income trust, charitable lead trust, life insurance or gifts of stock or real estate.

Student Life Committee
Ed Cohen, ’52, Chair
The student life committee engages Foundation trustees in campus activities and programs that enrich the lives of students. Foundation trustees are joined on this committee by key administrators, including the dean of undergraduate studies and the dean of student affairs and two students who work with trustees to identify critical student needs.
"My story is probably a lot like yours. I knew from infancy that admission to a CUNY school guaranteed a world-class education and unrivaled opportunity. At Brooklyn College, I studied with professors whose influence is deeply ingrained. As an alumnus, I registered with the Magner Center for Career Development to be a volunteer mentor and to provide ongoing support to the college and its students.

Wayne Mones, ’69

BROOKLYN COLLEGE LEGACY SOCIETY

We honor the members of our Legacy Society for their visionary gifts to the future of Brooklyn College. The Legacy Society is a group of generous alumni and friends who have named the Brooklyn College Foundation in their wills, trusts, life income gifts, insurance policies, or retirement plans. We are grateful for their extraordinary commitment to future generations.

Brooklyn College Alumni Association

Boyl An so Ciety

We gratefully acknowledge members of the Boylan Society, who make long-term, monthly donations to the Brooklyn College Foundation. These sustainable contributions provide much-needed income we can count on to meet the growing needs of the college and its students.

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Brooklyn College Alumni Association

Boyl An so Ciety
MEMORIAL AND TRIBUTE GIFTS

Many of our committed supporters give to the Brooklyn College Foundation as a lasting tribute to a family member, friend or associate. We are pleased to recognize the individuals who inspired gifts to the Foundation between July 1, 2009 and June 30, 2010.

In Honor of
Maruc Alperin, ’53
Ine Abraham, ’79
Wilford, ’66 and
Eleanor, ’87, Arche
Barbara Ann Ashcroft, ’53
Shelia Askander
Eric Bagley
Harriett R., ’49 and Max Boom
Sam E., ’58 and Eva Beller
Mr. and Mrs. Bennett
Brooklyn College Alumni
Association
Vito Capasso
George Edelman
Ila C. Frant
Berry, ’74, and Holly Feirstein
David Fins
Ed Friedman
David Fins
Barry R., ’74, and Holly Feirstein
Ida G. Erde
George Edelman
Vito Capizzo
Brooklyn College Alumni
Association
Mr. and Mrs. Bennett
Sam E., ’59 and Eva Beller
Harriet R., ’49 and Max Bass
Eric Balgley
Barbara Ann Auerbach, ’53
Eleanor, ’67, Archie
Ina Altman, ’79
Marcus Alexis, ’53
In Honor of
as a lasting tribute to a family member, friend or associate. We are pleased to recognize the individuals who inspired gifts to the Foundation between July 1, 2009 and June 30, 2010.

In Memory of
George Alexis
Marcus Alexis, ’53
Robert Aronowitz
Dave Askinasi, ’50
Robert Aronowitz
Marcus Alexis, ’53
Robert Aronowitz
Dave Askinasi, ’50
Rose and Morris Babushkin
Dave Askinasi, ’50
Robert Aronowitz
Marcus Alexis, ’53
In Memory of
as a lasting tribute to a family member, friend or associate. We are pleased to recognize the individuals who inspired gifts to the Foundation between July 1, 2009 and June 30, 2010.

In Memory of
as a lasting tribute to a family member, friend or associate. We are pleased to recognize the individuals who inspired gifts to the Foundation between July 1, 2009 and June 30, 2010.

CLASS OF 1960 50TH REUNION GIFT

We are grateful to those members of our class of 1960 who celebrated their 50th reunion by graciously giving back to Brooklyn College. Thanks to their generosity, the Brooklyn College Library has purchased loaner Apple iPads to address growing student needs. Additionally, the Center for Student Disability Services has purchased new adaptive equipment, software, and laptop computers to expand the center’s ability to serve our students with special needs.
Laying the Groundwork for Success... Brick by Brick

The Brooklyn College Commemorative Brick Plaza—located in front of the West Quad Center—offers alumni and friends a unique opportunity to celebrate a graduation, observe a special occasion, remember a parent, honor a loved one or highlight a lifelong connection to Brooklyn College while contributing to the success of future Brooklyn College students. All commemorative brick purchases support the college’s Annual Fund. We proudly acknowledge those who have generously elected to leave their mark on Brooklyn College’s history by purchasing a brick between July 1, 2009 and June 30, 2010.

Anonymous
Rosalee Abramson, ’62, and Joel, ’60, Notaro
Sheldon L. Altman, ’69
Dean J. Barcelona, ’81
Sidney Benford, ’78
Martha J. Bell and George Shapiro
Marc A. Berger, ’69
Pamela and David, ’58, Bernstein
James W. Bradley, ’56
Marilyn J. Brahms, ’80
Rachel Bratt, ’67
Brooklyn College Alumni Association, San Diego Chapter
Robert E. Burston, ’97
Donald J. Calista, ’59
Lynn H. Caporale, ’67
Adrianne Cohen, ’57
Anthony Crea, ’69
George Cunningham
Rose Davis, ’90
Thomas A. Donnelly, ’55
Allan, ’89, and Erica Deutsch
Marc Diamond, ’72
Tibbi Dubois, ’81
Enidnem Elkanen, ’93
Ernst G. Ferguson, ’57
Namukundah Florence
Patricia A. Frappiano
Ellen Frank, ’79
Dorothy A. Freidman
Helen A. Galvani, ’55
Barbara G. Gerber Kraner, ’62
Muriel Eldstein Goldman, ’44
Akos Glass-Gutman
Laura Glass
Alan R. Goldin
Lydia Godek, ’78
Worac, ’74, and Laura, ’75, Goldin
Averill Godin, ’88
Paula Lehrer-Goodwin
Robert Gorovitz, ’65
Karen L. Gould and Richard M. Simon
Millicent R. Grant-Jagdeo, ’77
Vivica E. Green
Arnold G. Groene, ’52
Dorothy Harkavy, ’45
Keith Hodne, ’03
Nancy and George B., ’76, Kaminski
Selma K. Katz-Kraner, ’60
Leonard Kraner, ’55
Renee Charlebois Kraner, ’81
Caryn Klein-Cardieri and Beth Klein
Linda D. Konner, ’72
Cecelia Kipe, ’83
Marilyn A. Koenig, ’84
Susan N. Kromberg, ’85
Frank Krasner, ’55
Rachel L. Kraner, ’42
Adlene Lichtenstein, ’32
Steve Little, ’77
Phyllis F. LICHTENBERG, ’47
Donald J. Lung, ’62
Bruce C. MacIntyre
Dmitriy Miloslavskiy, ’05
Linda H. Morris
Mark M. Skevofilax, ’86
Hyacinth M. Rowe, ’78
Jennifer S. Rubain
Eleanor T. Yuchmow, ’52

About the Authors
Edith Pemberton, ’59, and Henry, ’71, Sanchot
Irma S. Sabin, ’56
Grace Schlein, ’51
Jorgis A. Soustane, ’99
Deborah Ann Stanley
Della A. Siegel, ’53
Mark M. Skolnick, ’96
Alfred Russell Smiley
Anne E. Smiley
Gregory W. Smiley
Zinta A. Sorens, ’59
Toby R. Spadnik, ’55
Sydney J. Staubhurk, ’95
Maren Steininger, ’49
Moshe Stern, ’73
Salvatore C. Stagno, ’66
Michelle Stott, ’85
Thomas J. Vincent, ’68
Herbert Weingart, ’42
Jeffrey W. Weinstein, ’65
Susan Weiss
Petril J. Weston
Courtney G. Williams, ’85
Jacqueline C. Williams
Robert Willig
Margaret E. Winters, ’69
Eleanore Z. Yuchmow, ’52
HOW YOU CAN SUPPORT BROOKLYN COLLEGE

The Brooklyn College Foundation relies on the generosity of individuals, Foundations and corporations to help further Brooklyn College’s mission of providing high-quality, affordable education to students. There are many ways that donors can support the Foundation’s cause.

The Annual Fund
Annual gifts by alumni and friends provide for current needs that cannot be funded by state assistance, tuition or fees. The college increasingly relies on such private contributions to strengthen its programs. Common uses of unrestricted funds include student aid, faculty support, emergency renovations, academic initiatives, research assistance and the purchase of books, collections, supplies and equipment.

The Legacy Society: Planned Gifts
Members of the Brooklyn College Legacy Society share our vision of academic excellence for future generations by making a provision for the college in their estate planning. The Brooklyn College Foundation offers several future-oriented investment opportunities including life income trust, charitable lead trust, life insurance, or gifts of stock or real estate. Legacy Society members may also make planned gifts in the form of a bequest.

The Boylan Society
The Boylan Society is the Brooklyn College Foundation’s monthly giving program. When you join the Boylan Society, you authorize the Foundation to receive a monthly tax-deductible gift from your checking account or by credit card. This is a wonderful opportunity to provide dependable, enduring and reliable support to your alma mater. You will no longer need to be concerned with renewal payments or reminder mailings. And since a automatic monthly gifts do not require outreach efforts to secure, they are the most efficient way to sustain the level of academic excellence at Brooklyn College.

Gifts Online
It is now easier than ever to make a donation to Brooklyn College! Just log on to the Brooklyn College Foundation website, www.brooklyncollegefoundation.org, and use our secure connection to make a tax-deductible gift from your credit or debit card with a Master Card, American Express or Visa logo. We also accept automatic fund transfers from your checking or savings account. It is a wonderful and convenient way to help us continue our work on behalf of Brooklyn College students.

Establishing a Scholarship, Award or Prize
The Brooklyn College Foundation offers more than 600 scholarships and awards — valued at nearly $1.5 million annually — that provide deserving students with access to excellence and opportunity. Within limits, a scholarship, award or prize may reflect the specific wishes of a donor. Many funds have been established to honor a former student or faculty member, or to encourage students in a particular academic area. Establishing a scholarship, award or prize can also be a very personal and special way to memorialize a loved one’s interests.

Naming Opportunities
Brooklyn College is home to a wide spectrum of naming opportunities to help you achieve your philanthropic goals. Individuals or groups of donors may select from a menu of naming options ranging from commemorative bricks in front of our new West Quad Center, to benches near our beloved Brooklyn College Lily Pond, to classrooms or lecture halls around campus. These are very special opportunities to leave behind a legacy at the college, while contributing to the success of future Brooklyn College students.

Tributes and Memorials
The Brooklyn College Foundation Tribute and Memorial Program was created in response to alumni requests, as a means to offer special recognition to those who have made a difference in your life. A donation to the Tribute and Memorial Program gives you the opportunity to honor a loved one, friend, business associate or caregiver. Gifts have been made to commemorate special occasions including birthdays, anniversaries or retirement. The program is a meaningful way to express feelings of remembrance or gratitude.

matching Gifts: Double the Impact of Your Donation!
Each year, more than 7,000 corporations provide matching funds to educational and cultural organizations across the country. If your company matches employee contributions to higher education, you may be eligible to have your gift to the Brooklyn College Foundation matched. Your company’s human resources department or personnel office will most likely have details about an employee match benefit. Complete the matching gift form provided by your employer and send it with your gift. The Foundation will process the company form and notify you when the match is received.

Contact Us
To learn more about how you can support the mission of Brooklyn College, please contact us by phone at 718.951.5074, by fax at 718.951.4248, by e-mail to giving@brooklyn.cuny.edu, or write to us at Brooklyn College Foundation, 2900 Bedford Avenue, Brooklyn, NY 11210-2889. You can also visit us at www.brooklyncollegefoundation.org.

Staff List
Patty Allen
Associate Director, Annual Fund
Stephanie Ehrlich
Deputy Director of Development
Joe Fodor
Associate Director, Research
Emily Gebel
Development Associate
Anna Johnson
Executive Assistant
Larisa Khloodenko
Senior Accountant
Michael Iadarola
Associate Director, Major Gifts
Beth Farryn Levine
Associate Executive Director
Farah Naz
Database Manager
Sana Naz
Office Assistant
Patricia Palermo
Office Manager
Katy Schlesinger
Associate Director, Foundation Relations
Andrew Sillen
Vice President for Institutional Advancement / Executive Director

How You Can Support Brooklyn College
### BALANCE SHEET

**June 30, 2010**

(With Summarized Financial Information for June 30, 2009)

#### Assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$4,135,884</td>
<td>$1,323,338</td>
</tr>
<tr>
<td>Investments</td>
<td>54,826,238</td>
<td>49,976,977</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>14,294,554</td>
<td>12,563,216</td>
</tr>
<tr>
<td>Beneficial interest in remainder trusts</td>
<td>814,495</td>
<td>734,780</td>
</tr>
<tr>
<td>Beneficial interest in life insurance</td>
<td>131,877</td>
<td>114,720</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>131,221</td>
<td>18,904</td>
</tr>
<tr>
<td>Collectibles</td>
<td>3,222,820</td>
<td>3,205,320</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$77,557,089</td>
<td>$67,937,255</td>
</tr>
</tbody>
</table>

#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$102,079</td>
<td>$112,238</td>
</tr>
<tr>
<td>Annuity obligations</td>
<td>462,056</td>
<td>652,652</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>564,135</td>
<td>764,890</td>
</tr>
</tbody>
</table>

#### NET ASSETS (DEFICIT) (EXHIBIT B)

**Unrestricted**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating</td>
<td>2,120,670</td>
<td>2,956,842</td>
</tr>
<tr>
<td>Endowments – deficit funding</td>
<td>(4,434,705)</td>
<td>(8,129,189)</td>
</tr>
<tr>
<td>Board-designated</td>
<td>1,442,309</td>
<td></td>
</tr>
<tr>
<td>Collectibles</td>
<td>3,222,820</td>
<td>3,205,320</td>
</tr>
<tr>
<td><strong>TOTAL UNRESTRICTED NET ASSETS (DEFICIT)</strong></td>
<td>2,351,094</td>
<td>(1,967,027)</td>
</tr>
</tbody>
</table>

**Temporarily restricted**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>41,123,732</td>
<td>28,750,231</td>
</tr>
</tbody>
</table>

**Permanently restricted**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33,518,128</td>
<td>40,389,161</td>
</tr>
</tbody>
</table>

**TOTAL NET ASSETS**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>76,992,954</td>
<td>67,172,365</td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES AND NET ASSETS**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$77,557,089</td>
<td>$67,937,255</td>
</tr>
</tbody>
</table>

More detailed information is available in the independent auditor’s report.